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The One Show, Volume 38 (One Show Annual)

Synopsis

Great advertising and design can make the world stop and think. It can make people listen. And, sometimes it can even change a person's life.The One Show celebrates all of the qualities that go into making a successful ad campaign or design. Considered by many to be the benchmark in advertising annuals, this year's edition features the very best work from around the world from the 2016 One Show and One Show Design contests. In these pages are more than 1,600 four-color images from the finalists and winning entries, insider perspectives from the Gold Pencil winners, a spotlight on the Client of the Year, the college competition winners, and a look into the judging process with a Judge's Choice section. Lavishly produced with full-color throughout, this book is the must-have annual for creatives, clients, students, and anyone interested in advertising and design. Categories covered include print, design, integrated branding, television, and radio.

Book Information

Series: One Show Annual

Hardcover: 656 pages

Publisher: Rockport Publishers (March 1, 2017)

Language: English

ISBN-10: 0929837665

ISBN-13: 978-0929837666

Product Dimensions: 9.2 x 1.8 x 12.2 inches

Shipping Weight: 6 pounds (View shipping rates and policies)

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The One Club for Art and Copy is a nonprofit organization founded in 1975 to recognize and promote creative excellence in advertising. Through its publications, exhibitions, and awards competitions it seeks to inform and educate both the public and advertising professionals about the intrinsic value of creative standards in advertising. The One Club fosters the next generation of advertising professionals through scholarships, portfolio reviews, and the annual exhibition of student work.www.oneclub.org

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