

Edinburgh College student wins Floris Books prize



An Edinburgh College student has won the people's choice award in a competition to design a children's book cover for city publisher Floris Books.

The Kelpies Design & Illustration Prize 2015 challenged entrants to design a new book cover for Allan Campbell McLean's classic cold war spy adventure *The Hill of the Red Fox*.

Lewis Copland, a communication design student at Gray's School of Art in Aberdeen took the top prize, with professional designer Brad Newsman taking the highly commended prize.

Edinburgh College HND Visual Communication: Illustration student Ana Elez Rodrigo won the people's choice award, receiving more than 1,200 votes in an online poll, and received a £75 cash prize. Fellow illustration student David Lymburn was also shortlisted in the competition.

The winners were announced at a ceremony at Leith's creative business hub Creative Exchange, run by Edinburgh College and the City of Edinburgh Council.

✘ Anna's design was praised by the judges for her use of a strong colour palette and textured background to depict a red fox against a rugged highland landscape. David was commended for his bold use of composition, colour and typography.

Anna said: "For my design I got inspired by the landscape in Skye and the north of the Highlands. I played with the title of the book to make this kind-of mysterious and intriguing

fox.”

As the novel is set in the fifties, Anna used stylish colours of the time along with wrinkled paper to add texture. She said she was “excited and really happy” to have done so well in the competition.

Leah McDowell, design and production manager at Floris Books, said: “The shortlisted designs of Anna Elez Rodrigo and David Lymburn display great talent for two people in such early stages of their careers. Their interpretations of the competition brief show a good understanding of what was asked of them as part of this pressured live project.

“Floris Books felt that the Creative Exchange was the perfect place to host the shortlist exhibition, not only because of the qualities it encourages and represents – creativity, innovation and collaboration – but also because the ground floor space acted as the perfect environment to show off our contemporary children’s book cover designs.”

The 12 shortlisted designs will remain on display at Creative Exchange, 29 Constitution Street, Leith until 30 April (Monday-Friday, 10am-5pm).

Edinburgh College offers a wide range of design and illustration courses from introductory to HND level. Students work on exciting and challenging briefs to equip them with the technical and creative skills associated with their chosen professionalism, and are encouraged to enter competitions to hone their talents and expose their work to a wider audience.

Applications are currently invited for these courses and more than 900 other courses across the curriculum offered by the college and starting in August on its four campuses. See www.edinburghcollege.ac.uk for more information on how to apply.