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FOR RELEASE

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Glassboro Graphic Designer Wins Gold “Fexy” Award for Robins Nest Annual Report

Graphic Designer Randi Wolf recently received a Gold “Fexy” Award for her design work of the Robins’ Nest 40th Anniversary Annual Report which she produced through her firm, Randi Wolf Design. Both Robins’ Nest, an organization which provides therapeutic support and assistance programs for children and families, and Randi Wolf Design are located in Glassboro, NJ.

The Fexy Awards honors outstanding use of graphic effects in print, web and moving pixels. The national competition is sponsored by the American Pixel Academy, a coalition of professionals and educators in the pixel media.

In celebration of its 40th Anniversary, the Robins’ Nest piece was designed to mimic a “scrapbook” of sorts, where photos appear to be tacked on with pins or clips, the text appears to be typeset on different papers and secured to the page with such things as buttons or ribbons, and sentimental items like old postage stamps, dried flowers, torn tickets embellish the pages. The result was a highly creative, atypical look for an Annual Report – a creative, sentimental way to mark the organization’s 40-year milestone and show its history. The 3-D effect was achieved through painstaking work in Adobe Photoshop. The judges comments were “Excellent use of FX made this a very compelling piece. The 3D FX made me touch the cover to “feel” the layers. Nice!”

David E. Carter, Executive Director of the American Pixel Academy said, “We are very pleased with the quality and the number of entries we received in the first year of the Fexy Awards competition. We let entrants know their score for each entry, and they also get judges comments as well,” Carter said. “Very few other awards competitions do that.” Ms. Wolf received a score of 8.3 out of a possible 10.

Work selected was from a number of high-profile clients, including Warner Bros., HBO, National Academy of Television Arts & Sciences, Coach, Banana Republic, San Diego Zoo, Guess Watch, Carnival Cruise Lines, Philadelphia Flyers, Black & Decker, Sara Lee Corporation and Epson America.

The same Robins’ Nest piece has also received honors from the National Creativity Annual Competition and the 25th Annual American Corporate Identity awards.
PHOTO CAPTION - Dr. Anthony DiFabio, CEO of Robins' Nest poses with Randi Wolf, who received a Gold “FEXY” Award for her graphic design work on the organization's 40th Anniversary Annual Report.

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