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Ref: British Book Design and Production Awards

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## Pearson wins British Book Design Award

The British Printing Industries Federation (BPIF) recently announced the winners of the British Book Design and Production Awards 2009. The 'Award for the Primary, Secondary and Tertiary Education' went to Pearson Education for their title, 'NVQ/SVQ Level 2 Hairdressing'.

The judges praised the book for its beautiful design, stunning photos and clear layout. The book was designed to be glamorous and funky with a the front cover that immediately catches your attention and draws you in. Judges' comments included:

"The book was designed with its intended reader in mind and fits its academic criteria perfectly."

"It stood apart from the rest of the field."

The awards, in association with Oxford Brookes University and The Publishers Association promote and acknowledge the ingenuity, creativity and vigour that go into book design and production. It comprises 15 categories including Exhibition Catalogues, Digital Printed Books, Children's Trade and an Environmental Award.

The event also supported The Printers' Charitable Corporation, raising over £1,500 from the generous guests.

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