

PRINT SNDS WINNERS 2017

OVERALL DESIGN

This category is the meaning of life ... At least the newspaper's life. For, along with journalism, this is where the newspaper's soul unfolds, and this is what makes the readers feel at home. Or not feel at home.

This is also the category that shows the core of the daily cooperation between editors, writers and visual staff. The common understanding of content and expression – and the ability and will to succeed every day. All of this requires the basic design tools and the overall style to be consistent and strong. And then the rest is "only" a question of talent – and planning.

This year, it was difficult to make the assessments as some newspapers have evolved considerably and redesigned quite successfully, while several of the newspapers that work with their "old" design, still do an admirable job and offer their readers high quality every day and are still able to surprise them with their use of layouts and illustrations.

A trend this year – the jury sensed – could be that more visual effort may have been dedicated to the digital platforms. This is seen most clearly in some of the sub-categories, yet also a little at the main level – at least as regards the mix of real infographics and layout. We hope that this trend will not lead to a cut down on the visual efforts made in print, but that it will find a way to exploit the creative forces across all platforms in a smart way.

Per Heilmann

Gold + BEST DESIGNED

Category: Overall design

Aamulehti

Finland

- + The most refreshing look in Scandinavia right now.
- + The one paper with a true style of their own.
- + Great front pages, good use of photography and fantastic explosions...
- + The freshness... It has the feeling and the spirit of the community.

Structure

- + Several kinds of front pages is good.
- + Great variation in solutions.
- + Well separated content and clear hierarchy.
- + Consistent even in the small details.
- + Clear navigation – you know where you are everywhere.

Typography

- + Excellent balance in typography – fresh with Sans Serifs and a post-modernist feel to the big block letters (without becoming an evening paper)

Colours

- + Elements from the evening papers/tabloids – bright yellow, strong colours, Sans Serifs – but still very elegant.

Minus: The yellow background in some places – but that is a matter of taste, not of good or bad design.

Silver

Category: Overall design

Politiken
Denmark

- + Politiken meets very high standards regarding design every day. This has even become the paper's trademark. The design work is extremely ambitious, diligent and consistent throughout.
- + The visual DNA is very strong and the design is very long-lasting. Politiken's voice is strong, while at the same time being intelligent.
- + Politiken offers its readers great surprises and visual highlights, and they seldom stumble in their design, even on standard news/ad pages.
- + The paper is full of nice details, creative use of photography and insightful illustrations. When something happens, Politiken tells the story with a new twist.

Structure

- + The navigation elements are strong and logical. The structure is clear and easy to follow.
- + The grid is simple and provides the spreads with a dynamic layout and an airy feel.
- + Good contrasts in every design aspect: Size, colour, typography and rhythm.
- + Politiken really knows how to take advantage of the large page size in the main paper. Moreover, the tabloid supplements are amazingly neat!

Typography

- + Strong and classy typography is one of the key elements of Politiken's strong visual DNA. They feel fresh and stylish, year after year.

Colours

- + Politiken has a very elegant and effectful colour palette, and the hierarchies in the use of colours are clear. The additional greyish blue gives the design a very nice touch. In certain places, it is not necessary and slightly out of context – yet, still more refreshing than annoying.

Visual storytelling

- + Politiken really knows how to stand out and visualise important news coverages. The illustrations are stunning, and the paper knows exactly how to maintain balance and good taste when using playfulness in their visualizations.
- + We saw lots of great photo editing and effective use of cut-out photos and various photo formats on the spreads.
- + The covers are often stunning, sometimes even ingenious.

But...

- Politiken has a strong identity and visual knowledge among their readers... and in the hearts of news designers... We think that there is a slight tendency for Politiken to repeat their "way of being creative" instead of developing new and surprising ideas.

Silver

Category: Overall design

Svenska Dagbladet/JUNIOR
Sweden

Stina Cederholm. Design: Linda Häggström, Eva Johannesson, Photo Editor Joakim Ståhl.
Graphics Thomas Molén

- + This newspaper really takes their readers seriously! The concept and the performance – look and feel – is at eye level with kids, and the newspaper is made FOR their readers – not TO them.
- + The magazine is extremely easy to read and follow. Sometimes, the spreads are slightly busy even though colourfulness and playfulness are elements that belong to a children's magazine.
- + The mascot is cool and funny.

Structure

- + The navigation elements (small boxes, speech bubbles etc.) are strong, very consistent and logical. And very funny as well. The structure is clear and easy to follow.
- + The grid is simple, yet the pages are still very much alive.
- + We see good contrasts – and the short texts and numerous entrances allow for an easy read.

Typography

- + Well-balanced between the regular newspaper and the more playful look.

Colours

- + Lots of them... yet still not too much.

Visual storytelling

- + The so-called real newspapers could actually learn about visual storytelling from Junior. The whole newspaper is an example of visual storytelling.
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Bronze

Category: Overall design

Berlingske Media A/S

Denmark

Overall

- + The newspaper is very strictly organised. This is a product of very high quality and order reigns everywhere, thanks to the strict grid.
- + The design work is diligent and disciplined. The overall look and feel is stylish, elegant and modern.

Structure

- Sometimes the appearance is slightly too boxy and crowded with lines.
- + Yet, the grid allows for a smart and effective use of white space.
- + The front-page concept is clever and effective. The contrast between everyday front pages and weekend covers is clear.

Typography

- + Headlines and body text fonts are classy and sophisticated, even if not very personal. Instead, the font used in vignettes is playful and unique, but to some of us it holds Wild West connotations.

Details

- The Wednesday issue: Messy front page and many different styles – too many typefaces
 - Why a Magasin and a magazine? And two different B's?
 - Problem with colours – most obvious in business pages with a section colour matched (or not) with orange and green. And some of the colours that are used do not print well – they appear differently on different pages.
 - Does the design, in some places, overwhelm the content?
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Bronze

Category: Overall design

Eesti Ekspress

EstoniaEstonia

* Overall design/look and feel:

+ The magazine format and appearance give a good first expression.

+ A really strong news magazine with lots of energy and power.

+ Many successfully layouted pages. Provide good variation and invite the readers to dive into the content. Maybe slightly too many effects here and there.

- It is difficult, though, to work out the profile of the paper: Is it a serious newspaper, popular magazine or something in between? The layout is playful and even has tabloid press nuances, but the content is newsy and more serious than the appearance.

- The quality of the layout and visuals varies significantly. Some spreads are elegant and sophisticated, while certain layouts seem to stumble and we also see some examples of tasteless executions.

- Sometimes, there is a lack of balance between text and images.

- It does not look nice, but while we accept the fact that there is a big ad on the front page, visual work should still be done with the top/header. It doesn't match the inside visually and could have been made much more powerful.

* Grid, structure, navigation, rhythm, consistency, colour:

+ The overall navigation is clear and well executed.

+ The TV pages are exceptionally well organised.

+ The use of page structure and grid is smart and beautifully made with good variation.

- Sometimes too many effects and maybe too many colours – and they do not all go well together.

- The paper seems to have some ad placement problems and that is one reason for the busy and slipshod spreads.

- The sections structure is slightly complicated and confusing. There are many section colours, which are not always used consistently.

+ The use of cut paper is good and well treated.

There are many lines, but they are well used.

+ The red and blueish grey is an elegant combination.

- The colour palette is abundant and not as logically used as it should have been.

* Typography, readability: + Flama is a stylish font, although slightly outdated. However, it is used rigorously and stylishly.

- The paper has a tendency to use coloured headlines and place headlines over photographs. Sometimes it works fine, but we also saw some tasteless executions.

* Visual storytelling, photography, infographics, details:

+ We saw many expressive illustrations and impressive photography.

+ Express Media provides its readers with many surprises and explosive special packages.

However, sometimes they tend to be too busy and overly decorated.

Bronze

Category: Overall design

Helsingin Sanomat

Finland

Ari Kinnari, Sami Valtere

+ Among the best designed newspapers.

+ Pleasant look and feel.

+ All the basics are in place in terms of quality. The use of photos is consistently good. The contrast between news and feature is great. The layout is well executed.

Structure

+ Clear structure – good navigation.

Typography

+ Nice and strong typography – elegant and classy.

Colour

- The use of colour is a bit outdated. You may argue that either Helsingin Sanomat is classic – or outdated and traditional.

Bronze

Category: Overall design

Helsingin Sanomat/TEEMA

Finland

Sami Valtere, Konstantin Neugodov

+ Very high quality in the presentation. Very nice overall look and feel.

+ Very convenient and charming format. The content is very interestingly presented. The product is tempting, charming and compelling.

+ The structure is simple and clear.

+ Overall, the look and feel is very modern, fresh and optimistic.

+ TEEMA carries a strong HS identity, although it has its own personality and unique appearance, thanks to the special typography and nice design details.

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- We have seen HS TEEMA before and found that it may have been stronger last year or previous years.

It is still great – but is it a small step back. Less explosive than we used to see.

We would like to see more playfulness – more "wow" sequences.

REDESIGN

As media houses are focusing more and more on web development, this year only saw a few real newspaper redesigns. The jury evaluated seven entries, and most of the newspapers and news magazines had only tweaked their layout slightly. In many cases, the facelift had been made to simplify the online first publishing and joint feature content production. In some cases, such straightforwardness generated dullness, but fortunately, in many papers the simplification increased clarity and readability. Berlingske launched one of the biggest redesigns in the Scandinavian press in a long time and the result is astonishing.

Gold

Category: Redesign

Berlingske Media A/S

Denmark

This is a redesign with a capital R! Berlingske has redesigned almost everything: Logo, typography, colour palette, grid, structures and infographics stylebook. The amount of the work is

amazing, and the result is stunning. Berlingske has changed its clothes, lost some weight, had a new haircut and even a tan. Nevertheless, Berlingske has managed to retain its soul and familiar voice. The redesigned newspaper is modern, energetic, consistent and tempting. Berlingske now has a very high-quality appearance. The spreads are strictly organised, and order, discipline and control reign everywhere, thanks to the well-designed grid, templates and guidelines. However, some jury members speculated that this ultimate strictness could lead to a certain coldness and dullness.

The design system enables a smart and effective use of white space. The spreads are balanced, and the compositions are dynamic. Typography and the use of design elements are consistent, and the whole product has very cohesive overall look and feel.

The design work is disciplined and diligently executed. The outfit is stylish, sophisticated and serious without being boring and repetitive. However, sometimes the appearance is too boxy and crowded with lines.

Headlines and body text fonts are classy and elegant, even if not very personal. Instead, the font used in vignettes is playful and unique, but to some of us it holds Wild West connotations.

The front-page concept is clever and effective. The contrast between everyday front pages and weekend covers is clear. The improvement is significant.

The supplements are interesting and provide the readers with surprises and special coverages. The glossy magazine is very cool, but we wondered why the newspaper publishes two Sunday supplements: Magasin and a compact magazine?

Silver

Category: Redesign

Sunnuntaisuomalainen

Finland

Anniina Louhivuori, Ally Palmer, Terry Watson

Sunnuntaisuomalainen (SuSu) has made a bold transformation from broadsheet to tabloid, and using the same amount of paper they have managed to create the feeling that there is much more to read. The supplement feels much more like a magazine after the redesign, and in general, the redesign feels very successful.

Tabloid SuSu has a lot more energy and freshness than the old broadsheet version. However, the broadsheet was slightly more serious, elegant and charming – perhaps due to the traditional page size, classic typography and conventional colour palette.

Even though the paper now lacks the great effect of a big page size, the designers have quickly discovered the strengths of the tabloid format and have learned how to retain the visual explosions that are famous to the paper.

As before, every page – from the front page and throughout the paper – are polished and diligently designed. SuSu is full of creativity, imagination and fresh visual ideas. Illustrations and graphics are very distinctive and the stunning artwork provides the paper with a unique and personal look and feel.

Even if the traditional weekend supplement has changed its format, type kit, colour palette and logo, SuSu has managed to retain its soul, spirit and familiar voice.

The jury felt that sometimes headline fonts and other design elements are a bit too light and timid. While the delicate style gives the supplement a more feminine look, a bolder use of contrasts would give the appearance more energy.

Bronze

Category: Redesign

Dagens Nyheter
Sweden

Dagens Nyheter Lördag is a beautiful magazine: Fresh, young, tempting and apparently made with great passion. We didn't find many downsides from the original magazine, and it seems that neither did the redesigners, since the update is more like a facelift than a real redesign. The paper has the same content, the same structure and basically the same look and feel as it had before the intervention, and thus, the improvements concern mainly details. However, almost all of the changes clearly improve the product, which is really nice at the moment.

The new cover is fresh, modern and tempting. The new logo is more powerful, and the white stripe always ensures the logo a prominent position. In the old cover model, the logo positioning seemed to be a big problem.

The new headline system works well, and we didn't come across any layout problems regarding long headlines and sub-headlines. DN Lördag used to play with typography on special pages, and we really hope that this is still possible. The disciplined headline style soon begins to repeat itself and feel a bit dull.

The consistent use of the DN house font strengthens the visual identity of the product and provides the paper with a more feminine look and feel. The violet accent colour gives a nice and fresh expression although the lack of the DN brand red has slightly weakened the brand cohesion.

FRONT PAGES

As in the News pages category, this category did not see many breaking news front pages either. The role of the front page has changed considerably during this decade. Since all the news have often been told online, the purpose of the newspaper front page is to crystallize a big idea, capture a phenomenon, emphasize the importance of a news event, announce a statement or convey strong feelings and insights. We saw imaginative and brave examples of all of these. Even though the category did miss classic news fronts with documentary photography, we noticed that the Scandinavian newspapers can find very creative ways to tell the story when something major happens. Generally speaking, Scandinavian news front pages are bold, insightful, compelling and emotional. In many cases, the manner of representation was by means of an illustration or graphics. And of course, we saw lots of depictions of Donald Trump – the mascot of the year.

Gold

Category: Front pages

Den lille kjempen
VG
Norway

Simen Grytøyr og VGs designteam

This is a very exceptional front page in VG. The cover is like a poster: Beautiful, peaceful, symbolic and even intimate. The photograph, its framing, composition and the colour scheme are stylish, and together they convey a sensitive and dignified atmosphere. Fortunately, the headline is minimalist and modest. This is the way in which VG should surprise their readers more often.

Silver

Category: Front pages

Politics
Politiken
Denmark

This is a classic Politiken illustration style. And it always rocks! Special days deserves special pages, and the front page of the voting day is always a big challenge for news designers. However, Politiken solved the problem cleverly. The illustration is fun, interesting and it leaves room for the readers' imagination. The playful logo crowns the clever front page.

Silver

Category: Front pages

Surprise
Aamulehti
Finland

The jury saw dozens of Donald Trump front pages and covers and this one really stand out. The photo cropping is ingenious and creates a powerful impact with the shaking headline. The elections result truly was a big shock and surprise for almost all of us, and Donald Trump really made a dent on the Universe and shook our very foundations.

Bronze

Category: Front pages

Trump illustration
Berlingske Media A/S
Denmark

The Berlingske US election edition was wrapped up in a special cover sheet. This is something that the newspaper very rarely does. The cover illustration is strong and stylish and tells the visual story in a playful manner. However, the jury wondered whether the message was insightful enough, 24 hours after Trump's announcement that he had won.

Bronze

Category: Front pages

Ei On Ei
Aamulehti
Finland

Aamulehti has a distinguishable style, and the paper boldly uses impressive illustrations on its front pages. The handmade letters are punchy, and the message is strong and clear: No means no. Everybody has an exclusive right to his or her bodies. The letter O as a traffic sign is a nice idea, but the execution is bit floundering.

NEWS PAGES

Two years ago, we asked for more and better entries in this category, and the quality has seen a lift in both 2015 and 2016. This year, we received 29 entries, many of them of good quality. On the other hand; most of the stories were connected to planned events, and some of them might as well have been competing in the feature category. One print trend this year seems to be that news illustrations have come back with full force, many of them of high quality. That's good. But we do hope for more of the real deal next year: Pages and stories you had to make right there and then because of the breaking news, pages with news photography and infographics presented in short time and in an effective way.

Gold

Category: News pages

De bor i Aleppos farligste bydel

VG

Norway

Kenneth Lauveng, Håvard Holten og Torfinn Weisser

VG used the Internet to speak to witnesses inside the sieged Eastern Aleppo in Syria. This is the story about daily life in the war zone. For the designers, there was one huge problem: No photographers were present to take pictures of the eyewitnesses. VG decided to illustrate their stories instead.

The jury had a long discussion about the method. The conclusion is that sometimes we really should use all our skills to tell a story, and in this case, VG did. This is an extraordinary and inspiring piece of work. VG has its own style, often very hard and dirty, but here it is being used in a very good and sophisticated manner. The use of black and yellow is constant, the huge and small parts stand well together, and elegant details abound.

Silver

Category: News pages

Kampen om Mosul

Berlingske Media A/S

Denmark

A city in ruins, the extent of death and destruction in the war zone of Mosul is overwhelming. You don't need a black background or any effects to tell this story: Berlingske tells it by means of cold and terrifying pictures, combined with short stories for each of them. The design is nice, clear and sophisticated. The pictures are horrible.

Bronze

Category: News pages

Præsidentvalget

Politiken

Denmark

Many of us woke up open-mouthed the day after the US election. This infographic summarises the election in numbers one day after. Who voted for who, where did they come from, did they ever go to school, etc. We have seen many similar infographics, but none as effective as this one. The

page is very informative, clean and without any noise, and it goes straight to the core of many of the questions – and it's easy to compare the result of this election with the results of the 2012 one.

Bronze

Category: News pages

Investerarernas svartlistade

Svenska Dagbladet

Sweden

Illustrator Kalle Källström, Editor: Johanna Aggestam Editor-in-Chief, Björn Lindahl

Business on the black list; a story about the Nordic business giants that invest billions in weapons, coal and tobacco. The designer has created a great combination of illustration and infographics. It's very powerful and nicely done.

Bronze

Category: News pages

USA forrige uke

VG

Norway

Torfinn Weisser

Sometimes you want to give your readers something extra. Something that surprise them and make them interested. With these spreads, VG really succeeds in doing exactly that. Simple, poignant and effective.

Bronze

Category: News pages

Sista utposten mot IS

Svenska Dagbladet

Sweden

Niklas Meltio Picture Editor: Jessica Olofsson, Editor: Cecilia Hagman, Editor-in-Chief: Joakim Ståhl Jesper Sundén

This is the story about the soldiers at the final outpost of the front line, with ISIS on the other side, waiting for the bullets and bombs. The layout is clean and powerful, and the great pictures speak for themselves.

Locals

This year, not many awards were given in this category. Sometimes it can be difficult to decide whether an entry belongs in this category or, for example, in features. The jury moved some entries to other categories, because they seemed to fit better there because of their subjects. A local story has to tell about local things that are important to the local people. The designs that were awarded

this year represent this category very well, even though they all could have made it in other categories, too.

Silver

Category: Local pages

Vis meg børsa di
Hallingdölen
Norway

This story could also have been entered in the feature category.

Much effort has been put into this story about hunters.

People have been photographed in their right element, and the photos are well-planned and show the character of the object. The elegant typography and beautiful layout support the strong photos.

Silver

Category: Local pages

Puhtainta Miesmuistiin
Aamulehti
Finland

In this design, we see an impressive way of using different shades of blue. The layout colours match the newspaper brand colour well. The infographics are easy to understand. A fresh, clean and impressive piece of work.

Bronze

Category: Local pages

Rasteplassen
Hallingdölen
Norway

This is a familiar situation for the Norwegians, and the story lifts your spirits.

It's a nice idea to interview people at a lay-by, and it's a good layout solution to give all the pictures the same size. All the pages are the same, yet do not become dull. The cover could have been more effective and differ more from the inside pages.

FEATURE

With over 58 entries, the Feature category was one of the biggest categories this year. Like last year, the level of feature print design seems to be quite high in the Scandinavian countries, but only a few entries really astounded us. The jury was surprised that only a few of the entries were made with press photographs. At the same time, we have to honour the creativity and courage some of the papers and designers show when it comes to the use of good illustrations.

Gold + Best of Show**Category: Feature**

Lihan Himo
Sunnuntaisuomalainen
Finland

Anniina Louhivuori, Photographer: Timo Mustalampi

The whole layout is made with pieces of meat. A great work of art. And a great piece of feature news design layout. October is a vegetarian theme month in Finland. Under the headline "Desire for meat", this story was published right before "the meatless" month was over. On the spread, you can read about meat and culinary issues, production, nature, consumption, refining methods, evolution and ethics. This design is unique, the real deal, made without photo shopping or disturbing effects. The illustrations also provoked a lot of feedback from the readers, both angry and nice ones. Well done!

Silver**Category: Feature**

Sioux-oprøret og Bankranet i Northfield
Hallingdölen
Norway

Two very large multiple page works share the same visual language. A huge effort has been put into these designs. They tell us the story of the Asle Sorbel Ride and the Sioux uprising 1862 in an excellent and passionate way. An impressive number of pictures, details and infographics are used in these designs, and yet, they still manage to remain consistent. It's great to see a small local paper working with such enthusiasm.

Silver**Category: Feature**

Sikä Että
Helsingin Sanomat
Finland

Konstantin Neugodov

Women are spoons. Men are forks. A brilliant way to solve the designer's difficult task: How to illustrate a story about parents who find it difficult to determine the gender of their children. This kind of storytelling is original, the layout is effective and made with nice colours.

Silver**Category: Feature**

Ultima Thulen lintu
Aamulehti
Finland

The swan is the national bird of Finland. On a large spread, laid out sideways, the illustrator has made a huge infographic. The page is very informative, nicely executed, and one you would actually like to frame and hang in your own living room – and of course on the wall of every school in Finland.

Bronze

Category: Feature

Nu skyder København i vejret
Dagbladet Information
Denmark

The story about the 44 new high-rise buildings that will tower over Copenhagen. The illustrator really tries to use the printed format in a new and different way. The details are good, and the presentation is creative and different.

Bronze

Category: Feature

Den eviga kampen mot kroppshåret
Dagens Nyheter
Sweden

An article about body hair – where the design is made using real body hair. Clean, creative, funny and well executed.

Bronze

Category: Feature

Minneryddarne
Hallingdølen
Norway

Under the headline the “The Deminers”, Hallingdølen presents the story about locals that are hooked on finding ancient “treasures” in the ground. This presentation really stands out. The layout is clean with nice details, and the combination of close-up pictures and pictures taken from a distance is good.

Bronze

Category: Feature

Pahan pyöveli
Helsingin Sanomat

Finland

Every major news organisation in the world has been writing about the monstrous Englishman, “Jihad John”. But few, if any, have managed to visualise the story of his life – with the same limited photo material – as effectively as Helsingin Sanomat does here.

Konstantin Neugodov, Ea Vasko

Bronze

Category: Feature

Vuorilla on vapaus
Helsingin Sanomat
Finland

Niklas Meltio, Heikki Hankimo, Matti Pietola

This is real journalism. Helsingin Sanomat presents exclusive and very different photos from a war scene on the border areas between Iran and Iraq, an area that is closed to almost everybody but the fighters – and a war photographer from Finland. The pictures are beautiful, and the layout is sober – which fits this story well.

Bronze

Category: Feature

Due med lugg, 94 poeng
Morgenbladet AS
Norway

In this story you get the feeling that birds look like humans, like your aunt or grandmother. This is a very unusual story . The layout is quiet, in a way that lets the beautiful pictures speak for themselves.

Bronze

Category: Feature

Istid
Sunnhordland
Norway

Mari-Anne Korsvik (graphics) and Marius Knutsen (photo journalist)
A very powerful entry with wonderful photos and a brave use of them. The layout supports the pictures and white space is used to great effect. You can feel the ice and the freezing cold when you look at these pages.

Bronze

Category: Feature

Tähän on tultu
TURUN SANOMAT
Finland

Ante Johansson, Anne Laitinen, Hannu Miettunen

Limitations in the printing press forced the designer to choose which pages should be in colours. By means of these beautiful black and white illustrations, the pages have a classic look, which fits the story. In addition, the basic design is good.

SECTION FRONT PAGES

A section front page is an excellent opportunity to create a powerful start for a story and to reset the rhythm of a newspaper in the middle. So it is no big surprise that this category was very popular this year. The large number of entries also presented quite a few clever ideas and good quality. At certain times, the jury came to the conclusion that just putting a good photo on the cover was not enough to earn a prize this year as we saw many solutions that were better. A well-executed surprise or a clever idea in a quality package is what it takes to win in this category. And this year, we saw quite a few.

Gold

Category: Section front pages

När Stockholm drucknade i snö
Dagens Nyheter
Sweden

This is a brilliant idea. This realistic cover pulls you in and makes you want to try to wipe off the snow from what is hiding below. The execution is impressive, and the superior printing quality perfectly delivers the designer's very risky endeavour.

Silver

Category: Section front pages

Skal algoritmer styre din virkelighed?
Dagbladet Information
Denmark

Some newspapers have begun to use algorithms to decide which articles to present to various readers. In this story, Information asks whether it's good that algorithms may be able to control the reality. The story is illustrated with a clever drawing of people who are reading the same printed newspaper, however, with different stories – a stylish and sophisticated illustration with lots of small details for the reader to discover. The headline is smoothly integrated into the illustration. Well-picked colour palette and a clear and lively image.

Silver

Category: Section front pages

Omskåret
Politiken
Denmark

This page proves, once again, that simple and clever ideas are very valuable. Painful to look at (for some viewers), it's effortless, clear and effective. Smart use of the good opportunity offered by the language.

Silver

Category: Section front pages

TAPA NE!!!!

Sunnuntaisuomalainen

Finland

Designer Anniina Louhivuori

Very aggressive and strong illustration, an in-your-face, take-that direct approach. The execution is of very high quality. The message hits the reader, full force.

Bronze

Category: Section front pages

Dette er ikke en jazzsaxofon

Dagbladet Information

Denmark

The cover image is an elegant homage to Rene Magritte's famous painting The Treachery of Images. The pipe-like shape of the saxophone as a symbol of jazz music offers an opportunity to spice up the message with a healthy dose of humour. The simple and strong design make a good impression.

Bronze

Category: Section front pages

POISS

Eesti Ekspress

Estonia

Why not a girl? Because it illustrates an essay on Estonian society resembling a teenage boy. And he looks a bit girlish, to be honest. The result is modest, stylish and has a classic feel to it. The symbolism here is effective. The cut-out headline with chest hair makes the design work.

Bronze

Category: Section front pages

Vihaisen oikeiston trumpet

Helsingin Sanomat

Finland

Ari Kinnari, Akseli Valmunen

The connection between the headline and the image is weak almost to the point of becoming a contradiction. The picture itself is very powerful. Both headline and the image feature good ideas, but they fail to meet on this page. The image still gets the point through, though.

Bronze

Category: Section front pages

Cohen

Helsingin Sanomat

Finland

Heikki Hankimo, JP Laitinen

It's essentially a poster that does not benefit from a big headline. The choice of the photo with a very powerful and moving image is the strong point here. It might not catch the viewer's attention at first sight, but might, on the other hand, become a masterpiece when you take a second look. The subtle word "blues" inside the hat is a touching detail.

Bronze

Category: Section front pages

Rakas Varas

Sunnuntaisuomalainen

Finland

Designer: Anniina Louhivuori

A minimalist sloppy-ish illustration of a sad story. It hides a very clever wordplay executed in a very fitting way. It's neither beautiful nor attractive, but definitely interesting. Knowing the story behind the image emphasises the message immensely.

Bronze

Category: Section front pages

Tungosta tarhassa

Sunnuntaisuomalainen

Finland

Designer: Anniina Louhivuori, Photographer: Riku Luomaa

Very neat execution of a composition made of real material. It's quality handwork in the tradition of the paper's covers. The nice details makes it more valuable.

Bronze

Category: Section front pages

Pensionär?

Svenska Dagbladet

Sweden

Photographer: Staffan Löwstedt, Editor, Elias Björkman, Editor-in-Chief Adam Svanell.

It is by all means not uncommon for an excellent photo to make a spectacular front page. Svenska Dagbladet Kultur section presented a few examples of great photo use but the one that caught this year's jury's attention was a bold and powerful portrait of the veteran dancer Charlotta Öfverholm. Raw power of a superb photo in combination with a concise and clear message did the trick.

Bronze

Category: Section front pages

Himmelsk stemning ...

Trønder-Avisa

Norway

Clean and simple, warm and nice, and funny in the friendliest possible way. This scarcely filled front page welcomes the reader with an idea and message that doesn't take long to catch. It says a lot with very little.

Visual communication

What is visual communication? In this category, idea and impact are valued over beauty – but when the three are combined, the jury is stunned. This year, we saw many very good ideas, so many that we had to look for perfection to find our winners. The lack of last year's photo illustrations is notable – this year, we've seen an enormous amount of great drawings. But where are the infographics?

Gold

Category: Visual communication

Find Mette

Dagbladet Information

Denmark

An incredible smart way to tell the story about the politician who isn't reachable. A political commentary full of parody and intelligent details. The jury was caught up looking at details, laughing and pointing out our favourite parts. Well-designed throughout – idea, execution, illustration style and storytelling disposition. Nothing on this spread is a coincidence. Where's Mette, can you find her?

Silver

Category: Visual communication

Ved fronten i Mosul...

Dagbladet Information

Denmark

Very strong photographs that punch you in the stomach. The dark pictures, which highlight the horrible details and scene have a true doomsday feel to them. This is not just a photo spread – it's a statement.

Silver**Category: Visual communication**

Hjerteknuserne
Dagens Næringsliv
Norway

This is visual communication! Strong pictures that show strength in strong people. Our favourite is the one covered in sweat – the only one that really does his thing. A minimalist style where the pictures are given the loudest voice. The rest of the design is well-balanced and low key. Highly consistent, yet with variation.

Silver**Category: Visual communication**

Love locks
Politiken
Denmark

Simple, clean and beautiful – it's a poster-like page. You can read the story by reading the text on the locks. An extra point is given for the humorous message on the last lock: "I'm single – call me".

Silver**Category: Visual communication**

600 børn
Politiken
Denmark

The pictures of the horrors in Syria and in the Mediterranean are so many that we and the readers are becoming used to them. This cartoon-style presentation is inviting, and when you finally notice the explanation at the bottom, reality hits so much harder. An effective way of showing the shocking reality. In reality, the teddy bears in the dark ocean are drowned children.

Silver**Category: Visual communication**

Bowie
Politiken
Denmark

They found a simple and outstanding way to do it differently than everybody else. When you first see Politiken's front page you get disappointed – is that all they did? They can do so much better. But that feeling only emphasises the "aha" experience when you reach the section front page. These covers really show Politiken's strength in having the idea that makes everybody else think: "Why didn't I think of that?".

Silver**Category: Visual communication**

Bussikin on pikkujouluyön.....
Turun Sanomat

Finland

Elina Nurmi

Stylish and carefully selected colours and shades, as well as good typography, give this page a deceptively simple look. It's very difficult to make map-based presentations this appetizing. In addition to the good design, the map is easy to use and practical – a service to the reader. We appreciate the small elements of humour, which show that the team behind the page had fun making it. This is quite simply news you can use.

Silver

Category: Visual communication

De olympiske gener

VG

Norway

Torfinn Weisser

VG chose the style and used it throughout, and the result is consistent and well executed. Even the play with fonts works, and VG has done a good job. The photographs are fantastic and strong, and this is different from all other sport stories we've seen. It would have been fantastic even without some of the gimmicks.

Silver

Category: Visual communication

Vägs ände för fröken Selma....

Värmlands Folkblad

Sweden

Martin Olsson

The jury applauds the courage behind these four pages. The note with Värmland's own Selma Lagerlöf will be discontinued, and that is obvious an important subject for both the paper and their readers. Much work has been put into these pages, not least along the bottom. Full of interesting information and very fun to read parts of it, while at the same time giving good visual examples and comparisons.

Silver

Category: Visual communication

Päin Naamaa

Aamulehti

Finland

Aamulehti has once again produced a very clever and boldly presented cover story. Deceptively simple, but much work lies behind the idea and the illustration. This is a team that works together to come up with the best idea and believe in it. The readers' focus is where it should be. The design doesn't need more. Simple and clean.

Bronze

Category: Visual communication

Gaddis Kungen!
Aftonbladet
Sweden

So tasteless, highly entertaining and well-executed in every aspect. This is just for fun, but still well-organized, easy to read and full of details.

Bronze

Category: Visual communication

Fordømt
Bergens Tidende
Norway

Kjerst Mjør, Walter Jensen og Kristine Holmelid

An exclusive and local story that says a lot about the time after WWII. The consecutive and consistent grid keeps everything together, and the text is organised in a way that makes you keep on reading.

Bronze

Category: Visual communication

Ingen erfaring. Bare ego, løgner og
Bergens Tidende
Norway

Walter Jensen, Kay Åge Strøm Grøtan og Arnt Paulsen

This illustration does not contain any elements of a human being, yet, you can still see that it is a human, who it is and that he's furious. The use of very American objects makes the idea unique and powerful, while at the same time funny and beautifully executed.

Bronze

Category: Visual communication

Vejen til Det hvide Hus "spillet"
Berlingske Media A/S
Denmark

Oh, how boring a timeline can be. However, Berlingske succeeds in making it fun and lively. And with warmth and humour too.

Bronze

Category: Visual communication

Jeg har sett den nordiske

Morgenbladet AS
Norway

Playing with columns can be a very bad and cheesy design choice, but here, it really works and offers sufficient legibility. Every Norwegian instantly understands the meaning of it. Low key and high impact. We can see the teamwork that lies behind this idea – what do we want to tell the reader and how.

Bronze

Category: Visual communication

Sekundene som
Nyhetsgrafikk.no
Norway

Nils Kristian Reppen and Odd-Øysten Johansen

This is real infographics – precise and accurate. Show, don't tell. Basic, clear, informative, correct and transparent. A reminder of what we miss in today's newspapers.

Bronze

Category: Visual communication

Prince
Politiken
Denmark

Brilliantly easy to understand: The little man who was actually very big. The change of the colour to purple is a minimalist move with great impact. Subtle, yet effective.

Bronze

Category: Visual communication

Vi ä alla polkaprickar
Svenska Dagbladet
Sweden

Visual Editor: Staffan Löwstedt. Editor: Elias Björkman. Editor-in-Chief: Adam Svanell.
The Japanese artist Yayoi Kusama is known for her polka dots. Here, the dots get a double meaning on the Japanese flag as being not just decoration, but adding to the article.

Magazines

In magazine design, the newspapers really show their visual capabilities by making strong covers and long multiple page stories. A huge effort has been put in these works by photographers, infographic makers and layouts.

This year, we saw many high-level reportages and photo-based stories, and the good quality of photographs and photo editing made us happy.

It would also have been nice to see a few more illustrations. However, this year, the category was ruled by photo journalism. The best thing was that many entries were based on a unique and brilliant idea.

Gold**Category: Magazines**

SMS-ene fra 22. juli 2011

Aftenposten

Norway

AD and design: Andreas Rød Skilhagen, Idea and story: Helle Aarnes and Robert Veiåker Johansen

Text messages between young people and their families bring us back to the nightmare at Utoya. The lightness of the storytelling method, the brightness of the design and the sadness of the story create a powerful contrast. This is a very special story that leaves you wordless.

Gold**Category: Magazines**

Presidentens drapsbølge

VG

Norway

In the Philippines, President Duerte wants to clean the country of drugs. This is a very deep and beautiful photo reportage about a rough subject. The quality of the photos is stunningly high and the layout is clear. It's a bold move to show all the photos in the same size. The machine-like variation between black and white backgrounds on the pages and the modern and timid typography support the story. This is what we call real journalism.

Silver**Category: Magazines**

Gullhåp

Dagbladet, Magasinet

Norway

An absolutely stunning photo of Bjornar Erikstad, who beats the world elite in sailing using his teeth. He is competing for a gold medal in Rio. This effective and solid magazine cover invites us to go to the inside pages where we meet eight Norwegian Paralympics athletes.

Silver**Category: Magazines**

Besatt av begjær

VG

Norway

Simen Grytøyr

This brutal and crazy cover tells about the comedian Odd-Magnus Williamsson's wild and slightly odd love for his wife. This cover is a great example of brutal courage: If you want to do something

stunningly, do it properly. In addition to the craziness, the design is beautiful and makes use of elegant colours and balanced typography.

Silver

Category: Magazines

Plasten dreper

VG

Norway

Simen Grytøyr

At first, you don't see the plastic, but once you have seen it you cannot unsee it again. This front page is a very smart and sharp statement, asking us to stop ruining nature. These kinds of magazines are often wrapped in this type of plastic, so the cover is a self-ironic gesture as well.

Bronze

Category: Magazines

Pappas siste klem

VG

Norway

Simen Grytøyr

The cover picture of a father holding his dead daughter really hurts. We have seen many stories of this kind, yet this one has the ability to make us feel again. If you begin to read the sentences and follow the story, it gets a hold on you.

Bronze

Category: Magazines

Om pus og menn

VG

Norway

Simen Grytøyr

Twelve hilarious and touching pages of men and their beloved cats made us happy. There is warmth and craziness in the photos, and there is not one bad picture in this story. Every photo has something that completes the story. Still, the pink texts were a bit too much for us, we thought that the pages had already been sufficiently sugar-coated without them.

SPORTS PAGES

This year's sports pages category brought a lot of smiles to the jury members' faces, both because it received more and clearly stronger entries than last year, but also because they expressed a healthy dose of good humour. Many entries were dedicated to the big sporting events of the year: the Olympic Games and the European Football Championship. Experiments were made with typefaces, good illustrations and a nice use of photos. The jury would have loved to see more clever infographics, although there were some, too.

Gold

Category: Sports pages

Olitiken
Politiken
Denmark

This huge poster full of cartoons is something that you just can't stop reading. It also hides plenty of smart and funny details. For example, hiding the 'P' in Politiken's name behind the cover edge in honour of the Olympics is just the beginning. Although this illustrative style has been a strong suit of Politiken for a long time, no one does it better. There's a hurricane of humour here, and that's no small feat.

Silver

Category: Sports pages

Kuvaa Hessu ja voita!
Helsingin Sanomat
Finland

Sami Valtere

Published on the day of the final game between Portugal and France in the 2016 European Football Championship, this double page encourages the readers to assemble the newspaper's mascot Hessu in both teams' uniforms, take a photo of it and post it on Instagram. It's a marketing stunt, yes, but a clever one at that. Something that encourages the readers to participate and play along is usually fun, and Helsingin Sanomat hit the spot this time. "It's pointless and therefore fun," a jury member concluded.

Bronze

Category: Sports pages

En dåres guide til EM
Dagbladet, Magasinet
Norway

The overflowing visual impact makes you laugh and is a lot of fun. You can be certain that the designers also had a lot of good laughs doing it. Goofy as it is, it catches the style of sports sections nicely and provides the reader with a certain amount of information in the process.

Bronze

Category: Sports pages

Gull i Rio
Dagbladet, Magasinet
Norway

A visually compelling story of Norway's Paralympic athletes features in many excellent photos, which is the strongest aspect of this entry. The overall design has some flaws: The subtitle breaks

the headline in the middle and the column width is not consistent throughout the story. Yet, the powerful effect remains.

Bronze

Category: Sports pages

Citius Altius Fortius

Hufvudstabladet AB

Finland

Rasmus Kyllönen and Marita Granroth

The very colourful Olympic Games special pages might be flashy, but they tell a story. The overall impression is nice, although the brightly coloured backgrounds make the texts difficult to read. The infographics are not all similarly well finished, but do look appealing. Still, the meaning of the colours remains a mystery. Three pages that feature longer texts fall outside of the overall style and therefore break the flow. The last page finishes the series with a very nice infographic. This colourful entry managed to stand out in the category as such.

Bronze

Category: Sports pages

SKRIKET

VG

Norway

Anders Bergan og Børt-Erik Fuglem

Therese Johaug's famous press conference photo merged with Munch's "Scream" will certainly catch your eye, and the implementation is impressive. Although both the painting's motif and the photo itself have been used extensively before and some mash-up variants similar to this picture went viral before it was published, it achieves the desired effect of both amusement and as a powerful symbol. The decision to omit the headline paid off as well – this page really works best without any additional comment.

OPEN CLASS

And yes, we are moving! The media branch may be in trouble, but the many good entries in the Open Class this year show that the troubles are not due to a lack of will or effort. Some of the entries could probably do better in other competitions, though: They were closer to marketing than journalism and newspaper design.

Gold

Category: Open class

28 tegninger om Europa....

Politiken

Denmark

This is something very special. Politiken is probably the only paper that would and could go through with this project. In connection to Brexit, they invited illustrators from the 28 countries in

the European Union to draw their comment about the matter. The text is given in both Danish and English. The idea is great, the drawings are great and the pages have a nice layout. This is something you would want to keep in your bookshelf forever.

Silver

Category: Open class

2016

Helsingin Sanomat

Finland

Päivä Heiskanen, Ari Kinnari, Sami Simola

Very good pictures in a very strong package: A kind of chronicle told by means of last year's best pictures. The photo editing and the rhythm is very good, and the way the photos are used on a double spread on the cover is great.

Bronze

Category: Open class

Moderne ideer

Dagbladet Information

Denmark

Cross-over project between journalism, drawing and marketing.

Great concept and brilliant brand work that shows how a newspaper can put their stamp on the political discussion. The drawings are nice, and the use of the orange colour is consistent.

Somehow though, we felt we needed a stronger connection between the individual products to give it a more valuable medal.

Bronze

Category: Open class

VÅGA - ÅLSKA - PÅVERKA

Hufvudstabladet AB

Finland

Rasmus Kyllönen

The newspaper press had to stop three times to complete this project; on this day they wanted to give the subscribers three different front pages – with a clear and powerful statement about sexuality. The result was beautiful and touching, simple and intimate, and the paper had to make a serious effort to succeed.

Bronze

Category: Open class

FOTO

Politiken

Denmark

Amazing content, great pictures and good design. But there is one huge problem: The magazine isn't stapled, so it falls apart in your hands, and the reading experience is less than satisfying.