

Chinese Zodiac by Guanglong Chen Wins Silver in A' Graphics Industry Awards

Innovative Chinese Zodiac font design by Guanglong Chen recognized with A' Design Award in Graphics, Illustration and Visual Communication Design category

COMO, CO, ITALY, July 30, 2025 /EINPresswire.com/ -- The A' Design Award, a highly respected and well-recognized award in the field of [graphic design](#), has announced [Guanglong Chen](#)'s innovative work "Chinese Zodiac" as a Silver winner in the Graphics, Illustration and Visual Communication Design category. This prestigious recognition highlights the significance of Chen's design within the graphic design industry, celebrating its exceptional creativity, technical excellence, and cultural relevance.



The Silver A' Graphics, Illustration and Visual Communication Design Award for "Chinese Zodiac" holds great relevance for the graphic design industry and its stakeholders. Chen's design masterfully combines the rich cultural heritage of the Chinese zodiac with the ancient art of seal script calligraphy, creating a font that is not only visually striking but also deeply meaningful. This innovative approach aligns with current trends in graphic design, which increasingly value the integration of cultural elements and traditional craftsmanship into contemporary designs. By earning this recognition, "Chinese Zodiac" sets a new standard for culturally informed typography and inspires other designers to explore the potential of merging historical influences with modern design practices.

"Chinese Zodiac" stands out as a unique and impactful font design that seamlessly integrates the characteristics of the twelve Chinese zodiac animals with the distinctive style of seal script calligraphy. Each character in the font embodies the essence of its corresponding zodiac animal,

resulting in a visually dynamic and expressive typeface. The design's exceptional attention to detail, from the fluid brush strokes to the carefully balanced compositions, showcases Chen's mastery of both calligraphy and digital design techniques. By successfully translating the rich symbolism and philosophy associated with the Chinese zodiac into a functional and aesthetically pleasing font, "Chinese Zodiac" offers a fresh perspective on the possibilities of culturally inspired typography.

The Silver A' Design Award for "Chinese Zodiac" serves as a powerful testament to Guanglong Chen's design expertise and creative vision. This recognition is likely to inspire Chen to continue pushing the boundaries of graphic design, exploring new ways to incorporate cultural elements and traditional art forms into innovative digital solutions. Moreover, the award may encourage other designers within the industry to follow Chen's lead, fostering a greater appreciation for the value of cultural diversity and historical influences in contemporary graphic design. As "Chinese Zodiac" gains international exposure through the A' Design Award platform, it has the potential to spark meaningful conversations about the role of culture in design and the importance of preserving and celebrating traditional art forms in the digital age.

Chinese Zodiac was designed by Guanglong Chen, who created the initial calligraphy on rice paper using traditional brush and ink techniques. The design was then carefully digitized using high-precision scanning technology and refined with professional graphic design software to ensure optimal image quality for various printing and promotional applications.

Interested parties may learn more about Guanglong Chen's award-winning "Chinese Zodiac" font design at the A' [Design Awards](#) website, where a dedicated page showcases the work in detail and provides further insights into the designer's creative process:

<https://competition.adesignaward.com/ada-winner-design.php?ID=163225>

About Silver A' Design Award

The Silver A' Design Award recognizes exceptional designs that exemplify excellence, innovation, and skill within their respective categories. Recipients of this prestigious award are acknowledged for their significant contributions to advancing industry standards and pushing the boundaries of design. The selection process for the Silver A' Design Award is rigorous, with entries undergoing blind peer review by an expert jury panel based on pre-established evaluation criteria. These criteria encompass various aspects such as innovative concept, visual impact, effective communication, technical excellence, aesthetic appeal, originality, strategic approach, cultural relevance, and user experience enhancement. By meeting these stringent standards, Silver A' Design Award winners demonstrate their ability to create designs that are not only visually stunning but also highly functional and impactful, ultimately contributing to the betterment of society through the power of good design.

About A' Design Award

The A' Design Award is an international, juried design competition that recognizes and promotes superior products and projects across all industries. Established in 2008, the A' Design Award is

now in its 17th year and continues to attract entries from visionary designers, pioneering agencies, progressive companies, and influential brands worldwide. By participating in this prestigious competition, entrants have the opportunity to showcase their creativity, gain global recognition, and be celebrated for their remarkable design capabilities. The A' Design Award is driven by a philanthropic mission to enhance society through the power of good design, motivating designers and brands to develop innovative solutions that positively impact the global community. Through a rigorous blind peer review process conducted by an expert jury panel, the competition ensures that only the most outstanding designs are recognized and honored on an international stage. Interested parties may learn more about the A' Design Awards, explore jury members, view past laureates, and submit their projects at:

<https://graphics-design.org>

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