



December 15, 2020

**TO: NAMHEE KIM, VISUAL COMMUNICATION DESIGN, SCHOOL OF DESIGN**  
**RE: MESSAGE FROM THE 2020 AMERICAN GRAPHIC DESIGN AWARDS™**

I want to congratulate you and **ROCHESTER INSTITUTE OF TECHNOLOGY** on your award-winning performance in our 57th anniversary American Graphic Design Awards™. From more than 10,000 entries, only a small handful of creative projects — including **THE DESIGN GUIDE** — were selected as winners. The performance is, in a nutshell, exceptional.

Moreover, you and **RIT'S SCHOOL OF DESIGN** are in great company in this uniquely challenging year.

Organizations and brands whose design agencies and creative departments are recognized in this year's record-breaking competition include AARP, Adobe, AFLAC, Allbirds, Amazon, Ally Financial, American Bar Association, American Heart Association, Anheuser-Busch, Anthropologie, Audi, Bacardi, Bank of America, Bayer, BlueCross BlueShield, Bumble Bee Foods, Centers for Disease Control (CDC), Charles Schwab, Cleveland Clinic, Clorox, Coca-Cola, Colgate-Palmolive, Columbia University, Dairy Farmers of America, E&J Gallo, European Union, Foot Locker, Gates Foundation, GEICO, Hershey, Intuit, John Deere, Konica Minolta, LA County Department of Mental Health, Lincoln Financial, Lipton, Lowe's, Macy's, Mass General Hospital, MICA, National Baseball Hall of Fame, National Football League, National Association of Manufacturers, NBC Sports, NYU Langone, Penguin Random House, PepsiCo, ReMAX, RISD, Shoprite, Simon & Schuster, Stanley Black & Decker, T-Mobile, The Jane Goodall Institute, US Postal Service, WarnerMedia, WD-40, Weill Cornell Medicine, Women's Funding Network, Woods Hole Oceanographic Institute, and other leaders.

By way of background, Graphic Design USA (GDUSA) has been the news and ideas magazine for creative professionals since 1963. Our flagship awards program is nearly six decades old and honors the power of design to shape commerce, culture and causes across all media.

Sincerely,

  
Gordon Kaye, Editor