

MEDIA RELEASE

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ONE PAIR OF UNDIES – TWO DESIGN AWARDS

Some simple and traditional advice from mother to child has led local graphic designer, Sally Caston to create an award winning poster design.

As part of the recent SALA Festival, the Australian Graphic Design Association (AGDA) held a poster competition. Entrants were asked to develop a design based on an African proverb – “for tomorrow belongs to the people who prepare for it today.”

Creative Director of **CASTONDESIGN**, Sally Caston, says that a piece of childhood advice inspired her simple and quirky illustration of a pair of fresh white undies against a crisp yellow background.

"As a child growing up, my mother always told me to be prepared. Having fresh underwear on was a must, for facing that “just in case something happens” situation. This childhood memory turned out to be a perfect choice for my poster design,” Sally said.

Initially Sally’s design was selected as a finalist in the Judge’s Choice category of the **2007 AGDA ‘Design a Poster’ competition**, but she has now also been announced as the winner of the public vote in the People’s Choice award.

Since founding her Adelaide Hills based business CASTONDESIGN in 2002, Sally has consistently produced cutting edge visual communication solutions.

She is dedicated to client success through a high-quality, intelligent and creative approach to design. Sally is similarly motivated by client satisfaction, which compels her to create new ideas and deliver a full agency service to her clients.

Guide Dogs SA.NT, Volleyball SA, Saint Ignatius' College and Rossi Boots are just a few of the many organisations who regularly benefit from the skills and experience of CASTONDESIGN.

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