
These are traits our East judge was looking for when she reviewed work for this year’s RDA. The pieces she ultimately selected “showed understanding of the audience and smart use of media.”

There’s no shortage of inspired work on the following pages, whether it’s from Washington, D.C. or Conshohocken, Pennsylvania. From robot posters to Kandinsky books, every piece included showcases a unique design perspective. There’s heart, there’s originality, there’s humor, and there’s a sense of thoughtfulness and freshness from a region well represented.

“Clients in the East must be very happy in general,” Kinon says. “The work I saw would satisfy almost any design brief on every level. It’s thoughtful and usually well-crafted.” Yet when it comes to the design world, the attention generally focuses on Eastern cousins in New York City, the only city to have an entire region category to itself. It’s understandable that some designers in the East tend to consider themselves “underdogs.” But the wonderful thing about underdogs is that everyone is always rooting for them, making for a better story when they win.
Promotional piece for Hero, an organization dedicated to ending substandard housing in Alabama. DESIGN FIRM Piece Studio/Maryland Institute College of Art's Center for Design Practice. ART DIRECTORS Mike Weikart, Bernard Canniffe, Ryan Clifford. DESIGNERS Luke Williams, Alex Pines, Hayley Griffin, Brian McDonough. ILLUSTRATOR Luke Williams. WRITER Elizabeth Evitts Dickinson. CITY Baltimore, MD.

Poster for the film Do It Again. DESIGN FIRM Spur Design. DESIGNER/ILLUSTRATOR David Plunkert. CLIENT Filmshack. CITY Baltimore, MD.
### 34 Catalog for Maryland Institute College of Art's Graduate Programs

**Design Firm**: Weikert Design  
**Art Director/Designer**: Mike Weikert  
**Photographers**: Bruce Weller, Jeremy Green, Paul Burk, Max Glanville, Jon Hyde, Dan Meyers, Lou Rouse, Christopher Meyers, David Whitcomb, Robin Hood  
**Writer**: Kim Carlin  
**City**: Baltimore, MD

### 35 Poster for the Virginia Film Festival

**Design Firm**: Design Army  
**Art Directors**: Purn Lefebure, Jake Lefebure, Tim Madle  
**Designer/Illustrator**: Sucha Becky  
**City**: Washington, DC