回歸本質，直抵人心 2023年是重新調整的一年。人工智能技術的突破性發展、市場的變化等，促使人們尋找新的節奏和發展方向。這也在今年Award360°的作品徵集及獲獎情況中有所體現。我們看到了許多向內思考，回歸本質的作品。它們與視覺潮流、人工智能技術趨勢相悖，但展現出真誠、由內而外的設計表達。

這些作品個性突出，或帶有幽默感；獨特的工藝技巧讓作品細膩且真切。設計師們似乎不再用追隨市場視覺偏好的策略完成項目，而是更關注項目本身的目的、目標群體，與其表達的理念。這讓作品能以一種鬆弛、玩味的方式展現，帶給人們眼前一亮的感覺和情感上的觸動。它們散發出強烈的自我意識和自由創作的姿態，以其各具特點的作品氣質展現了設計的另一種敘事方式，以及這一代設計師追求突破的膽識和勇氣。

從整體的設計語言來看，現代性、字體排印主導、追求視覺衝擊仍然是流行的視覺趨勢。這類作品在精緻度和專業度上已達到很高的水準，而在今年卻難以成為設計師們的競爭優勢。當本年度的獎項更多是由那些真正理解並契合項目背景和產品特點，關注人，並能彰顯個性與主張的作品獲得時，設計師們或許需要重新審視設計語言之於一個項目的意義。

在被視為人工智能元年的當下，設計師似乎還是在與機器的競爭中更勝一籌。或許大家仍然擔心AIGC對設計師職業的負面影響，但設計師們仍然展現出了他們的創新和共情能力，以及對於項目、社會背景細緻入微的洞察力與理解力。或許，不盲目追隨市場和趨勢，真正從項目出發的設計才能直抵人心。

通過評選100件年度設計作品，Award360°始終堅持記錄和總結每年設計行業的動態與發展趨勢。我們並非意在成為設計潮流的引領者，而是以此對社會背景和行業發展進行反思。為了從更多角度剖析獲獎的結果，本年度我們還對獲獎的100件作品進行了一些數據上的統計。由於樣本量小，這些數據並無法反映設計行業的宏觀情況。這是我們嘗試從細小的切口對行業現象的記錄與分析。或許在多年以後，這些數據能為行業帶來一些有效的參考與反饋。

Returning to the Essence, Straight to the Hearts 2023 was a year of re-adjustment. Breakthroughs in AI technology, market changes, and other factors prompted people to seek new rhythms and directions for development. This was also reflected in the entries and winning works of Award360° 2023. Many works turned inward, returning to the essence of projects. They were contrary to the visual trends and AI technology, presented with sincere and intrinsic design expressions.

These works stood out with distinctive personalities or humor; unique craftsmanship brings delicacy and genuineness. Designers seemed to have abandoned the strategy of following market visual preferences. Instead, they focused on the project's purpose, target customers, and the ideas conveyed. Their works exuded strong characteristics of self-awareness and free creation, presenting us different possibility of design narratives and their courage to push the boundary.

In general, modernism, typography, and the pursuit of visual impact still remained prevalent trends this year. These works were highly sophisticated and professional, which, however, alone did not necessarily be a competitive advantage. In a year where awards were given to works that truly aligned with project backgrounds and product features, focusing on people, and highlighing personality and advocacy, designers may need to reexamine the significance of design language in a project.

In the year considered to be the first year of AI, designers still seem to outperform machines in this competition. While concerns about the negative impact of AIGC prevail, designers demonstrated their innovation and empathetic abilities, as well as nuanced insights and comprehension. Perhaps, design that starts from the project, rather than blindly following the market and trends, can truly resonate with people.

Award360° has been consistently recording and summarizing the dynamics and trends of the design industry by selecting 100 design works each year. We do not aim to be leaders in design trends but rather regard it as an opportunity for reflection on social backgrounds and industry development. To analyze the award results from different perspectives, we conducted statistical analysis on the BEST 100. Due to the small sample size, these data may not reflect the holistic situation of the design industry. But this is our attempt to provide you with a tip of the iceberg to revisit the current situation of the industry we are in. Perhaps, in years later, these data could be effective reference and feedback to the industry.