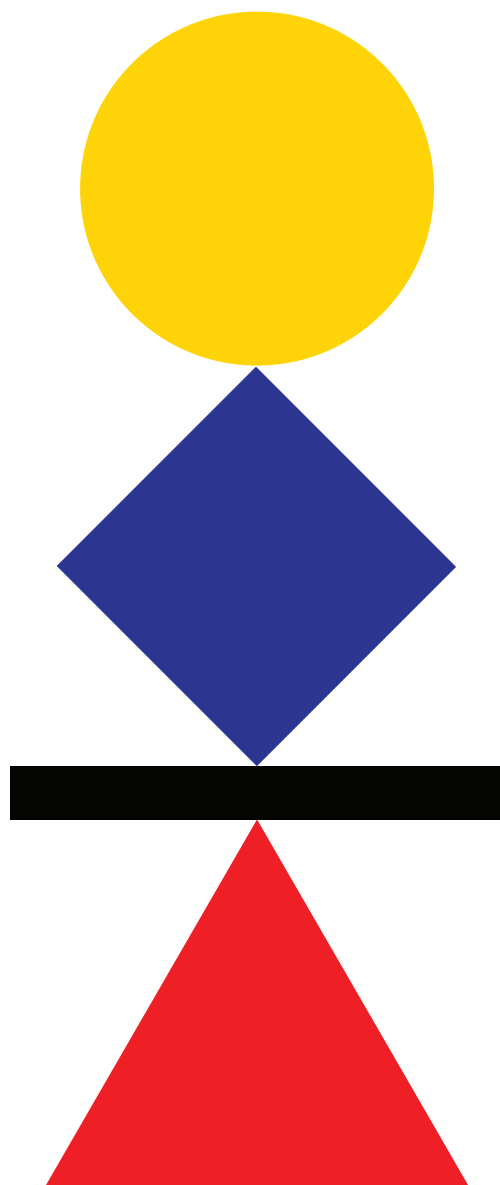


As it Should Be

CREATIVE MEDIA CONFERENCE

2017 19. - 22. oktobar
Novi Sad, Fabrika



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9th PDP CREATIVE MEDIA CONFERENCE

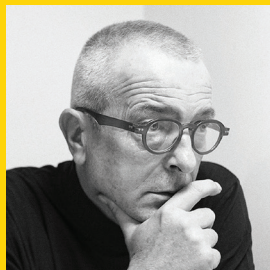
Design As It Should Be

We live in a world filled with information. In different forms, through different channels and with different narratives, information greet us at every turn. Communication is getting faster, easier, and more unstoppable in every way. There are countless ways to transmit a message, but what makes a message worthy to transmit? As a visual creator you take responsibility to create, entice, and change collective opinion. That's why we'd like to ask - what's good design (in this day and age) anyway? Some say good design is empathetic. They say it makes you happy and helps you. They say it tells a story. That it inspires you and fills you with courage. That it surprises, makes you laugh, asks questions, makes you think. What is good design to you?

Selection Committee



**Slavimir
Stojanović**



**Borut
Vild**



**Marina
Milanović**

Poster Exhibition 2017



Aleksandar Mijailović
Belgrade, Serbia



Aleksandar Mijailović
Belgrade, Serbia



LESS
LOVED
SIDE
OF LIFE

Aleksandar Todorović
Belgrade, Serbia



DESIGN

AS IT SHOULD

BE

ماسپ مهمو ويگنلی

The life of a designer is a life of fight. Fight against the ugliness. Just like a doctor fights against disease. For us, the visual disease is what we have around, and what we try to do is cure it somehow with design

The public is more familiar with bad design than good design. It is, in effect, conditioned to prefer bad design, because that is what it lives with. The new becomes threatening, the old reassuring.

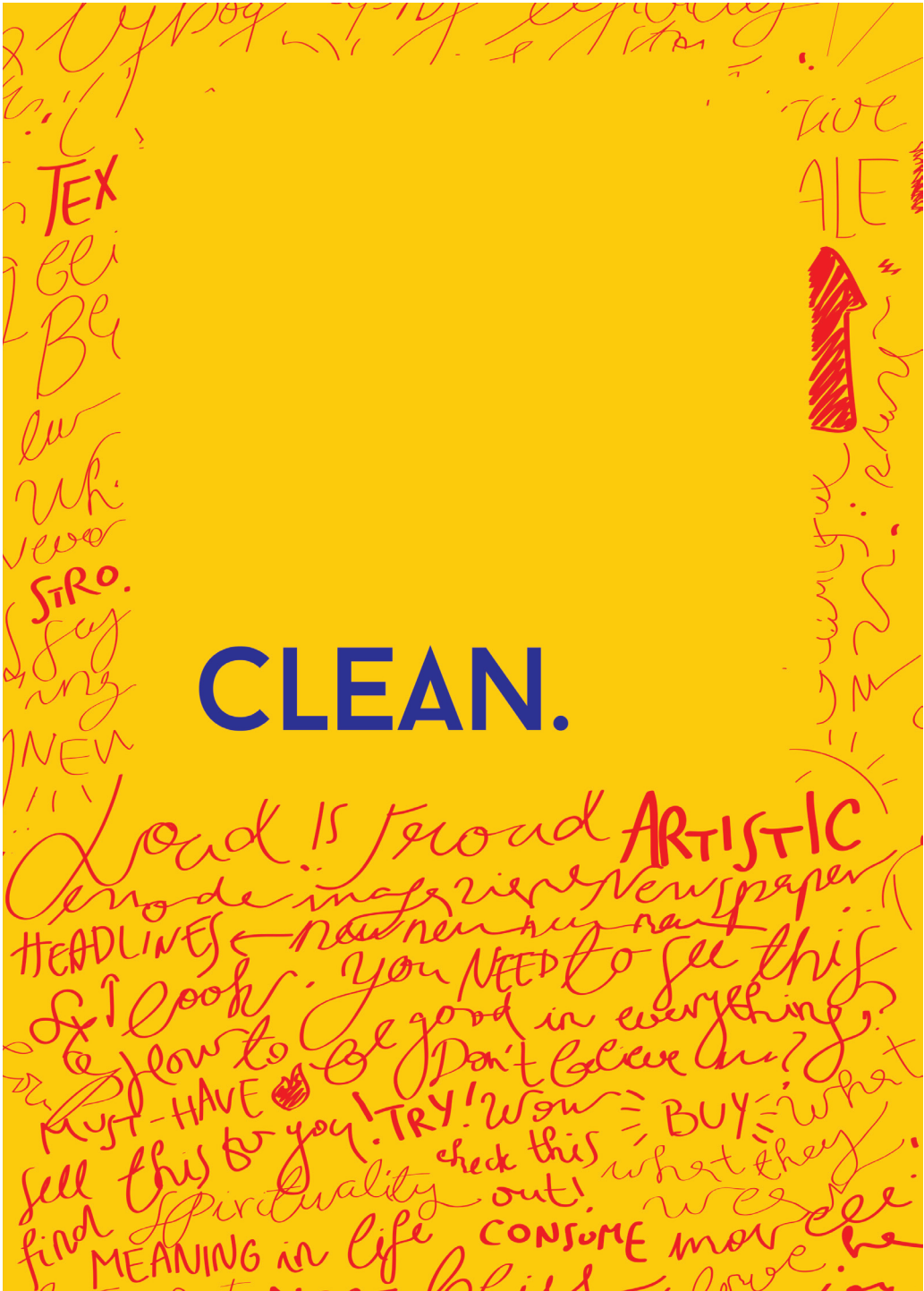
پل وارنر

Graphic design will save the world right after rock and roll does.

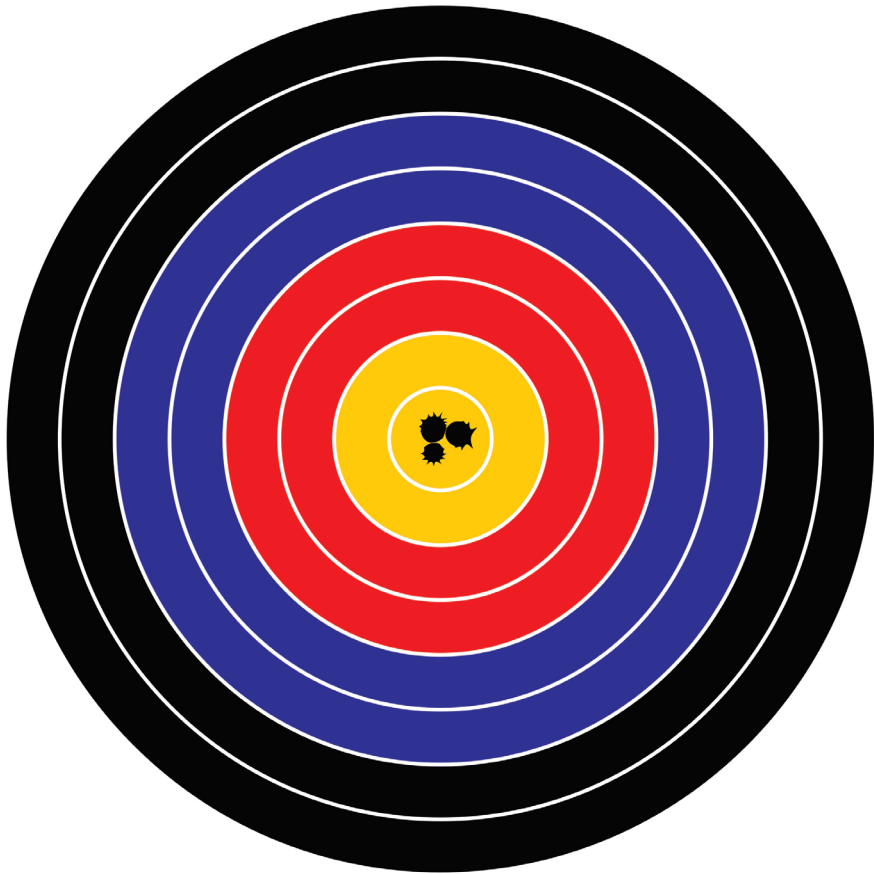
ديويد كار سايا



Alireza Vaziri
Tehran, Iran

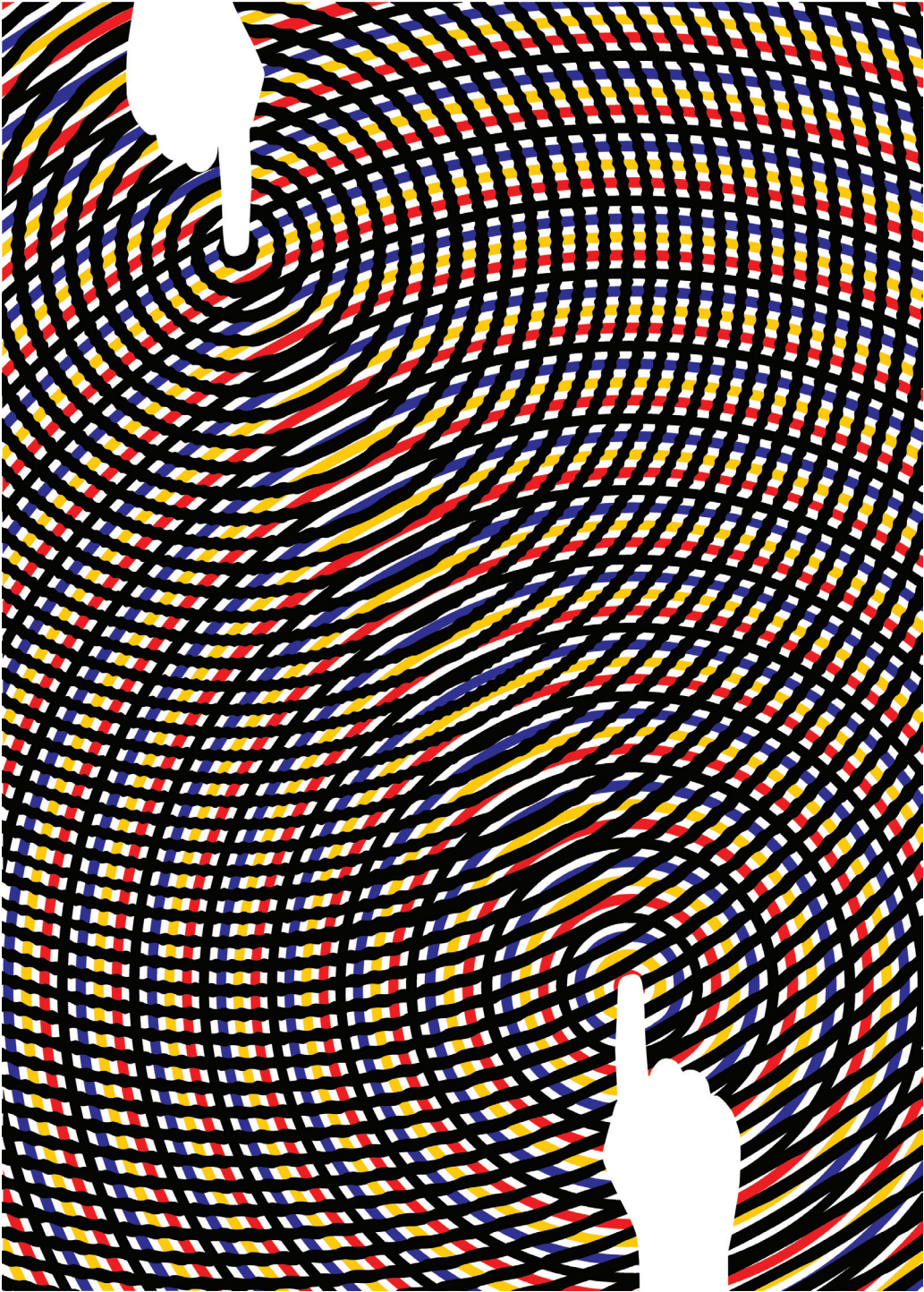


Anđela Janković
Belgrade, Serbia



In a good design, everything is in its right place
for its specific reason.

Behzad Kazemnia
Tehran, Iran



Dino Hujić
Sarajevo, Bosnia and Herzegovina

Smart
design
hides
weak
details

Elena Romanovskaya
Krasnodar, Russia

When media converts to weapon



Iman Yazdanpazhoo
Semnan, Iran



Irena Gajić
Belgrade, Serbia



Ivana Gelić
Novi Sad, Serbia



Ivana Gelić
Novi Sad, Serbia

HOW **M** SHOULD it



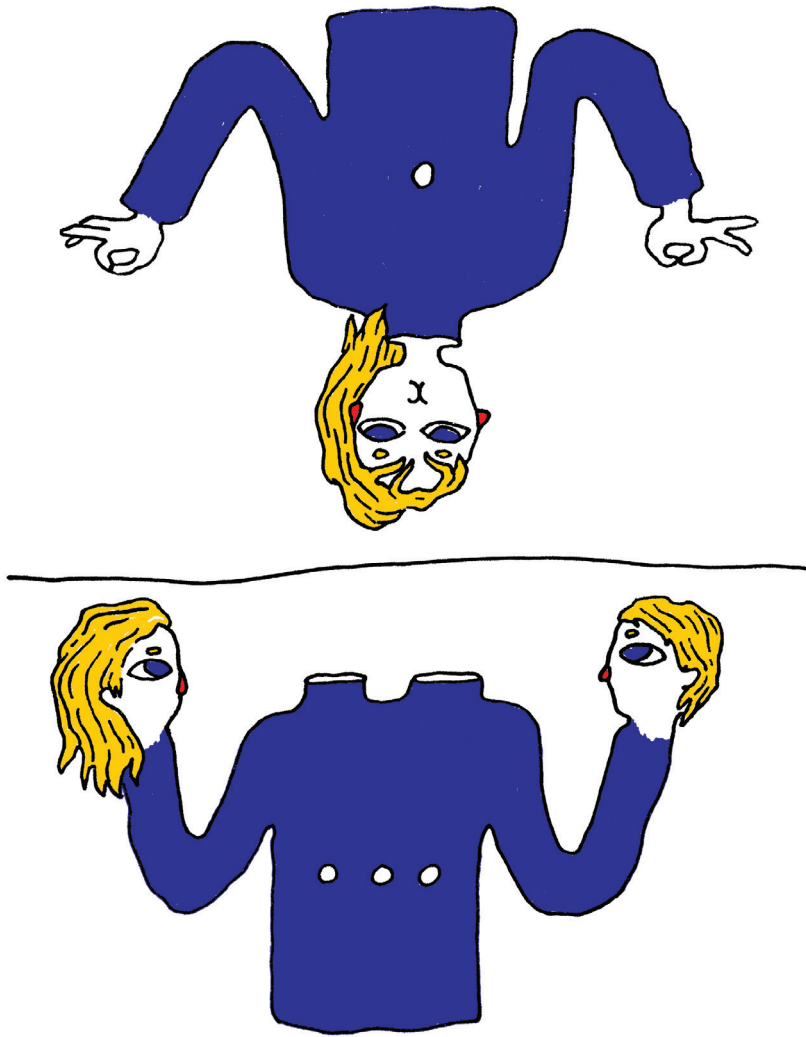
Ivana Gelić
Novi Sad, Serbia

ДОБАРО
ДИЗАЈН

ЗАВНЧ
ОД ТЕБЕ

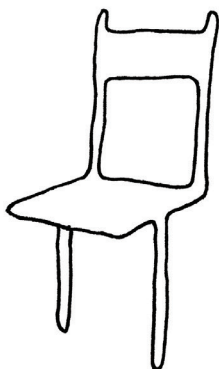
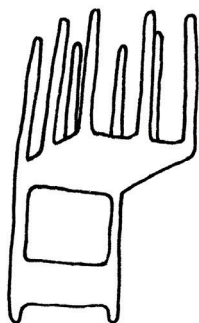
~~И ОА~~

Jana Vuković
Belgrade, Serbia



Ivana Lazić
Novi Sad, Serbia

JUST LIKE
THAT.








JUST LIKE
THAT.

Ivana Lazić
Novi Sad, Serbia



Good design requires a good chair.

Ivana Djukić
Belgrade, Serbia

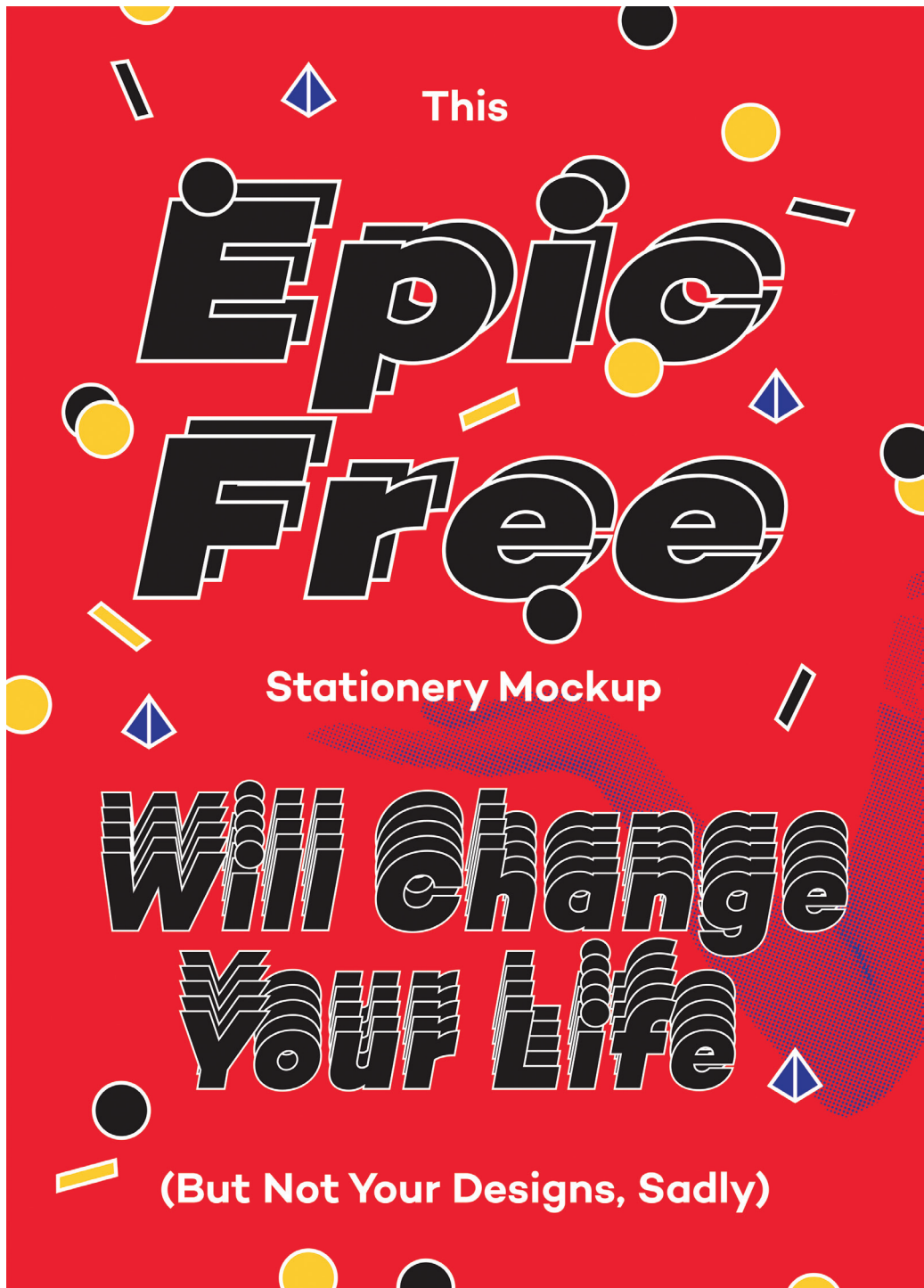
Today, **designer** working in the office **sits**  for about **10 hours**, first all the hours in front of the computer, plowing through e-mails, making calls or writing proposals – and eating lunch.  And then all those hours of **sitting** and **surfing the Web** at home.  **STAND UP!**  All this in order to make **good design**.  **I am sitting right now** while making this...



In the office, I should stand sometimes. The problem is, I prefer to sit. I'm not sure if I should stand or sit. I'm not sure if I should stand or sit. I'm not sure if I should stand or sit.

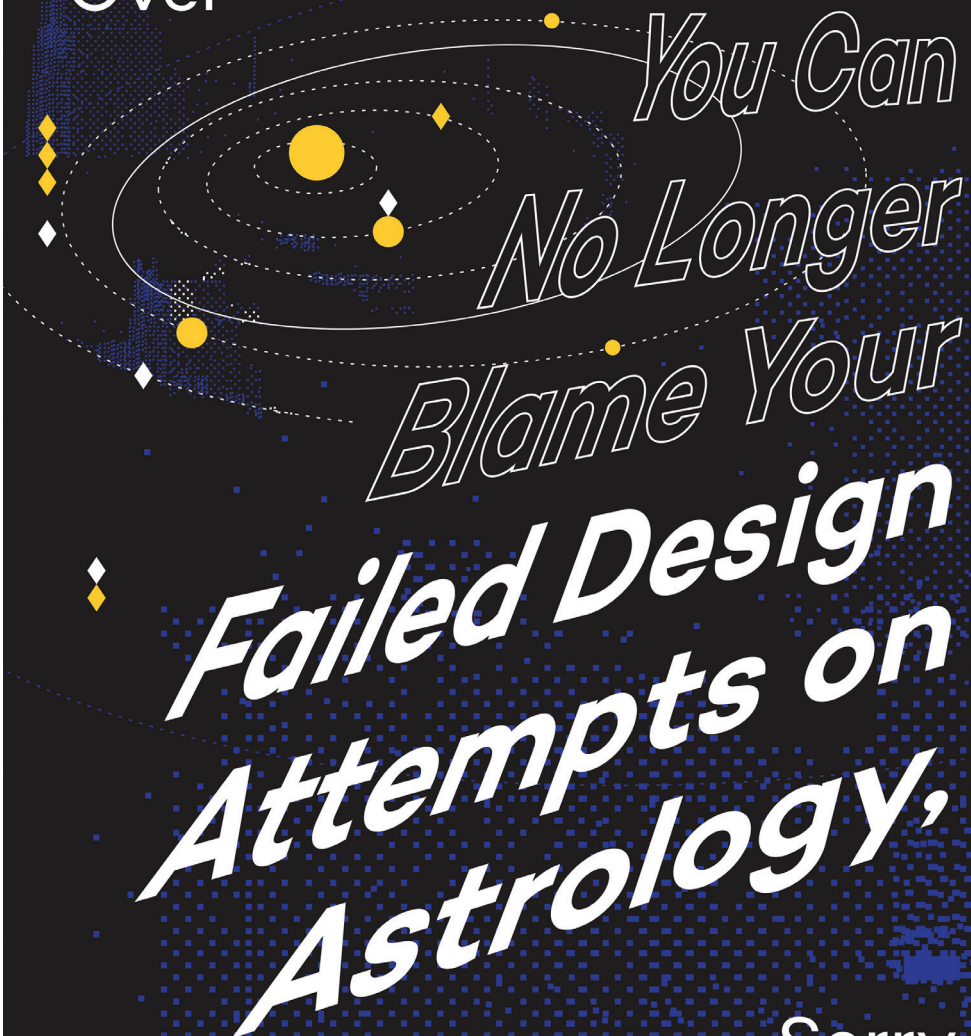
Ivana Djukić
Belgrade, Serbia





Valentina Brković
Belgrade, Serbia

Mercury
Retrograde's
Over -



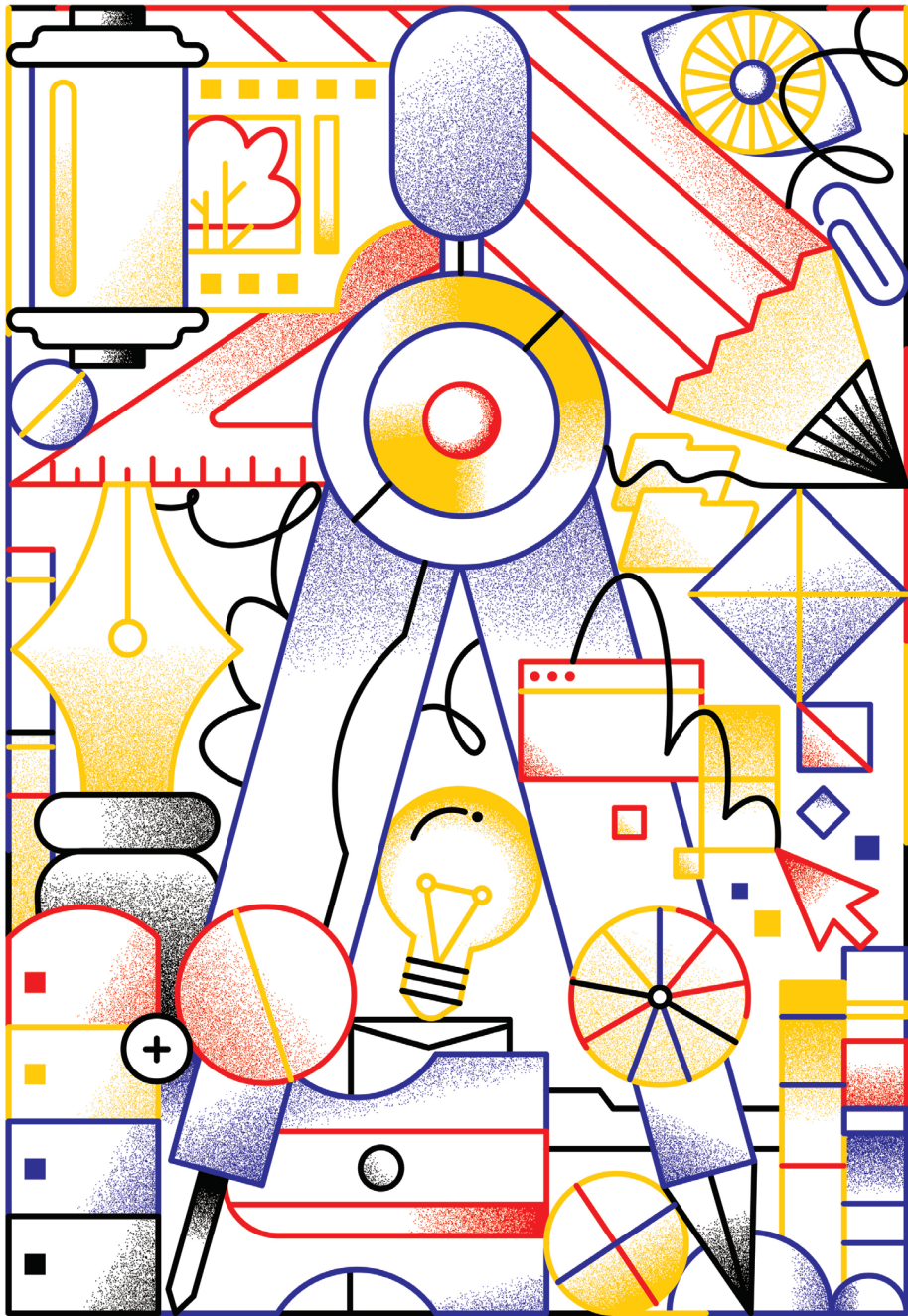
*You Can
No Longer
Blame Your
Failed Design
Attempts on
Astrology,*

Sorry

Valentina Brković
Belgrade, Serbia



Valentina Brković
Belgrade, Serbia



Sergej Tucakov
Sombor, Serbia



Valentina Brostean
Novi Sad, Serbia



Srđa Dragović
Kolašin, Montenegro

Capture THE Moment: As It Should Be

We need to talk about happiness. But first! We need to talk about you. No matter the type, kind, and size of negativity you're surrounded by daily, you have your own small world in which you feel good. You find the drive to keep pushing day-in day-out. You've got something that moves you on a conscious or unconscious levels. You enjoy both small and big moments of joy. You're fully invested in this thing we call life - with all of its ups and downs. No cutting corners. You want the full deal, good and bad. And we'd love to see it. What are these small but priceless moments that inspire you to keep fighting the good fight? What makes your day and why do you love being exactly who you are and exactly where you are right now. In that moment. In that fleeting, fragile little moment. When everything is just right. A jar of unopened creme. Your grandmother as she bakes pancakes with a smile. Something that cuddles up on your lap and falls asleep there. Even if the green hue of a traffic light makes you feel unfettered joy in the middle of the night, we want to see your story. A story of happiness. As it should be.

Selection Committee



**Milica
Mrvić**



**Luna
Jovanović**



**Jelena
Pajić**

Photography Exhibition 2017



Adnan Lingo

Sarajevo, Bosnia

Humanz, single photo



Arturas Burnickis
Baltimore, USA
Saul, single photo



Benedek Regős
Szentendre, Hungary
single photo



Benedek Regős
Szentendre, Hungary
single photo



Danica Trajković
Belgrade, Serbia
Sladak dan, single photo



Darja Bosnić
Novi Sad, Serbia
single photo



Dejan Todorović

Belgrade, Serbia

Doručak na cveću, single photo



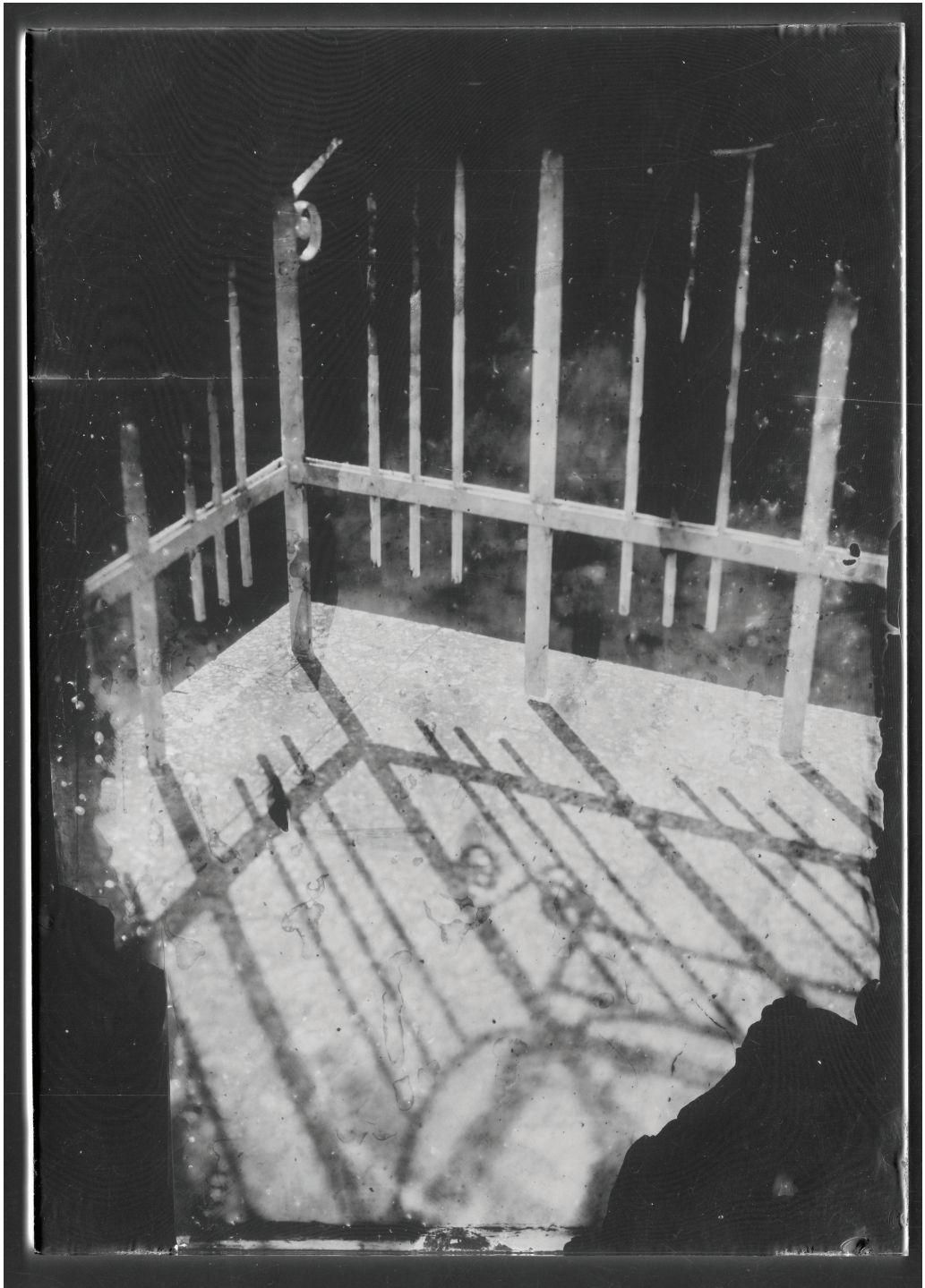
Igor Vukičević
Novi Sad, Serbia
single photo



Irena Fabri
Belgrade, Serbia
Summertime, single photo



Irena Fabri
Belgrade, Serbia
After Fifty, single photo



Ivan Vuknić
single photo



Ivan Vuknić
single photo



Jan Valo

Novi Sad, Serbia

Sutairway to Heaven, single photo



Jan Valo

Novi Sad, Serbia

Takav život, single photo



Jana Stanisavljević

Belgrade, Serbia

Posmatrajući sećanje, single photo



Jelena Novaković

Novi Sad, Serbia

single photo



Jovana Semiz
Novi Sad, Serbia
single photo



Katarina Ognjenović

Šabac, Serbia

Ataraksija, single photo



Katarina Marković

Belgrade, Serbia

L'amour, l'aventure et la vie, single photo



Katarina Marković

Belgrade, Serbia

Summertime sadness, single photo



Lazar Rajković

Novi Sad, Serbia

I love you this much, single photo



Lazar Rajković

Novi Sad, Serbia

God help us, single photo



Milica Mitić
Belgrade, Serbia
Leto, single photo



Milica Stojšić

Novi Sad, Serbia

Distance, single photo



Milica Avramović
Kragujevac, Serbia
br 3., single photo



Mina Dimitrovski
Zrenjanin, Serbia
single photo



Nikola Milošević

Niš, Serbia

Gotta catch em all, single photo



Nikola Milošević
Niš, Serbia
Seoske litije, single photo



Olga Uvarova
Saint-Petersburg, Russia
single photo



Aleksa Vitorović
Arandelovac, Serbia
single photo



Armin Graca

Sarajevo, Bosnia and Herzegovina

Pink haze, photo series





Balázs Fromm

Budapest, Hungary

A journey to cosmos, photo series





Irena Fabri

Belgrade, Serbia

Ready for the floor, photo series





[glass shattering, water splashing, paper turning]

Katarina Marković
Belgrade, Serbia
Ferragosto, photo series



[SOUND OF SILENCE]



Marija Matić
Belgrade, Serbia
photo series





Marijana Vasić
Belgrade, Serbia
photo series





Mitar Simikić
Sofa, photo series





Saša Lalić
Sombor, Serbia
Zmaj, photo series





Saša Lalić

Sombor, Serbia

Pčelarenje, photo series





Teodora Ivkov

Novi Sad, Serbia

Šlag na tortu, photo series





Aleksa Vitorović
Arandelovac, Serbia
Izadi iz mog pakla, photo series





Vladimir Smolyakov
Novi Sad, Serbia
Rute, photo series

