



## Systematic Design wins One GOLD and one SILVER at this year's BDA / Promax Local Awards 2011

Systematic Design of Winnipeg, Manitoba has been awarded a GOLD Broadcast Design Association International Award in the category of Best Use of Original Music for the KTSF on air ID, and a SILVER in the category of Best Art Direction & Design for KTSF on air ID at a recent Promax/BDA Local Awards in Las Vegas.

### [CLICK TO VIEW KTSF ID](#)

The Broadcast Design Association (BDA) / Promax Local design award is a prestige North America design award to recognize the excellence and achievement in motion graphics in the broadcast industry. Promax/BDA is the worldwide association of entertainment marketers, promoters and designers, representing more than 500 television stations and all major broadcast and cable networks from the U. S. as well as more than 3,000 individual members in 70 countries.

KTSF is a San Francisco based TV station, owned and operated by the Lincoln Broadcasting Company, which is committed to providing quality news, information and entertainment programming in over 11 different languages. It has been serving the San Francisco Bay area Asian community since 1976 - longer than any other television station in Northern California.

Lisa Yokota, KTSF Promotion Manager said:

"We're so pleased that Systematic Design's creative work for KTSF has been acknowledged by such a respected broadcast organization like Promax/BDA. The station ID's that Dennis Tam and his team produced for us was a perfect blend of animation and Asian aesthetic; works of art which consistently generate rave reviews from our viewers."

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Systematic Design is a multiple award winning studio specializing in broadcast design.

From concept development to final on-air implementation, we are involved with each stage of design on every project. We create a full spectrum of broadcast design productions such as network branding, station IDs, show openings, promos and commercials.

We have completed projects for clients around the globe, including Superbowl 2003, 2006 and 2010, ABC News, CBC, CTV, KTSF, NBA on ABC, NBC Sports, Global TV and MBC in United Arab Emirates.

Systematic Design's excellence in broadcast design has been recognized internationally. We have garnered one Emmy for outstanding graphic design, two Emmy nominations for outstanding graphic design, two Houston World Festival Awards, five Broadcast Designers Association Awards and one Promax Judges Choice award.

Emmy for Outstanding Graphic Design for Superbowl 2003 broadcast  
Emmy nomination for Superbowl 2006  
Emmy nomination for NBA on ABC  
BDA Gold award for Best ID: Fight Network  
BDA Gold award for Best Use of Original Music: KTSF ID  
BDA Silver award for Best Art Direction / Design: KTSF ID  
BDA Silver award for Best News Opening: MBC / Al Arabiya News  
BDA Silver award for Best Bumper: Global TV  
Promax Judges Choice Award: MBC ID

Contact: DENNIS TAM  
Owner / Creative Director  
204.956.2828