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Ljubo Vlacic

EDITOR'S COLUMN

## The 2019 APEX Award of Excellence in the Category of *Design & Illustration—Covers* Goes to the IEEE—Intelligent Transportation Systems Magazine

Recently, it was announced that the prestigious award for communication professionals, the 2019 APEX Award of Excellence in the category of *Design & Illustration—Covers*, was awarded to our periodical for its Spring 2019 cover. The APEX Awards announcement stated “APEX 2019 awards were based on excellence in graphic design, editorial content and the success of the entry—in the opinion of the judges—in achieving overall communications effectiveness and excellence.

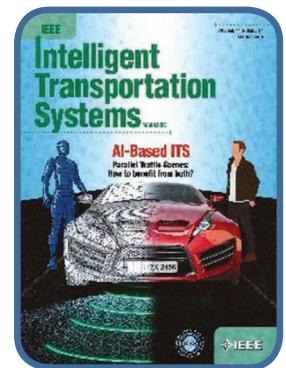
Often, award winning designs are influenced by contributions obtained through artwork designer’s communications with numerous people in confluence with the designer’s own idea, until a turning, salient point is reached. Certainly, that has been the case with our award-winning cover design.

Namely,

- it was a seminal paper on Parallel Transportation Systems & Parallel Driving paradigms by Fei-Yue Wang and his team from the Chinese Academy of Sciences, that inspired me and influenced my decision to prepare a special issue on AI-based ITS.
- I then drafted my editorial to the Special Issue and, under influence of it drafted a narrative for the cover page design idea; thereafter,
- I shared my design ideas with Heather Hilton, Editorial/Production Associate of IEEE Publishing Operations—Magazines, who then took it over and discussed it further with Janet Dudar, the Senior Art Director of IEEE Publishing Operations—Magazines; and thereafter
- Janet and Heather turned the initial cover page design idea into brilliant artwork which speaks for itself and communicates the essence of Fei-Yue Wang’s scientific paradigm to the public in an extremely simple and efficient way.

This process that we all, together, have gone through demonstrates that:

- a) the final touch does matter; and that
- b) collaboration is the bedrock of our creative and innovative solutions; and that



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c) “ancient seeds” are also the essential constituents of our core values as none of this would have been achieved without the prior decision made by Fei-Yue Wang & his team to share their pivotal research work with our periodical and the world.

I am sure, we will continue this way in the years to come. Do consider sharing your ideas with me and our readership. Together, we may make them happen.

*Ljubo Vlacic*

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