Media Categories & Script Groups in the GRANSHAN Bloom Award 2025/2026

The GRANSHAN Bloom Award is built around two pillars: Media Categories and Script Groups. Together, they ensure every entry is judged both within its creative context and its cultural-linguistic context.

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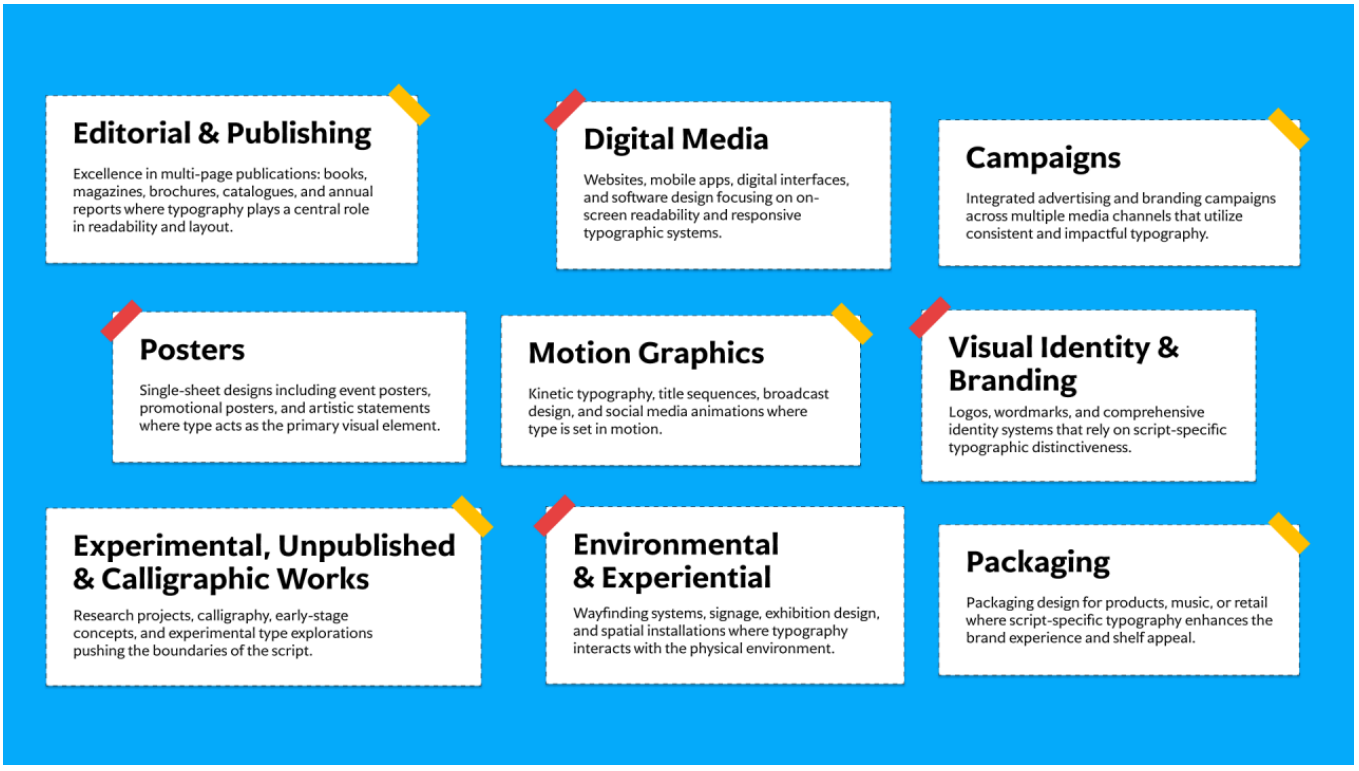
Media Categories–The stage for typographic creativity

Media Categories define the format and context of your work. From editorial and posters to motion graphics, environmental design, and experimental projects, each category provides a dedicated stage for your typographic voice.

By organizing the competition around 9 distinct media categories, Bloom ensures:

- Focused evaluation: Each project is assessed by experts in that specific medium.
- Flexibility: Projects can be submitted in multiple categories, showing different dimensions of your work.
- Recognition of diversity: Bloom Award celebrates everything from print, digital, motion, spatial, and experimental typographic work.

This approach highlights not only what is designed, but also how it is experienced, giving each work the attention it deserves in its medium.



Script Groups–Native expertise and cultural depth

While Media Categories define the format, Script Groups define the cultural and linguistic context.

Each Script Group is represented by 10–15 native or original-script specialists, who:

- Understand the language, history, and traditions of the script.
- Evaluate projects within their cultural and typographic framework.
- Apply media-specific expertise, ensuring each submission is judged fairly in its context.

For 2025/2026, Bloom Award begins with 8 Script Groups: Arabic, Armenian, Chinese, Greek, Japanese, Korean, South Asian, and Southeast Asian scripts - with more to be added in future editions.

This structure guarantees that work in scripts beyond Latin receives the recognition and critical understanding it deserves, helping designers give visibility and relevance to their script in a global design conversation.



The Bloom Award approach—Connecting medium and script

By combining Media Categories and Script Groups, the Bloom Award ensures that each project is:

- Seen by experts who understand both the craft and the culture
- Evaluated in context, rather than through a generic lens
- Celebrated for its typographic excellence and cultural depth

This dual framework makes Bloom Award more than a design competition. It is a global platform where culture, language, and typography converge, giving every script, and every designer, the visibility and recognition they deserve.

Read all about media categories, Script Groups, formats, fees, and the submission process in the guidelines (https://www.granshan.com/1st-granshan-bloom-communication-design-competition-20252026/bloom-guidelines-1).

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