

Student Design Competition 2017

Enter

Student Design Competition 2017

The Society of Publication Designers (SPD) is an organization dedicated to promoting and encouraging excellence in editorial design. SPD serves a worldwide community of art directors, designers, photo editors, illustrators, and other creative professionals. Each year, SPD holds a publication design competition that recognizes and celebrates the best in editorial design. This work includes design, illustration, and photography across multiple platforms and the best work is then commemorated in our Publication Design Annual. For over ten years, SPD has given students the opportunity to be a part of this annual with their own world-class student design competition. Entries will be judged in each category against other student work by our jury which includes some of the most distinguished publication designers. The first, second, and third place winners will be honored with an Award of Excellence and an invitation to the Society of Publication Designers' Annual Awards Gala in May 2017 in New York City. At the Gala, the first-place winner will be presented with The Mitch Shostak Award—a \$2,500 prize—and a summer internship at a major magazine in New York City. Second and third-place winners will also be offered summer internships, as well as, receiving a cash prize of \$1,000 and \$500, respectively. All award-winning work will be printed in the Society of Publication Designers' PUB 52 Design Annual, which is perhaps the most widely used creative reference tool for industry professionals.

How To Enter

1. Choose

Select a project from one of the five categories listed on the next page (News, How-To, City/Regional, Fashion, and Sports).

2. Design

Create a 4-page story (two spreads) on the project you choose. Each individual page measures 8" x 10", so a spread is 16" x 10". Original photography or illustration is required for one category, but not all; it is welcome in every category though, if appropriate. You may enter more than one design in the same or different categories.

3. Submit

Either printed material or digital files as follows:

Printed Material: Full-size spreads, not reduced copies. DO NOT MOUNT THE WORK TO ANY TYPE OF BOARD.

Staple the spreads together in the upper left-hand corner. Tape a copy of your completed entry form to the back of each submission.

Digital PDF: You MUST include your name somewhere on each spread in 4pt type. Each file must be named "First_Lastname. pdf" Entries should be full-size spreads, print quality, 300 dpi, PDF files (all fonts embedded). Burn all submissions to a CD. It is ok to put multiple entries on one CD. Include a printed copy of the entry form for each entry. Mark clearly the name of the school and students' last name(s) on CD.

4. Send

Mail all entries with completed entry and payment forms to:

**The Society of Publication Designers
27 Union Square West, Suite 207
New York, NY 10003
ENTRIES MUST BE RECEIVED BY
5:00PM, MONDAY
MARCH 20TH, 2017**

Please read this over carefully and stay within the guidelines. SPD reserves the right to disqualify any miscategorized or incomplete entries.

For further details, FAQs, tips, and past winners go to spd.org/student-outreach



PLEASE NOTE: This competition is open to undergraduate college students only. International students welcome!

Categories

1

News Magazine

This cutting edge news magazine is geared toward young professionals and covers politics, current events and pop culture. In its pages you'll find hard-hitting interviews often with some of the most famous and infamous international figures.

HEADLINE
In Conversation with (NAME)

DECK
How she/he became the face of a movement

BYLINE
By Oscar Hamilton

DESIGN a two-spread feature for this magazine that is a Q&A interview with the person of your choice. Consider using infographics, charts and sidebars, and original illustrations.

You must create your own photography or illustrations for this category. Your topic does not have to be an actual person or group. If you choose an actual famous person or group think of using illustration, photomontage or typography to depict your subject.

2

How-To Magazine

This smart and sophisticated personal service magazine for the young post-graduate has a broad topic reach on how to improve your home, life and career.

HEADLINE
(Fill in Blank) Decoded.

DECK
Everything you need to know to (Fill in Blank) like a Pro

BYLINE
By Keisha DuBois

DESIGN a two-spread feature in this magazine that gives step by step instructions on how to master the topic of your choice. You might want to include original illustrations, schematics and sidebars to make it easier to follow. Think of an innovative and fun way to approach your topic. You don't actually have to write the story, but use real text in display type.

3

City/Regional Magazine

This magazine is an established city/regional publication for the young and independent traveler. It covers food, nightlife, and where to stay. Whatever you need to know about the city, this magazine is your source.

HEADLINE
Don't Look Like a Tourist!

DECK
Tips from our experts on where to eat, drink, and party in (Name of City).

BYLINE
By The Editors

DESIGN a two-spread feature for this magazine of an unexpectedly cool, hip and/or beautiful destination. The story should be in the format of a three-day visit. Think about ways to incorporate sidebars and tips to make this a fun, easy design, accessible to the audience. Consider producing your own photography to give your design a fresh and creative approach to your chosen place.

4

Fashion/Lifestyle Magazine

This fashion/lifestyle magazine targets savvy students and young professionals interested in the latest in style and design. It covers fashion, art, music and film and features in-depth interviews, trends and reviews.

HEADLINE
Her/His Big Comeback!

DECK
(Name of Subject) on why 2017 is her/his best year yet

BYLINE
By Miranda Davenport

DESIGN a two-spread story for this magazine that is a biography or interview. Think of ways to engage the reader possibly using timelines, charts or sidebars.

You must create your own photography or illustrations for this category. Your topic does not have to be an actual person or group. If you choose an actual famous person or group think of using illustration, photomontage or typography to depict your subject.

5

Sports/Adventure Magazine

This publication is a must-read for enthusiasts of sports, outdoor adventure and the active lifestyle. It reviews new products, covers major sporting events as well as small competitions, and goes around the world to find them. Writers interview sports superstars as well as kids in the park.

HEADLINE
Obsessed with (Sport or Subject Name)

DECK
(You get to write this one based on your topic.)

BYLINE
By Jane Johnson

DESIGN a two-spread feature of a sport or top sports figures. It needs to be a roundup of teams, tournaments or players. Think dream team, the best tournament, coolest stadiums, most-winning coaches, etc. Remember to engage your reader with charts, graphics or timelines to create layers in your design.

* A spread consists of two side-by-side pages; in this case, each page measures 8" x 10". The spread itself will measure 16" x 10".

The Mitch Shostak Award

is given to the top winner of the Student Design Competition in honor of his life, work and dedication to education. Over the years, Mitch was an invaluable part of the SPD family. Through his contributions to the industry he received numerous design awards and was revered by his peers as a mentor and friend. Shostak taught publication design at the School of Visual Arts in New York City.

The B.W. Honeycutt Award

is given to honor the life and work of Bruce W. Honeycutt, the former Art Director of *Details* magazine. His redesign of the men's magazine helped it earn accolades such as "Magazine of the Year" from Advertising Age and "Top Hottest Magazine" from Adweek. Honeycutt also taught publication design at the School of Visual Arts.

*NOTES:

Good luck on entering the Society of Publication Designers' (SPD) annual Student Design Competition. If you are selected as a winner and awarded a summer internship, please be aware that you are responsible for making the necessary arrangements to commence the internship in a timely manner. Once you start your internship, it is understood that you will abide by the terms and conditions of the program as required by your host company. Cancellation or termination of the internship for any reason will not be considered to be the responsibility of SPD.

Furthermore, by participating in the competition you agree to release and hold SPD, its officers, directors, employees, agents and contractors harmless from any and all losses, damages, rights and actions of any kind (including reasonable attorneys' fees) in connection with, or resulting from, participation in the competition including—without limitation—personal injuries, death, property damages and any claims by third parties or otherwise based on publicity rights, defamation, copyright, trademark, invasion of privacy or other violations of law relating to your participation in the competition or, if successful, the summer internship.



Entry Form and Payment

Fee Per Entry

\$10

3 FREE Entries
For SPD Student
Members*

DEADLINE
Monday
March
20th
2017

Submissions must be approved by a design professor or teacher. All entries with completed forms must be received, with entry fees receipt, at the SPD office, 27 Union Square West, Suite 207, New York, NY 10003 by Monday, March 20th, 2017. Please refer to spd.org/student-outreach for more information and helpful tips. Any further questions can be sent to spdstudentoutreach@gmail.com. All winners will be notified by telephone and email by Friday, March 31, 2017. Winning designs will be posted on the SPD website later that month. You must attach the form below to the back of each entry.

PAY ONLINE

Go to: bit.ly/SPD-U2017
(You must include your receipt with entries. Attach one copy with entire set of entries)
***Join SPD (or renew) as a student member! (optional)**
Just \$50 if you attend school or live in the Tri-State area (\$40

outside the area) for one year. Membership includes free admission to all SPD-U student events, a complimentary copy of the upcoming SPD Annual, **3 free entries** to this Student Design Competition, and more! See spd.org/join for full benefits.

PAYMENT WORKSHEET:

NUMBER OF ENTRIES:
x \$10.00 =
TRI-STATE MEMBERSHIP (NY/NJ/CT)
(number of students)
x \$50.00 =
NON TRI-STATE MEMBERSHIP
(number of students)
x \$40.00 =

Total:
Less free member entries (up to 3 maximum):

TOTAL PAYMENT DUE: \$ _____

Be sure to check out spd.org/student-outreach for more great tips and helpful information.

Name

Address

City

State/Zip

Telephone

E-Mail

School

School's Address

School's Address (Line 2)

School's City/State/Zip

School's Telephone

Current School Year (I.e. Freshman)

Year Of Graduation

Instructor's Name + Title

Instructor's Signature

Instructor's Email Address (Must Include)

Category For This Entry

Title For This Entry:

Sources (if your entry uses professional photography or art, please include the name of the artist, and the title and date of its publication or stock agency it was derived from. This credit information is required for publication in the SPD annual. If you created your own photography or illustrations, please indicate that as well.)

* PLEASE PRINT CLEARLY. WE WILL USE THIS INFO TO CONTACT YOU IF YOU ARE A WINNER.



Tips

Part of creating excellent design is in the details.

Spread
Two facing pages



TIME FOR CHANGE

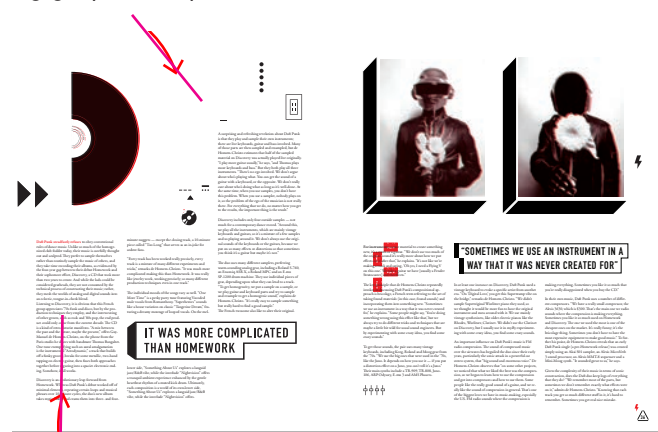
Drop Cap
A graphic element that gives the reader a clear place to start reading.



Pull Quote
A graphic element that breaks up a large amount of body copy and gives the reader another way to get into the story.

Sidebars
Give added layers to the layout by pulling out important information, tips or an additional thought to the story.

White Space
Opens up the layout and gives the reader a place to "rest" and creates interesting graphic shapes.



Body Copy
The main text of the story. For your entry in the competition, you don't have to write or use an existing story. Use "dummy" or placeholder text.

Folio
The page number can also include a **Running Foot** which contains the month and name of the publication.

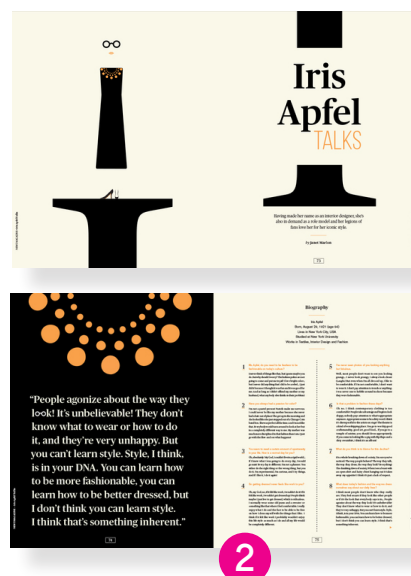
Deck or Dek
A short sentence on what the article is about to lure the reader into reading the story. Also can be an added design element in conjunction with the headline.

Byline
Who wrote the story. It can also serve as an interesting design element.

Last Year's Winners



1
First Place and Recipient of the Mitch Shostak Award
Angela Kilburg
SCHOOL: Moravian College
LEVEL: Sophomore
INSTRUCTOR: Camille Murphy
CATEGORY: How-To Magazine



2
Second Place and Recipient of the B.W. Honeycutt Award
Tomas Almeida
SCHOOL: Norwich University of the Arts
LEVEL: Senior
INSTRUCTOR: Glen Robinson
CATEGORY: News Magazine



3
Third Place
Philip Smith
SCHOOL: Kutztown University
LEVEL: Junior
INSTRUCTOR: Denise Bosler
CATEGORY: How-To Magazine

* See more past winners at spd.org/student-outreach