

TIME TO ENTER

SOCIETY OF PUBLICATION DESIGNERS

Student Competition



The
SOCIETY of
PUBLICATION
DESIGNERS

Win **\$2500** and an internship at a major magazine AND the Adobe Creative Suite
visit spd.org/student-outreach for guidelines and how to enter





The
SOCIETY of
PUBLICATION
DESIGNERS

THE SOCIETY OF PUBLICATION DESIGNERS serves the community of editorial art directors, photo editors and designers. Each year, SPD sponsors a publication design competition that recognizes the best work done by professionals for magazines, newspapers and other periodicals. This work includes design, illustration and photography. All winning entries are published in the Society's hardcover Publication Design Annual.

Students now have the opportunity to be part of this world-class competition. Entries will be judged against other student work entered in the same category. The jury includes some of the most distinguished publication designers; many of these judges also spend some of their time in the classroom instructing young 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 2010 in New York City. At the Gala, the first place winner will be presented with The Adobe Scholarship in Honor of B.W. Honeycutt, a \$2500 prize and a summer internship at one of the top magazines in New York. There will also be second and third-place prizes of \$1000 and \$500, respectively. All winners will also receive a copy of Adobe's Creative Suite software. Award-winning work will be printed in the Society of Publication Designers' PUB 45 Design Annual (often leading to jobs!).

How To Enter

1. CHOOSE:

Select a project from one of the five categories listed (Entertainment, City/Regional, How-To..., Business/Money, Green).

2. DESIGN:

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

3. SUBMIT:

Either printed material or electronic files

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.

(NOTE: Slides will NOT be accepted).

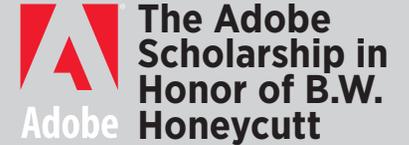
Electronic PDF:

You must include your name somewhere on the layout in 4pt type. Burn all submissions to a CD. Entries should be full size spreads, print quality, 300 dpi, PDF files (all fonts embedded). 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 & 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

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



is given to honor the life and work of Bruce W. Honeycutt, the former Art Director of Details magazine, who died on January 12, 1994 at the age of 40. 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. B.W. was also the Art Director of Spy magazine, revamping it twice in three and a half years. Previously, he worked for Vanity Fair and GQ, both published, like Details, by Condé Nast.

Honeycutt's work has been recognized by Gold and Silver medals from SPD, the American Institute of Graphic Arts, the Art Directors Club of New York, and by Print and Photo Design magazines, among others. His articles have been published by How and Baseline magazines. Honeycutt taught publication design at the School of Visual Arts in New York City. He was a native of Franklinton, North Carolina and attended North Carolina University at Chapel Hill.

Categories

ENTERTAINMENT MAGAZINE

This culture magazine targets the college student and the young professional interested in art, music and film. It features in-depth interviews, trends, as well as historical components.

HEADLINE (Name/Genre)

SUBHEAD TEXT Created a visionary new (sound/look/movement). An in-depth look at how (he/she/they/it) began.

BYLINE By Janet Marion

DESIGN a two-spread story for this magazine that evokes a transition in time for your topic's evolution through the use of a time line or imagery. Your topic does not have to be an actual person but should seem like they are a celebrity and everyone knows who they are. This might enable you the freedom to produce original photography or illustration for your design.

CITY/REGIONAL MAGAZINE

This magazine is an established city/regional publication for the young and independent city-dweller or traveler. It covers food, nightlife, and where to stay. If you need to know this place *this* magazine is your source.

HEADLINE Bored of (fill in blank) in (city/region)?

SUBHEAD TEXT The 10 greatest out of the way, off the beaten path destinations to (activity here).

BYLINE By The Editors

DESIGN a two-spread feature for this magazine. This story should be a round-up of ideas and things to do. 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 city or region.

HOW-TO... MAGAZINE

This new hip and fun magazine for the young post-graduate has a broad topic reach on how to improve your home, life and career.

HEADLINE (Fill in Blank) like a pro.

SUBHEAD TEXT Follow these few simple steps to become a master.

BYLINE By F. C. Williams

DESIGN a two-spread feature in this magazine that gives a step-by-step 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.

BUSINESS/MONEY MAGAZINE

This respected financial publication geared toward the young business person and business owner is known for its bold typography and modern design. It contains hard-hitting interviews, financial forecasts, behind the scene looks at companies and cultural trends.

HEADLINE Will it Work?

SUBHEAD TEXT The new (blank) has promised to improve (blank).

BYLINE By James Rodgers

DESIGN a two-spread feature that will appear in this magazine ten years from now. It could be a financial outlook, interview with a business person or an innovative product or commodity. Think of creative ways to illustrate and design for your topic that will grab the attention of the reader.

GREEN MAGAZINE

This publication is aimed at readers who are interested in environmentally-sound industrial, product interior and architectural design. The content is broad, and showcases leading and cutting-edge solutions to the problem of living a more earth-friendly lifestyle while still focusing on aesthetics. Examples of topics covered might be furniture produced with minimal impact on the environment, buildings that are certified to be environmentally friendly, or solar-powered electronics. The audience is made up of professionals who develop and produce such designs, and consumers who use them.

HEADLINE Green Acts to Follow

SUBHEAD TEXT These (number of) innovative (products/buildings/ideas) will set the standard for the next wave of environmentally-sound design.

BYLINE By Jane Johnson

DESIGN a 2-spread feature on a review of 3-10 design solutions that will inspire the work of other designers going forward.

* 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"

Last Year's Winners



First Place Winner of the Adobe Scholarship in Honor of B.W. Honeycutt
Melanie Teppich
School of Visual Arts, Junior



Second Place
Raul Aguila
School of Visual Arts, Senior



Third Place
Raul Aguila
School of Visual Arts, Senior

ENTRY FORM

Submissions must be approved by a design professor or teacher. Each student may submit a maximum of five entries. All entries with completed forms must be received, with entry fees, to the SPD offices at 27 Union Square West, Suite 207, New York, NY 10003 by **Monday, March 8th, 2010**. THIS IS THE FINAL DEADLINE—NO EXTENSIONS. You can e-mail questions@spd.org if you have a question. All winners will be notified by telephone and email by Friday, March 19, 2010.

YOU MUST ATTACH A COPY OF THIS FORM (WITHIN DOTTED BOX RULE) TO EACH ENTRY.

PAYMENT FORM

(Attach one copy with entire set of entries)

___ **PAY PAL** The most secure method of payment. Go to: bit.ly/2010pay
(You must include your receipt with entries)

___ **MONEY ORDER** PAYABLE TO SPD

___ AMEX ___ VISA ___ MASTERCARD

ACCOUNT NUMBER _____

EXP DATE _____

NAME ON CARD _____

SIGNATURE _____

ENTRIES (number of entries) X \$10.00 =

Join SPD as a student member! (optional)

Just \$25 for one year, membership includes free admission to all SPD Student Events, and a complimentary copy of the SPD PUB 45 Annual, and **3 free entries** to the student competition, as well as qualifying for 50% off your first year of professional membership dues in SPD.

MEMBERSHIP (number of students) X \$25.00 =

TOTAL PAYMENT DUE: _____

JUDGES

Kristin Fitzpatrick
Design Director
Marie Claire

Chris Hercik
Design Director
Sports Illustrated

Joe Hutchinson
Art Director
Rolling Stone

Tim Leong
Design Director
Complex

Michael McCormick
Design Director
Philadelphia Magazine

CHAIR

Ian Doherty
Art Director
Food Network Magazine

\$10.00
FEE PER ENTRY

No personal checks

Deadline
MARCH 8TH
2010

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 (OR OTHER SCHOOL OFFICIAL' S) NAME + TITLE _____

INSTRUCTOR'S (OR OTHER SCHOOL OFFICIAL' S) SIGNATURE _____

INSTRUCTOR'S EMAIL ADDRESS (must include) _____

CATEGORY FOR THIS ENTRY (check one)

ENTERTAINMENT CITY/REGIONAL HOW-TO BUSINESS/MONEY GREEN

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.)

Tips for Award Winning Entries

Part of creating excellent design is in the details

Spread
Two facing pages



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

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.

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

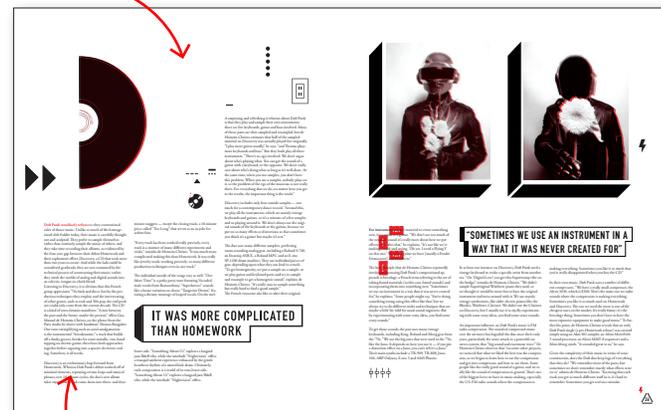
Captions
Tell what the image is about and gives the reader an added way to get into the story.



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

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

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.



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.