

**SOCIETY OF PUBLICATION DESIGNERS**

**STUDENT  
COMPETITION**

Win \$2500  
and an internship  
at a hot magazine  
AND the Adobe  
Creative Suite

**awe  
some  
design**



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 2009 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 44 Design Annual (often leading to jobs!).

## How To Enter

### 1. CHOOSE:

Select a project from one of the five categories listed (city/regional, outdoors, entertainment, tech, and news).

### 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:

Burn all submissions to a CD. Entries should be full size, print quality, 300 dpi, PDF files (all fonts embedded). It is ok to put multiple entries on one CD. Put your name somewhere on each spread in 4pt type. Include a printed copy of the entry form for each entry. Mark clearly the name of the school & students' last name(s) on the 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.



The Adobe  
Scholarship in  
Honor of B.W.  
Honeycutt

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.**

## CITY/REGIONAL MAGAZINE

This magazine is an established city/regional publication. It covers everything from food to politics to sports. If it's happening in the area this magazine will tell you about it. The publication is known for its great use of typography, stunning photography, and creative design.

**PROJECT** City/Regional Profile  
(Choose a city or region.)

**HEADLINE** The headline will be "Best of (city/region)"

**SUBHEAD TEXT** The hottest BBQ...the strongest martini...the greasiest fries...the most beautiful people...the greenest park...

**BYLINE** By The Editors

**DESIGN** the first four pages (two spreads\*\*) of this annual guide. You should include a short intro paragraph followed by lots of short items on all different topics, anything that would be covered in a city/regional magazine. Some general categories to consider are eating, nightlife, shopping, home services, health and spa, fun and games. Think about ways to create sidebars that would relate to these types of articles. Also feel free to include illustrations or icons where necessary. Remember, you don't actually have to write the story, but use the real names of places if you have display type, for example, pointing to a photo of the San Antonio Riverwalk.

## OUTDOORS MAGAZINE

This publication is a must-read for people obsessed with the outdoors and the lifestyle associated with it. It covers destinations, gear, activities, and people. The topics range from hiking and biking to scuba diving or mountain climbing. If it's an outside activity, chances are this magazine has covered it.

**PROJECT** Adventures  
(Choose an outdoor activity.)

**HEADLINE** Deep Secrets

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

**BYLINE** By Matthew David

The story will focus on places to go to participate in the chosen activity. The idea behind it is to give readers information on destinations that they never heard of or have never thought about. It's really an insider's guide to the best of the best for any particular sport. Look for striking photos of a destination or person performing the activity. Or, collage your own photos to create an interesting piece of art that gives the reader a feel for the sport. Design a two-spread feature\*\* on your chosen subject. The text does not have to begin on the first spread, but it certainly can. Remember, you don't actually have to write the story, but use real names of sports and participants if you have display type, for example, pointing to a photo of deep sea fishing for marlin or biking in the smoky mountains of West Virginia.

## ENTERTAINMENT MAGAZINE

This new publication targets young people from college age to young professionals. A clever, sometimes sharp-tongued magazine, it focuses on music, movies and television, with reviews, investigative stories, interviews and reader polls. This magazine isn't afraid to poke fun at the subjects it profiles.

**PROJECT** Celebrity Interview  
(Choose a band/actor/performer.)

**HEADLINE** The headline should either be the subject's name or include the subject's name in it. (example: "Jack Black" or "Jack Black Still Laughing")

**SUBHEAD TEXT** The band/actor/performer finally opens up and tells how he/she plans to stay on top.

**BYLINE** By Kirsten Binnington

**DESIGN** a two-spread feature\*\* that would appear in this magazine. There must be some text, but it does not have to begin on the first spread. Find great photos of your chosen artist, but think beyond the expected. Look for baby pictures, a great illustration, or maybe there's a way to illustrate him/her with type instead of an image. It's to your advantage not to choose your friend's band or someone too obscure. Think celebrity. Remember, you don't actually have to write the story, but use the band/actor/performer's real name if you have display type, for example, pointing to a photo of Kristen Wiig.

## TECH MAGAZINE

This publication deals with the ever-changing landscape of technology. From gadgets to processes, it reviews and informs an audience of men and women in their early twenties. New products are a huge part of who this magazine is and slick electronics are the candy for the reader.

**PROJECT** Gear  
(Choose a product.)

**HEADLINE** What makes the (product) so great?

**SUBHEAD TEXT** Everyone from Hollywood to Main St. USA can't/couldn't get enough of the (product.) With long waits to buy it online, and every celebrity clamoring to show theirs off, is the (product) really worth it?

**BYLINE** By Nicky Anastasi

**DESIGN** a two-spread feature that focuses on a product, new or old. It can be anything from the newest in home theater to the resurgence of the old turntable. Think about what people would find interesting. Have they heard enough about the i-phone? Are they tired of laptops? Think outside the box. You could even create your own product. Remember, you don't actually have to write the story, but use real names if there are actual products used, for example, pointing to a photo of Canon's newest digital camera.

## NEWS MAGAZINE

This edgy news magazine intended for college students has hard-hitting interviews, profiles and feature stories about current events.

**PROJECT** Politics

**HEADLINE** Time For Change

**SUBHEAD TEXT** January signals a new era for our nation. An inside look at how this historic moment will touch each of our lives

**BYLINE** By Isabella Gardner

This story deals with the fact that as we head into 2009 and beyond, our country will never again be the same. This article looks to the future to see what may lie ahead. The artwork could be presidential or common man. It could be global or extremely local. Think of innovative ways to approach the story and let that help dictate how to art it. Design a two-spread feature\*\* on the assigned topic. The text does not have to begin on the first spread, but it certainly can. Remember, you don't actually have to write the story, but use the real names of places and people if you have display type.



First Place Winner of the Adobe Scholarship in Honor of B.W. Honeycutt  
**Paul Johnson**  
Montana State University, Senior



Second Place  
**Anthony Cruz**  
American Academy of Art  
Sophomore



Third Place  
**Lauren Turnier**  
Fashion Institute of Technology  
Senior

Printed by AMERIKOM, Inc.

# 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 2nd, 2009. THIS IS THE FINAL DEADLINE—NO EXTENSIONS. You can e-mail questions@spd.org if you have a query. All winners will be notified by telephone and email by Friday, March 13, 2009.

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

## PAYMENT FORM

(Please attach one copy with entire set of entries)

- MONEY ORDER PAYABLE TO SPD  
(No personal checks)
- 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, a complimentary copy of the SPD PUB 44 Annual, and **3 free entries** to the student competition. You will also qualify for 50% off your first year of professional membership dues to SPD.

MEMBERSHIP \_\_\_\_\_ (number of students) X \$25.00 = \_\_\_\_\_

TOTAL PAYMENT DUE: \_\_\_\_\_

### JUDGES

**Neil Jamieson**  
Art Director  
Field & Stream

**Trent Johnson**  
Deputy Design Director  
Good Housekeeping

**Brandon Kavulla**  
Design Director  
Best Life

**Devin Pedzwater**  
Design Director  
Spin

**Ellene Wundrok**  
Design Director  
Real Simple

### CO-CHAIRS

**Ian Doherty**  
Art Director  
Food Network  
Magazine

**Robert Perino**  
Design Director  
Fortune

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)

- REGIONAL  OUTDOORS  ENTERTAINMENT  TECH  NEWS

**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.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Deadline**  
MARCH 2ND  
2009