

The Society  
of Publication  
Designers



Student  
Design  
Competition



**\$2,500**  
in cash prizes

A summer  
internship at  
a major  
magazine



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 and is 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 2015 in New York City. At the Gala, the first-place winner will be presented with The B.W. Honeycutt Scholarship—a \$2,500 prize—and a summer internship at a top magazine in New York. There will also be second- and third-place prizes of \$1,000 and \$500, respectively. All award-winning work will be printed in the Society of Publication Designers' PUB 50 Design Annual (often leading to jobs!).

*Please note: This competition is open to undergraduate college students only. International students welcome!*

# How To Enter

## 1. CHOOSE:

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

## 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 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.

### 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 9rd, 2015**

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](http://spd.org/student-outreach)

## The B.W. Honeycutt Scholarship

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.

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.

# Categories

## News Magazine

This edgy news magazine is geared to the young professional and covers music, pop-culture and politics. In its pages you'll find hard-hitting interviews often with some of the most famous and infamous international figures.

**HEADLINE** 50 Questions with (Name)

**DECK** He/She has been called every name under the sun. We decided to find out who this so-called villain really is.

**BYLINE** By Janet Marion

**DESIGN** a two-spread feature for this magazine that is a Q&A interview with the person of your choice (it can be a real person or somebody you've made up). You don't have to fit all 50 questions on two spreads, just imagine these 2 spreads are the first in a longer story. Consider using innovative infographics, charts and sidebars, and original illustrations.

**SPECIAL NOTE:** This new category is in honor of SPD's 50th Anniversary, so we're looking to see how you deal with the "50" with typography.

## 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.

**DECK** Follow these few simple steps to become a master.

**BYLINE** By F. C. Williams

**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.

## 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. If you need to know this place, *this* magazine is your source.

**HEADLINE** The New (Place/Destination)

**DECK** Never thought of going? You might be surprised!

**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.

## Entertainment Magazine

A hip, 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.

**HEADLINE** What Ever Happened to Him/Her?

**DECK** (Name of person) has been out of the limelight for years. Where has he/she been and is he/she here to stay?

**BYLINE** By James Rodgers

**DESIGN** a two-spread feature that covers a person's comeback to music, TV or film. Think of creative ways to illustrate and design for your topic that will grab the attention of the reader. Consider adding infographics, timelines or sidebars to help tell the story. It doesn't even have to be a real celebrity—just make it convincing. **You must create your own photography or illustrations for this category.**

## Sporting Magazine

This publication is a must-read for enthusiasts of sports and the lifestyle associated with them. 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** All In!

**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 and/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".

## LAST YEAR'S WINNERS [See more past winners at spd.org/student-outreach](http://spd.org/student-outreach)



**FIRST PLACE WINNER**  
B.W. Honeycutt  
Scholarship  
**Daniel Murphy**  
University of  
North Texas,  
Junior



**SECOND PLACE**  
**Reilly Sauer**  
Pratt Institute,  
4th Semester



**THIRD PLACE**  
**Regina Puno**  
Parsons, the New  
School for Design,  
Senior

# ENTRY FORM

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 offices, 27 Union Square West, Suite 207, New York, NY 10003 by **Monday, March 9th, 2015.**

Please refer to [spd.org/student-outreach](http://spd.org/student-outreach) for more information and helpful tips. Any further questions can be sent to [spdstudentoutreach@gmail.com](mailto:spdstudentoutreach@gmail.com).

All winners will be notified by telephone and email by Friday, March 20, 2015. Winning designs will be posted on the SPD website later that month.

YOU MUST ATTACH THE FORM AT RIGHT TO THE BACK OF EACH ENTRY.



Please print clearly. We will use this info to contact you if you are a winner.

**Deadline**  
MARCH 9TH  
2015

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** (check one)

NEWS     HOW-TO     CITY/REGIONAL     ENTERTAINMENT     SPORTING

**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.)  
\_\_\_\_\_  
\_\_\_\_\_

## PAYMENT

**ONLINE ONLY** Go to: [bit.ly/pay2015](http://bit.ly/pay2015)  
(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](http://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:**

**\$10.00**  
FEE PER ENTRY  
3 FREE Entries For SPD Student Members\*



**CO-CHAIRS**  
Ian Doherty  
Art Director  
Food Network Magazine

Leah Bailey  
Deputy Art Director  
Money



# Tips for Award-Winning Entries

Part of creating excellent design is in the details.

**Spread**  
Two facing pages



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



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

**BONUS TIP:**  
Consider collaborating with a photo student and direct them on creating original images to use for your design.

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

**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.

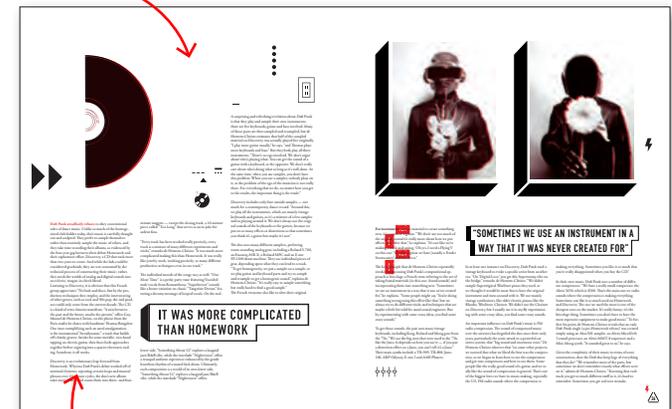
**Sidebars**  
Give added layers to the layout by pulling out important information, tips or an additional thought to the story.

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



**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.



**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.

Be sure to check out [spd.org/student-outreach](http://spd.org/student-outreach) for more great tips and helpful information.