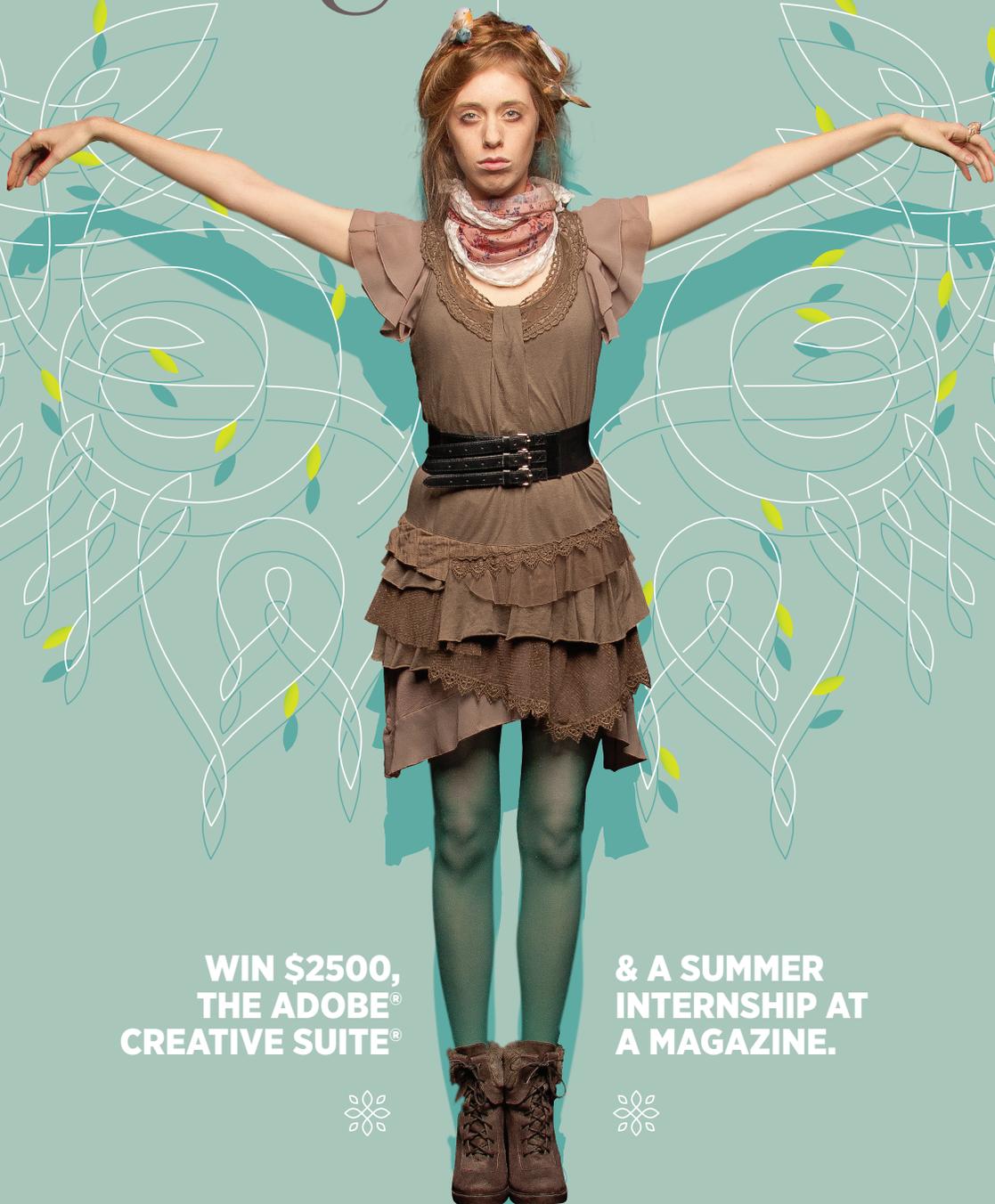


**SPREAD
YOUR
Wings**



The
SOCIETY of
PUBLICATION
DESIGNERS

**Student Design
Competition 2012**



**WIN \$2500,
THE ADOBE®
CREATIVE SUITE®**

**& A SUMMER
INTERNSHIP AT
A 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. 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 2012 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 47 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 Trend, Sports/Adventure).

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

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:

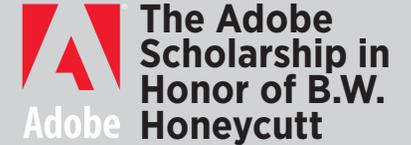
You MUST include your name in two places somewhere on each spread in 4pt type. Each file Must be named "First_Lastname.pdf" Entries should be full size spreads, print quality, 300 dpi, PDF files (all fonts embedded). Burn all submissions to a CD. It is ok to put multiple entries on one CD. Include a printed copy of the entry form for each entry. Mark clearly the name of the school & 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 5th, 2012**

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 of entertainer or artist)

DECK Since he/she/they emerged on the scene (Name) has wowed the nation. What's next?

BYLINE By Janet Marion

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.

CITY/REGIONAL MAGAZINE

This magazine is an established city/regional publication with attitude geared toward 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 The Best Place to (Blank) in (Blank)

BYLINE By The Editors

DESIGN a two-spread feature for this magazine. 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 place you choose.

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 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 TREND MAGAZINE

This respected 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, and behind-the-scene looks at companies and cultural trends.

HEADLINE Will it Change Your Life?

SUBHEAD TEXT (Blank) has made astonishing claims to better our world...Is it/Are they for real?

BYLINE By James Rodgers

DESIGN a two-spread feature that covers a trend that has affected the lifestyle of today. 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.

SPORTS/ADVENTURE MAGAZINE

This publication is a must-read for young athletes and people obsessed with extreme sports and the lifestyle associated with them. It reviews new products, covers competitions and goes around the world to explore new sports. Writers interview sports super-stars as well as kids in the park.

HEADLINE (Name of sport): Extreme Rush *OR* (Name of sport): The Thrill of It

BYLINE By Jane Johnson

DESIGN a two-spread feature of a sports figure or sport, amateur or professional, with an emphasis on lifestyle and attitude. You can highlight the athlete's prowess at their sport or focus on their style. The text does not have to begin on the first spread, but it certainly can. As with every category, you don't have to write the story, but use real text in display type. Remember, if your design is of a sports figure it doesn't have to be a real person. Consider producing your own photography to make your design unique.

* 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"

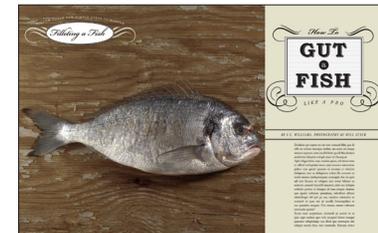
Last Year's Winners



FIRST PLACE WINNER
of the Adobe
Scholarship in Honor
of B.W. Honeycutt
Luke Shuman
Taylor University, Senior



SECOND PLACE
Derek Eng
Ontario College
of Art & Design,
Senior



THIRD PLACE
Claire Ekstrom
Rochester Institute
of Technology,
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 5th, 2012**. 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 16, 2011.

YOU MUST ATTACH THIS FORM (WITHIN DASHED BOX RULE) TO THE BACK OF EACH ENTRY.

PAYMENT FORM

(Attach one copy with entire set of entries)

___ **PAY PAL** The most secure method of payment. Go to: bit.ly/2012pay
(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** (or renew) 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 47 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: _____

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

No personal checks

CO-CHAIRS
Ian Doherty
Art Director
Food Network Magazine

Neil Jamieson
Design Director
Money

Deadline
MARCH 5TH
2012

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 TREND SPORTS/ADVENTURE

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.)

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.

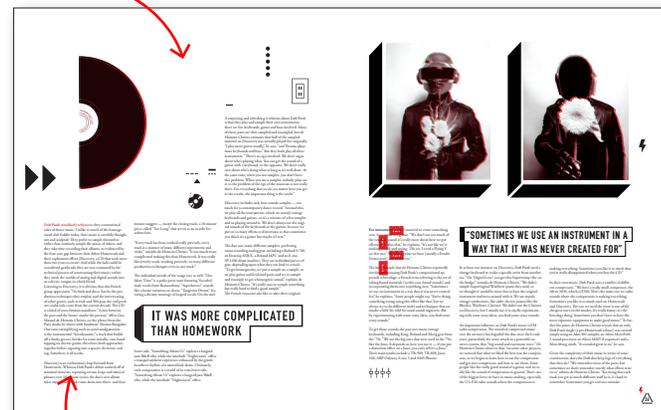
Captions
Tell what the image is about and gives the reader an added way to get into the story.

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



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

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.