Student Design Competition 2017

Enter
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.

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

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**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

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 Kesha DuBois

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.
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

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
(Number of Subject) on why 2017 is her/his best year yet
BYLINE
By Miranda Davenport

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

Additional Information:

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.
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.

PAYMENT WORKSHEET:
NUMBER OF ENTRIES:
\[ \times \$10.00 = \]
TRI-STATE MEMBERSHIP (NY/NJ/CT)
\[ \times \$50.00 = \]
NON TRI-STATE MEMBERSHIP
\[ \times \$40.00 = \]
Total:
Less free member entries (up to 3 maximum):
TOTAL PAYMENT DUE:

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.

Source (if your entry uses professional photography or art, please include the name of the artist, and the title and date of its publication and 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.

SPD • 27 UNION SQ. WEST SUITE 207 • NEW YORK, NY 10003 • MAIL@SPD.ORG • 212.223.3332
Tips

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.

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

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.

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.

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

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