

SPD Student Design Competition

2020

→ Call for
Entries



Welcome

01



WHAT IS SPD?



The Society of Publication Designers (SPD) powers the future of visual storytelling and sets the standard for editorial excellence. SPD includes anyone contributing to the creation of visual stories, from art directors to coders, from major publications to independent zines, from seasoned professionals to students. 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.

WHO'S IT OPEN TO?



The competition is open to undergraduate college students only. International students are welcome. Entries will be judged in each category against other student work by our jury, which includes some of the most distinguished publication designers in the world.

WHAT CAN A STUDENT WIN?



The first, second, and third place winners will be honored with a cash prize and an invitation to the SPD Annual Awards Gala in May, 2020. At the Gala, which takes place in New York City, the first-place winner will be presented with The Mitch Shostak Award—a \$2,500 prize. Second and third-place winners will receive cash prizes of \$1,000 and \$500, respectively.

HOW ABOUT INTERNSHIPS?



All winners will also get a summer internship at a magazine or design studio and free summer housing provided by the School of Visual Arts. (Note: although non-US citizens will be eligible to win, due to visa restrictions only US citizens will be eligible for the internship part of the prize.)

How to Enter

CHOOSE YOUR CATEGORY

- Sports/Adventure
- News
- City/Regional
- How-To
- Fashion/Lifestyle

DESIGN

1

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".

2

You may enter more than one design in the same or different categories.

3

Read the Image Use page in this booklet for details about photography and illustration.

PREPARE

You must submit either printed materials or a digital file as follows:

Printed Material

- Provide 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

- Each file must be labeled with your name: "First_Lastname. pdf" Entries should be full-size spreads, print quality, 300 dpi, PDF files (all fonts embedded). Your payment receipt should be on the last page of this file.

02



PAY

1

Pay for all entries online at: <http://bit.ly/SPD-U>

2

Print out your receipt if you are mailing hard copies.

3

Save a copy of your digital receipt and add it as the last page of your PDF entry. This way your submission and receipt will be in one file.

SEND

Snail Mail

- The Society of Publication Designers
27 Union Square West
Suite 207
New York, NY 10003

Upload

- <http://bit.ly/SPDupload>

DEADLINE
!!!

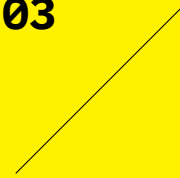
!

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

→ 5pm EST March 16th 2020

Categories

03



MAGAZINE TYPE

- **Sports/Adventure**
- News
- City/Regional
- How-To
- Fashion/Lifestyle

DESCRIPTION

- 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
(FILL IN NAME
OF SPORT OR
SUBJECT NAME)**

DEK

(You get to write this one based on your topic.)

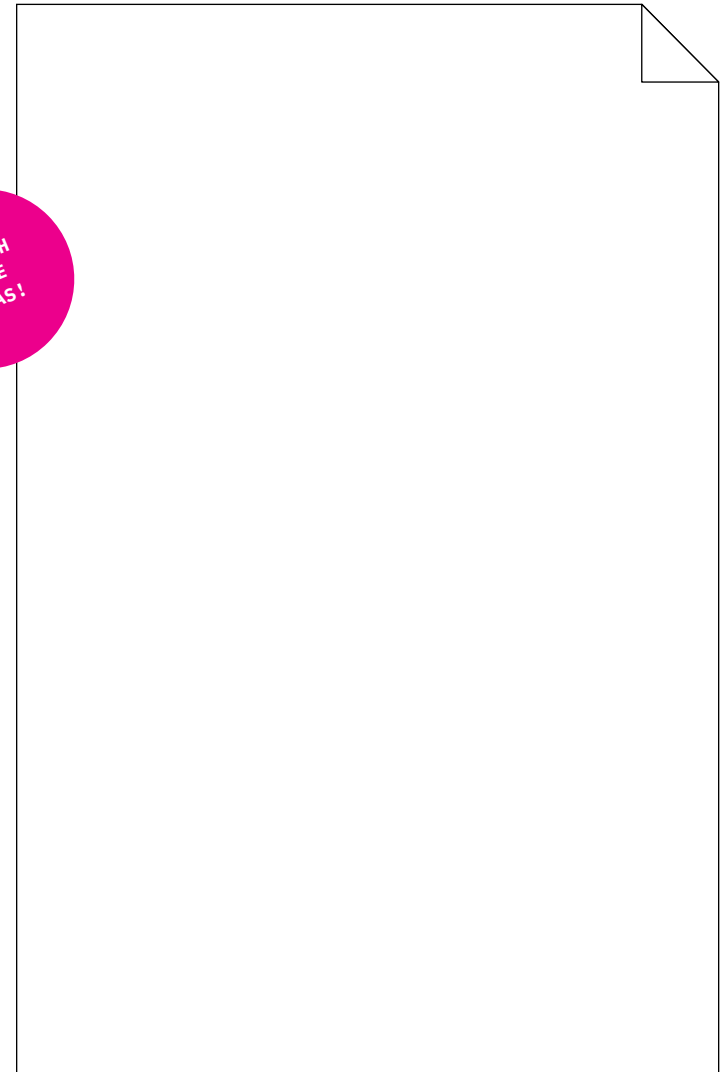
BYLINE

By Jane Johnson

INSTRUCTIONS

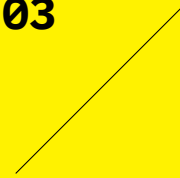
- Design a two-spread feature about a sport or top sports figure(s). It can be about one person or a roundup of teams, tournaments or players. Think star athlete(s), dream team, the best tournament, coolest stadiums, most-winning coaches, etc. Consider engaging your reader with charts, graphics or timelines to create layers in your design.

SKETCH
SOME
IDEAS!



Categories

03



MAGAZINE TYPE

- Sports/Adventure
- **News**
- City/Regional
- How-To
- Fashion/Lifestyle

DESCRIPTION

- 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 stories featuring famous and infamous international figures.

HEADLINE

**TIME FOR
CHANGE**

DEK

An Inside Look at How
the (Fill in Name of
Movement) Will Touch
Each of Our Lives.

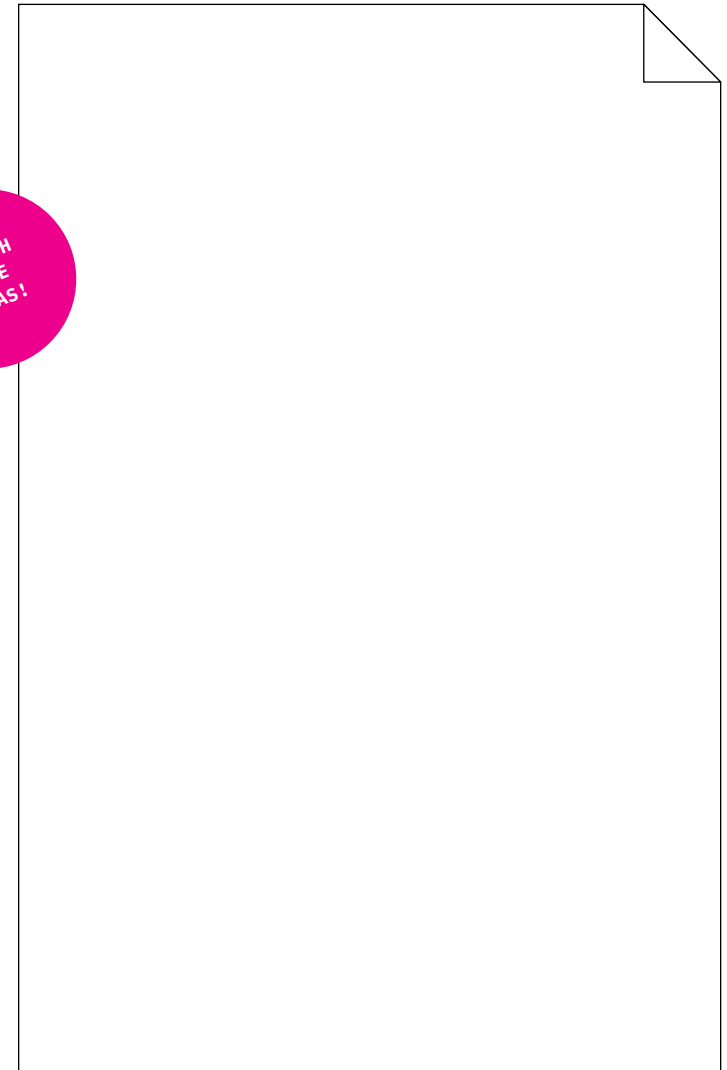
BYLINE

By Oscar Hamilton

INSTRUCTIONS

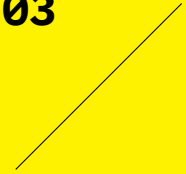
- Design a two-spread feature about a contemporary social justice, environmental or politically oriented youth movement. You must create your own conceptually driven photography, photomontage, typographic solution or illustration for this category. You could choose to focus on a famous person associated with the movement. Alternately, you could choose to focus on the issues or ideals at the heart of the movement.

SKETCH
SOME
IDEAS!



Categories

03



MAGAZINE TYPE

- Sports/Adventure
- News
- **City/Regional**
- How-To
- Fashion/Lifestyle

DESCRIPTION

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

HEADLINE

(NAME OF CITY)
RULES

DEK

What to eat, where to go and how to make it happen.

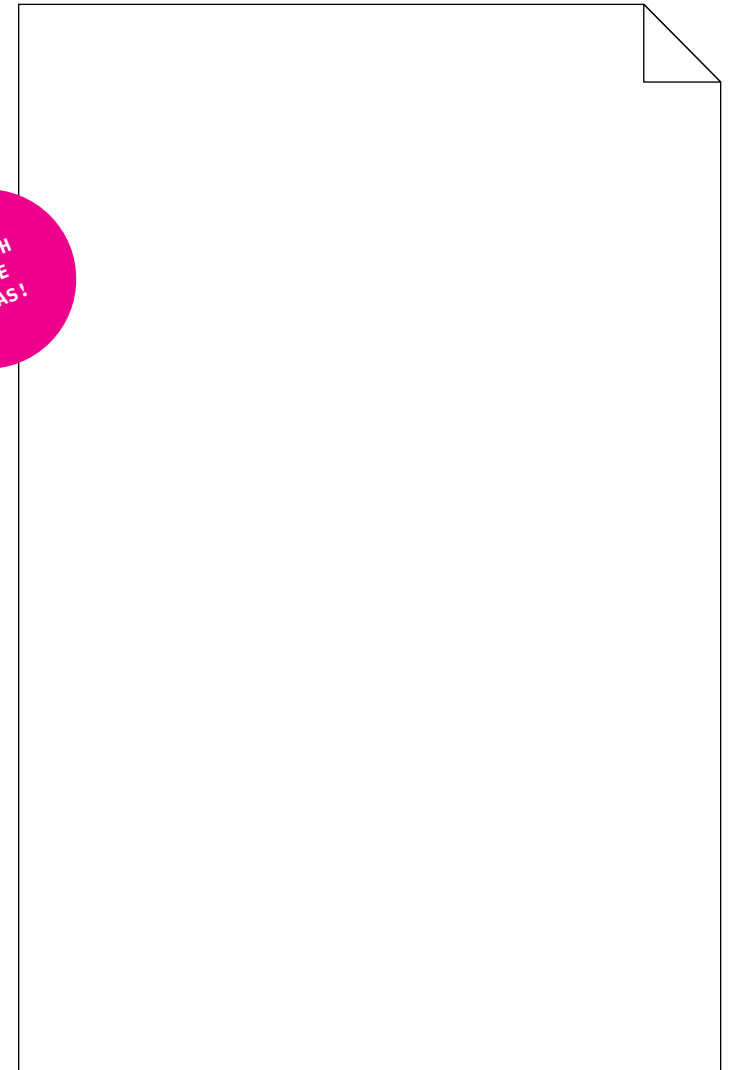
BYLINE

By The Editors

INSTRUCTIONS

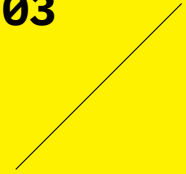
- Design a two-spread feature for this magazine showcasing a hip, interesting and beautiful destination. Think about ways to incorporate sidebars with numbered tips. Consider producing your own photography to give your design a fresh and creative approach to your chosen place. You may also use stock photography, but be sure to make it your own by using a photographic treatment, collage, interesting crops, etc.

SKETCH
SOME
IDEAS!



Categories

03



MAGAZINE TYPE

- Sports/Adventure
- News
- City/Regional
- **How-To**
- Fashion/Lifestyle

DESCRIPTION

- 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.**

DEK

Everything You Need
to Know to (Fill
in Blank) Like a Pro

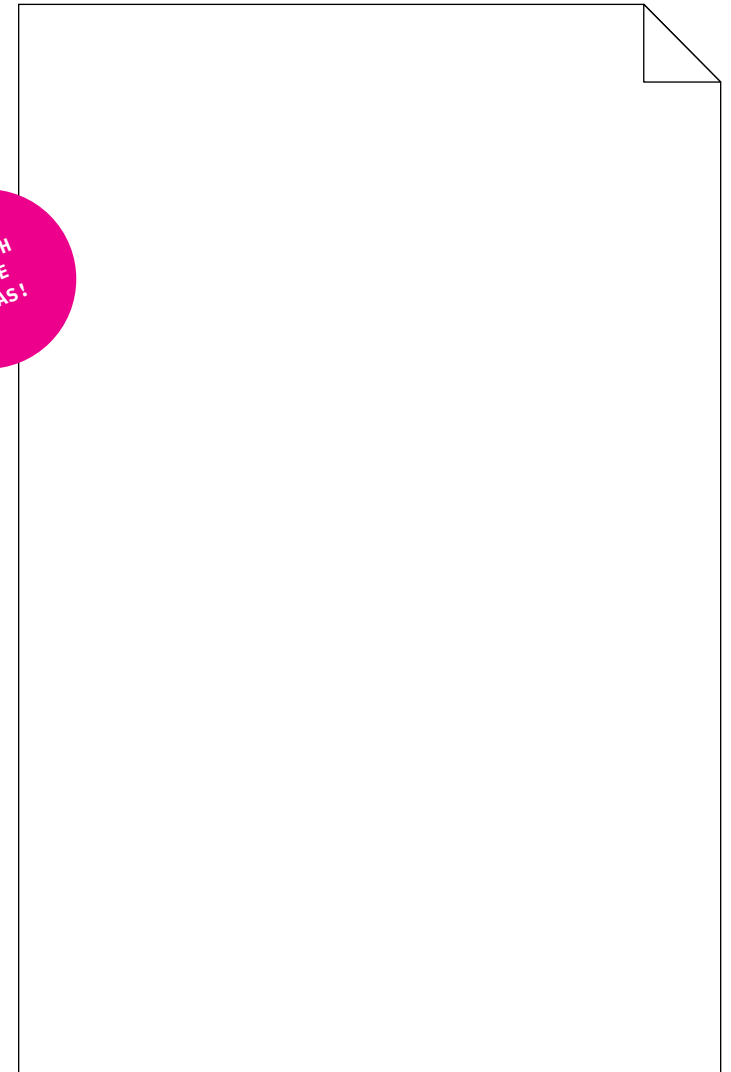
BYLINE

By Bill Stevenson

INSTRUCTIONS

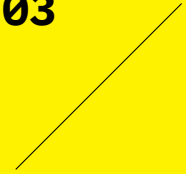
- Design a two-spread feature in this magazine that gives step-by-step instructions on how to master the topic of your choice. You might want to include original illustrations, schematics and sidebars to make it easier to follow. Think of an innovative and fun way to approach your topic. You don't actually have to write the story, but use real text in the body copy and display type.

SKETCH
SOME
IDEAS!



Categories

03



MAGAZINE TYPE

- Sports/Adventure
- News
- City/Regional
- How-To
- **Fashion/Lifestyle**

DESCRIPTION

- 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

**THE NEW (FILL
IN THE TREND)
OR THE AMAZING
(FILL IN NAME
OF PERSON)**

DEK

(You get to write
this one based on
your topic.)

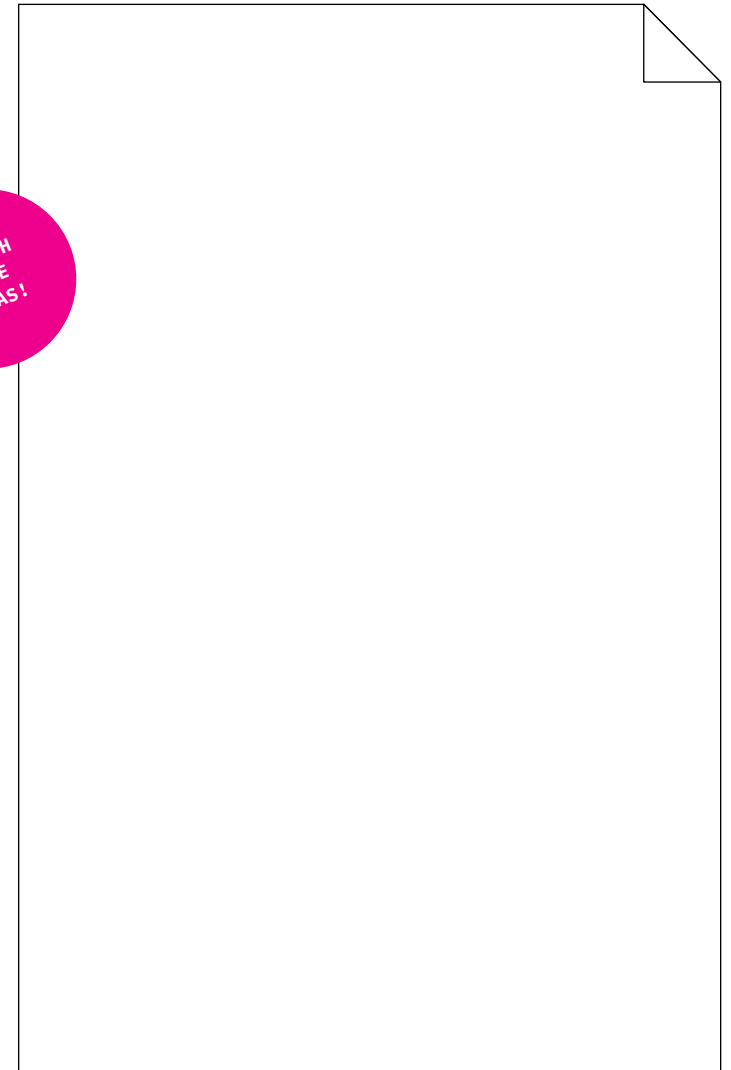
BYLINE

By Miranda Davenport

INSTRUCTIONS

- Design a two-spread story for this magazine that is a fashion trend, biography or interview. Your topic can be a focused on a trend, a single person or a group. You could either create or commission your own illustration or photography. You may use photography that is not your own as long as you transform it in some way through collage, photomontage, or some other form of manipulation.

SKETCH
SOME
IDEAS!



Past Winners

04



RECIPIENT
OF THE
MITCH
SHOSTAK
AWARD

1st Place



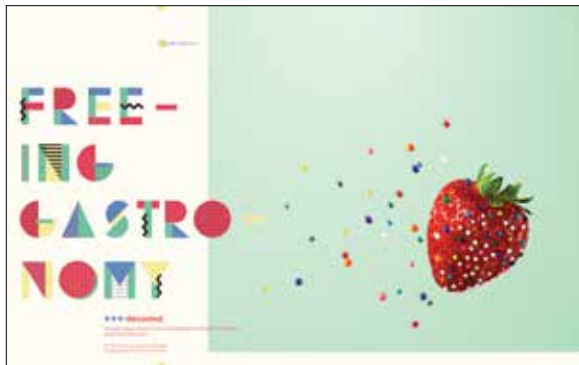
GABRIELA PESQUEIRA

SCHOOL: University of North Texas

LEVEL: Junior

INSTRUCTOR: Karen Dorff

CATEGORY: How-To Magazine



RECIPIENT
OF THE
B.W.
HONEYCUTT
AWARD

2nd Place



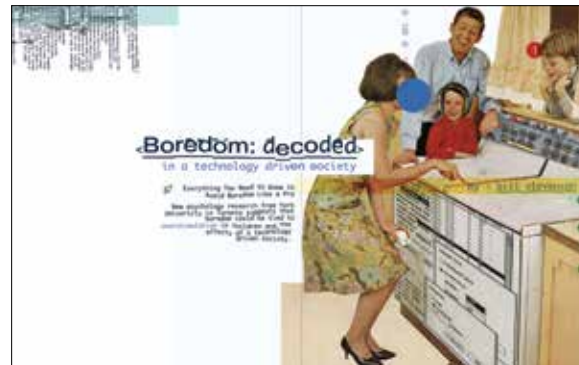
ELISE GARCIA

SCHOOL: University of North Texas

LEVEL: Junior

INSTRUCTOR: Karen Dorff

CATEGORY: How-To Magazine



3rd Place



DANIELLE MALEK

SCHOOL: Kean University

LEVEL: Junior

INSTRUCTOR: Nancy Campbell

CATEGORY: How-To Magazine



Creative Image Use

PAST
WINNERS!



Original
illustration



Inspired original
photography



Original illustrations
done by the designer



05



Creative use of stock
photography



Stock photography
that has
been drawn on



Photo
Collage



FREE STOCK PHOTO SITES

PEXELS.COM +
UNSPLASH.COM

Entry Form

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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 16th, 2020. Please refer to spd.org for more information and helpful tips. Any further questions can be sent to mail@spd.org. All winners will be notified by telephone and email by Friday, March 27th, 2020. Winning designs will be posted on the SPD website later that month. You must attach the entry form to the back of your printed entry or add it as the last page of your PDF if you are supplying your submission digitally. Please print clearly. We will use this information to contact you if you are a winner.

NAME _____

ADDRESS _____

CITY _____

STATE/ZIP _____

TELEPHONE _____

E-MAIL _____

SCHOOL _____

SCHOOL'S ADDRESS _____

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 _____

TITLE FOR THIS ENTRY _____

PHOTOGRAPHY, ILLUSTRATION AND/OR ART CREDIT _____

TITLE OF PUBLICATION, DATE OF PUBLICATION AND/OR STOCK AGENCY _____

DEADLINE
!!!

5PM EST, MONDAY
MARCH 16TH, 2020

Payment Form

07



→ If mailing in payment, please complete this form. Send in cash or a check made payable to "The Society of Publication Designers."

NUMBER OF ENTRIES _____ X \$10 = _____

NUMBER OF TRI-STATE (NY/NJ/CT)

STUDENT MEMBERSHIPS _____ X \$50 = _____

NUMBER OF NON TRI-STATE (NY/NJ/CT)

STUDENT MEMBERSHIPS _____ X \$40 = _____

SUBTOTAL \$ = _____

LESS FREE MEMBER ENTRIES (UP TO THREE MAXIMUM) \$ = _____

TOTAL PAYMENT DUE \$ = _____

→ Pay for Entry

You can mail in the form above, or pay online at <http://bit.ly/SPD-U>

For mailed submissions include the printed copy of your payment in the envelope with your entry.

For digitally uploaded pdf submissions make the payment form the last page of your magazine spread entry pdf.

→ Become a Member

Join or renew your SPD student membership for \$50 if you live in the Tri-State area and \$40 if you live anywhere else. Membership entitles you to the following:

- 1 Three free entries in this contest (better chances of winning!)
- 2 Free admission to all SPD student events including but not limited to the Pub Crawl and portfolio reviews
- 3 A complimentary copy of the upcoming SPD Annual (see the winning students!)

Thank You!

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IF YOU ARE SELECTED AS A WINNER



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.

Awards



THE MITCH SHOSTAK AWARD

This 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

This 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.