

# SoPA's Digital Design program launches onto national scene with local, district and national ADDY award winners

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Katie Stern won two national ADDY awards and was among the Tulane SoPA digital design students that claimed 29 local, regional and national awards at the American Advertising Federation competitions during the spring and summer of 2020. (Photo courtesy of Katie Stern)

Tulane University's School of Professional Advancement Digital Design students were awarded an impressive combination of 29 awards on the local, district and national levels across three American Advertising Federation (AAF) competitions during the spring and summer of 2020.

The Tulane students swept the local Advertising Club of New Orleans' awards ceremony, earning 23 awards, including gold, silver and bronze ADDY awards and a Best of Show. The group then claimed four awards at the 5-state district competition.

In the national competition, the digital design team captured two awards, competing against programs in the 7th District of the AAF comprised of Alabama, Mississippi, Georgia, Tennessee and southern Louisiana and other students from across the nation.

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"I can't express how proud I am to have so many of my students' work recognized on the local, district and national levels," said SoPA's Digital Design Program Director Amanda Garcia, PhD. "These wins are not only incredible for our students' development but truly an opportunity to share a piece of the SoPA community with the nation's leading academic programs and professionals. We've worked hard to build a solid program that is producing award-winning designers and having the nation recognize that is truly humbling."

[The Digital Design program](#), which was launched two years ago under Garcia's direction, is an innovative program in which students are creating apps, logos, branding packages, publication design, game art and animation. Students have access to technology and equipment that allows them to produce high-quality work for real brands and organizations through co-op partnerships and service-learning projects.

"I've always had an eye for design and an aptitude for technology, but it wasn't until I was a student at Tulane that my professors encouraged me to consider how leaning into my own style of design could help me stand out against other designers and create a collection of work that feels distinctly my own. What my professors, classmates and I have done is truly inspiring and pushes me to want to be even better," said digital design student Katie Stern, Tulane's national ADDY award winner.

## **2020 AWARDS**

### **NATIONAL AWARD WINNER**

#### **Katie Stern**

Gold National ADDY® Award: Dove Kids Packaging & Advertising  
Silver National ADDY® Award: Housemates App

### **DISTRICT AWARD WINNERS-COMPETING NATIONALLY**

#### **Katie Stern**

Gold ADDY® Award: Sports Playing Cards  
Gold ADDY® Award: Dove Kids Packaging & Advertising  
Gold ADDY® Award: Housemates App

#### **Lauren Andress**

Silver ADDY® Award: Peristyle Café Packaging

### **REGIONAL WINNERS**

#### **Best of Show**

Krystle Weber  
Woodcut Workshop Invitation

#### **Gold ADDY® Award**

Krystle Weber  
Woodcut Workshop Invitation

#### **Gold ADDY® Award**

Grady Bell  
Nowhere Coffee in the packaging category

#### **Gold ADDY® Award**

Lauren deBautte  
Muffuletta Festival Poster

#### **Gold ADDY® Award**

[Anna Toujas](#)

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Panda Conservation Invite

**Gold ADDY® Award**

Katherine Stern  
Housemates App

**Gold ADDY® Award**

Claude Richard  
Safe Binding Online PSA Animation

**Gold ADDY® Award**

Katherine Stern  
Dove Kids, Packaging & Advertising

**Gold ADDY® Award**

Katherine Stern  
Sorts Playing Cards Illustration

**Silver ADDY® Award Award**

Katherine Stern  
Energywise Logo & Stationery

**Silver ADDY® Award**

Claude Richard  
Create Sushi Letterforms Illustration

**Silver ADDY® Award**

Claude Richard  
TRANSistance App

**Silver ADDY® Award**

Lauren Andress  
Peristyle Café Packaging

**Silver ADDY® Award**

Nicole Macon  
PJs Carnival Coffee Packaging

**Silver ADDY® Award**

Corey Guerra  
Bunnyhop Cyclery Café Logo

**Bronze ADDY® Award**

Lauren deBautte  
Pompadours Pour Packaging

**Bronze ADDY® Award**

Katherine Stern  
Bywater American Bistro Collateral

**Bronze ADDY® Award**

Anna Toujas  
Remi Web App

**Bronze ADDY® Award**

Lauren deBautte

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Muffuletta Festival poster Illustration

**Bronze ADDY® Award**

Kathryn Hume

Fry and Pie, Hand Made Menu

**Bronze ADDY® Award**

Hannah Gregory

Molam Banding

**Bronze ADDY® Award**

Stacie Pomes

Lighthouse Illustration

**Bronze ADDY® Award**

Megan Calvin

Festival Icon Set