

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)

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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.

"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
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
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