

Tulane SoPA's Digital Design students take home 36 ADDY Awards

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Students from Tulane SoPA's Digital Design Program claimed 36 ADDY Awards and Best of Show Awards at the 2021 Advertising Club of New Orleans ADDY Awards Ceremony. Twenty-two of the 36 entries will advance to the district competition. Students from Tulane SoPA's Digital Design Program claimed 36 ADDY Awards and Best of Show Awards at the 2021 Advertising Club of New Orleans ADDY Awards Ceremony. Twenty-two of the 36 entries will advance to the district competition.

Tulane University School of Professional Advancement's (SoPA) [Digital Design students](#) received 36 awards in recognition of their design work. The award-winning

group earned a combination of gold, silver and bronze ADDY Awards and Best of Show Awards in three categories. Twenty-two of the 36 entries will advance to the district competition.

The 2021 Advertising Club of New Orleans ADDY Awards Ceremony was held on Thursday, February 25. A link to the virtual awards ceremony can be found [here](#).

“On behalf of our Tulane SoPA faculty and staff, I want to congratulate our students on their award-winning work,” said Amanda Garcia, PhD, director of SoPA’s Digital Design Program. “It’s not only an honor to teach these talented students, but an honor to share their work with experts in our industry both on a local and regional level. Sweeping the 2021 ADDY’s once again is such a rewarding accomplishment and showcases our program’s strength on many levels, particularly during an unprecedented year in which our students had to adapt to various environments.”

Gold and silver ADDY Award entries from the local Ad Club of New Orleans ADDY Awards Ceremony will advance to the 5-state district competition, including entries from Alabama, Mississippi, Georgia, Tennessee and southern Louisiana. Gold and silver ADDY winners from that competition will advance to the National American Advertising Competition.

“I’m so grateful that Professor Garcia and Professor Carr encouraged me to submit my work to the ADDYs this year. I was thrilled to hear that my design won an award and that my peers also scored well! It feels incredible to have confidence in the caliber of my work and apply that knowledge in a competitive program like the ADDYs,” said AJ Durand, who won a Silver ADDY Award for his work.

In the 2020 awards, Tulane SoPA’s Digital Design students swept the student competition garnering more than 23 awards that included awards both on the district and national level.

The Ad Club of New Orleans, part of the American Advertising Federation, is the premiere advertising professional development organization in Southeast Louisiana. Thus, participating students and professionals in the New Orleans Ad Club are exposed to the 50,000-member organization of the American Advertising Federation, which is divided into 15 districts. New Orleans is part of District 7.

To learn more about Tulane SoPA’s award-winning Digital Design program, visit digitaldesign.tulane.edu

Student Award Listings:

- Best of Show ADDY Awards: Keagan Krauss, Anna Toujas and Krystal Weber.
- Gold ADDY Awards: Ashley Chen, Rebecca Gipson (2), Tamzen Jenkins, Keagan Krauss (2), Keah Moffett and Czarlyn Trinidad and Krystal Weber (2).
- Silver ADDY Awards: Ashley Chen (2), Kathryn Coneybear (3), AJ Durand, Rachel Ribando-Gros, Emily Kaupp, Michelle Keogh, Keagan Krauss (2) and Czarlyn Trinidad.
- Bronze ADDY Awards: Ngma Abda, Ashley Chen (2), Kathryn Coneybear (2), Rachel Gorman, Rachel Ribando-Gros, Michelle Keogh, Claude Richard, Anna Toujas, Sarah Wasser and Czars Trinidad.

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- Amanda Garcia, professor and director of SoPA's Digital Design Program