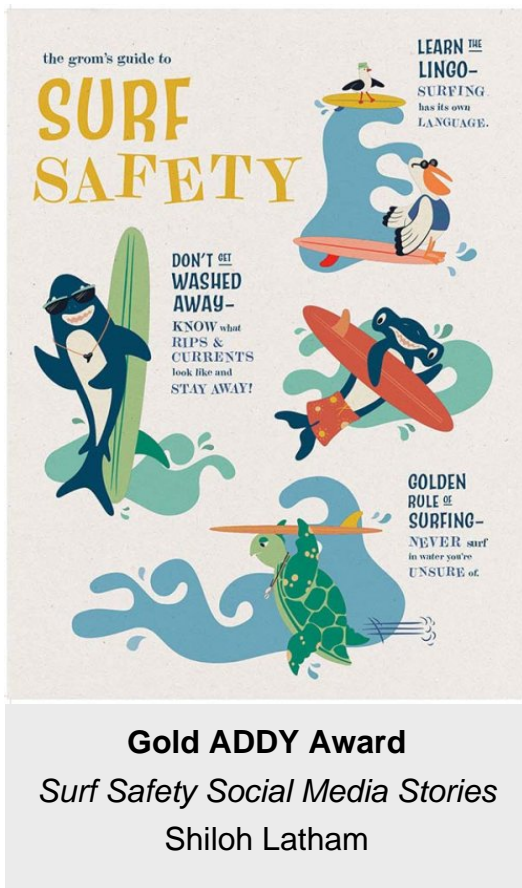


## Media + Design students win 25 awards during 2023 ADDYs

February 14, 2023 9:45 AM Tamar Gregorian  
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Tulane SoPA Media + Design students won more than 25 awards for their work during the 2023 New Orleans American Advertising Award ceremony. (Photo from AAF New Orleans)



Tulane School of Professional Advancement's Media + Design students were awarded an impressive combination of 25 awards at the Advertising Club of New Orleans' ADDY Award Program on Friday, Feb. 3, including Best of Show, Overall Best of Show, Runner-up, Judge's Pick, as well as a combination of Gold and Silver ADDY Awards.

SoPA's Media + Design students have swept the local awards show for several years and students have advanced to compete at the district and national level as well, competing against programs in the 7th District of the American Advertising Federation (AAF) comprised of Alabama, Mississippi, Georgia, Tennessee, and southern Louisiana.

In addition to the students' big night, Tulane SoPA Media + Design Program Director Rebecca Carr had a memorable night of her own. Carr was honored with the prestigious AAF Educator of the Year Award.

Of the students' work, Carr said: "I beam with pride thinking of our students and their exceptional work. Now, these talented students can add 'award-winning' to their resumes and portfolios. That's what this workforce-aligned program is all about. The icing on the cake is how excited they get when they find out about their awards and recognition. Whether they are just entering the program or nearing graduation, seeing the look on their faces at the awards ceremony never gets old."

[VIEW FULL LIST OF STUDENT WINNERS](#)

"We've worked hard to build a program that produces award-winning designers," added Associate Program Director Amanda Garcia, PhD, and it's so humbling to see so many of them recognized among professionals in the industry. The students we teach and mentor, are the future of this industry and we couldn't be prouder."

The redesigned Media + Design program, which launched two and half years ago under the direction of Amanda Garcia, PhD, Rebecca Carr, MFA, and Tamar Gregorian, PhD, is an innovative, workforce-aligned program that houses the integrated disciplines of advertising, digital marketing, graphic design and public relations under one roof.

“There’s a strong sense of community within the Tulane SoPA Media + Design Program, and it’s because of this that I’ve found the confidence to really embrace my unique design interests and style, refining them into strengths. Seeing what we’ve been able to push ourselves to achieve through each other's creativity and support is incredible. I can’t think of a more exciting or motivating way to close out my time at Tulane,” said Digital Design student Shiloh Latham.

“While I am very proud of this award, I am even more proud of my growth at SoPA. I've received an abundance of acceptance, support, and love; with all of that, I've grown so much more confident in myself and what I am capable of as a future designer. The Women's Bodies Campaign was a project I completed in Design for Good, inspired by my young daughter. Our bodies survive many battles, and the perception of what they should look like should never be one of them,” said Digital Design student Michelle Keogh.

“My heart both celebrates and aches at the thought of my upcoming graduation, earning a degree is something a younger me never thought I would achieve, the me I am today wants to stay with the family which has made me believe in myself,” concluded Keogh.



*Michelle Keogh*



## **2023 SoPA ADDY Award Winners**

### **2023 District ADDY Winners:**

GOLD ADDY Award: Hidden Fortunes Title Sequence, Rebecca Briscoe

GOLD ADDY Award: Little Sax Title Sequence, Becky Gipson

GOLD ADDY Award: Mezzo, Lexi Casper

SILVER ADDY Award: Myanmar Travel Poster, Rebecca Briscoe

SILVER ADDY Award: Moms Demand Action Copy, Samantha King

SILVER ADDY Award: Terlingua Ghosttown Visitors Guide, Amanda Vitt

### **BEST OF SHOW: Overall**

Entrant: Shiloh Latham

Educational Institution: Tulane University

Project: Devil's Den Travel Poster

Donna Smith, Professor

### **BEST OF SHOW: Runner-Up**

Entrant: Michelle Keogh

Educational Institution: Tulane University

Project: Women's Bodies Campaign

Dr. Amanda Garcia, Professor

### **Judge's Pick**

Entrant: AJ Durand

Educational Institution: Tulane University

Project: Experiential Website

Samantha Barnes, Professor

### **Sales & Marketing - Product or Service Sales Promotion - Packaging**

#### **GOLD ADDY AWARD**

Project: Silk Skin Care Packaging

Educational Institution: Tulane University

Credits: Emily Kaupp, Designer

Erin Graham, Professor

**Sales & Marketing - Product or Service Sales Promotion - Packaging**

**GOLD ADDY AWARD**

Project: Buoyed Beverage Packaging

Educational Institution: Tulane University

Credits: Rachel Ribando-Gros, Designer, Illustrator

Meg Heaton, Professor

**Sales & Marketing - Collateral Material - Stationery Package - Single or Multiple Pieces**

**GOLD ADDY AWARD**

Project: Bauhaus Stamp Collection Design

Educational Institution: Tulane University

Credits: Tyler Wallo, Designer, Illustrator

Dr. Amanda Garcia, Professor

**Sales & Marketing - Collateral Material - Printed Annual Report or Brochure**

**GOLD ADDY AWARD**

Project: Terlingua Ghost Town Visitors Guide

Educational Institution: Tulane University

Credits: Amanda Vitt, Designer

Tamzen Jenkins, Professor

**Sales & Marketing - Collateral Material - Special Event Materials**

**GOLD ADDY AWARD**

Project: Luna Fete Poster and Ticket Design

Educational Institution: Tulane University

Credits: Rachel Ribando-Gros, Designer, Illustrator

Meg Heaton, Professor

**Sales & Marketing - Collateral Material - Publication Design - Editorial Spread or Feature**

**GOLD ADDY AWARD**

Project: Santa Fe Visitors Guide

Educational Institution: Tulane University

Credits: Vincent Rossmeier, Designer

Tamzen Jenkins, Professor

**Sales & Marketing - Collateral Material - Publication Design - Editorial  
Spread or Feature**

**SILVER ADDY AWARD**

Project: Winston-Salem Visitors Guide  
Educational Institution: Tulane University  
Credits: Mari Krane, Designer  
Tamzen Jenkins, Professor

**Out-Of-Home & Ambient Media - Poster - Single**

**GOLD ADDY AWARD**

Project: Devil's Den Travel Poster  
Educational Institution: Tulane University  
Credits: Shiloh Latham, Designer  
Donna Smith, Professor

**Out-Of-Home & Ambient Media - Poster - Single**

**SILVER ADDY AWARD**

Project: Tik Tik Boom Poster  
Educational Institution: Tulane University  
Credits: Becky Gipson, Designer, Animator  
Donna Smith, Professor

**Online/Interactive - Website**

**SILVER ADDY AWARD**

Project: Mezzo  
Educational Institution: Tulane University  
Credits: Lexi Casper, Designer  
Samantha Barnes, Professor

**Online/Interactive - Social Media - Campaign**

**GOLD ADDY AWARD**

Project: Surf Safety Social Media Stories  
Educational Institution: Tulane University  
Credits: Shiloh Latham, Designer  
Donna Smith, Professor

**Cross Platform - Integrated Campaigns - Consumer**

**SILVER ADDY AWARD**

Project: Women's Bodies Campaign  
Educational Institution: Tulane University  
Credits: Michelle Keogh, Illustrator  
Dr. Amanda Garcia, Professor

**Elements of Advertising - Copywriting**  
**SILVER ADDY AWARD**

Project: Moms Demand Action, Copy  
Educational Institution: Tulane University  
Credits: Samantha King, Copywriter  
John Carr, Professor

**Elements of Advertising - Illustration - Single**  
**GOLD ADDY AWARD**

Project: Myanmar Travel Poster  
Educational Institution: Tulane University  
Credits: Rebecca Briscoe, Illustrator  
Donna Smith, Professor

**Elements of Advertising - Illustration - Single**  
**GOLD ADDY AWARD**

Project: Devil's Den Travel Poster  
Educational Institution: Tulane University  
Credits: Shiloh Lathan, Designer  
Donna Smith, Professor

**Elements of Advertising - Illustration - Single**  
**SILVER ADDY AWARD**

Project: Great American Beer Fest  
Educational Institution: Tulane University  
Credits: Isa Bentz, Illustrator  
Meg Heaton, Professor

**Elements of Advertising - Illustration - Campaign**  
**GOLD ADDY AWARD**

Project: Buoyed Beverage Packaging  
Educational Institution: Tulane University  
Credits: Rachel Ribando-Gros, Designer, Illustrator

Meg Heaton, Professor

**Elements of Advertising - Illustration - Campaign**

**SILVER ADDY AWARD**

Project: Surf Safety

Educational Institution: Tulane University

Credits: Shiloh Latham, Designer

Donna Smith, Professor

**Elements of Advertising - Art Direction - Campaign**

**GOLD ADDY AWARD**

Project: Greenday Album Art

Educational Institution: Tulane University

Credits: Emily Kaupp, Designer

Rebecca Carr, Professor

**Elements of Advertising - Film, Video & Sound - Animation or Special Effects**

**SILVER ADDY AWARD**

Project: Bookwork App Logo Animation

Educational Institution: Tulane University

Credits: Rebecca Briscoe, Illustrator

Noel Anderson, Professor

**Elements of Advertising - Film, Video & Sound - Animation or Special Effects**

**SILVER ADDY AWARD**

Project: Hidden Fortunes Title Sequence

Educational Institution: Tulane University

Credits: Rebecca Briscoe, Illustrator

Noel Anderson, Professor

**Elements of Advertising - Film, Video & Sound - Animation or Special Effects**

**SILVER ADDY AWARD**

Project: Little Sax Title Sequence

Educational Institution: Tulane University

Credits: Becky Gipson, Designer, Animator

Noel Anderson, Professor