

Media + Design students win 25 awards during 2023 ADDYs

February 14, 2023 9:45 AM Tamar Gregorian
sopanews@tulane.edu



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)



Gold ADDY Award

Surf Safety Social Media Stories

Shiloh Latham

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