

Tulane SoPA Media + Design grads earn national design awards

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Sarah Wasser's "Macbeth Book Jacket," (left) and Kegan Krauss' "Midsommar Poster" both earned Student Silver ADDY awards during the national award ceremony held in Nashville, Tennessee. Wasser and Krauss are recent graduates of Tulane SoPA's Media + Design program. (Photos from SoPA Media + Design)

Two recent graduates of the Tulane University School of Professional Advancement's (SoPA) Media + Design program placed among the top student designers in the country during the 2022 National American Advertising Award (ADDY) Ceremony. Their work was judged in the student category as it was submitted prior to

graduation.

Keagan Krauss, a Spring 2022 graduate in Interactive Design, and Sarah Wasser, who completed a Post-Baccalaureate Certificate in Graphic Design, earned “Student Silver” ADDYs during the summer award ceremony in Nashville, Tennessee.

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— Kegan Krauss, Interactive Design graduate

Krauss and Wasser’s work rose to the national scene after receiving a [collective 32 awards](#) with other SoPA students this spring during the 2022 Advertising Club of New Orleans ADDY Awards Ceremony. Following the local competition, which earned a combination of gold, silver and bronze awards, 24 of those entries advanced to the five-state district competition where they faced competition from Alabama, Mississippi, Georgia, Tennessee and southern Louisiana students.

Amanda Garcia, associate program director for Media + Design, said the wins come as no surprise.

“Each year our students exceed our expectations. They are quality students who consistently produce quality work,” said Garcia. “Winning at the national level is evidence of excellence at every level of our program — from curriculum to faculty to student success opportunities.”

For Krauss, having the opportunity to be judged— and win— at the national level boosts motivation and confidence in her abilities.

“I have grown so much creatively during my time in the Tulane SoPA Media + Design Program and I’m so grateful to have had the guidance of the faculty as I worked hard to explore and develop strong and innovative visual solutions to design problems,” said Krauss. “They pushed me to be my best and truly cared about my success as a designer.”

Wasser, now a senior graphic designer for a professional sports league in New York City, credits the SoPA Media + Design program with guiding her career path.

“It wasn't until I was a student at Tulane SoPA that I knew I absolutely belonged in this industry,” said Wasser. “Throughout the program, my professors challenged my way of creative thinking and helped me push the bounds of my creative abilities.”

To learn more about Tulane SoPA's award-winning Media + Design program, visit sopa.tulane.edu/mad.