

[SoPA Media + Design students win big at 2025 ADDY® showcase](#)

February 24, 2025 2:30 PM Alicia Jasmin
ajasmin@tulane.edu



Media + Design students at the Tulane School of Professional Advancement earned 13 awards including Best of Show Overall during the 2025 Advertising Club of New Orleans.

A spotlight is shining on students in the [Media + Design](#) program at the Tulane School of Professional Advancement (SoPA). The students collectively won an impressive 18 awards in the student division during the 2025 American Advertising Awards (ADDY®) hosted by the Advertising Club of New Orleans.

This year's ADDY® Awards gala was held Thursday, Feb.13, at The Civic Theatre in New Orleans under the theme "Queen of Hearts." Student winners will now compete in the national ADDY® competition.

[Rebecca Carr](#), Media + Design program director and senior professor of practice, said the list of accolades, which includes five Gold, eight Silver, and five Best of Show awards is an achievement that reflects the students' hard work and the industry-ready skills they are developing in the program.

"Our students continue to amaze us with their creativity, dedication and talent," said Carr. "Moments like these remind us why we do what we do—helping students grow into confident, innovative professionals who are ready to make an impact."

Kiana Bartolome, a Media + Design student studying graphic design and interactive design, won the competition's highest student award of the night. Bartolome's product packaging for a vinyl record and sleeve titled, "Mighty Mighty Bosstones Packaging" was awarded "Best of Show Overall."

"I was completely stunned and proud that my packaging was selected from all the other stunning projects," said Bartolome. "I hope my win helps push me to go ever further with my design choices and that future employers will be attracted to my ADDY award."

The students weren't the only winners of the evening. [Tamar Gregorian](#), Media + Design associate program director and professor of practice, was honored as the 2025 Educator of the Year.

"The Ad Club Educator of the Year Award motivates me to prioritize mentoring and guiding the next generation of strategic communicators," said Gregorian. "I am deeply committed to helping our students understand the impact of thoughtful, purpose-driven communication in driving real change. This honor reinforces that passion, and I'm grateful to contribute to their growth."

Click the image below to view a slideshow of this year's winning entries.



BEST OF SHOW OVERALL

Mighty Mighty Bosstones Packaging
Kiana Bartolome

BEST DESIGN

Concours D'elegance Poster & Ticket
Jo Herman

BEST STORYTELLING

Lifecycle of a NOLA Pothole Graphic

Lisa Wurtzel

BEST VIDEO

Visit New Mexico Ad Spot

Arlen Albert

BEST ILLUSTRATION

Mass Shootings USA Poster

Sofia Von Der Schulenburg

SALES & MARKETING - PRODUCT OR SERVICE SALES PROMOTION - PACKAGING

GOLD ADDY AWARD

Mighty Mighty Bosstones Packaging

Kiana Bartolome, Designer

Donna Smith, Professor

SILVER ADDY AWARD

The Weeknd Album Packaging

Toni Weick, Designer

Donna Smith, Professor

SALES & MARKETING - COLLATERAL MATERIAL- SPECIAL EVENT MATERIALS

SILVER ADDY AWARD

Concours D'elegance Poster & Ticket

Jo Herman, Designer

Donna Smith, Professor

SILVER ADDY AWARD

Rewind Invite & Social

Arlen Albert, Designer

Rebecca Carr, Professor

OUT-OF-HOME & AMBIENT MEDIA - POSTER - SINGLE

GOLD ADDY AWARD

Mass Shootings USA Poster

Sofia Von Der Schulenburg, Designer

Amanda Garcia, Professor

OUT-OF-HOME & AMBIENT MEDIA - OUTDOOR & TRANSIT ADVERTISING - SITE

SILVER ADDY AWARD

Music to My Ears Mural

Mari Krane, Designer

Donna Smith, Professor

ONLINE/INTERACTIVE - WEBSITE (DESKTOP OR MOBILE)

GOLD ADDY AWARD

Lifecycle of a NOLA Pothole Graphic

Lisa Wurtzel, Designer

Donna Smith, Professor

ONLINE/INTERACTIVE - APP (MOBILE OR WEB-BASED)

SILVER ADDY AWARD

Soundcheck App Design

Anneliese DePano, Designer

AJ Durand, Professor

SILVER ADDY AWARD

Mindura App

Meredith Winchell, Designer

Sam Barnes, Professor

FILM, VIDEO & SOUND - TELEVISION ADVERTISING - SINGLE

GOLD ADDY AWARD

Visit New Mexico Ad Spot

Arlen Albert

GOLD ADDY AWARD

Memrise Ad Spot

Toni Weick

ELEMENTS OF ADVERTISING - TYPEFACE DESIGN

SILVER ADDY AWARD

Typographic Illustration

Amy Morvant

ELEMENTS OF ADVERTISING - ANIMATION OR SPECIAL EFFECTS

SILVER ADDY AWARD

Weekend Sketch Logo Animation

Amy Morvant

"Our students continue to amaze us with their creativity, dedication and talent."

Rebecca Carr, Media+Design Program Director