

## **Award winning student designs advance to regional competition after 15 ADDY wins**

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Brittney Giardina took home the Best Design Award of the New Orleans American Advertising Awards for her Chappell Roan Vinyl Design. (Photo Credit - AAF New Orleans)

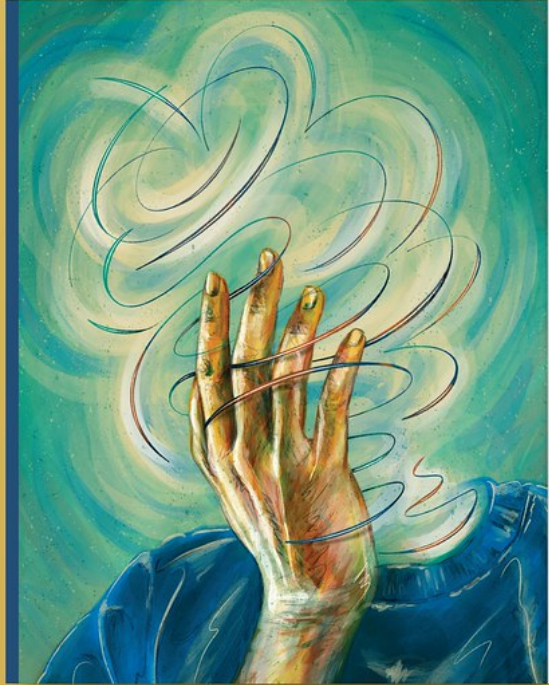
Tulane School of Professional Advancement (SoPA) Media + Design students were recognized at the New Orleans Ad Club's 2026 American Advertising Awards (ADDYs) on Friday, March 6, earning an impressive total of 15 ADDY Awards. Their wins included two Best of Show Awards, four Gold ADDYs and 9 Silver ADDYs.

"We're incredibly proud of our award-winning students and honored to see their work recognized among our industry peers. These awards reflect the creativity, hard work and dedication they bring to their studies. Through industry-aligned coursework and the mentorship of expert faculty, our students are gaining the skills

and experience needed to create work that truly makes an impact,” said Rebecca Carr, Media + Design Associate Program Director and Senior Professor of Practice in Digital Design.

Winning at the local New Orleans level marks the first stage of the prestigious, three-tier national American Advertising Awards competition. From there, award winning entries advance to the district level, where they compete against winners from Ad Club chapters across Alabama, Georgia, Louisiana, Mississippi, and Tennessee. District winners then move on to the national competition, with results to be announced at the National Awards Gala in Austin, Texas, on May 29.

The strong showing by Media + Design students underscores the program’s commitment to hands on learning, professional mentorship, and creative excellence, preparing students to succeed at the highest levels of the advertising and design industries.



#### MENTAL HEALTH

## Navigating Through the Fog

*How to introduce restorative habits to your workday, manage productivity, and avoid challenges that can lead to burnout.*

**D**oes your daily nine to five often feel like a slog, moving from one task to the next until the workday is over and you drag yourself home drained of energy, only to eek out what chores need to get done before dropping into bed, dreading waking up only to repeat this routine again until the weekend provides minimal respite before hopping back onto the hamster wheel? Consider adding new habits to your day to yourself breaks and help conserve energy to have gas in the tank after work hours.

#### Take a brain break

Here are some suggestions to take a break from your task to reset your brain and remove some stress from the daily grind. Try one or several as it fits into your work day or rotate habits to give yourself variety and avoid feeling like your break is another task in your day.

**Rest your eyes.** Set a timer to sound every 45 minutes. When the timer rings, take a break. Shift your focus from your screen to something further away. Have an office window? Look around for a minute or two and notice what is happening outside. No window? Focus your eyes toward your office hallway or a point furthest away from your desk and look around for a minute or two before returning focus back to your screen. Or simply close your eyes and allow your mind to rest for a minute or two.

**Move about.** When your timer rings at each 45-minute interval, get out of your office chair and move around for a minute or two. Movement can be as simple as pacing around your office. Or try short, light-intensity movement for dynamic stretching:

- kicking butt; shift from standing on your left leg and kicking with your right to standing on your right and kicking with your left.

**Lunges.** Start from standing; step out with your left foot and lower your body until your left leg forms a ninety-degree angle and your right leg is close but not touching the ground. Raise your body and return to standing with your left leg next to your right and repeat the movement with your right leg. Alternate left and right lunges for a minute or two and return to your desk. Or switch it into a reverse lunge, stepping backward into the lunge instead of forward for a different focus.

**Sketch it out.** Take a five-minute break to draw something... anything! Something that caught your attention or a thought or an object on your desk. It doesn't have to look great or be a finished piece, just a moment to shift your mind off the task at hand to take a break.

**Take it outside.** Suggest taking your meeting outside and walk around the block for some fresh air. Bring your

## Best of Show Award Winners - AAF New Orleans Awards

### Best Design

*Chappell Roan Vinyl Design*

Brittney Giardina

### Best Illustration

*Head In The Clouds Illustration*

Amy Morvant

## Gold ADDY® Winners - AAF New Orleans Awards

*Chappell Roan Vinyl Design*

Brittney Giardina, Designer

Meg Heaton, Professor

Sales And Marketing, Product Or Service Sales Promotion – Packaging, Category

*Welcome To Telluride*

Arlen Albert, Designer

Phil Molay, Professor

Sales And Marketing, Collateral Material – Printed Annual Report Or Brochure, Category

*Archtype Packaging*

Brittney Giardina, Designer

Vicki Strull, Professor

Sales And Marketing, Direct Marketing, Category

*Idiom Illustration – Read My Lips*

Lisa Greene, Designer

Corey Guerra, Professor

Elements Of Advertising – Illustration – Single, Category

## **Silver ADDY® Winners – AAF New Orleans Awards**

*Tribute Packaging*

Brittney Giardina, Designer

Vicki Strull, Professor

Sales And Marketing, Product Or Service Sales Promotion – Packaging, Category

*Twenty-One Pilots Vinyl Design*

Sierra Armstrong, Designer

Meg Heaton, Professor

Sales And Marketing, Product Or Service Sales Promotion – Packaging, Category

*Personal Brand Stationery System*

Amy Morvant, Designer

Donna Smith, Professor

Sales And Marketing, Collateral Material – Stationery Package, Category

*Masked Metal Bands Article*

Taylor Delnagro, Designer

Donna Smith, Professor

Sales And Marketing, Collateral Material – Publication Or Editorial Spread Or Feature, Category

*Neubee Friendship App*

Rawad Nahhas, Designer

Aj Durand, Professor

Online/Interactive – App (Mobile Or Web Based), Category

*Earliest Bird Logo*

Katherine Heneghan, Designer

Donna Smith, Professor

Elements Of Advertising – Visual – Logo Design, Category

*Green Thumb App Logo Design*

Sofia Von Der Schulenburg, Designer

Donna Smith, Professor

Elements Of Advertising – Visual – Logo Design, Category

*Head in the Clouds Illustration*

Amy Morvant, Designer and Illustrator

Corey Guerra, Professor

Elements Of Advertising – Illustration – Single, Category

*NVNO Animated Logo*

Kristen Graves, Motion Designer, Studio 4150 Capstone Class

Donna Smith, Professor

Elements Of Advertising – Film, Video & Sound Animation Or Special Effect, Category