



42nd Annual
UCDA Design Show



42ND ANNUAL UCDA DESIGN COMPETITION

PRINT JUDGES

DAVE HOLSTON

Communications and Marketing, Georgia Tech



Working in the areas of online marketing, design management, advertising, and communication planning Dave has helped Fortune 500 companies, start-ups and higher education organizations build online value through the optimization of their print materials and Web properties through the integrated disciplines of design, SEO, conversion optimization, analytics, social media, PPC, email marketing and online public relations. Dave was formerly the Director of Strategic Design Management at The University of Texas at Austin and is currently the Director of Online Communication at Georgia Institute of Technology. He is the author of *The Strategic Designer: Tools and techniques for managing the design process* (<http://www.the-strategic-designer.com>), published by HOW Design. The book is based on over 100 interviews with leading designers, researchers and academics and provides best practices for all aspects of the design process.

KARA HOOPER

*Creative and Visual Services,
Middle Tennessee State University*



Kara Hooper is Director of Creative and Visual Services at Middle Tennessee State University in Murfreesboro, Tennessee. She was one of several staff hired in 2010 in a renewed emphasis on the role of marketing and creative at the state's largest public institution. Prior to joining MTSU, Kara worked at the University of Tennessee at Martin as a designer and instructor, Edgewood College as a designer, and at the University of Wisconsin, Madison. She has 22 years experience in the field of design and nonprofit communication in one capacity or another, ranging from board member, director, designer and even grant writer. She has been an appreciative member of UCDA since 1995.

RICK LANDESBURG

Landesberg Design



Rick is principal of Landesberg Design, a communication design practice located in Pittsburgh, Pennsylvania and Brooklyn, New York. The firm's work is dedicated to design for higher education and the common good. Besides UCDA, Rick's work has received awards from AIGA, the Art Directors Club, *Communication Arts*, *Print*, the Type Directors Club, the Art Directors Club of Los Angeles, the Council for the Advancement and Support of Education (CASE), and the American Association of Museums. Rick has lectured on design issues nationally and abroad, has judged the *Communication Arts* Design Annual competition, and is a frequent speaker at CASE conferences. He was a founder and board member of the Pittsburgh chapter of the AIGA, and belongs to the Association of Professional Design Firms (APDF). Rick is on the faculty of Carnegie Mellon University's School of Design and is a 2010 recipient of the AIGA Fellow Award.

RECRUITMENT/VIEWBOOK

Silver

The College of William & Mary

Ampersand Box

mStoner/Design Firm

Cindy Baker/Designer

Justin Schoonmaker/Designer

Creative Services/Art Directors

Mark Sheehy/Writer/Editor

Stephen Salpukas/Photographer

Joel Pattison/Photographer

Excellence

College for Creative Studies

Undergraduate Recruitment Packet

3st/Design Firm

Kikko Paradela/Designer

Emily Cowdery/Designer

Stephanie Horodko/Designer

Paolo Catalla/Designer

Rick Valicent/Art Director

Marcus Popielek/Writer/Editor

William Valicenti/Photography Director

Students/Photographers/Illustrators

Foremost Graphics/Printer

Excellence

Embry-Riddle Aeronautical University

Embry-Riddle Look. Up.

Kit Hinrichs/Creative Director

Takayo Muroga/Designer

Linda Peterson/Copywriter

Jeff Corwin/Photographer

Max Sandoval/Director of Marketing
and Communications

Tom Rajala/Dean of Enrollment Management

Frank Ayers/Executive Vice President

Studio Hinrichs/Design Firm

Excellence

Harvard Business School

Social Enterprise Initiative

Stoltze Design/Design Firm

Katherine Hughes/Designer

Clif Stoltze/Art Director

Excellence

Jamestown Community College

JCC Viewbook/Ticket to Success

Jody Perrin/Designer/Art Director/Photographer

Nelson Garifi/Writer

Bridget Johnson/Editor

John Conti/Photographer

Register Graphics/Printer

iStock Photography/Photographer

Excellence

Oregon State University

OSU Student Recruitment Viewbook 2011

Santiago Uceda/Designer

Amy Charron/Art Director

Gary Dulude/Writer

Excellence

Pitzer College

2011 Admission Viewbook

Gabriela Contreras/Designer/Illustrator

Excellence

School of Visual Arts Press, Ltd.

SVA Undergraduate Catalog 2012/13

E. Patrick Tobin/Senior Designer

Michael J. Walsh/Director of Design
and Digital Media

Anthony P. Rhodes/Creative Director

Excellence

Simon Fraser University

You Can Go Anywhere

Donna Dove/Art Director

Leanne Dalton/Art Director

Byron Henry/Editor

Janis Rutherford/Editor

Karo Design/Design Firm

Excellence

SUNY New Paltz

SUNY New Paltz 2012 Admission Viewbook

Jeff Lesperance/Designer/Art Director

Ilene Tanen/Writer/Director

E.J. Gaylor/Photographer

Matthew Lester/Photographer

Excellence

University of Maryland

ARHU Viewbook

Patti Look/Designer/Illustrator

Mira Azarm/Art Director

Nicky Everette/Writer

Lauren Brown/Editor

John T. Consoli/Photographer

Westland Printers/Printer

Excellence

Utah Valley University

UVU Preview 2011

Amanda Boshard/Designer

Matt Bambrough/Art Director

Natalie Peirce/Art Director

Brad Plathow/Writer

Jac Scott/Photographer

RECRUITMENT/OTHER

Silver

American University

American University Admit Pack
Natalie Taylor/Designer/Art Director
Ali Kahn/Writer/Editor
Jeff Watts/Photographer
Worth Higgins/Printer

Excellence

Kenyon College

Bring It Athletic Brochure
Matt Lee/Designer
Jenny Pearson/Designer
Amy Blumenthal/Writer/Editor
Dan Laskin/Writer
Steve Boyle/Photographer
Scott Brown/Photographer
Ross Mantle/Photographer
Siddharth Siva/Photographer
Kevin Remington/Photographer
Howard Korn/Photographer
David Lamb/Photographer

Excellence

Kenyon College

Ohio is Deeply Misunderstood
Landesberg Design/Design Firm
Rick Landesberg/Designer
Kate Radkoff/Designer
Amy Blumenthal/Writer/Editor
Howard Korn/Photographer
Seth Clark/Illustrator

Excellence

Nazareth College

Nazareth Search Series
Zehno Cross Media
Communications/Design Firm
Erin Allen/Designer
Lauren Sanders/Art Director
Shane Shanks/Writer
Karen Buck/Editor
Mike McGwin/Director of Enrollment
Research and Communications
Tom DaRin/Vice President
of Enrollment Management
Brendan Shea/Admissions Counselor
Various/Photographers

Excellence

University of Baltimore

UB Graduate Brochures
JJ Crystal/Designer
Gigi Boam/Art Director
Giordana Segneri/Writer
Chris Hartlove/Photographer
Christian Northeast/Illustrator

Excellence

Utah Valley University

UV You Days Promotion
Jacob Russell/Designer
Matt Bambrough/Art Director
Natalie Peirce/Art Director
Dan Fairbanks/Illustrator
Travis Bone/Illustrator
J.D. Hawkins/Illustrator

RECRUITMENT/ART SCHOOLS

Silver

Montserrat College of Art

MCA Viewbook
Moore Moscovitz Design/Design Firm
Jan Moscovitz/Designer
Kristen Paulson/Writer
Jeff Newell/Writer/Editor
Liz Linder/Photographer
Method Loft/Photographer
Various/Illustrators

Excellence

Montserrat College of Art

MCA Viewbook and Collateral
Moore Moscovitz Design/Design Firm
Jan Moscovitz/Designer
Kristen Paulson/Writer
Jeff Newell/Writer/Editor
Liz Linder/Photographer
Method Loft/Photographer
Various/Illustrators

ACADEMIC CATALOG

Excellence

American University

American University General Education Program
Natalie Taylor/Designer/Art Director
Ali Kahn/Writer/Editor
Jeff Watts/Photographer
Mosaic/Printer

Excellence

Rutgers University-Camden

The Peopled World

Allan Espiritu/Designer/Art Director

Jeff Dolven/Writer

Margaret McCaan/Writer

Robert C. Morgan/Writer

Jean Marie Wasilik/Writer

Midori Yoshimoto/Writer

Excellence

William Paterson University

Summer Art In China Catalog

Andrew Taveras/Designer

Courtney Windram/Designer

Anthony Gobeille/Designer

Zhiyuan Cong/Art Director

Thomas Uhlein/Art Director

Joe Abrams/Photographer

Alysha Bartunek/Photographer

Megan Bowersox/Photographer

Richard Campanella/Photographer

Gemma Cho/Photographer

Nicole Crisbacher/Photographer

Melanie Davis/Photographer

Nicole Fetkowitz/Photographer

Hongrui Li/Photographer

Stephanie Marazzo/Photographer

Thomas N. Markey/Photographer

Anna O'Sullivan/Photographer

Aimee Parmelee/Photographer

Nengneng Shen/Photographer

Andrew Taveras/Photographer

Courtney Windram/Photographer

Kali Wallace/Photographer

EXHIBITION CATALOG

Excellence

Kansas State University

2011 KSU Faculty Biennial Catalog

Danny Warner/Designer

Geraldine Craig/Art Director

Excellence

Rutgers University-Newark

*Lift Off: Earthlings and the Great Beyond
and The Wicked Twins Fame & Notoriety*

Ludlow 6/Design Firm

James Wawrzewski/Designer

Anonda Bell/Editor

Excellence

University of Alberta Libraries

Recalling the Buffalo

Lime Design Inc./Design Firm

Lara Minja/Designer/Art Director

Ken Tingley/Writer

Merrill Distad/Writer

Leslie Vermeer/Editor

Karin Fodor/Photographer

Jeff Papineau/Image Preparation

Excellence

**University of Illinois at Urbana-Champaign,
School of Art and Design**

2012 BFA Exhibition Series

Katy Dondzila/Designer

Bridget Hapner/Designer

Annaka Olsen/Designer

Eric Benson/Art Director

Brad Tober/Art Director

ANNUAL REPORT/DONOR REPORT

Excellence

American University

Annual Report/Donor Report

Maria Jackson/Designer/Art Director

Charles Spencer/Writer

Suzanne Béchamps/Editor

Jeff Watts/Photographer

Worth Higgins/Printer

Excellence

Clemson University

Division of Student Affairs Annual Report

Daniel Austin/Designer

David Bishop/Designer

Tina LeMay/Art Director

Jennifer Clark/Writer/Editor

Debbie Allen/Production Assistant

Tanner Stokes/Web Developer

Excellence

**Drexel University,
LeBow College of Business**

Ten Years of Transformation

Susan Rinaldi/Designer/Art Director

Mark Eyerly/Writer/Editor

Leda Kopach/Writer

Ben Weldon/Photographer

Zac McGroarty/Production Assistant

Lisa Unruh/Production

Paradigm Graphix/Printer

Excellence

Furman University

David E. Shi Center for Sustainability Report (2011-2012)
Katherine Irvin/Designer
Roxanne Chase/Art Director
Carol Anne Winchester/Editor
Jeremy Fleming/Photographer

Excellence

Middlebury College

Preparing for Peace
Carey Bass/Designer
Pamela Fogg/Art Director
Jennifer Kiewit/Writer/Editor/Photographer
Brett Simison/Photographer
Tad Merrick/Photographer

Excellence

Rensselaer Polytechnic Institute

Frontiers 2011 President's Report
Flo Luckey/Designer/Art Director
Dave Piester/Designer/Art Director
Peter Andrews/Writer
Tracey Leibach/Editor
L. Kalfus/Photographer
Bob Schaffer, Universal Wilde/Printer
Various/Illustrators

Excellence

Ryerson University

TRANS | FORMS
Hambly & Woolley Inc./Design Firm
Miki Arai/Designer
Barb Woolley/Art Director
Gord Woolley/Art Director
Michael Erkelenz/Writer
Shirley Lewchuk/Writer
Various/Photographers
Various/Illustrators

Excellence

University of Pittsburgh School of Medicine

NEXT
Landesberg Design/Design Firm
Broudy Printing/Printer

Excellence

Vassar College

Vassar College Report of Gifts 2011
Nesnadny + Schwartz/Design Firm
Jamie Wilhelm/Designer
Mark Schwartz/Art Director
Lance Ringel/Writer
Amy Arbus/Photographer

SPECIAL EVENT

Excellence

Central Washington University

Plant Sale
Glen L. Bach/Designer/
Art Director/Writer/Editor/
Photographer/Illustrator

Excellence

Corcoran College of Art + Design

2011 Open Exhibition Identity
Francheska Guerrero/Designer/
Art Director/Writer/
Photographer/Illustrator

Excellence

McGill University

McGill 190 Series
Steven McClenaghan/Designer
Carmen Jensen/Art Director

Excellence

Ohio University

Tangerine Graphics
OUGD '12/Designers
Sherry Blankenship/Art Director/Editor
Brad Knilans/Photographer

Excellence

School of Visual Arts Press, Ltd.

SVA Commencement Materials
E. Patrick Tobin/Senior Designer
Michael J. Walsh/Director of Design
and Digital Media
Anthony P. Rhodes/Creative Director

Excellence

University of Maryland

Celebration of Scholarships
Patti Look/Designer/Art Director/Illustrator
Kathleen Diemer/Writer
Lauren Brown/Editor
The Standard Group/Printer

TABLOID

Excellence

University of Toronto-Research

Edge
Fresh Art & Design, Inc./Design Firm
Dean Mitchell/Designer/Art Director
Kyle Schruder/Designer/Cover Photo Retoucher
Paul Fraumeni/Editor
Jenny Hall/Managing Editor
Various/Photographers

ADVERTISING

Excellence

California College of the Arts

CCA Pre-College Summer Program 2012

Daniel Surgeon/Designer

Steve Spingola/Art Director

Excellence

Corcoran Gallery of Art, Corcoran College of Art + Design

Institutional Advertising

Sally Maier/Designer

Maria Habib/Art Director

Denny Henry/Photographer

Excellence

Purdue University

Dream Maker

Pam Anderson/Designer

David Howell/Art Director/Writer

Sharon Martin/Writer

Andrew Hancock/Photographer

ALUMNI PUBLICATION

Excellence

Harvard University

Volunteer Alumni Gift Book

Lucinda O'Neill/Designer/Art Director

Carly Kite/Writer/Editor

Harvard Public Affairs and Communications/
Photographer

Excellence

University of Toronto Scarborough

UTSC Commons, Spring 2012

Hambly & Woolley Inc./Design Firm

Miki Arai/Designer

Barb Woolley/Art Director

Laura Matthews/Editor

Andrew Westoll/Editor

Ken Jones/Photographer

Sandra Dionisi/Illustrations

Various/Writers

RESEARCH PUBLICATION

Gold

University of Maryland

START 2011 Research Review

Patti Look/Designer/Illustrator

Brian Payne/Designer/Illustrator

Catherine Nichols/Designer

Joshua Harless/Art Director

Stephanie Madden/Editor

Danielle Hawkins/Editor

Christie Liberatore/Illustrator

Michelle Rosenthal/Illustrator

Various/Writers

Excellence

CADVC, University of Maryland Baltimore County

Visual Culture and Evolution

Guernet Abraham/Designer/Art Director

J.D. Talasek/Editor

Rich Welch/Editor

Kevin Freeman/Editor

Oddi Printing/Printer

Excellence

Philadelphia University

Truth About Gangs in the Garden State

Tracy McCaffrey/Designer/Illustrator

Jessica Lutcza/Designer/Illustrator

Frank Baseman/Art Director

Dean Barrata/Writer

Peter Lynch/Writer

Maddie LeSage/Editor

Various/Photographers

Philadelphia University Design

Workshop/Design Studio

Excellence

Purdue University

BILLBOARDS

Dennis Y. Ichiyama/Designer/Art Director

Anthony Hayden/Art Director

Various/Writers

Excellence

Purdue University

TYPOGRAPHIC EXERCISES

Dennis Y. Ichiyama/Designer/Art Director

Jun Bum Shin/Art Director

Anthony Hayden/Art Director

Various/Writers

INTERNAL PUBLICATION

Excellence

University of South Carolina

Focus Carolina

Laurie Barnhill/Designer

Larry Pearce/Art Director

Luanne Lawrence/Writer/Vice President
for Communications

Chris Horn/Editor

Michael Brown/Photographer

Kim Truett/Photographer

Carolyn Parks/Production Coordinator

Michael Amiridis/Executive Vice President
for Academic Affairs and Provost

COVER DESIGN (EXCEPT MAGAZINES)

Excellence

Montserrat College of Art

MCA Viewbook

Moore Moscowitz Design/Design Firm

Jan Moscowitz/Designer

Kristen Paulson/Writer

Jeff Newell/Writer/Editor

Liz Linder/Photographer

Method Loft/Photographer

Various/Illustrators

Excellence

Simon Fraser University

You Can Go Anywhere

Donna Dove/Art Director

Leanne Dalton/Art Director

Byron Henry/Editor

Janis Rutherford/Editor

Karo Design/Design Firm

Excellence

University of Central Florida

UCF Today, Fall 2011

Brandon Dunnick/Art Director

Regan Dunnick/Illustrator

Terry Helms/Associate Vice President Marketing

POSTER

Excellence

Albright College

Orchestra Poster

Heidi J. Derstler/Designer

Gina French/Art Director

Jen Stoudt/Writer

John Pankratz, Ph.D./Photographer

Kutztown Printing/Printer

Excellence

Austin College

Austin College Theatre: Twelfth Night

Mark Steele/Designer/Art Director/Illustrator

Kirk Everist/Writer

Excellence

Austin Peay State University

Scale Exhibition Poster

Mark John Deyoung/Designer

Excellence

Central Washington University

Plant Sale

Glen L. Bach/Designer/Art Director/

Writer/Editor/Photographer/Illustrator

Excellence

Harvard Business School

Celebrating John Whitehead

Stoltze Design/Design Firm

Katherine Hughes/Designer

Clif Stoltze/Art Director

EmLetterpress/Printer

Excellence

Harvard University

Graduate School of Design

2011/12 LOEB Fellowship Recipients

3st/Design Firm

Rick Valicenti/Designer/Art Director/Illustrator

Tinne Van Loon/Designer/Illustrator

Graphics Arts Studio/Printer

Excellence

Kent State University

Hatch Show Print

Bob Kelemen/Designer

Aimee Crane/Production Assistant

Maranda Cunningham/Production Assistant

Excellence

Penn State University

Central Pennsylvania Festival of the Arts 2012

Lanny Sommese/Designer/

Art Director/Illustrator

Kristin Sommese/Designer

Nicole Leva/Technical Support

Excellence

School of Visual Arts Press, Ltd.

Steven Heller/Viktor Koen
School of Visual Arts Subway Posters
Viktor Koen/Designer
Steven Heller/Art Director
Anthony P. Rhodes/Creative Director
Michael J. Walsh/Director of Design
and Digital Media

Excellence

The University of Memphis

Theatre Series
Gary Golightly/Designer/Art Director/Illustrator

Excellence

The University of Memphis

*The University of Memphis Graphic Design
Student Show*
Gary Golightly/Designer/Art Director

MAGAZINE-COMPLETE UNIT

Gold

Penn State Alumni Association

The Penn Stater, January/February 2012
Carole Otyпка/Designer

Gold

Rhode Island School of Design

*RISD XYZ, Fall/Winter 2011/2012,
Spring/Summer 2012*
Sarah Rainwater/Designer
Elizabeth Eddins/Designer
Kate Blackwell/Art Director
Francie LaTour/Writer
Liisa Silander/Editor

Excellence

Drexel University

2012 D&M Magazine
Candace Watts/Designer/Art Director
Robert Reynolds/Designer/Photographer
Samara Cifelli/Writer/Editor
Mike Arrison/Photographer
Jen Gentile/Photographer
Kate Wilt/Photographer

Excellence

Iowa State University Foundation

Forward, Winter 2012
Zehno Cross Media
Communications/Design Firm
Ryan Peterson/Designer/Art Director
Lauren Sanders/Art Director
Jodi O'Donnell/Writer/Editor
Shane Shanks/Editor
Donna Van Pelt/Senior Director
Development Communications
Various/Photographers
Various/Illustrators

Excellence

Oberlin College

Oberlin Alumni Magazine, Spring 2012
Kristina Deckert/Designer
Jeff Hagan/Editor
Matthew Lester/Cover Photographer
Stacy Harrison/Design Assistant

Excellence

Purdue University

Life 360
Kendra Tidd/Designer
William Meiners/Writer
Dan Howell/Copy Editor
Andrew Hancock/Photographer
Mark Simons/Photographer
Tammy Weaver-Stoike/Marketing Consultant

Excellence

Purdue University

Think Magazine, Spring 2012
Cheryl Glotzbach/Designer
Amy Patterson Neubert/Writer
Dan Howell/Copy Editor
Andrew Hancock/Photographer
Mark Simons/Photographer
Tammy Weaver-Stoike/Marketing Consultant
Linda Thomas Terhune/Production Editor
William Meiners/Contributing Writer
Della Pacheco/Contributing Writer

Excellence

School of Visual Arts Press, Ltd.

Dear Dave, Issue #10
Michael J. Walsh/Director of Design
and Digital Media
Anthony P. Rhodes/Creative Director
Stephen Frailey/Editor-in-Chief

Excellence

School of Visual Arts Press, Ltd.

Dear Dave, Issue #11

Michael J. Walsh/Director of Design
and Digital Media

Anthony P. Rhodes/Creative Director

Stephen Frailey/Editor-in-Chief

Excellence

School of Visual Arts Press, Ltd.

Portfolio 32

E. Patrick Tobin/Senior Designer
Michael J. Walsh/Director of Design
and Digital Media

Anthony P. Rhodes/Creative Director

Excellence

School of Visual Arts Press, Ltd.

Visual Arts Journal, Fall 2011

Brian E. Smith/Art Director

Michael J. Walsh/Director of Design
and Digital Media

Anthony P. Rhodes/Creative Director

Excellence

School of Visual Arts Press, Ltd.

Visual Arts Journal, Spring 2012

Brian E. Smith/Art Director

Michael J. Walsh/Director of Design
and Digital Media

Anthony P. Rhodes/Creative Director

Excellence

Taylor University

The Loop

Luke Shuman/Designer

Alissa Goeglein/Editor

Amy Barnett/Director of Admissions

Excellence

University of Central Florida

Pegasus, Summer 2012

Tom Hope/Creative Director

Brandon Dunnick/Photography Art Director

Terry Helms/Editor-in-Chief

Michelle Fuentes/Associate Editor

Jason Greene/Photographer

Sandy Pouliot/Production Manager

Lane Press/Printer

Excellence

University of Maryland, Baltimore County

UMBC Magazine

Jim Lord/Designer/Art Director/Photographer

Dina Karkar/Designer

Erin Ouslander/Designer/Photographer

Michelle Jordan/Designer/Photographer

Richard Byrne/Editor

Jenny O'Grady/Associate Editor

Marlayna Demond/Photographer

Chris Hartlove/Photographer

William Brown/Illustrator

Brittany Nichols/Photographer

Vicki Glorioso/Production Manager

Excellence

University of Michigan

School of Public Health

Findings, Vol. 27, No. 1 and Vol. 27, No. 2

Don Hammond/Art Director

Leslie Stainton/Editor/Writer

Sally Pobjewski/Writer

Mary Jean Babic/Writer

Mary Beth Lewis/Writer

Emilia Askari/Writer

Peter Smith/Photographer

Ken Orvidas/Illustrator

Brian Stauffer/Illustrator

John S. Dykes/Illustrator

Hammond Design/Design Firm

Excellence

University of Southern California,

Dornsife College of Letters, Arts and Sciences

USC Dornsife Magazine, Spring/Summer 2012

DJ Stout/Designer

Emily Cavalcanti/Art Director/Editor

Pamela Johnson/Writer

Michelle Salzman/Writer

Ambrosia Brody/Writer

Laurie Moore/Writer

Adam Voorhes/Photographer

Max S. Gerber/Photographer

Brad Wilson/Photographer

Allison V. Smith/Photographer

Emiliano Ponzii/Illustrator

Mira Zimet/Senior Video Producer

Letitia Franklin/Coordinator

Lithographix/Printer

Pentagram Design/Design Firm

MAGAZINE-COVER DESIGN

Excellence

Penn State University

The Penn Stater, January/February 2012

Jessica Knuth/Designer

Carole Otyпка/Art Director

Tina Hay/Editor

Excellence

Temple University

Temple Magazine, Spring 2012

GCF (Greatest Creative Factor)/Design Firm

Noah Atkinson/Designer

Domenica Genovese/Art Director

Maria Raha/Editor

Renee Cree/Editor

Lane Press/Printer

Excellence

University of San Diego

USD Magazine, Summer 2011, Enlightenment

Barbara Ferguson/Designer/Art Director

Julene Snyder/Writer/Editor

Tim Mantoani/Photographer

Excellence

University of Toronto-Research

Edge: The Healthy Aging Issue

Fresh Art & Design, Inc./Design Firm

Dean Mitchell/Designer/Art Director

Kyle Schruder/Designer/Photo Retoucher

Paul Fraumeni/Editor

Jenny Hall/Managing Editor

Atli Mar Hafsteinsson, Masterfile/Photographer

MAGAZINE-EDITORIAL SPREAD (SINGLE)

Excellence

Imperial College London

Imperial Magazine, Biting Back

Beth Elzer/Designer/Art Director

Simon Levey/Writer

Saskia Daniel/Editor

Jo Mieszkowski/Photographer

Artisan Press/Printer

Excellence

La Sierra University

La Sierra University Magazine, The Reptile King

Lime Twig Group/Design Firm

Ellen Laning/Designer/Art Director

Marilyn Thomsen/Writer

Lee Grismer/Photographer

Excellence

Penn State University

The Penn Stater, Paterno By the Numbers

Jessie Knuth/Designer

Carole Otyпка/Art Director

Tina Hay/Editor

Excellence

Tufts University

Tufts Medicine, Fall 2011, Cracked at the Top

Besty Hays/Designer/Illustrator

Margot Grisar/Art Director

Bruce Morgan/Writer/Editor

Excellence

Tufts University

Tufts Veterinary Medicine, Life Lines

Kelly McMurray/Designer

Margot Grisar/Art Director

Geneveive Rajewski/Writer/Editor

2Communiq  /Design Firm

Excellence

University of St. Thomas

Abraham Takes a Stand

Sara Klomp/Designer/Art Director

Jim Winter/Writer

Brian Brown/Editor

Mike Ekern/Photographer

Bill Kirchg  sner/Executive Director

Patty Peterson/Managing Editor

MAGAZINE-EDITORIAL SPREADS (SERIES)

Excellence

University of San Diego

USD Magazine, Spring 2012, Gazing Skyward

Barbara Ferguson/Designer/Art Director

Trisha Ratledge/Writer

Mike Sauer/Writer

Karen Gross/Writer

Sandra Young/Writer

Ryan Blystone/Writer

Julene Snyder/Writer/Editor

Fred Greaves/Photographer

Excellence

University of San Diego

USD Magazine, Summer 2012, Creativity 101

Barbara Ferguson/Designer/Art Director/

Photo Compositions Art

Julene Snyder/Writer/Editor

Tim Mantoani/Photographer/

Photo Compositions Art

BOOK-COMPLETE UNIT

Excellence

CADVC, University of Maryland Baltimore County

Visual Culture and Evolution

Guernet Abraham/Designer/Art Director

J.D. Talasek/Editor

Rich Welch/Editor

Kevin Freeman/Editor

Oddi Printing/Printer

Excellence

Getty Publications

Landscape in Photographs

Jeffrey Cohen/Designer

Beatrice Hohenegger/Editor

Stacy Miyagawa/Production Coordinator

Excellence

Getty Publications

Modern Japanese Art and the Meiji State

Stuart Smith/Designer

Laura M. Santiago/Editor

Amita Molloy/Production Coordinator

Excellence

Getty Publications

Photography and Play

Jeffrey Cohen/Designer

Dinah Berland/Editor

Stacy Miyagawa/Production Coordinator

Excellence

Hamilton College

*On the Hill: A Bicentennial History
of Hamilton College*

Maurice Isserman/Author

Stacey Himmelberger/Editorial Assistant

Katherine Collett/Editorial Assistant

Richard P. Nadeau/Designer

Catherine Brown/Production Assistant

TEXTBOOK/PROFESSIONAL JOURNAL

Excellence

Getty Publications

Getty Research Journal #4

Jim Drobka/Designer

John Hicks/Editor

Suzanne Watson/Production Coordinator

IDENTITY PROGRAM

Silver

University of Southern California Dornsife College of Letters, Arts and Sciences

USC Dornsife Graphic Identity

DJ Stout/Designer

Julie Savasky/Designer

Emily Cavalcanti/Art Director

Sheharazad Fleming/Art Director

Howard Gillman/Dean

Mira Zimet/Senior Video Producer

Laurie Moore/Web Editor

Pentagram Design/Design Firm

Excellence

Florida Atlantic University

(E3) Equalize Environmental Energy

Tammy Knipp/Designer

Excellence

Harvard University

Harvard at South by Southwest (SXSW) Icon

Alicia O'Neill/Designer/Illustrator

Lucinda O'Neill/Art Director

Excellence

Pennsylvania State University

The Gallery Cafe

Larry Sommese/Designer/Art Director

Gretchen Braun/Technical Support

Excellence

University of Maryland

Honors College Logos

Josh Harless/Designer/Art Director

Catherine Nichols/Designer

INTEGRATED CAMPAIGN

Excellence

Colgate Inn

Colgate Inn Campaign

Ellen Bruss Design/Design Firm

Ellen Bruss/Creative Director

Excellence

Douglas College

DO what you love. Be good at it.

The Douglas College Integrated Campaign

Monir Shahir/Designer

Tana Frie/Designer

Tracy Denofreo/Writer

Tamara Letkeman/Writer

David Taylor/Writer

Black Opal Photography/Photographer

Excellence

Nazareth College

Nazareth College Undergraduate Admissions

Zehno Cross Media

Communications/Design Firm

Patricia Quinn/Designer

Mary Sullivan/Designer

Erin Allen/Designer

Lauren Sanders/Art Director

Shane Shanks/Writer/Editor

Amy Wong/Writer

Karen Buck/Writer

Aaron Meshon/Illustrator

Tom DaRin/Vice President of Enrollment

Various/Illustrators

Excellence

SUNY New Paltz

SUNY New Paltz 2012 Admission Campaign

Jeff Lesperance/Designer/Art Director/Writer

Ilene Tanen/Writer

F.J. Gaylor/Photographer

Matthew Lester/Photographer

Michael Gold/Photographer

EXHIBIT/DISPLAY GRAPHICS

Excellence

Vancouver Island University

Cowichan Campus LEED Signage

Shelley Johnstone/Designer

UNPUBLISHED WORK

Excellence

**Center for Advanced Study of Language,
University of Maryland**

CASL Annual Review

Brian G. Payne/Designer/Illustrator

Mira Azarm/Art Director

Naomi Chang/Editor

Lauren Brown/Editor

John T. Consoli/Photographer

OTHER (PUBLICATIONS)

Excellence

San Jose State University

Acceleration Viewmaster Package

Michael Mirchandani/Designer/Illustrator

Michelle Frey/Art Director

Patrick Dutcher/Writer

Jody Ulate/Writer

David Schmitz/Photographer

Image 3-D/Printer

Excellence

University of Maryland

Healthy Maryland: Center for Health

Equity Brochure

Mira Azarm/Designer/Art Director

Monette Bailey/Writer/Editor

Patti Look/Illustrator

The Standard Group/Printer

ILLUSTRATION

Excellence

Hermes College

Hermes, Fall 2011, Alumni App

Zehno Cross Media

Communications/Design Firm

Lauren Sanders/Art Director

Leandro Castelao/Illustrator

Shannon Seyler/Project Manager

Simone Gubar/Hermes Editor

Excellence

Middlebury College

Unveiled

Pamela Fogg/Designer/Art Director

Matt Jennings/Writer/Editor

Alessandro Gattardo/Illustrator

Excellence

New Jersey City University

Campus Without Borders Postcards

Ella Rue/Designer/Art Director

William Low/Illustrator

Excellence

Penn State University

The Penn Stater, May/June 2012,

That's the Ticket

Andrew DeGraff/Illustrator

Excellence

Tulane University

Tulane Freeman Concentration Brochures

Zehno Cross Media

Communications/Design Firm

Patricia Quinn/Art Director

Lauren Sanders/Art Director

Harry Campbell/Illustrator

Bill Sandefer/Director of Graduate Admissions
and Financial Aid

Excellence

Westmont College

Animal Farm Poster

Scott Anderson/Designer/Illustrator

Mitchell Thomas/Editor

PHOTOGRAPHY

Excellence

University of Colorado Boulder

Snowdust

Glenn Asakawa/Photographer

PHOTOGRAPHY-COMplete BOOK OR UNIT

Excellence

Butler University

MFA in Dance Brochure

Phil Eichacker/Designer/Art Director

Sheryl Rodgers/Writer/Editor

Brent Smith/Photographer

PUBLISHED WORK IN ANY PREVIOUS CATEGORY (STUDENT)

Excellence

Clemson University

Campus Recreation Elevator Wraps

Tina LeMay/Creative Director

Jessica Thompson/Designer

Daniel Austin/Art Director

Cory Buckley/Production Manager

Ben Sledge/Production Manager

Jennifer Clark/Editor

Harrison Von Wessinger/Photographer

Excellence

Community College of Denver

2012 Ourglass

Mary-Kay Ayers/Designer

Sue Samuelson/Art Director

John Kjos/Art Director

Leonard Windgrad/Editor

Community College of Denver

Students/Writers/Photographers/Illustrators

Excellence

Corcoran Gallery of Art,

Corcoran College of Art + Design

Awards Ceremony 2012

Katherine Carberry/Designer

Maria Habib/Art Director

Westland Enterprises/Printer

Excellence

Meredith College

The Colton Review 2012

Meredith Amerson/Designer

Karen Baltimore/Designer

Casey Heath/Designer/Assistant Art Director

Christina Hill/Designer/Art Director

Emily Melton/Designer

Julia Dent/Literary Staff

Jackie Dering/Literary Staff

Sara Norris/Literary Staff

Brooke Robinson/Literary Staff

Sally Yacout/Literary Staff

Michelle Metivier/Editor

Amy Hruby/Assistant Editor

Dana Gay/Faculty Design Advisor/

Creative Director

Suzanne Britt/Literature Advisor

Theo Davis Printing/Printer

Excellence

OCAD University

Shift: Conventions

ALSO Collective/Design Firm

Jessica Leong/Designer

Antonio Lennert/Art Director

Symon Oliver/Art Director

Gordon Grice/Editor

Various/Writers

Excellence

The Hospital for Sick Children

Sick Kids Fellowship Brochure

ALSO Collective/Design Firm

Antonio Lennert/Designer

Symon Oliver/Designer

Darren Rigo/Photographer

Excellence

Western Washington University

Jeopardy

Catherine Dimalla/Designer

Kent Smith/Faculty

CLASSROOM WORK OR ASSIGNMENTS (STUDENT)

Excellence

Drexel University, Antoinette Westphal

College of Media Arts and Design

Berwyn School of the Arts Recruitment Packet

Laura DiSanto/Designer

Excellence

**Drexel University, Antoinette Westphal
College of Media Arts and Design**

Beyond Limits

Allison Pfiffner/Designer/Illustrator/Model/
Photographer of the models

Excellence

**Drexel University, Antoinette Westphal
College of Media Arts and Design**

Bret Easton Ellis Complete Box Set

Catherine Lewandowski/Designer

Excellence

**Drexel University, Antoinette Westphal
College of Media Arts and Design**

History of Philadelphia Architecture Book Set

Kate Lawler/Designer

Excellence

**Drexel University, Antoinette Westphal
College of Media Arts and Design**

The First Transcontinental Railroad Book

Steven D. Elliott/Designer

Excellence

**Endicott College - School of Visual
and Performing Arts**

Self-Portrait with Type

Alain Montes/Designer

Cynthia Roberts/Assistant Professor

Excellence

Western Washington University

Full Circle

Emily Comfort/Designer

Kent Smith/Faculty

WEBSITE

(DEVELOPMENT/FUNDRAISING SPECIFIC)

Silver

Eastern Illinois University

Eastern Illinois University

Faculty and Staff Giving

Pete Taylor/Designer/Art Director

Dustin White/Writer

Jay Grabiec/Editor

Ryan Gibson/Programming

www.eiu.edu/iexpectgreatness

WEBSITE (RECRUITMENT SPECIFIC)

Gold

Eastern Illinois University

Eastern Illinois University

Undergraduate Admissions

Pete Taylor/Designer/Art Director

Christy Kilgor-Hadley/Writer

Dustin White/Editor

Jay Grabiec/Photographer

Ryan Gibson/Programming

www.eiu.edu/admissions

WEBSITE

Silver

**Museum of Florida Art and Culture
at South Florida Community College**

Wayside Shrine Trail Website

Jeremy Lazanowski/Designer

Mollie Doctrow/Illustrator

Alex Nikdel/Other

Taylor Gorman/Other

www.wayssideshrinetrail.com

Excellence

Philadelphia University

Truth About Gangs in Garden State Website

Chris Ell/Designer

Matthew Goebner/Designer

Frank Baseman/Art Director

Dean Baratta/Writer

Peter Lynch/Writer

Maddie LeSage/Editor

Tracey McCaffrey/Illustrator

Jessica Lutcza/Illustrator

Various/Photographers

Philadelphia University Design

Workshop/Design Studio

www.philau.edu/pudw/njsp/index.php

Excellence

The College of William & Mary

William & Mary Homepage

Justin Schoonmaker/Designer

Stephen Salpukas/Photographer

Rachel Follis/Illustrator

www.wm.edu

ONLINE MAGAZINE

Silver

University of Central Florida

Pegasus

Tom Hope/Creative Director

Terry Helms/Editor-in-Chief

Michelle Fuentes/Associate Editor

Jason Greene/Photographer

Patrick Burt/Web Editor

Roger Wolf/Online Producer

Chris Conover/Web Programmer

Jo Greybill/Web Programmer

pegasus.ucf.edu

ONLINE ADVERTISING

Excellence

The University of the Arts

The University of the Arts Banner Ads

Craig Schwartz/Creative Director

Ranee Wu/Art Director

Jerzy Kucinski/Design Director

Kimberly Arakelian/Writer

Tom Dahl/Digital Creative Director

www.lipmanhearne.com/projects/uarts/banners/animations/uarts-160x600-applynow.html

www.lipmanhearne.com/projects/uarts/banners/animations/uarts_300x250_OPENHOUSE.html

www.lipmanhearne.com/projects/uarts/banners/animations/uarts_160x600_Program-VA-rev1.html

www.lipmanhearne.com/projects/uarts/banners/animations/uarts_160x600_Program-GD-rev4.html

www.lipmanhearne.com/projects/uarts/banners/animations/uarts_160x600_Program-PA-rev2.html

EMAIL MARKETING AND NEWSLETTERS

Excellence

St. John's College

E-Postcards

Tracy Raff/Designer/Art Director

Matthew Westbrook/Writer

Erica Ashton/Editor

ucda.com/images/2012comp/50-3/Microsite.pdf

ucda.com/images/2012comp/50-3/Question1.pdf

ucda.com/images/2012comp/50-3/Question2.pdf

ucda.com/images/2012comp/50-3/Question3.pdf

ucda.com/images/2012comp/50-3/Question4.pdf

ucda.com/images/2012comp/50-3/Question5.pdf

MOBILE APPS

Excellence

Emily Carr University of Art and Design

Current 03 Design Research Journal

Glen Lowry/Editor

Celeste Martin/Editor/Creative Director

Deborah Shackleton/Editor

Alanna Munro/Art Director

Janna (Yumi) Simonson/Art Director

Jieun Jane Lee/Production Manager

Kieran Wallace/Designer

Amanda Wangen/Designer

Razia Daudjee/Designer

Hailey Yang/Designer

Dylan Yee/Designer

Sabrina Ng/Photographer

Makiko Umezawa/Photographer

Tracy Tsui/Photographer

itunes.apple.com/ca/app/current-03/id529301210?mt=8

Excellence

Richard Stockton College of New Jersey

Richard Stockton College of New Jersey

Interactive Viewbook

itunes.apple.com/us/app/stockton-college-viewbook/id496739363?mt=8

Excellence

University of Central Florida

Pegasus

Patrick Burt/Web Communications Director

Tom Hope/Creative Director

Brandon Dunnick/Photography Art Director

Terry Helms/Editor-in-Chief

Michelle Fuentes/Associate Editor

Jason Greene/Photographer

Chris Conover/Developer

itunes.apple.com/us/app/pegasus-magazine/id530154231?ls=1&mt=8

Excellence

University of Chicago

University of Chicago Interactive Viewbook

itunes.apple.com/us/app/university-chicago-viewbook/id475181431?mt=8

VIDEO

Excellence

Boston College

Boston College Graduate School of Social Work

"Where Transformation Happens"

Susan Callaghan/Marketing Director

Alberto Godenzi/Dean

Anthem Multimedia/Video Production

http://www.bc.edu/content/bc/schools/gssw/alumni/75th-anniversary/video_where-transformation-happens.html

Excellence

Douglas College

Do What You Love, the Douglas College

Video/TV Commercial

David Taylor/Art Director/Writer

bit.ly/LFBwma

Excellence

Ithaca College

Ithaca College READY Video

Adam Baker/Designer/Photographer/
Multimedia Producer

Rob Engelsman/Writer/

Multimedia Production Assistant

Katherine Malcuria/Designer

Kris Miller/Art Director

Steve Hockstein/Photographer

Bonny Griffith/Editor

Greg Mooney/Photographer

Bill Truslow/Photographer

Various/Photographer

www.ithaca.edu/ready

Excellence

Liberty University

Scaremare Video

Caleb Atkins/Art Director

Wes Tate/Editor

Glauco Uma/Filmer

<https://vimeo.com/40874110>

Excellence

Middlebury College

'Tis the Season

Pamela Fogg/Art Director

Brendan Mahoney/Editor/Photographer

Mariko Jesse/Illustrator

Dillon Hupp/Music

ucda.com/middlebury.lasso

Excellence

The College of William & Mary

Holiday Video 2011

Justin Schoonmaker/Designer/

Videographer/Video Editing/

Audio Editing and Recording

Rachel Follis/Videographer/Video Editing

Stephen Salpukas/Videographer/Video Editing

Andrew Bauserman/Audio Editing

and Recording

Randall Taylor/Audio Editing and Recording

youtube.com/watch?v=MbtyALJGahk

ANIMATION AND MOTION GRAPHICS

Silver

Liberty University

Training Champions for Christ

Caleb Atkins/Art Director/Editor

Wes Tate/Editor/Illustrator

Ena Klous/Editor

Bill Dewhurst/Voiceover

youtu.be/TfLquPf_iCQ?hd=1

Silver

Oregon State University

Impact 2012

Santiago Uceda/Art Director/Illustrator/Animator

Justin Smith/Art Director

David Baker/Writer

Pete Shields/Voice Over Talent

Heather Miller/Animator

Marc Lehman/Animator

www.youtube.com/watch?v=vlyRSIwyx8Y

OTHER (DIGITAL)

Silver

Liberty University

Liberty University: Infographic

Carrie Bell/Designer

Kirstin Spivey/Art Director

Morgan Letterman/Writer

Laura Sipple/Director

liberty.edu/media/1616/Liberty-University-infoposter.pdf

Excellence

British Columbia Institute of Technology

British Columbia Institute of Technology

Works Infographic

Vincent Chau/Designer

Carly Wethersett/Writer

www.bcit.ca/works

CAMPAIGN STRATEGY

Excellence

Drexel University,

LeBow College of Business

Words I Live By

Susan Rinaldi/Designer/Art Director

Yael Branslom/Marketing Director

Excellence

The College of William & Mary

Ampersand Box

mStoner/Design Firm

Cindy Baker/Designer

Justin Schoonmaker/Designer

Creative Services/Art Director

Mark Sheehy/Writer/Editor

Stephen Salpukas/Photographer

Joel Pattison/Photographer

Excellence

Washington & Jefferson College

Be A President

Michael Murphy/Creative Director

Megan Monaghan/Writer/Editor

Harry Giglio/Photographer

Gigi Wiltanger/Web Manager

Robert Reid/Communications Manager

Karen Oosterhous/Communications Director

INNOVATIVE STRATEGY

Excellence

University of South Carolina

State of the University Promotion

Chip Harvey/Designer/Art Director/Writer

Larry Pearce/Art Director

Page Ivey/Editor

Michael Brown/Photographer

Kim Truett/Photographer

Peter Schmolze/Web Developer

Pete Killian/Director of Strategic Marketing

Luanne Lawrence/Vice President
of Communications

42ND ANNUAL UCDA DESIGN COMPETITION

DIGITAL JUDGES

BEN AGOES

Interactive Design, Boston University



Ben Agoes began his career in 1998 working in publishing where he designed and produced interactive content for the burgeoning online distance learning field. Currently, Ben works for Boston University as a Lead Designer in the Interactive Design department where he specializes in user-centric design, user experience strategy, and front-end development. As the web has evolved over the past five years, he has become increasingly involved with designing for mobile devices and creating rich media experiences for tablets through responsive solutions. Ben has been recognized and received awards for his work from the Council for Advancement and Support of Education (CASE), eduStyle, and the Massachusetts Innovation & Technology Exchange.

SUSANT. EVANS

mStoner



Susan T. Evans is the senior strategist for mStoner, a Chicago-based communications consulting firm that specializes in higher education. Leading one of mStoner's consulting teams, she develops communication strategies, works personally with clients, and oversees solutions and implementations for engagements. Susan also leads mStoner's social media and content strategy practices. Before mStoner, Susan was director of creative services at the College of William and Mary in Williamsburg, Virginia. She managed the creative vision, scope, brand, and planning for campus-wide marketing and communications, including the university's online presence (web, video and social media) and major print publications. Projects Susan led at William & Mary have earned many national industry awards, including a silver award and design excellence award from UCDA and three gold medals for the CASE Circle of Excellence Program. She has served as a judge for national and district-level CASE awards.

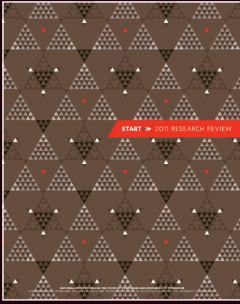
STEVE WILKISON

Watkins College of Art, Design & Film; Digital Vision Media



For the past ten years Steve has owned and operated Digital Vision Media, an award-winning custom website, interactive and multimedia design and development company. Known for providing clients with productive, distinctive, well-crafted, aesthetically appealing materials, DVM has earned a reputation throughout the industry for producing outstanding websites, eCards, blogs, Flash enhancements, digital press kits, HTML emails and much more. Steve began teaching as an Adjunct Instructor at Watkins College of Art, Design & Film in the spring of 2008. He became a full-time Associate Professor in 2011. Over the past four years he has been responsible for developing the curriculum and teaching Watkin's Web Development classes. A veteran of the music industry, Steve has been working in the graphic design field for almost twenty years.

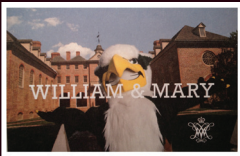
JUDGE'S CHOICE AWARDS (PRINT)



RICK LANDESBERG

University of Maryland
START 2011 Research Review

"The START 2011 Research Review is a detailed report prepared for Congress and others that reports "research that sheds light on the threats the nation is facing." In other words, "terrorism." All the judges were enormously impressed. The design is varied but at the same time coherent. The quality and variety of visual data is startling. Information is vibrantly displayed. The typography is clean, sharp, and consistent. This so easily could have been one more turgid report. But they took a serious and consequential message and made it sing. The editorial and design team did a fantastic job. Make sure you check out this piece."



KARA HOOPER

The College of William and Mary
Ampersand Box

"This piece epitomizes what made some viewbooks and recruitment materials stand out from the crowd. The College of William and Mary entry is fun and clever, presents a clear point of view and demonstrates the personality of the college, not just the facts. Humor is a tricky ingredient to get right; but these materials have the right mix of self-deprecation and pride, inviting the reader into the inside jokes and traditions of the school, as if to share the secret handshake. It is easy to read and quick to absorb, yet conveys more than the basic facts. This communication also involves the recipient physically as well as intellectually. This was a whole piece with a strong concept that followed through the entire communication. The brand message was clearly presented, the audience was clear in the design, the writing was tight, and the materials were consistent throughout. Nicely done."



DAVE HOLSTON

Penn State Alumni Association
The Penn Stater, January/February 2012

"I expected there would be Penn State publications in the UCDA Design Competition. I also expected that they would be well crafted, but taking an apologist tone. But the cover of the *Penn Stater* told a different story. The simplicity and honesty of the cover design drew me into the publication. Made up of essays from alumni, the publication is divided up into chapters covering the collapse of the organization and the responsibilities the institution had going forward. The design reflects the somberness of the topic, employing an economical page layout that uses typography as the main design element. Photos, callouts and quotes only appeared sparsely throughout the publication, setting a sober tone. It is an incredibly hard story to tell, and a hard one to read, but I thought the design helped to convey the proper tone to tell this story in an honest and open way."