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Betty Foy Sanders Department of Art Newsletter

Georgia Southern University

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Betty Foy Sanders Department of Art Graphic Design Students

Win Big at Local ADDY® Awards

It’s another big year for both the undergraduate and graduate Graphic Design students of the Betty Foy Sanders Department of Art! For the second year in a row, they made another sweep at the 2010 Club ADDY® Awards Gala hosted by the Savannah Advertising Federation in Savannah, Georgia on March 5, 2011. Out of 73 student awards, Georgia Southern University students were awarded over half with a total of 46; including 17 gold, 21 silver and 8 bronze awards. In addition, two students also received special recognition by receiving Best in Show and a Judges Choice Award.

"Well executed in every way. The label, the product names and the packaging all had a pirate feel to it," is what one judge said about Matt Rodgers’ Longbeard Vineyards packaging design, which won Best in Show. Jessica Rycheal won a Judges Choice for her Scarlett Letter book cover. "It drew me in immediately. The color and the texture were exceptional," was a response Rycheal received from one of the judges.

Each of the 17 Gold Awards received at the Club ADDY® Awards in Savannah will move on to the Regional ADDY® Awards where they will compete with other student winners from Tennessee, Georgia, Alabama, Mississippi, and Southeast Louisiana. Sponsored by the AAF (American Advertising Federation), the ADDY® Awards honor excellence in advertising and cultivate the highest creative standards in the industry.
“The ADDY Awards is an incredible validation for both our students and our department. To have judges of this caliber recognize our student's efforts so highly and favorably is a proud moment for all of us. Our student's success will continue to be top priority for our department, and I believe that this is one of many esteemed accomplishments to come,” said Graphic Design Professor, Leigh Thomson.


Judging this year's ADDY entries included Brad Taylor, Vice President of Customer Marketing for Coca-Cola; John Umlauf, Creative Group Head of St. John & Partners Advertising in Jacksonville and David Jacobs, Senior Vice President of The Tombras Group, a Knoxville-based digital marketing agency with $80 million in billings.

With over 60,000 entries annually, the ADDY Awards are the world’s largest and arguably toughest advertising competition. The ADDY Awards represent the true spirit of creative excellence by recognizing all forms of advertising from media of all types, creative by all sizes and entrants of all levels from anywhere in the world. The American Advertising Federation, a not-for-profit industry association conducts the ADDY Awards through its 200 member advertising clubs and 15 districts. It is the only creative awards program administered by the advertising industry for the industry. At the 2009 ceremony in Savannah, the Betty Foy Sanders Department of Art swept the ADDYs with 30 awards presented to the undergraduate and graduate graphic design students, including a Judges Choice for Social Awareness.