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# Betty Foy Sanders Department of Art Graphic Design Students Honored at Local ADDY® Awards

*February 17, 2012*

Graphic Design students from the Betty Foy Sanders Department of Art were honored at this year's Club ADDY® Awards Gala hosted by the Savannah Advertising Federation in Savannah, Georgia on February 17, 2012. Sponsored by the American Advertising Federation (AAF), the ADDY® Awards honor excellence in advertising and cultivate the highest creative standards in the industry. Georgia Southern University students were awarded 29 ADDY® Awards; including 3 gold, 17 silver and 9 bronze awards. In addition, one student was awarded special recognition by receiving a Judges Choice Award.

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Graduate Graphic Design student Jennifer McLaughlin received a Judges Choice ADDY® for her work, Welcome to the Aflockalypse – a series of six posters. “The work was inspired by our ignorance and utter disregard of the decline of our ecosystems, and takes a satirical approach, inviting viewers to consider the current demise of our society's actions. It is representative of the mass animal deaths across the globe and in our back yards,” McLaughlin explained. Only four specialty student awards were handed out that night.

A Gold ADDY® is recognition of the highest level of creative excellence and is judged to be superior to all other entries in the competition. Betty Foy Sanders Department of Art students who won a Gold ADDY include Felix Oliha, Jennifer McLaughlin, and Jennifer Stuart. Each of the 3 Gold ADDY® 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.

Betty Foy Sanders Department of Art student winners include Traci Burns, Clay Caldwell, Mary Frances Cooper, Lindsay Day, Adam C. Farrell, Meredyth Frye, Carly Hayes, Akeem Hill, Michael Johnson, Paige Johnson, Brittany Kollar, Jennifer McLaughlin, Christine Moses, Felix Oliha, Cordao de Ouro, Russ Pate, Dana M. Roark Jr. (Rocky Roark), Max W. Searan, Elizabeth Shoer, Rachael Stockwell, Jennifer Stuart, John Trail and Mitchell Wolstein.

Judging this year's ADDY® entries included Steve Bell, owner and Creative Director of Smart Creative Media; Brant Kelsey, founder, CEO and Chief Brand Strategist of Kelsey Advertising Design; and Michael O'Connell, graphic design and website manager at the Museum of Contemporary Art Jacksonville.

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 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.

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