2024 *Student Competition* CALL FOR ENTRIES

Deadline: **03.22.24**

SPD

ILLUSTRATION

PHOTOGRAPHY

DESIGN

THE SOCIETY OF PUBLICATION DESIGNERS (SPD):

powers the future of visual story telling and sets the standard for editorial excellence.

SPD includes anyone contributing to the creation of visual stories, from art directors to coders, from major publications to independent zines, from seasoned professionals to students. Each year, SPD holds a publication design competition that recognizes and celebrates the best in editorial design. This work includes design, illustration, and photography across multiple platforms.

WHO CAN ENTER?

The competition is open to undergraduate college students only. International students are welcome. Entries will be judged in each category against other student work by our jury, which includes some of the most distinguished publication designers and photo editors in the world.

WHAT CAN YOU WIN?

The first, second, and third place winners and runners-up in Design, Photography, and Illustration will be featured online at **spd.org**. Second and third place winners will also receive a 20-minute portfolio review with a board member.

In addition to being featured online, first place winners will also receive the following:

- **DESIGN:**
  $1,200 + Summer 2024 Mentorship

- **PHOTOGRAPHY:**
  $1,200 + Summer 2024 Mentorship

- **ILLUSTRATION:**
  $1,200 + Summer 2024 Mentorship

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HOW TO ENTER

PREPARE

You must submit digital files as follows:

DIGITAL FILES ONLY
Each file must be labeled with your name:
First__Lastname.jpg

ENTRIES SHOULD BE:

JPG files (RGB) - unless entering in the Illustration GIFs category

Full-size spreads

Print quality

All fonts embedded

Payment receipt and entry form as a separate PDF file

CATEGORIES

- **DESIGN**
  Sports/Adventure
  How-To
  City/Regional
  Fashion/Lifestyle
  News

- **PHOTOGRAPHY**
  Portrait
  Fashion/Beauty
  Documentary/Journalism
  Conceptual

- **ILLUSTRATION**
  Conceptual
  Portrait
  Editorial
  GIFs
  Politics

CREATIVE

Create a 4-page story (two spreads) on the project you choose. Each individual page measures 8" x 10", so a spread is 16" x 10".

Artwork needs to be at least 1800 pixels wide at 300 dpi.

GIFs need to be at least 1800 pixels wide at 72 dpi.

Please read this over carefully and stay within the guidelines. SPD reserves the right to disqualify any miscategorized or incomplete entries. For further details, FAQs, tips, and past winners go to **spd.org/student-outreach.**

You may submit more than one **DESIGN, PHOTOGRAPHY, ILLUSTRATION** entry in the same or different categories.

You may also enter as a team!

* AI generated images that pull copyrighted imagery are not eligible and will be **disqualified**.
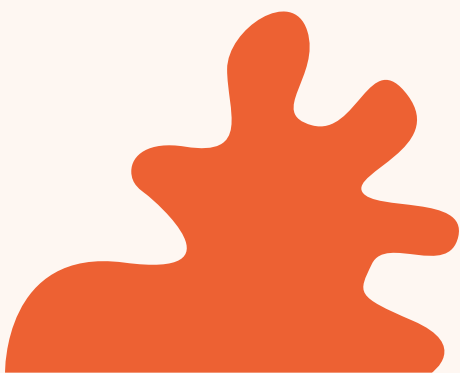
SEND

UPLOAD TO
https://bit.ly/SPDentry

PAY

Pay for all entries online at:
http://bit.ly/SPD-U

Save a copy of your digital receipt and submit it as a separate PDF file along with your entries (JPG).

DESIGN CATEGORIES

SPORTS/ ADVENTURE

DESCRIPTION
This publication is a must read for enthusiasts of sports, outdoor adventure and the active lifestyle. It reviews new products, covers major sporting events as well as small competitions, and goes around the world to find them. Writers interview sports superstars as well as kids in the park.

HEADLINE
OBSESSED WITH (FILL IN NAME OF SPORT OR SUBJECT NAME)
DEK
(You get to write this one based on your topic.)
BYLINE
By Jane Johnson

INSTRUCTIONS
Design a two-spread feature about a sport or top sports figure(s). It can be about one person or a roundup of teams, tournaments or players. Think star athlete(s), dream team, the best tournament, coolest stadiums, most-winning coaches, etc. Consider engaging your reader with charts, graphics or timelines to create layers in your design.

HOW-TO

DESCRIPTION
This smart and sophisticated personal service magazine for the young post-graduate has a broad topic reach on how to improve your home, life and career.

HEADLINE
(FILL IN BLANK) DECODED
DEK
Everything You Need to Know to (Fill in Blank) Like a Pro
BYLINE
By Bill Stevenson

INSTRUCTIONS
Design a two-spread feature in this magazine that gives step-by-step instructions on how to master the topic of your choice. You might want to include original illustrations, schematics and sidebars to make it easier to follow. Think of an innovative and fun way to approach your topic. You don't actually have to write the story, but use real text in the body copy and display type.

CITY/ REGIONAL

DESCRIPTION
This magazine is an established city/regional publication for the young and independent traveler. It covers food, night-life, and where to stay. Whatever you need to know about the city, this magazine is your source.

HEADLINE
(NAME OF CITY) RULES
DEK
What to eat, where to go and how to make it happen.
BYLINE
By The Editors

INSTRUCTIONS
Design a two-spread feature for this magazine showcasing a hip, interesting and beautiful destination. Think about ways to incorporate sidebars with numbered tips. Consider producing your own photography to give your design a fresh and creative approach to your chosen place. You may also use stock photography, but be sure to make it your own by using a photographic treatment, collage, interesting crops, etc.

FASHION/ LIFESTYLE

DESCRIPTION
This fashion/lifestyle magazine targets savvy students and young professionals interested in the latest in style and design. It covers fashion, art, music and film, and features in-depth interviews, trends and reviews.

HEADLINE
THE NEW (FILL IN THE TREND) **OR** THE AMAZING (FILL IN NAME OF PERSON)
DEK
(You get to write this one based on your topic.)
BYLINE
By Miranda Davenport

INSTRUCTIONS
Design a two-spread feature for this magazine that is a fashion trend, biography or interview. Your topic can be focused on a trend, a single person or a group. You could either create or commission your own illustration or photography. You may use photography that is not your own as long as you transform it in some way through collage, photo-montage, or some other form of manipulation.

NEWS

DESCRIPTION
This cutting edge news magazine is geared toward young professionals and covers politics, current events and pop culture. In its pages you'll find hard-hitting stories featuring famous and infamous international figures.

HEADLINE
TIME FOR CHANGE
DEK
An inside look at how the (Fill in Name of Movement) will touch each of our lives.
BYLINE
By Oscar Hamilton

INSTRUCTIONS
Design a two-spread feature about a contemporary social justice, environmental or politically oriented youth movement. You must create your own conceptually driven photography, photo-montage, typographic solution or illustration for this category. You could choose to focus on a famous person associated with the movement. Alternately, you could choose to focus on the issues or ideals at the heart of the movement.

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PHOTOGRAPHY CATEGORIES

PORTRAIT

INSTRUCTIONS
Choose a person to profile for a portrait series of 4 images. Consider the subject, are you telling a story about their life, work, or passion?
What emotions does this portrait evoke? Is the subject connecting with the viewer? Please write a sentence to describe your subject when submitting images.

SPECIFICATIONS
Artwork needs to be submitted in JPG format, at least 1800 pixels wide at 300dpi.

FASHION/ BEAUTY

INSTRUCTIONS
In your personal style, photograph a model in 4 Different Outfits or Beauty Looks for a fashion or beauty editorial. Please note that the clothing or accessories should be at least partially visible in each shot. Choose a theme of your choice, and stick with it throughout the shoot.

SPECIFICATIONS
Artwork needs to be submitted in JPG format, at least 1800 pixels wide at 300dpi.

DOCUMENTARY/ JOURNALISM

INSTRUCTIONS
Chronicle a significant event such as a music concert, a protest, or any important gathering. Provide a straightforward and accurate representation of the people, the place, its objects and how these elements build a human story in a series of 4 photographs.

SPECIFICATIONS
Artwork needs to be submitted in JPG format, at least 1800 pixels wide at 300dpi.

CONCEPTUAL

INSTRUCTIONS
In your unique style, use conceptual thinking to convey a message through a series of 4 photos that center around the theme of "Relationships." The style is open-ended, and photographers are encouraged to be creative and original.

SPECIFICATIONS
Artwork needs to be submitted in JPG format, at least 1800 pixels wide at 300dpi.

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CONCEPTUAL

INSTRUCTIONS
Choose a topic that revolves around technology. For example—addiction, gaming, social media/privacy, business, etc.

Illustrate your chosen topic and its impact on the human race.

SPECIFICATIONS
Artwork needs to be submitted in JPG format, at least 1800 pixels wide at 300dpi.

PORTRAIT

INSTRUCTIONS
Illustrate a figure that you admire—who inspires you. The goals are to achieve a definite likeness and appropriate tone that you feel represents the subject.

Consider the setting and styling of the portrait. Additional imagery may be used in the background.

SPECIFICATIONS
Artwork needs to be submitted in JPG format, at least 1800 pixels wide at 300dpi.

EDITORIAL

INSTRUCTIONS
Pick a headline of your choice and illustrate it in any style that you deem appropriate:

A. The Self-Care Revolution
B. The Truth About Hard Line Politics
C. How Streaming Platforms Have Forever Changed Media Consumption

SPECIFICATIONS
Artwork needs to be submitted in JPG format, at least 1800 pixels wide at 300dpi.

GIFs

INSTRUCTIONS
Create a 5-10 second animated GIF on a topic that inspires you.

SPECIFICATIONS
Artwork needs to be GIF format, at least 1800 pixels wide at 72dpi.

POLITICS

INSTRUCTIONS
Pick any movement or political figure of your choice, and illustrate it/their impact on a domestic or global scale.

SPECIFICATIONS
Artwork needs to be submitted in JPG format, at least 1800 pixels wide at 300dpi.

ATTACH THIS FILE TO YOUR ENTRY

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Submissions must be approved by a professor or teacher. All entries with completed forms must be received, with entry fees receipt by: **Friday, March 22nd, 2024.**

Please refer to spd.org for more information and helpful tips. Any further questions can be sent to **mail@spd.org.**

All winners will be notified by telephone and email by mid-April.

Winning designs will be posted on the SPD website.

You must attach this entry form along with payment receipt as a PDF. We will use this information to contact you if you are a winner.

NAME

ADDRESS

CITY

STATE/ZIP

COUNTRY

TELEPHONE

E-MAIL

SOCIAL HANDLE

SCHOOL

SCHOOL'S ADDRESS

SCHOOL'S CITY/STATE/ZIP

SCHOOL'S COUNTRY

SCHOOL'S TELEPHONE

CURRENT SCHOOL YEAR

YEAR OF GRADUATION

INSTRUCTOR'S NAME & TITLE

INSTRUCTOR'S SIGNATURE (PDF SIGNATURE)

INSTRUCTOR'S EMAIL ADDRESS (MUST INCLUDE)

CATEGORY FOR THIS ENTRY

TITLE FOR THIS ENTRY

PHOTOGRAPHY, ILLUSTRATIONS AND/OR ART CREDIT

TITLE OF PUBLICATION, DATE OF PUBLICATION AND/OR STOCK AGENCY

PAYMENT

Pay Online at
http://bit.ly/SPD-U

If you pay online, please make sure to attach the entry form along with payment receipt as a pdf, along with your entries.

NUMBER OF ENTRIES   X $10 =

NUMBER OF STUDENT MEMBERSHIPS   X $50 =

SUBTOTAL $ =

LESS FREE MEMBERSHIP ENTRIES (UP TO THREE MAXIMUM) $ =

TOTAL PAYMENT DUE $ =

Designed by Lila Nathanson

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BECOME A MEMBER

JOIN US!

Join or renew your SPD Student Membership for $50.

Membership entitles you to the following:

- **THREE FREE ENTRIES IN THIS CONTEST**
- Access to "Members-Only" content online including event videos
- Invitations to special "Members-Only" events and opportunities
- **FREE** entry to all SPD-U Student events