

SPD



Student Competition



DESIGN
PHOTOGRAPHY
ILLUSTRATION

**Call
For**

Entries

**SOCIETY OF
PUBLICATION
DESIGNERS**



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NEW YORK, NY 10003

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212.223.3332

IG:@spdesigners

WELCOME

The Society of Publication Designers (SPD) powers the future of visual storytelling 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'S IT OPEN TO?

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 A STUDENT WIN?

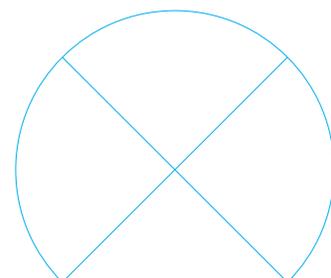
The first, second, and third place winners and runners-up in Design, Photography, and Illustration will be featured online at spd.org. Second and third place winners will also receive a 20-minute portfolio review with a board member.

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

DESIGN: \$1,200 + Summer 2021 Mentorship

PHOTOGRAPHY: \$1,200 + Summer 2021 Mentorship

ILLUSTRATION: \$1,200 + Summer 2021 Mentorship



TO ENTER

CATEGORIES

DESIGN

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

NEW
THIS
YEAR

PHOTOGRAPHY

Portrait
Still Life
Conceptual
Fashion/Beauty

NEW
THIS
YEAR

ILLUSTRATION

Portrait
Politics
Editorial
Conceptual

CREATIVE

For Design, 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".

For Photography and Illustrations, artwork needs to be at least 1800 pixels wide at 300 dpi.

You may enter more than one design/photography/illustration in the same or different categories.

You may enter as a team!

PREPARE

You must submit digital files as follows:

DIGITAL FILES

Each file must be labeled with your name:

- First_Lastname.jpg

Entries should be:

- JPG files (RGB)
- Full-size spreads
- Print quality
- 300 dpi
- All fonts embedded
- Payment receipt and entry form as a separate pdf file.

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](http://spd.org/student-outreach)



DEADLINE: 5pm EST March 15th, 2021

PAY

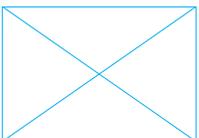
Pay for all entries online at:
<http://bit.ly/SPD-U>

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

SEND

UPLOAD

<https://bit.ly/SPDentry>



CATEGORIES

DESIGN

1 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.

2 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, photomontage, typographic solution or illustration for this category. You could chose to focus on a famous person associated with the movement. Alternately, you could chose to focus on the issues or ideals at the heart of the movement.

3 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.

4 CITY/ REGIONAL

DESCRIPTION

This magazine is an established city/regional publication for the young and independent traveler. It covers food, nightlife, 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.

5 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, photomontage, or some other form of manipulation.

FOR SOME INSPIRATION

[HTTPS://WWW.SPD.ORG/STUDENT-OUTREACH/CATEGORY/SPD-U+COMPETITIONS](https://www.spd.org/student-outreach/category/spd-u+competitions)

CATEGORIES

NEW
THIS
YEAR

PHOTOGRAPHY

1 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 at least 1800 pixels wide at 300dpi.

2 STILL LIFE

INSTRUCTIONS

Put together a series of **4 images** for a still life story about household kitchen items. Choose items from your pantry and include 3-4 items in each shot. Be mindful of your composition.

SPECIFICATIONS

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

3 CONCEPTUAL

INSTRUCTIONS

For this category, use photography to illustrate this concept: "Saving Money During Quarantine". Please deliver **2-4 images** that show this idea - it could be vague or literal.

SPECIFICATIONS

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

4 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 at least 1800 pixels wide at 300dpi.

ILLUSTRATION

1 PORTRAIT

INSTRUCTIONS

Illustrate a figure that you admire--that 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 at least 1800 pixels wide at 300dpi.

2 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 at least 1800 pixels wide at 300dpi.

3 EDITORIAL

INSTRUCTIONS

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

- A.** What is the Future of Climate Change?
- B.** How to Practice Mindfulness if You Find it Excruciating.
- C.** Will the Restaurant Industry Ever be the Same Again?

SPECIFICATIONS

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

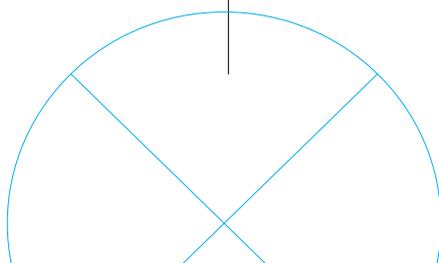
4 CONCEPTUAL

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 at least 1800 pixels wide at 300dpi.



ENTRY FOR

DEADLINE: 5PM EST, MONDAY MARCH 15TH, 2021

Submissions must be approved by a professor or teacher. All entries with completed forms must be received, with entry fees receipt by: Monday, March 15th, 2021.

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 Thursday, April 15th, 2021

Winning designs will be posted on the SPD website later that month.

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

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 FOR ENTRY

**PAY ONLINE AT [HTTP://BIT.LY/SPD-U](http://bit.ly/spd-u) OR
YOU CAN MAIL IN THE FORM BELOW**

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

If mailing in payment, please send the completed form below, a copy of your entry form, and cash or a check made payable to "The Society of Publication Designers."

NUMBER OF ENTRIES	X \$10 =
<hr/>	
NUMBER OF TRI-STATE (NY/NJ/CT) STUDENT MEMBERSHIPS	X \$50 =
<hr/>	
NUMBER OF NON TRI-STATE (NY/NJ/CT) OR INTERNATIONAL STUDENT MEMBERSHIPS	X \$40 =
<hr/>	
SUBTOTAL \$ =	
<hr/>	
LESS FREE MEMBERSHIP ENTRIES (UP TO THREE MAXIMUM) \$ =	
<hr/>	
TOTAL PAYMENT DUE \$ =	
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BECOME A MEMBER

Join or renew your SPD student membership for \$50 if you live in the Tri-State area and \$40 if you live anywhere else. Membership entitles you to the following:

- **THREE FREE ENTRIES IN THIS CONTEST (BETTER CHANCES OF WINNING!)**
- **FREE ADMISSION TO ALL SPD STUDENT EVENTS INCLUDING STUDENT PORTFOLIO REVIEWS**

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New York, NY
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