The results:  
3 GOLD  
2 SILVER  
AND THE COLLEGE’S FIRST EVER STUDENT JUDGES’ CHOICE AWARD

The Louisville Advertising Federation recently hosted the annual Louie Awards at The Seelbach Hotel in downtown Louisville. The Louie Awards is the first round of the American Advertising Federation’s (AAF) ADDY Awards, the world’s largest advertising competition. Sponsored by the AAF, the Louies honor excellence in advertising and cultivate the highest creative standards in the industry. The night was an amazing experience for those who attended. The college’s Graphic Design students earned two silver Addy awards, three gold Addy awards, and the college’s first Student Judges’ Choice award. The Student Judges’ Choice award went to Jason Baker, Ben Cresswell, Josh Dorencamp, Nick Simmons and Damion Waldbrunn, for their video, ALONE. This entry also won a gold Addy in the Visual, Animation or Special Effects category. Tim Brown was their instructor.

Two years ago, Tim Brown researched animation software, and proposed Animate Pro software marketed by Toon Boom. Brown stated this software was used in the professional animation industry, and students would be able to produce more sophisticated work and be better prepared for work in this segment of the industry with this software available as one of their tools. SCTD’s first Student Judge’s Choice award at the 2013 Louis Awards supports the implementation of Animate Pro, state-of-the-art animation software.

Bachelor’s degree student Deanna Heuser earned a gold Addy award in the Packaging category for her work entitled “Bacardi Package.” Erica Martinez won the third gold Addy earned by SCTD students in the Visual Illustration category. Her work was entitled “Bob Dylan Poster.” Silver winners included Rachel Peckenpaugh, who won the silver in the Visual, Animation or Special Effects category for her piece entitled “Where’s Your Helmet.” Deanna Heuser submitted her work entitled “Deanna Heuser Graphic Standard Manual” in the Brochure, Annual Report category. Her work earned her a silver Addy.

Congratulations to all of these students. Their instructors, Craig Niemann, Diana Stewart and Tim Brown, have nurtured these students with their knowledge, skill, industry experience and commitment to their students’ growth and success.

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Each year, Computer Graphic and Dynamic Web students work on an array of non-profit, service learning projects. These allow students to practice what they learn in the classroom with real clients, real issues and real deadlines. Students deepen their learning, add to their portfolios, and provide services and products to non-profit organizations that help address a need in the community. What a win-win process!

“Students are better prepared for the industry since the introduction of non-profit work into the curriculum.”
Craig Niemann, Chair

Aiden’s Angels was started by the parents of Aiden O’Rourke who died at three of Rett’s Syndrome. His parents wanted to help Kosair Children’s Hospital create a new waiting room for families. In September, Aiden’s Angels held its inaugural AidenCARE event. SCTD’s computer graphic design department helped George and Kerrie O’Rourke with all the marketing pieces for it. Students created postcards, posters, public service announcement videos, radio spots, a Facebook page, website and other promotional materials. Check out aidaNCARE.org to read more about the event, learn more about Aiden’s Angels and to view the student work.