



**GRAPHEX 41**  
PROFESSIONAL CALL FOR ENTRIES

## JUDGES

### DEANNA KUHLMANN-LEAVITT | Kuhlmann Leavitt, Inc.

Deanna Kuhlmann-Leavitt, an Art Center College of Design graduate, worked fifteen years in Santa Monica and St. Louis before establishing Kuhlmann Leavitt, Inc., a multi-disciplinary firm known for its work in print, new media and the built environment. Deanna has received awards from *Communication Arts*, AIGA, AIA, TDC and *Graphis* to name a few. She has been featured in *CA*, the *Masters of Design* series, *Trade Fair Design Annual: International* and many other leading publications. She has lectured on design and served as a design juror across the U.S. and Canada. This summer Deanna begins service on the AIGA national board.

### KERRI SOUKUP | Leo Burnett

Kerri has spent the last decade at Leo Burnett as a creative force behind one of the largest brands in the world, Marlboro. Her passion and her drive have made an indelible mark on this celebrated campaign. Kerri has lead Philip Morris into the digital space, redefined what direct marketing can do and driven one of the most ambitious permission-based marketing campaigns in history. When she's not busy in Marlboro Country, Kerri has lent her talents to numerous other accounts and projects across the agency.

### GEOFF STORY | TOKY Branding + Design

Though not a big fan of hats (with the exception of the derby), Geoff Story has worn many. During his sixteen years in the business, he has worked as copywriter, designer, photographer and ad man. The last twelve have been with TOKY Branding + Design in St. Louis, where he is creative director of the print team. Here he's been able to embrace his true Renaissance spirit/ADD. Geoff loves his work. And occasionally so does The American Advertising Federation, AIGA, *Graphis*, and *Print* magazine. After hours, Geoff sometimes wears a beret.

## GUIDELINES

### DEADLINE

Entries can be mailed or submitted from 3-6pm Friday, **March 26, 2010**, to Walsh Associates, Attn: Graphex 41, 300 E. Brady, Tulsa, OK 74120.

### ELIGIBILITY

Graphex 41 entries must have been published for the first time between March 27, 2009, and March 25, 2010. Entries may be submitted by anyone having part in the creation of the entry.

### ENTRY FORMS

Download Entry and Tracking Forms at [artdirectorsoftulsa.org](http://artdirectorsoftulsa.org). Both forms must accompany your entries along with a check for the total entry fees.

### ENTRY FEES

#### Single Entry:

\$30 (member)

\$40 (non-member)

#### Campaign Entry:

\$45 (member)

\$55 (non-member)

Checks payable to: Art Directors Club of Tulsa. Attach check to Tracking Form.

#### Entries should be submitted to:

Walsh Associates

Attn: Graphex 41

300 E. Brady

Tulsa, OK 74120

### ENTRY GUIDELINES

Please include one disk with a high-resolution PDF of each entry along with the actual entry. Please include with the Tracking Form.

### CATEGORIES

1. Motion Graphics (Animation, Reels/Self-Promo, Broadcast, Graphics Packages)
2. Identity (Logos, Stationery)
3. Editorial (Editorial Spreads, Cover Jackets, Newsletters)
4. Institutional Literature (Brochures, Catalogs, Annual Reports)
5. Advertising (Newspaper, Magazine, Outdoor, Posters)
6. Dimensional (3D Objects, Wearables, Packaging)
7. Direct Mail (Direct Mail, Invitations, Announcements, Self-Promo)
8. Environmental Graphics (Signage, Event Displays)
9. Interactive Design (Websites, DVDs, Kiosks)
10. In-House Design
11. Illustration
12. Photography
13. Miscellaneous



## HOW TO SUBMIT

### **How to Submit Flat and Multipage Documents**

Enter tear sheets, printed samples or proofs – unmounted and trimmed as published.

### **How to Submit Three-Dimensional Work**

Actual piece is preferred; however displays, packaging, environmental graphics, outdoor boards, POP and other work impractical to send should be photographed and submitted as 8"x10" photographic prints.

### **How to Submit Logos**

Submit logos mounted on 6"x6" black matte board. Affix a line of business information to back of matte board.

### **How to Submit Electronic Media**

Entries may be submitted in the following formats: website URL, Macintosh- or PC-based CD-ROM or DVD. All entries should be self-running applications. For each entry include color lasers of one screen grab printed on 11"x17" paper. (Screen grabs are used for tracking reference only and are not part of the judging.)

### **How to Submit Campaigns**

Campaigns consist of three to five pieces. When submitting, simply add a "C" to the entry category number on the Entry and Tracking Forms (e.g. "11C" denotes Photography Campaign).

### **DO NOT SEND ORIGINAL ART**

ADCT cannot be held responsible for loss or damage to any entry. Entries will be discarded following the awards presentation on May 6, 2010.

## AWARDED ENTRIES

Each category may be awarded Gold, Silver, Bronze and/or Merit medal(s). All medals may or may not be awarded in every category. Awards are given solely at the discretion of the judges whose decisions are final. Winners will receive written notice of Acceptance into Graphex 41.

## GRAPHEX AWARDS CEREMONY

All winning pieces will be on display. Come see the best work in the region!

Thursday, May 6, 2010

The Center for Creativity at Tulsa Community College

9th & Boston, Downtown Tulsa

Cocktails: 6:30pm

Awards Presentation: 7:30pm

### **Admittance:**

\$25 per person with reservations

\$30 per person at the door without reservation

### **Reservations:**

To RSVP, please contact Cassie Post, [cassiep@walshbranding.com](mailto:cassiep@walshbranding.com), on or before Friday, April 30.

## QUESTIONS

Reference [artdirectorsoftulsa.org](http://artdirectorsoftulsa.org) or direct any detailed inquires to Becky Graheck, Graphex 41 Chair, at [bgraheck@gseok.org](mailto:bgraheck@gseok.org)