



**GRAPHEX 41**  
STUDENT CALL FOR ENTRIES

## JUDGES

### AMY W. McCARTER | Pressley Jacobs

Amy has been with Pressley Jacobs since its inception in 1986. In 1999, she joined Wendy Pressley-Jacobs as a partner of the firm. She serves as principal and creative director. Her long-time clients include Hudson, Heidrick & Struggles, Egon Zehnder International, Northwestern Memorial Hospital, Advocate Health Systems, SC Johnson Wax, Kemper Funds and Scudder Investments. Her work has been nationally and internationally recognized by *Graphis*, Type Director's Club, *The Black Book AR100*, Society of Typographic Arts 100, AIGA, Donside International Design Competition, ACD 100, the New York Art Directors Club, the Triad Awards, the ARC Awards, *Print's Regional Design Annual*, *Print's Best Logos & Symbols*, *American Corporate Identity*, TIA Typographic Design Excellence, and Chicago Women in Publishing; as well as paper industry cornerstones Mead, Mohawk, French, Gilbert and Neenah.

### JOSEPH MICHAEL ESSEX | Essex Two

With his partner Nancy Denney Essex, Joseph formed Essex Two after career stops with public broadcasting in Pittsburgh, Unimark International and Center for Advanced Research in Design in Chicago, as well as director of design for Burson-Marsteller World Wide. Essex has received awards from every major communication publication and organization in the United States, Europe and Asia, including medals from the New York Art Directors Club and the Fellow Award from the AIGA for his extraordinary contributions to his profession. His posters are in permanent museum collections in Japan, Ireland, Brazil and France, and the Museum of Modern Art in New York City.

### MICHAEL THEDE | Michael Thede Design LLC

Michael Thede is Founder and President of Michael Thede Design LLC, a St. Louis based corporate communications and marketing design firm known for clean, thoughtfully crafted visual communications and typography. Michael's creative design work has been recognized and awarded by the Art Directors Club of New York, The Type Directors Club of New York, *Graphis*, *Communication Arts*, *Print*, AIGA, the Mead Annual Report Show, the St. Louis chapter of the AIGA, the Dallas Society of Visual Communications and the Houston Art Directors Club. Prior to opening his own firm, he had the distinct honor of cutting his teeth working for top designers throughout the United States including Lowell Williams of Pentagram (Austin), Lana Rigsby of Rigsby Design (Houston), Douglas Oliver of Douglas Oliver Design Office (Los Angeles) and Deanna Kuhlmann-Leavitt of Kuhlmann-Leavitt, Inc. (St. Louis).

## 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

#### Portfolios:

\$15 (7-10 pieces judged as a collective)

*\*Individual projects in a portfolio will not be judged as single entries.*

#### Single Entry:

\$10 per 5 entries

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

### THE JIM GIBBS STUDENT AWARDS

The 2010 Jim Gibbs Student Awards is for students currently enrolled in or recent graduates of advertising, graphic design, photography, illustration or new media. Only full-time undergraduate students or recent graduates are eligible. Recent graduates must have completed their program of study between March 27, 2009, and March 25, 2010, to be eligible. Cash awards will be distributed among the following categories:

#### Best Portfolio

1st, 2nd, and 3rd Place  
(No more than 10 pieces)

#### Best Single Entries

1. Best Digital Media (Animation, Website, Interactive)
2. Best Photography
3. Best Illustration
4. Best Products & Packaging
5. Best Identity
6. Best Print Design
7. Best Advertising
8. Best Miscellaneous



### HOW TO ENTER

Entries must include the Student Entry Form, completely filled out by the student/recent graduate and signed by the professor. Entries will not be accepted without a completed, signed form.

### HOW TO SUBMIT

All student work must be submitted as JPG or PDF files on one disk. Portfolios should be presented as a single, high-resolution PDF.

#### **All file names should adhere to the following format:**

last name-first name-category-number.file extension

ex.: smith-john-portfolio.pdf

ex.: smith-john-advertising-1.jpg

*\*The number is only needed if you submit more than one entry per category.*

### STUDENT PORTFOLIO REVIEW: **FREE**

The University of Tulsa

Phillips Hall, Graphics Lab, Third Floor, Room 310

Friday, April 2, 2010, from 9am-12pm

Students will be allowed one-on-one reviews with Graphex 41 judges. To sign up, please email Becky Graheck at [bgraheck@gseok.org](mailto:bgraheck@gseok.org). Be sure to include your area of study, (design, interactive, photography, etc.)

NOTICE: A limited number of students will be allowed to attend. Placement will be given to the first 10 students that sign up.

### 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

*\*Student winners and one guest get in free*

#### **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)