

Presenting the  
2016 Graphic Design  
Student Exhibition  
Award Winners

Reception co-sponsored by

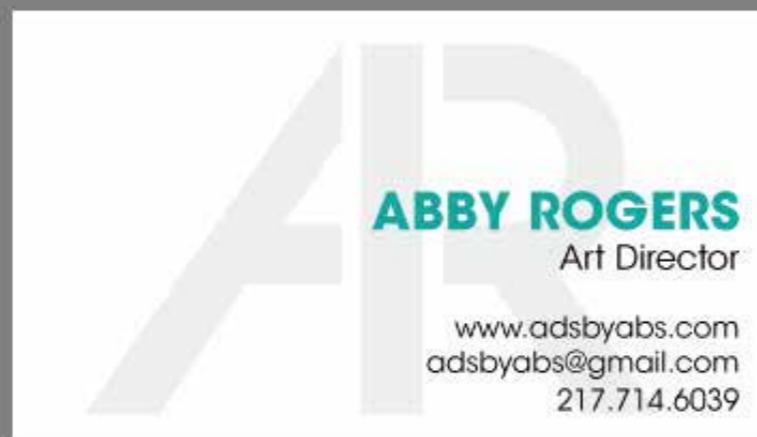


**THE CHAMPAIGN-URBANA  
DESIGN ORGANIZATION  
[WWW.THECUDO.ORG](http://WWW.THECUDO.ORG)**

**Graphic Design  
Program  
Director's Award**

Self-promotion by  
Abby Rogers

I KNOW YOU ARE PROBABLY  
BUSY CHUGGING COFFEE,  
BLEEDING SHARPIES DRY,  
AND COMING UP WITH KILLER  
IDEAS, BUT I JUST THOUGHT  
YOU SHOULD KNOW THAT  
I APPRECIATE THE TIME  
YOU'VE SPENT TALKING  
WITH ME, SO **THANK YOU**



PLEASE **DON'T** THROW  
THIS CARD AWAY OR  
YOU MIGHT **FORGET**  
ABOUT ME. THEN HOW  
WILL YOU BE ABLE TO  
CONTACT AND HIRE **ME?**



**Fine & Applied  
Arts Department  
Chair Award**

Packaging by  
Maiki Bello



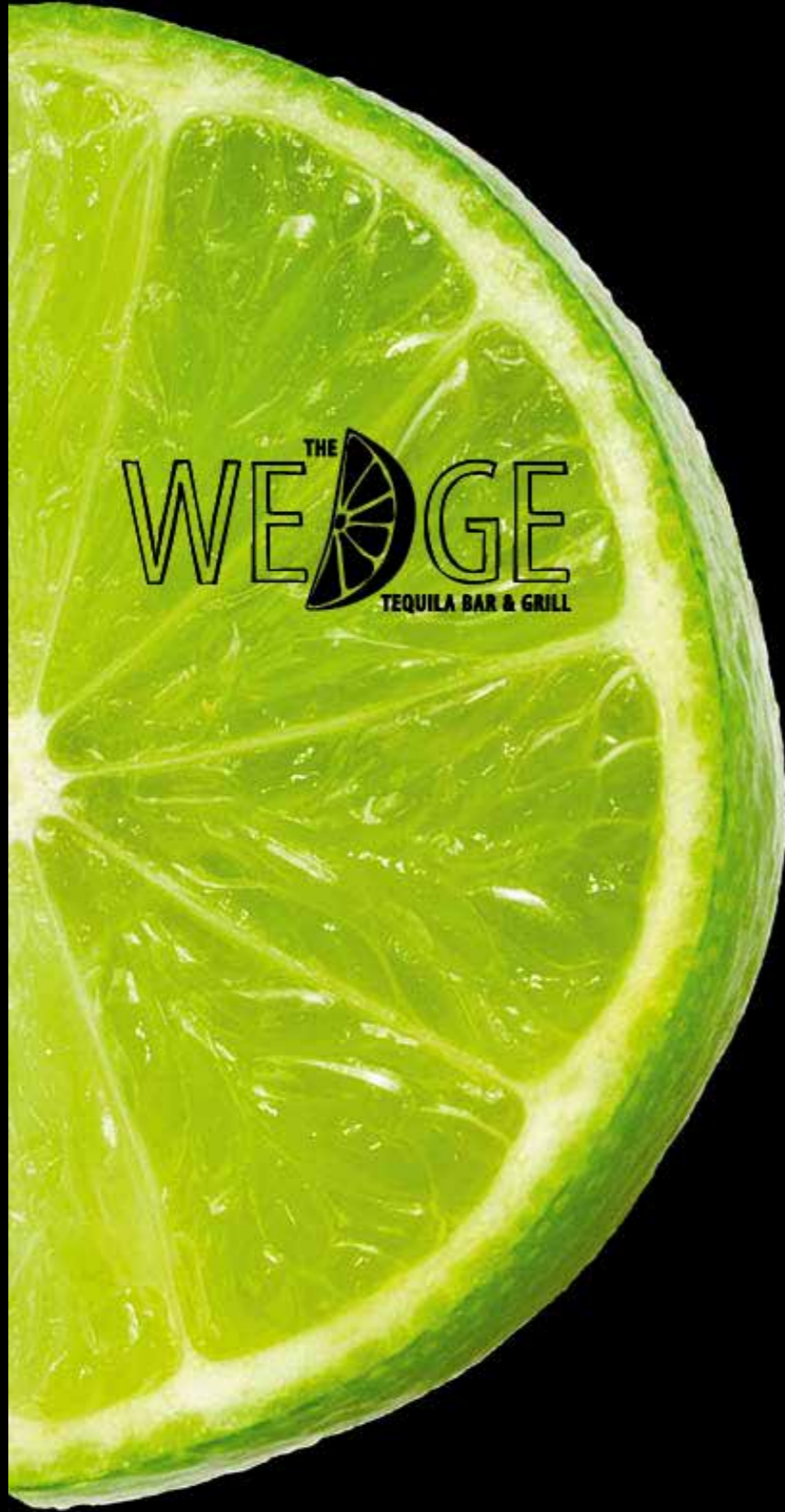
**David M. and  
Shirley A. Jones  
Student Art  
Award**

Packaging by  
Jordan Bidner



**Electric Pictures  
Award of  
Excellence**

Logo by  
Jordan Bidner



**[co][lab] Award  
of Excellence**

Menu by  
Betta Manalo

THE  
  
DISPOSSESSED

URSULA KROEBER LE GUIN

**Six Demon  
Studio Award of  
Excellence**

Book cover by  
Skyler Reifsteck



# Studio 2D Design Strategy Award

Brochure by  
Sarah Powers



**Surface 51  
Award of  
Excellence**

Map by  
Martha Henigman



# Wesley Food Pantry Award of Excellence

Brochure by  
Shannon Martin



**NVIDIA GEFORCE GTX 980** **\$ 700.00**

Accelerated by the groundbreaking NVIDIA Maxwell architecture, GTX 980 Ti delivers an unbeatable 4K and virtual reality experience. With 2816 NVIDIA CUDA Cores and 6GB of GDDR5 memory, it has the horsepower to drive whatever comes next.

**EVGA**  
GEFORCE GTX 980 Ti

**SPECIFICATIONS**

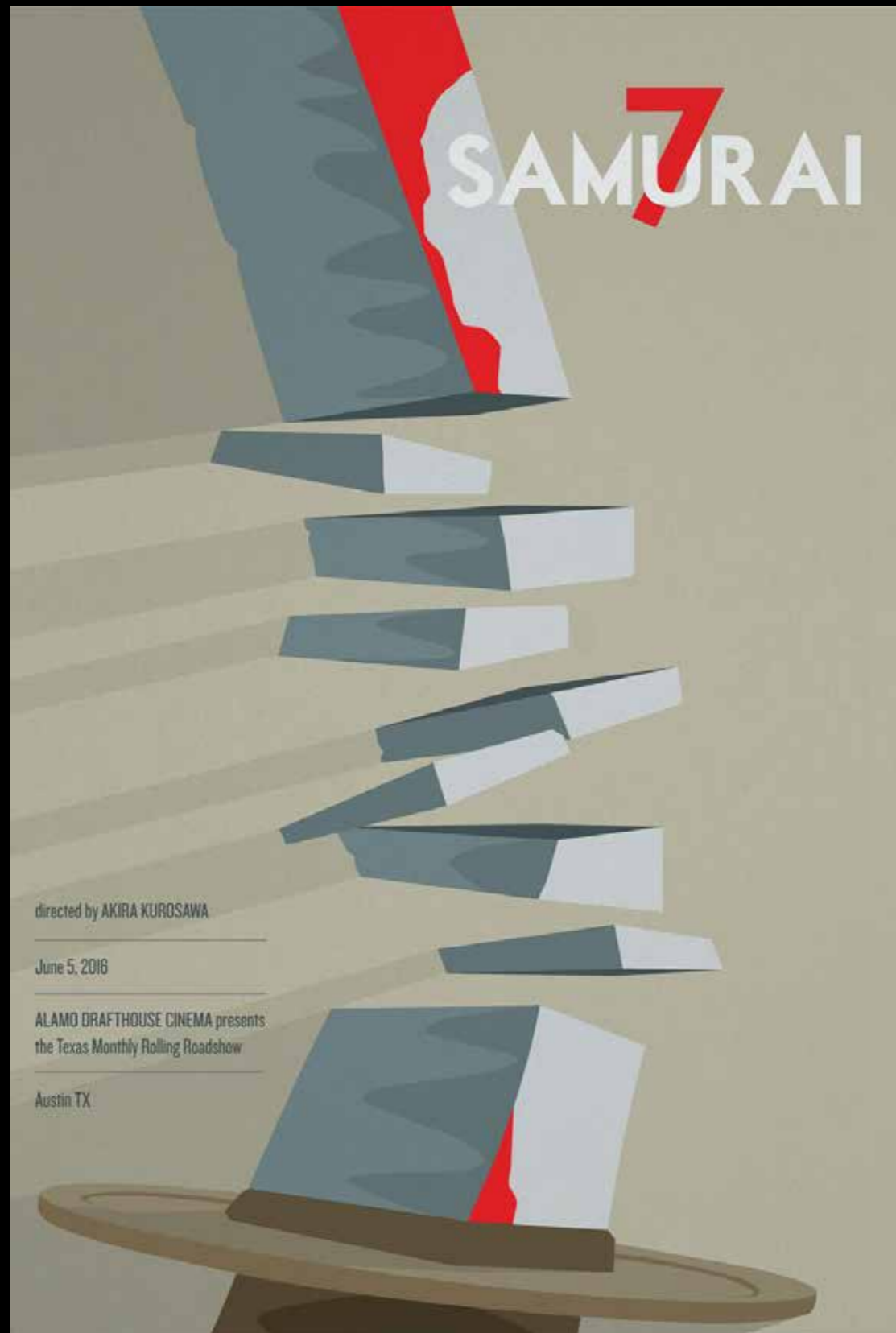
<b>GPU</b>	GM200
<b>Core Clock</b>	1000MHz
<b>Memory Clock</b>	1750MHz
<b>Memory Bus</b>	384-bit
<b>Memory Bandwidth</b>	336.5 GB/s
<b>Memory Capacity</b>	6GB
<b>Max. TDP</b>	250w
<b>Aux. Power Connector(s)</b>	1x 8-pin, 1x 6-pin
<b>Min. Power Supply</b>	600W

**FASTER**  
In fact, the EVGA GeForce GTX 980 Ti provides 3x the performance and 2x the memory of previous generation cards. You can now take on even the most challenging games at high settings for a smooth, high definition experience.

**MORE EFFICIENT**  
The Maxwell architecture allows processes to run far faster and stable all while using less power than it's predecessors.



4 5



**President's  
Award of  
Excellence**

Poster by  
Shannon Martin

HERB LUBALIN HERB LUBALIN HERB LUBALIN HERB LUBA  
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# LETTYPE TALK

by Hilary Pope

**H**erb Lubalin is an icon in the world of graphic design. He is well known for his creative explorations of phototype. He has been awarded hundreds of times for his beautifully crafted and

expressive typography that made words and letters into images.

Lubalin was born in New York City on March 17, 1918 and attended Cooper

Union in the East Village where he began his exploration of typography. Right out of college he began his work as a freelancer. Eventually Lubalin went on to work as an advertising art director at Reiss Advertising and eventually became vice president of and

creative director at Sudler and Hennessey. His outstanding work and numerous recognitions eventually allowed him to start his own graphic design firm, Herb Lubalin, Inc.

The talented Lubalin was able to use typography in ingenious clever ways to contribute to the meaning of whatever piece he worked

on. In many of his more famous works you can see the clever touches he provided in his designs. In one instance that won him the 1980 AIGA medal for the Reader's Digest cover, he uses type to enhance the words Marriage, Mother and Families. The "R" in

"marriage" face each other, the "O" in "mother" contains an ampersand that appears as a child and the "li" in "families" make the trio appear as a family. It is clever visual concepts like these that make Lubalin the memorable designer that he was. The thought and detail in his work is inspiring.

Lubalin's work helped prove typography to be an incredible creative communication tool in the world of design and advertising. The way he worked with and crafted type was so graphically strong, and the messages they delivered astoundingly clear on many levels. Lubalin took the face value of what the words actually said and manipulated the type to reflect and strengthen the message of those words.

Another incredible stamp on his career includes his work with Ralph Ginzburg, whose groundbreaking magazine publications included Eros, Fact and Avant Garde. Avant Garde proved to be the most

important magazine that he worked on as Lubalin created an iconic logo for Avant Garde. That logo would lead to the creation of the entire ITC Avant Garde Gothic typeface. ITC Avant Garde Gothic is a modern looking font that draws inspiration from the 1920s Art Deco era. It was a wildly popular typeface in the 1970s and eventually suffered from overuse.

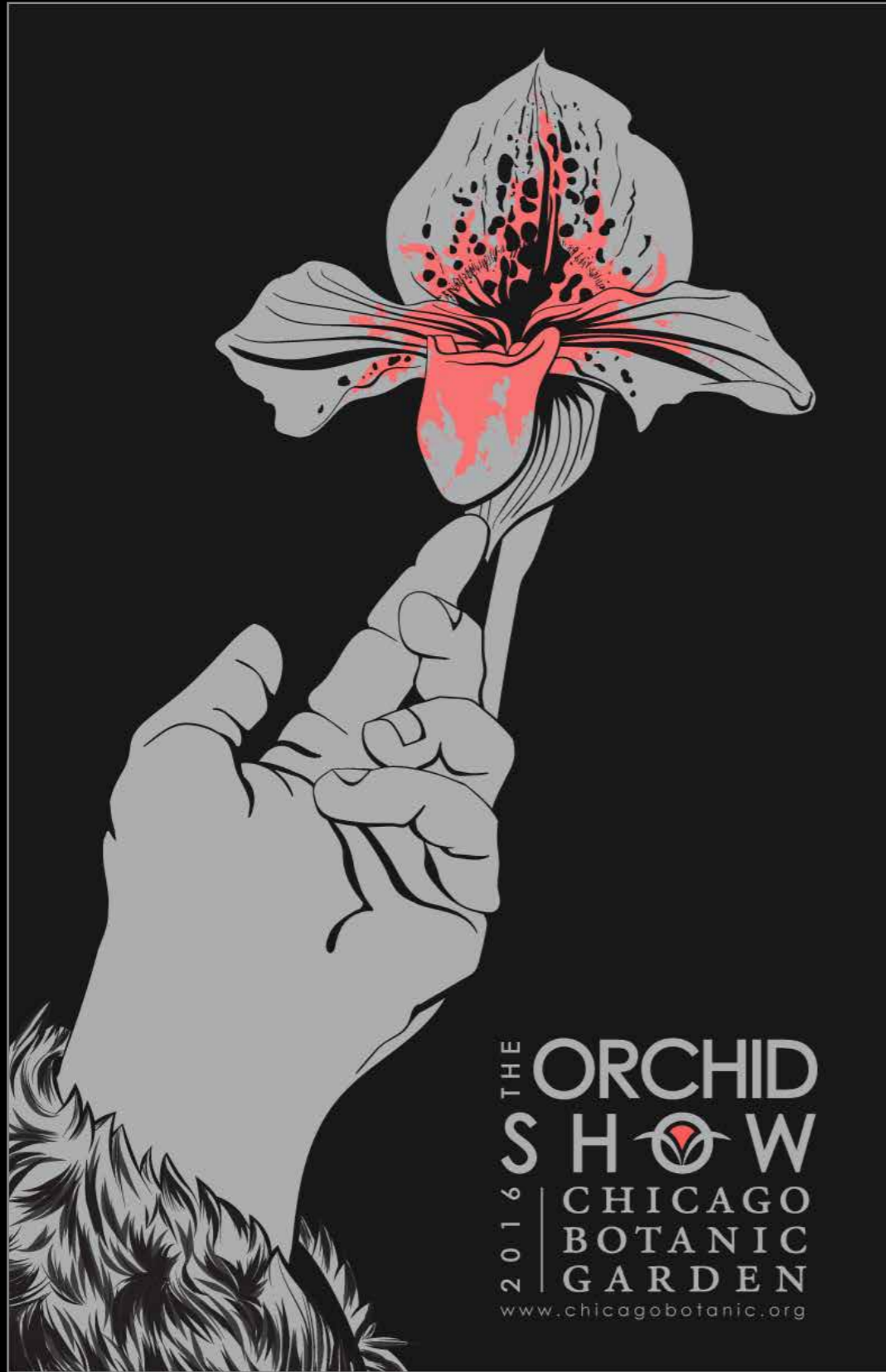
Starting in 1973, Lubalin became the art director for a publication called U&Ic, which stands for Upper and lower case. The publication showcased new ITC typefaces. This overlaps with the time he spent at Cornell University as graphic design professor. He also worked as a professor at his alma mater Cooper Union for the last six years of his life until his death in 1981. Lubalin continues to be a source of inspiration for designers around the world.

His impeccable craftsmanship is instantly recognizable. He remains an icon (contd on 44)

**"SOMETIMES YOU SACRIFICE LEGIBILITY TO INCREASE IMPACT." HERB LUBALIN**

**Typography  
Best of Show**

Editorial spread by  
Hilary Pope



**Illustration  
Best of Show**

Poster by  
Christie Klinger



**CUDO Award of Excellence**

Packaging by  
Christie Klinger



**Graphic Design  
Best of Show**

Packaging by  
Christie Klinger



Thank you.