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Visual Communication Design Majors, Alumni Sweep Up Advertising Awards

Winthrop University

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Visual Communication Design Majors, Alumni Sweep Up Advertising Awards

Quick Facts

■ Award winners were: Savannah Holder '13; Griffin Glaze '13; Kimberly Diedrich '09; Todd Turner '03; and Glenna Barron.

ROCK HILL, S.C. — Winthrop University was well-represented at the **2014 Charlotte ADDY Awards**, with three alumni and one student taking home awards for their designs.

The [American Advertising Federation \(AAF\) Charlotte](#) is a non-profit professional trade association comprised of creative people dedicated to excellence in advertising. The AAF Charlotte recognizes the year's best projects in both the professional and student industry with the annual ADDY Awards ceremony.

The following won awards:

- **Savannah Holder '13** won a silver award in the logo category for her work with Tamara LaValla of Social Design House for the Glass Art Society;
- **Kimberly Diedrich '09** won GOLD in Direct Marketing & Out of Home: Direct Marketing-Flat for her work on "Masks of Fear"; a Silver award in Direct Marketing & Out of Home: Direct Marketing-Flat for her work on "Web Transformations"; and a Silver award in Collateral Material: Announcement for her work on "Golden Circle Announcement." All three awards were for ProfitStars;
- **Griffin Glaze '13** was the designer in the public service category for the Mint Hill County Doctor's Museum, winning four golds and one Judge's Choice award as well;
- Current visual communication design major **Glenna Baron** from Fort Mill, S.C., also contributed web design and development for two ADDY-winning campaigns for Seafoods.com (Judges Pick), La Storia Productions Business Cards (Gold), La Storia Productions Website (Gold), La Storia Productions Logo (Silver).
- In the Coastal Carolinas AAF chapter, **Todd Turner '03**, on behalf of Adams Outdoor won: Best of Show in Out-of-Home and Gold for McDonald's "Great Catch" campaign; Special Judge's Choice and Gold Tri-County Roofing OOH Campaign; gold for Rogue Motion "3D Waves" campaign; gold for Family Circle Cup campaign, Silver for Coosaw Dental; silver for Bold Fitness campaign; Silver Sure Load Moving; silver for Bojangles' campaign

For more information on the ADDY Awards, visit the [AAF Charlotte website](#). For more information on the visual communication design major, visit the [official Winthrop website](#).

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