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GREAT WORKS  
ARE PERFORMED,  
NOT BY  
STRENGTH,  
BUT BY  
PERSEVERENCE

—SAMUEL JOHNSON

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Motivational phrases can do wonders. When you're sad and lonely, don't know what to do next or just when you think you've lost it all, you come across an inspirational phrase and things seem to fall into place. Sometimes a simple phrase or action is all you need to get going in the right direction and suddenly you are inspired. That inspiration can help you realize what's important and face the world with a new perspective.

Your inspiration can be contagious and inspire others to build a stronger sense of community and we can truly live up to our namesake, the City of Brotherly Love.

The Philadelphia Chapter of AIGA hopes to be your motivational energy. As an effort to build, strengthen and motivate the regional design community, we are happy to announce Philadelphia AIGA's design competition, Philadelphia Design Awards or affectionately called, PDA. ***So, show some love.***



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**CATEGORIES**

**Post:**

- 14. Advertising - Post (D)
- 15. Advertising - Environmental (D)
- 2. Annual Reports (A)
- 3. Book design (D)
- 4. Booklets (A)
- 5. Brochures (A)
- 6. Catalogs (A)
- 7. Direct Mail (A)
- 8A. Editorial - cover and/or spreads (D)
- 8B. Editorial - issue (A)
- 9. Invitations and Announcements (A)
- 10. Logos (D)
- 11. Newsletters (A)
- 12. Packaging (D)
- 13. Posters (D)
- 14. Stationery (A)

**INTERMEDIA (all D)**

- 15. Applications (D)
- 16. CD-ROMs
- 17. Motion
- 18. Video/Film
- 19. Websites

**Other:**

- 20. Brand Systems (D)
- 21. Environmental (D)
- 22. Exhibit (D)
- 23. Illustration (D)
- 24. Photography (D)
- 25. Product (D)
- 26. Self-Promotion (D)
- 27. Testis (D)
- 28. Typography (D)

**DEADLINE:**  
All submissions must be postmarked no later than October 10, 2008.

**ENTRY FEES:**

AIGA Members	Non-Members
1-4 entries: \$30 per entry	1-4 entries: \$40 per entry
5+ entries: \$25 per entry	5+ entries: \$35 per entry

**Series Fees:**  
Each series is priced as a single entry in your fee category plus \$10.00.  
A campaign or series can consist of up to five (5) pieces and can be submitted as one entry.  
One payment can be made per designer or firm. Payments can be made by (1) Check, (2) Money Order or (3) PayPal online. Checks should be made payable to AIGA Philadelphia. Please note that bounced checks will be penalized with additional fees. Fees are non-refundable.

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**Design Competition Committee:**  
Design Competition Chair | Michael Cooper  
Peter Cottman | Ryan Johnson  
Cass Colk | Bernadette Margolis  
Amy Davis | Clinton Morlock  
Alan Egnat | Mike Park  
Jeff Gudlaff | Rita Reitz  
Scott Henry | Lucy Price

**AIGA Philadelphia Board:**  
President | Kelly Hoshan  
Vice President | Marloch Kraut-Wood  
Secretary | Toland Crawford  
Treasurer | Amy Davis  
Education Chair | David Coyle-McKee  
Ethics Chair | Alexander Zabrocki  
Ethics Counselor | Meli Hammer  
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Membership Counselor | Kevin Krembs  
Public Relations Chair | Peter Gerkson  
Programming Counselor | Andrea Gamble  
Programming Counselor | Matt Biedack  
Sponsorship Chair | Bernadette Margolis  
Wiki Chair | Dave Rizzo  
Wiki Counselor | Mike Tostini  
Broader Club Chair | Lisa Richards  
Design Competition Chair | Michael Cooper  
Excellence Awards Chair | Troy Seifer

**INDIVIDUAL ENTRY FORM**  
For each entry copy the form and complete at applicable information. Additional entry forms can be obtained at [www.aiga.org/41](http://www.aiga.org/41). Attach one copy to the entry itself and include a second copy with your payment. Number entries in consecutive order marking series entries using an expression number (i.e.: 11a, 11b, etc.). Please type or print clearly.

**IDENTIFICATION**

Name of Designer  
Company  
Place of Work? Yes No

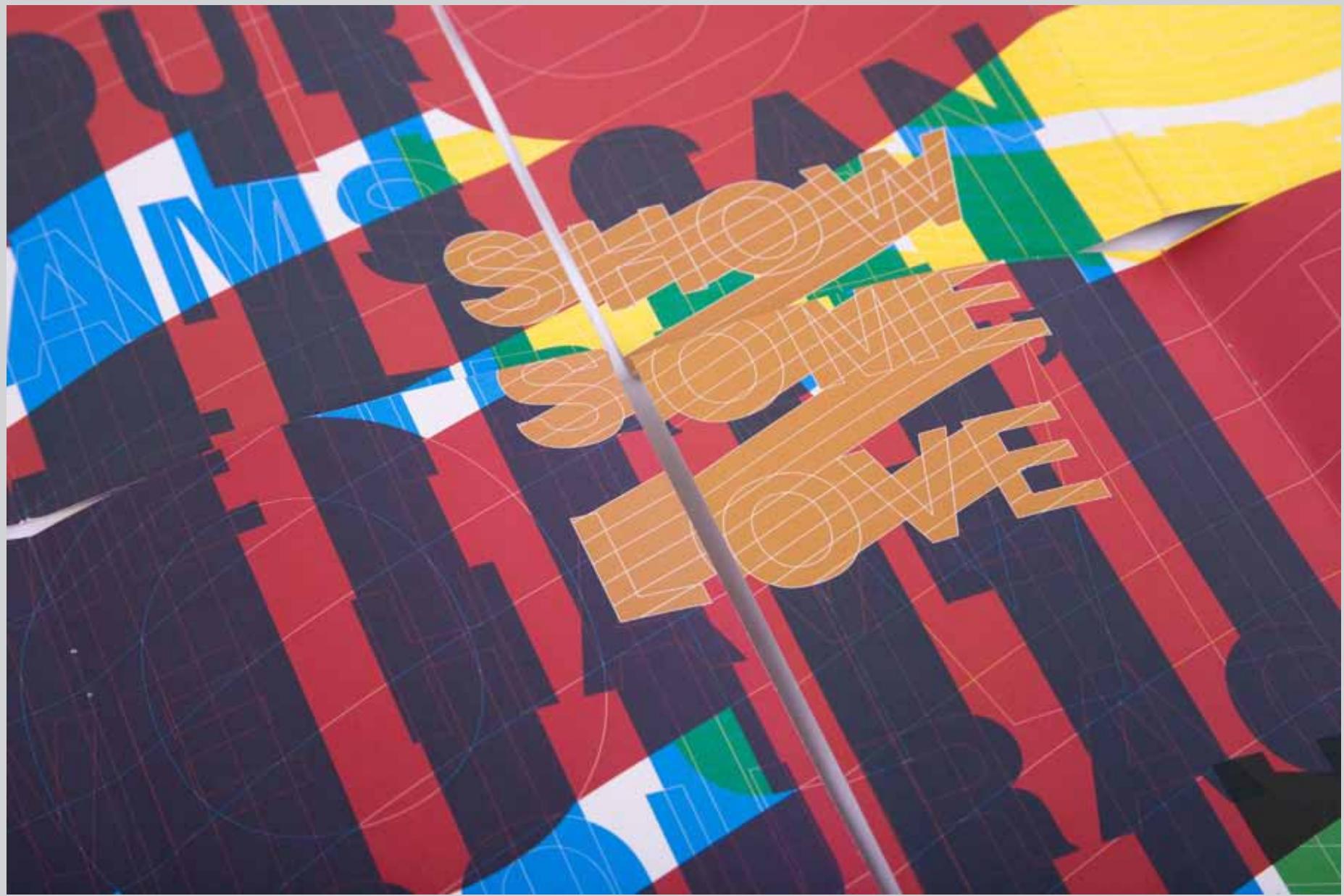
**ENTRY INFORMATION**

Designer/Creator Name  
Art Director  
Designer  
Photographer  
Illustrator  
Writer  
URL  
Email  
Paper/Material  
Services/Business  
Chart  
Other Credits  
Description of Piece:  
In a few sentences or more, describe the background and intent of the piece. Include the description on a separate sheet and enclose with your submission. Make sure the title and category are included with this description.



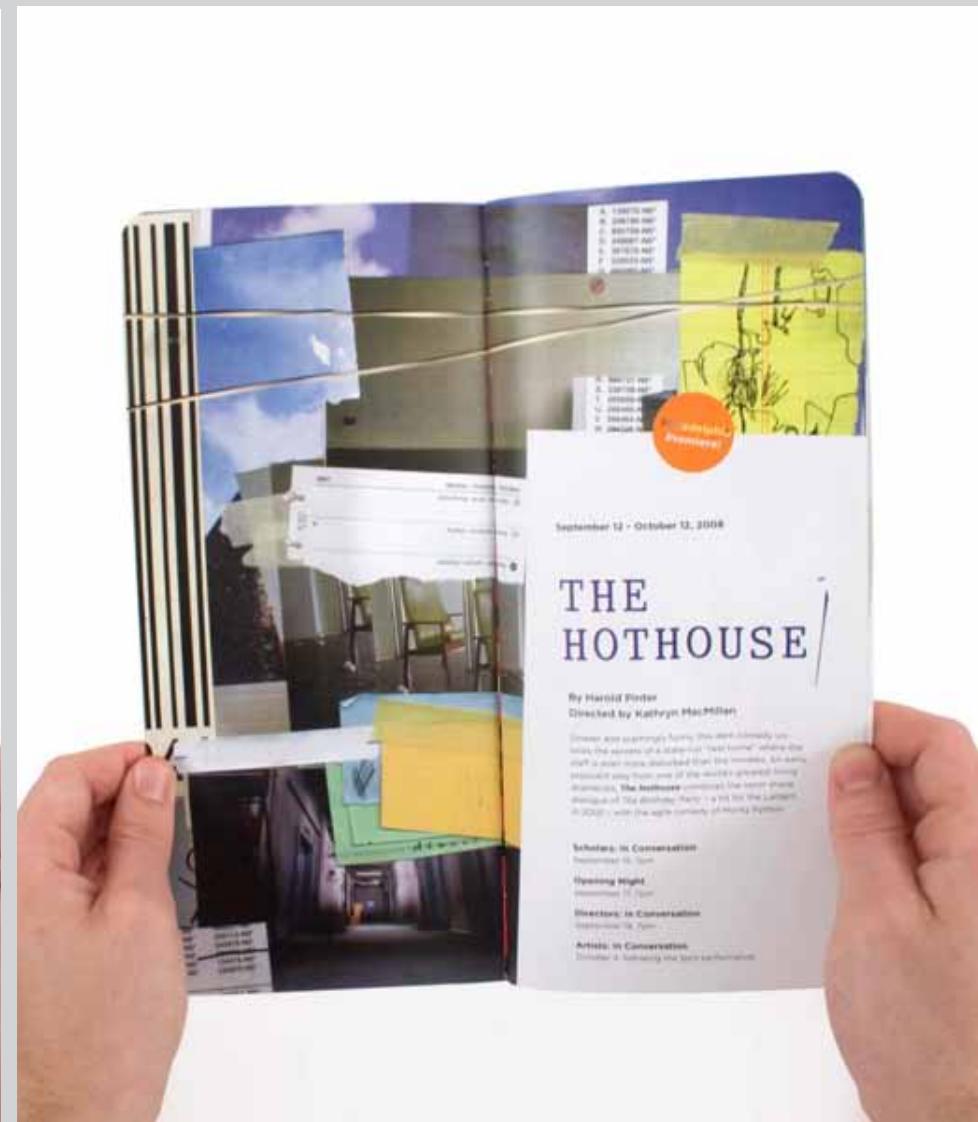


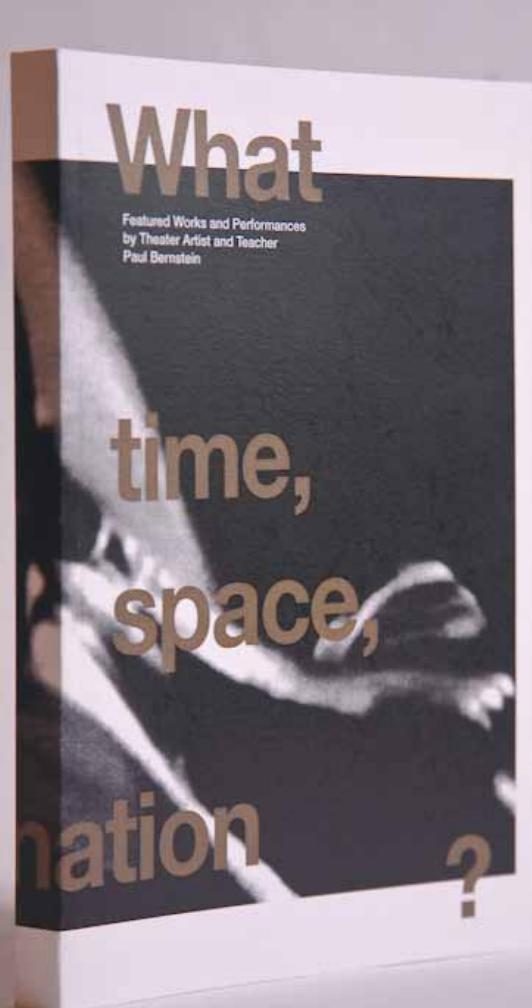


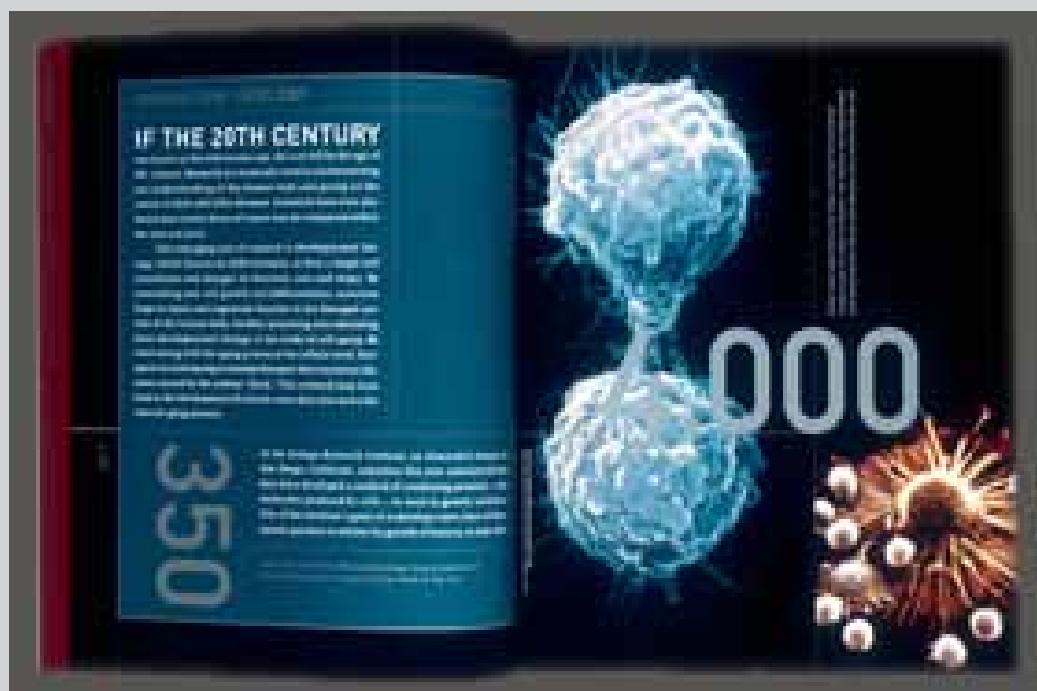


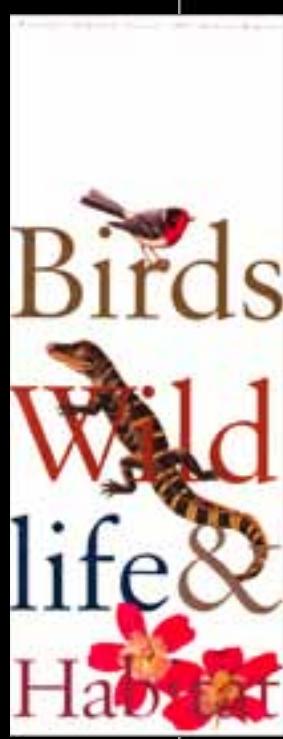






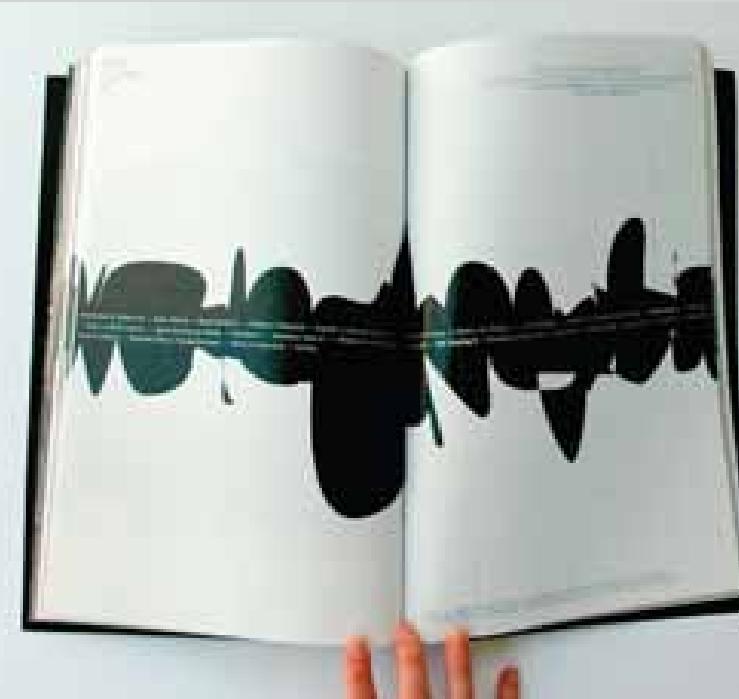
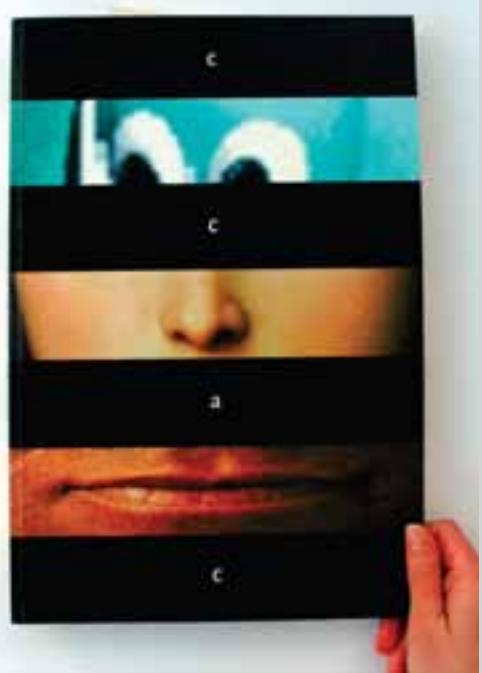






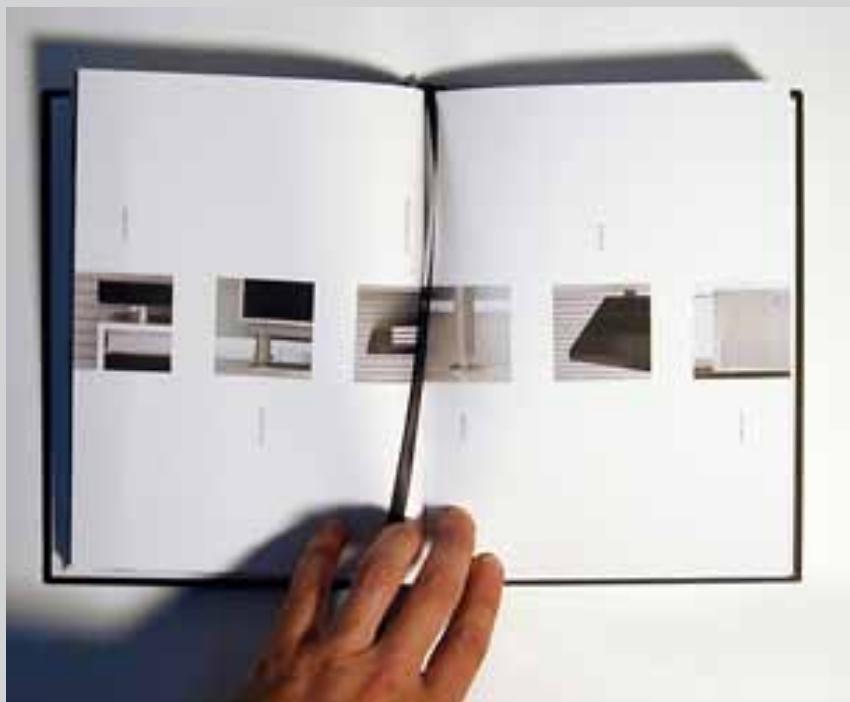
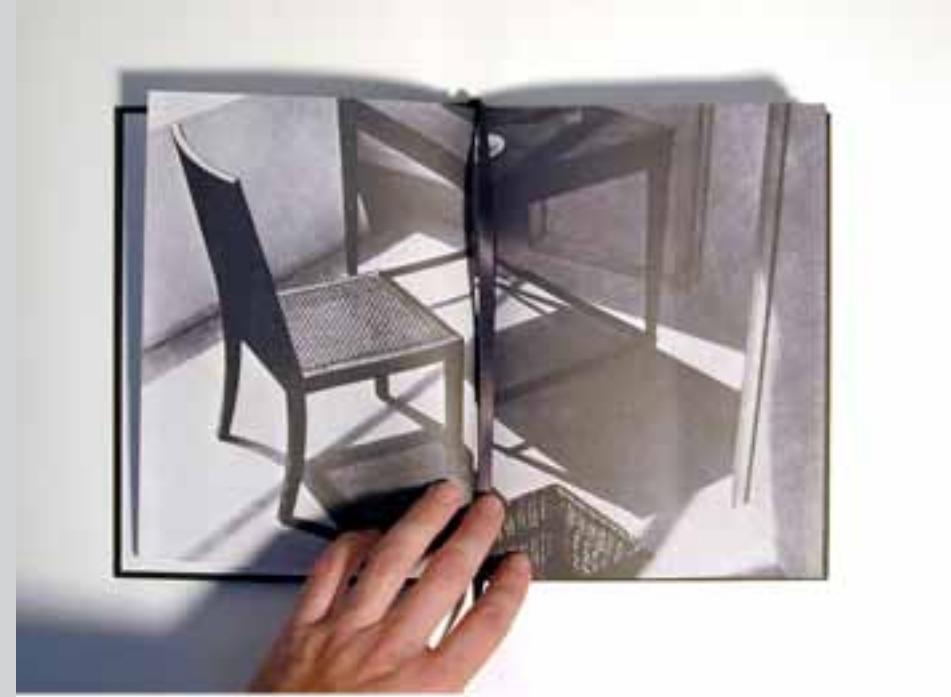






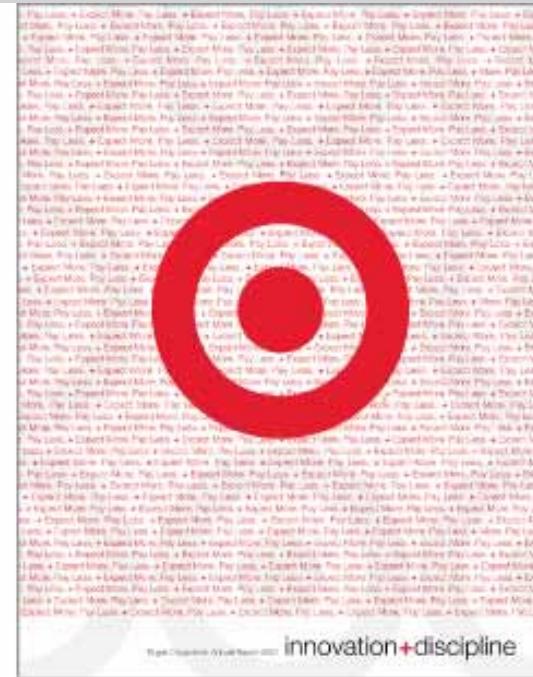
mark fox, marc gastein, david ireland  
jim jennings, mich vanderbyl, lia cook  
mark jensen, susan lacy, martin venezky  
michael mc clure, mael manwaring, peter  
pfau, wayne wang, jnifer morla, viola frey  
peter voulkos, duld stermer, manuel  
benri, john randolph, ance o'banion, bruce  
wolfe, raymond saunrs, richard diebenkorn  
dennis oppenheim, nary snowden, garry  
knox bennett, cliffor raine, david mecke  
tarry sultan, nathan linch, elizabeth she  
paul wonner, terri ann morhauser  
jeanne tinner, terri ann morhauser







More than one place  
Service. Support.  
Convenience.



Innovation + discipline



Target Corporation. Creating



The power of one. One vision. One brand.  
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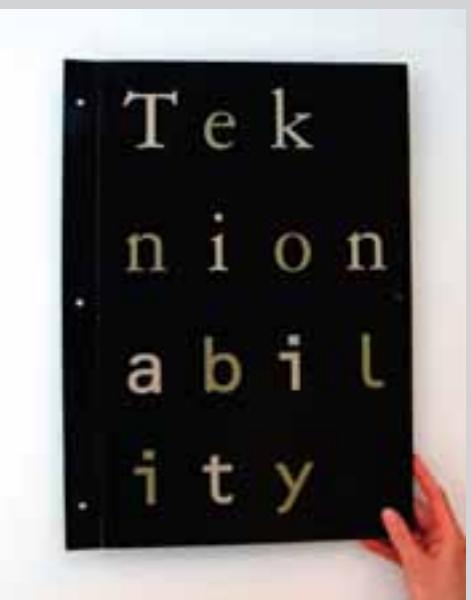


Growing by design.



Expect More.  
Pay Less.

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The present is a threshold of uncertainty. Patterns unravel, paradigms shift and we discover that our concepts of reality have been transformed. In an age preoccupied with technology, before reality may be digital, it can also become virtual. In cyberspace and the space of bytes and bits, the only thing that remains constant is the uncharted. And the most intelligent response to evolving patterns of "chaos" will be our readiness to adapt to changing forms as they unfold.



A photograph of the same building from a slightly different angle, focusing on the lower part of the facade. It shows a garage door and two small bushes. Below this image is a pink rectangular area containing text.

A photograph of the building's exterior, similar to the one above it, showing the red and yellow facade and a garage door. Below this image is a pink rectangular area containing text.





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