

Press Release: 4-6-21

Re: School of Art and Design Addy's District Competition Winners

SOAD NEWS

Headline: School of Art and Design (SOAD) design students takes a Bronze in the Addy's District 10 Competition

COPY:

Eleven UTRGV Gold award-winning entries from the AAF-RGV's local American Advertising Awards Competition were advanced to the ADDY-2021 District-10 Regional Competition.

Noemi Garcia and Miroslava Rodriguez for mobile app "City Mobile". Noemi and Miroslava worked on this app during Professor Ping Xu's Design Class this semester and participated in the Adobe challenge with this app as well.

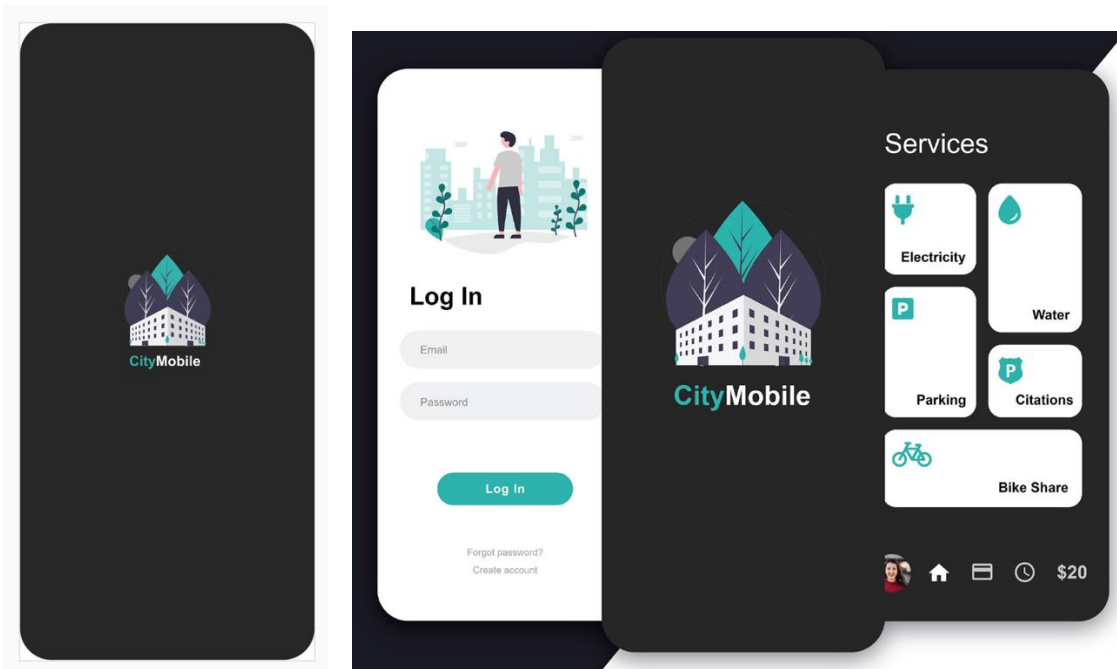
There are 15 clubs in the 10th District from Texas, Arkansas, Louisiana, and Oklahoma. There were 233 total entries in the D10 district for the student competition with 50 total medals awarded and only 12 received gold. The gold medal winners will now advance to the National competition. The original local competition had 2300 student entries which was narrowed to 233 advancing to the district level. Over 24 different universities competed for these 50 coveted spots.

The entire design faculty, Elizabeth Berger, Robert Gilbert, Ping Xu, Erika Balogh, Corinne Whittemore and Josie Stoleson, celebrate this success and are very proud of our

student's participation in the local and district competitions. You can see the competition results at:

<https://aaf10.org/wp-content/uploads/2021/04/2021Notification.pdf>

Images of student work:



1. City Mobile: A smart city app that merges electric and water utility payments with other city activities including parking, citation payments, and bike share. CityMobile brings a city into the hands of citizens in a convenient and simple app.