



District III

2020 Awards Entry

ILLUSTRATIONS

WOMEN OF CAMPBELL

CAMPBELL MAGAZINE



CAMPBELL
UNIVERSITY

CASE III AWARDS

CATEGORY: DESIGN - ILLUSTRATIONS

ENTRY: WOMEN OF CAMPBELL

CAMPBELL UNIVERSITY

ILLUSTRATIONS INSIDE

For our Fall 2019 edition of Campbell Magazine, we wanted to pay tribute to the women who shaped the University over its 133-year history. We decided that a fun way to do this would be to honor a woman representing each of the 14 decades. We went with illustrations of each woman — each piece of art depicting the style of that era and a prop representing their contribution to Campbell University.

- **WHY ILLUSTRATIONS:** The original idea for our “Women of Campbell” cover story was to find photos of each woman — not a difficult task for the most recent decades, but a nearly impossible task for the early decades (a few photos exist of all of them, but not all of the photos were of the best quality ... many were simply yearbook photos). We decided to instead go with an illustrator who could work from the photos we had and represent each woman equally — each illustration containing not only their likeness, but their style from that era and a “prop” symbolizing their contribution.

- **THE ILLUSTRATOR:** It was important that the illustrator was two things — a woman and local. We also considered Campbell students, but we fell in love with the style of artist Amanda Dockery from nearby Fuquay-Varina. Amanda had four months to complete the 14 illustrations — working from old photos and keeping in constant communication with writers Kate Stoneburner and Billy Liggett the entire time.

- **THE EXECUTION:** All 14 illustrations were included in full page glory when the magazine was released and were used gratuitously in our social media promotion of the story. We also produced two videos explaining the story idea and the execution of the videos. We originally considered using about half of the illustrations as full-page designs and the other seven as half-page ... but we loved them all so much, we gave them equal billing. The result was a 30-page spread that was extremely well received by the Campbell community.

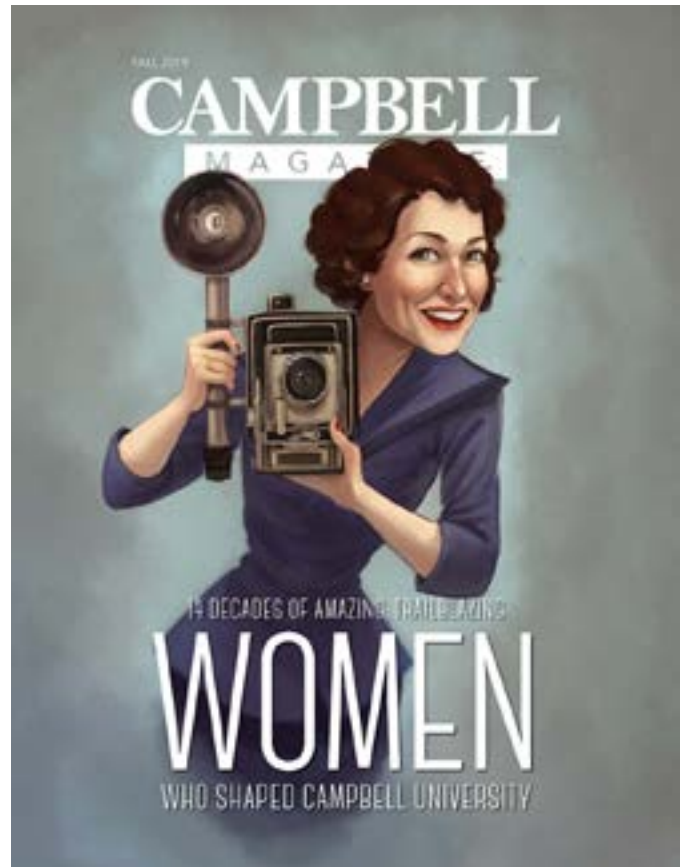
OUTCOMES

Our #WomenOfCampbell hashtag generated the following social media numbers:

- **FACEBOOK:** 42,672 people reached, 2,262 engagements, 703 likes, 45 comments
- **TWITTER:** 65,636 tweet impressions and 2,506 engagements (@campbelledu and @CampbellUMag)

The Women of Campbell web landing page on our magazine website (and subsequent individual women pages):

- **WEBSITE:** 3,484 unique visitors and 5,114 page views



Campbell Magazine also reaches roughly 50,000 homes. The overall response to this story was overwhelmingly positive, and a call out for readers to send their own stories of “inspirational women of Campbell” led to dozens of responses, many of which will appear in the Spring 2020 edition.

We felt the idea for this story was solid, but the illustrations took it above and beyond our expectations in terms of reader response.

DISTINCTIVE

The scope of the project was ambitious, and I think we pulled it off nicely (considering we have a two-person magazine staff and a hired illustrator). Campbell University has also been “late to the game” in honoring the women who’ve built this school — all presidents and vice presidents up to now have been men (white men), and just in the past two years has Campbell brought on “associate vice presidents” who are women.

The University is heading in the right direction in terms of equality, and it was our hope that this magazine provided a nice push in that direction.





Alley









VIDEOS

Illustrator Amanda Dockery and writer Kate Stoneburner explain the processes behind the illustrations and the stories for the Women of Campbell feature. Click the images above to link to the videos, or visit:

Amanda Dockery: https://www.youtube.com/watch?v=O-suaOkmMfVs&feature=emb_logo

Kate Stoneburner: https://www.youtube.com/watch?v=9ty-laOqg2w&feature=emb_logo

Campbell Magazine @CampbellUMag · Oct 24, 2019
Gladys Strickland represents the 1910s in our #WomenofCampbell feature — artist Amanda Dockery nails it with Gladys' bobbed hair and spectacular taste in eyewear.

