

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### ART DIRECTION – DIGITAL – SINGLE OR CAMPAIGN

Berghs School of Communication / Stockholm	An Opioid Victims Remix	Victor Lindkvist Simon Magnusson Alvin Marelius
School of Visual Arts / New York	GettyGood	Bowook Yoon Ha Jung Song
School of Visual Arts / New York	Quit Starter	Dongjai Cho Jessup Choi Josh Sun
School of Visual Arts / New York	Airbnb your Mortgage	Hyunmo Ku Hailey Lawrence Yaena Oh Yifei You
School of Visual Arts / New York	Move Collection	Kevin Benn Haoran Liao Kotaro Matsumoto Ha Jung Song Christopher Victory

### ART DIRECTION – MOBILE – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Safe Maps	Dongjai Cho Jessup Choi Haoran Liao Josh Sun
School of Visual Arts / New York	Penguin Story Teller	Dongjai Cho Hyunmo Ku Hailey Lawrence Ha Jung Song Josh Sun
School of Visual Arts / New York	Move Collection	Kevin Benn Haoran Liao Kotaro Matsumoto Ha Jung Song Christopher Victory

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### ART DIRECTION – MOTION – SINGLE OR CAMPAIGN

BYU AdLab / Provo	One More Giant Leap	Taylor Dahl Scott James Alexa Spiroff Jason Murray David Pierce
BYU AdLab / Provo	Ooh La La	Faith Ivory David Pierce Parker Hadley
BYU AdLab / Provo	Ride To Fly	Taylor Dahl Faith Ivory Scott James
Filmakademie BW / Ludwigsburg	The Man With A Coin	Alexander David Floyd Fürstenau Nadja Götze Robin Harff Ernst Lattik Christian Schilling Tim Weskamp

### ART DIRECTION – POSTER ADVERTISING – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Invisible Killer	Bowook Yoon Ha Jung Song
----------------------------------	------------------	-----------------------------

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### ART DIRECTION – PRESS / PRINT ADVERTISING – SINGLE OR CAMPAIGN

Art Center College of Design / Pasadena	Creative Storm—SGD Newsletter	Leo Estevez
Miami Ad School / Madrid	Remember	Francesc Enrich Carlota Serra Shao Tsai
Miami Ad School / Madrid + Miami Ad School / Berlin	Fearless Optimism	Juan González Miralles de Imperial Paula Gete-Alonso Tejedor Gonçalo Lopes Gameiro
Miami Ad School / New York	Into The Story	Belen Aragon Matthew Yeo
Miami Ad School Europe / Hamburg	Moleskine Imagine	Boris Schreurs Stefanie Berkmann Davide Cocchiara
Miami Ad School Europe / Hamburg	Play on	Abdelrahman Galal Samar Veer Singh
School of Visual Arts / New York	Proactive Dog Food	Bwook Yoon Ha Jung Song
School of Visual Arts / New York	Soluble Scribbles	Bwook Yoon Ha Jung Song

#### BRANDED CONTENT & ENTERTAINMENT – ONLINE VIDEO – LONG FORM – SINGLE

BYU AdLab / Provo	Pests do not mess with the Orkin Man!	Chris Petersen Seth Mollerup Bentley Rawle
BYU AdLab / Provo	Ooh La La	Faith Ivory Chanler Bledsoe Jedediah Thunell Connor Dean Parker Hadley David Pierce
BYU AdLab / Provo	Ride To Fly	Taylor Dahl Faith Ivory Scott James Ryan Schade Abby Christensen Chris Petersen

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### CRAFT IN VIDEO – CINEMATOGRAPHY – SINGLE OR CAMPAIGN

BYU AdLab / Provo	Pests do not mess with the Orkin Man!	Chris Petersen Bentley Rawle
Filmakademie BW / Ludwigsburg	The Man With A Coin	Alexander David Floyd Fürstenau Nadja Götze Robin Harff Ernst Lattik Christian Schilling Tim Weskamp

#### CRAFT IN VIDEO – DIRECTION – SINGLE OR CAMPAIGN

BYU AdLab / Provo	One More Giant Leap	Jedediah Thunell Taylor Dahl Scott James
Fachhochschule Salzburg / Salzburg	Adidas - Believe	Christoffer Borggren
Filmakademie BW / Ludwigsburg	The Man With A Coin	Alexander David Floyd Fürstenau Nadja Götze Robin Harff Ernst Lattik Christian Schilling Tim Weskamp
School of Visual Arts / New York + Miami Ad School / San Francisco + Miami Ad School / Mumbai	Everyday Epidemic	Madelene Wikskaer Hampus Elfström Adithya Venugopal

#### CRAFT IN VIDEO – EDITING – SINGLE OR CAMPAIGN

Filmakademie BW / Ludwigsburg	The Man With A Coin	Alexander David Floyd Fürstenau Nadja Götze Robin Harff Ernst Lattik Christian Schilling Tim Weskamp
-------------------------------	---------------------	--

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### CRAFT IN VIDEO – SOUND DESIGN – SINGLE OR CAMPAIGN

BYU AdLab / Provo	One More Giant Leap	Taylor Dahl Scott James Dallas Crane Cayson Renshaw Jarom Hansen
BYU AdLab / Provo	Pests do not mess with the Orkin Man!	Seth Mollerup Chris Petersen
Filmakademie BW / Ludwigsburg	The Man With A Coin	Alexander David Floyd Fürstenau Nadja Götze Robin Harff Ernst Lattik Christian Schilling Tim Weskamp

### CRAFT IN WRITING – PRESS – SINGLE OR CAMPAIGN

University of Oregon / Eugene	Increase Media Literacy/ Combat Fake News	Erin Roughan Spencer Kupish
-------------------------------	--	--------------------------------

### DIRECT – DIGITAL – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Stop Wasting Time	Bowook Yoon
School of Visual Arts / New York	GettyGood	Bowook Yoon Ha Jung Song

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### OUTDOOR – POINT OF PURCHASE – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Prescription Checker	Dongjai Cho Jessup Choi Josh Sun
School of Visual Arts / New York	#BanTheOrangeBottle	Katya Ivkina Dongjai Cho Jihye Han Haoran Liao Brian Lim Regina Park Kotaro Matsumoto Melissa Akkoc Kevin Benn Oumaima Sarah Karmoune Hyunmo Ku Hailey Lawrence Christopher Victory

#### OUTDOOR – POSTER – SINGLE OR CAMPAIGN

Kunstschule Wandsbek / Hamburg	The Big Jump.	Scott Gurinskaite
--------------------------------	---------------	-------------------

#### OUTDOOR – PRINT / ELECTRONIC BILLBOARD – SINGLE OR CAMPAIGN

Miami Ad School / New York	Breathe Life	Marina Ferraz
School of Visual Arts / New York	Color Mosaic	Bwook Yoon Ha Jung Song
School of Visual Arts / New York	CMYK Revolving Door	Bwook Yoon Ha Jung Song
Syracuse University The Newhouse School / Syracuse	Instant Print Camera	Ning Zeng
VCU Brandcenter / Richmond	Define Us	Michael Lee Clayton Notestine

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### PRESS – MAGAZINE – SINGLE OR CAMPAIGN

ArtCenter College of Design / Pasadena	Post it or Live it	Stephanie Rhee
Miami Ad School / Madrid	Perfect cover	Claudio Castagnola Marianna Von Fedak Wonsik Cho Marwan Ibrahim
School of Visual Arts / New York	Small But Powerful	
VCU Brandcenter / Richmond	Choose what to Remember	Michael Lee Thea Ryan

#### PRESS – NEWSPAPER – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Invisible Killer	Bowook Yoon Ha Jung Song
School of Visual Arts / New York	Statue of Bigotry	
School of Visual Arts / New York	Ultrasound	
School of Visual Arts / New York	Kills More Than	

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### TELEVISION / FILM / ONLINE VIDEO COMMERCIALS – ONLINE COMMERCIAL – SINGLE OR CAMPAIGN

Art Center College of Design / Pasadena	Jessica Clark Racing	Ellen Houlihan
Berghs School of Communication / Stockholm	Eytys Cruise Collection Campaign	Anna Salonen Ida Jonsson Alvin Marelius Danial Ali
BYU AdLab / Provo	One More Giant Leap	Scott James Taylor Dahl Alexa Spiroff Anthon Johnson Jedediah Thunell Mary Lamphier Brandon James Jason Murray Connor Dean Dallas Crane
Filmakademie BW / Ludwigsburg	The Man With A Coin	Christian Schilling Ernst Lattik Robin Harff Floyd Fürstenau Alexander David Tim Weskamp Nadja Götze
Miami Ad School Europe / Hamburg	Insurance Made Easy	Alexandru Lungu Kushal Birari Stefan Rotaru
Savannah College of Art and Design / Savannah	Tesla - Black Widow	Uladimir Bahatyrevich
School of Visual Arts / New York	Stop Wasting Time	Booook Yoon

#### TELEVISION / FILM / ONLINE VIDEO COMMERCIALS – TELEVISION COMMERCIAL UNDER USD\$100K – SINGLE OR CAMPAIGN

ArtCenter College of Design / Pasadena	Live Your Sound	Maggie Michella David Herrera
--	-----------------	----------------------------------

#### TELEVISION / FILM / ONLINE VIDEO COMMERCIALS – TELEVISION COMMERCIAL – SINGLE OR CAMPAIGN

Art Center College of Design / Pasadena	Jessica Clark Racing	Ellen Houlihan
---	----------------------	----------------



# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### BRANDING – BRANDING SYSTEMS / CORPORATE IDENTITY FOR DIGITAL – SERIES

Berghs School of Communication / Stockholm	Rexona Pace	Emelie Svensson Mikaela Sandström Disa Hein Lisa Liljenberg
--	-------------	--

#### BRANDING – BRANDING SYSTEMS / CORPORATE IDENTITY FOR PRINT – SERIES

Art Center College of Design / Pasadena	Griffith Observatory Brand Identity Refresh	Kyuta Sato
Art Center College of Design / Pasadena	London Fashion Museum	Lauren Ebeling
Art Center College of Design / Pasadena	HAU Theater, Berlin	Masha Novoselova Rassam
Art Center College of Design / Pasadena	Defenders of Wildlife Brand Identity Refresh	Lovisa Boucher
Art Center College of Design / Pasadena	Fashion & Textile Museum	Jodi Chan
ArtCenter College of Design / Pasadena	Sigur Rós—"Kveikur" Album Rebrand	Yi Mao Cheri Gray

#### BRANDING – BRANDING SYSTEMS / CORPORATE IDENTITY INTEGRATED – SERIES

Art Center College of Design / Pasadena	BRUTAL: Views from Brazil's Concrete Utopia	Tais Bishop
Art Center College of Design / Pasadena	AFROPUNK Festival	Yuma Naito
Art Center College of Design / Pasadena	Juilliard Brand Identity	Karlo Francisco
Art Center College of Design / Pasadena	Sci-Fest Los Angeles	Alpha Lung
Art Center College of Design / Pasadena	OFFF Festival	Andrew Chiou
Art Center College of Design / Pasadena	New York Asian Film Festival	Biran Liu
Art Center College of Design / Pasadena	AIA Artificial Intelligence Association	Derrick Chang
Art Center College of Design / Pasadena	Supaflat Brand Identity & Exhibition	Duy Dao
Art Center College of Design / Pasadena	Meta   Augmented Reality. Branding Refresh	Harut Harutyunyan
ArtCenter College of Design / Pasadena	BRUTAL: Views from Brazil's Concrete Utopia   Phaidon Gallery	Tais Ghelli Brad Bartlett

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### PROMOTIONAL – DIGITAL COMMUNICATIONS – SINGLE OR SERIES

School of Visual Arts / New York	GettyGood	Bowook Yoon Ha Jung Song
----------------------------------	-----------	-----------------------------

#### PROMOTIONAL – WILDCARD – SINGLE OR SERIES

School of Visual Arts / New York	Base_1	Haoran Liao Kotaro Matsumoto Josh Sun Christopher Victory
----------------------------------	--------	--

#### POSTERS – TRADITIONAL – SINGLE OR SERIES

Art Center College of Design / Pasadena	Griffith Observatory Brand Identity Refresh   Poster Series	Sandra Seo
Miami Ad School / New York	Warm Up 2017 Party posters	Artem Matyushkin
National Taiwan Normal University / Taipei	firm friendship	Chuan-Shun Huang

#### DESIGN FOR GOOD – ADVERTISING – SINGLE OR CAMPAIGN

Fashion Institute of Technology / New York + Columbia College Chicago / Chicago	The Everyday Super Suit	Patrick Obando Polio Erica Barringer
Miami Ad School / New York + Universidade Federal do Paraná / Curitiba (Brazil)	Build The Walls	Ana Miraglia Lucas Cruz
School of Visual Arts / New York	Supreme Bandid	DoHee Kim Haeun Kim Hyunmo Ku Sung Yoon Lee
School of Visual Arts / New York	Loupe / American Museum of Natural History	Han Jun Kim
School of Visual Arts / New York City	CVS - SMRxT Bottle	Younghoe Koo Brittany Newman James Kuczynski

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### DESIGN FOR GOOD – BRAND / COMMUNICATION DESIGN – SINGLE OR SERIES

Miami Ad School Brazil / São Paulo	Girls To The Front	Nayla Alana e Silva Paula Sabrina da Silva Gabriela Gelhorn
Miami Ad School Europe / Hamburg	Name Swap	Benjamin Brown Anton Kuerschner Alex Eftimie Chris Lefèvre-Henzel
School of Visual Arts / New York	Loupe / American Museum of Natural History	Han Jun Kim
University of Oregon / Eugene	Climate Change ABC's	Kevin Camacho Samantha Coffaro Lauren Fields Gabrielle Gomez Ashley Graves Kathryn Harris Sydney Humble Brittany Smith Emilie Weiss

### DESIGN FOR GOOD – PUBLICATION DESIGN – SINGLE OR SERIES

Miami Ad School Europe / Berlin	Unburnable Books	Joaquin Aubele John Speer Kaynan Consoli
---------------------------------	------------------	--

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### DESIGN FOR GOOD – EXPERIENTIAL DESIGN – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Base_1	Haoran Liao Kotaro Matsumoto Josh Sun Christopher Victory
University of Oregon / Eugene	Reset the Code	Tylynn Burns Hannah Lewman Chandler Carroll Cameron Kokes Lina Rode Sarah Vella-Labrador Stephanie Hastings Raquel Ortega Will Nielsen Brandon Montes-Nguyen Femke Paanakker Sonali Sampat Thuc Vinh Aven-itza De Primavera Turner Maxwell Tyler Robinson Spencer Kupish Stefan Boehmer Amelia Inouye

### DESIGN FOR GOOD – INNOVATION – SINGLE OR CAMPAIGN

Berghs School Of Communication / Stockholm	Pure Sweat	Elin Hjelte Ellen Marklund Johanna Davis Nicholas Sjöberg
Miami ad School / Madrid	Sun Meter	Jaime Suarez Paula Cabanillas
School of Visual Arts / New York	FaceShield	Bowook Yoon
VCU Brandcenter / Richmond	The Never Finished Project	Harding Coughter Alex Danks Lynn Nakamura GL Richardson

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### DESIGN FOR GOOD – INTEGRATED – CAMPAIGN

Miami Ad School Europe / Hamburg	#RIPRAPPERS	Kushal Birari Stefan Rotaru Philip Ziegler
Michigan State University / East Lansing	Go Teal	Amanda McCafferty Carlie Wirebaugh Yi Rong Tianyi Xie Ningyu Fu
School of Visual Arts / New York	Base_1	Haoran Liao Kotaro Matsumoto Josh Sun Christopher Victory
Shillington College / London	International Women's Day Campaign Event	

#### DESIGN FOR GOOD – INTERACTIVE – SINGLE OR CAMPAIGN

Berghs School of Communication / Stockholm	Google Greenlinks	Simon Magnusson Ida Jonsson
Miami Ad School Brazil / Rio de Janeiro	Shitty Candidates	Leonardo André Telles da Cunha Arthur Amiune Bruno Buhr
School of Visual Arts / New York	Base_1	Haoran Liao Kotaro Matsumoto Josh Sun Christopher Victory

#### DESIGN FOR GOOD – MOTION / FILM CRAFT – SINGLE OR SERIES

School of Visual Arts / New York	Loupe / American Museum of Natural History	Han Jun Kim
School of Visual Arts / New York	Early Bird Runners	Felipe Oliveira

#### DESIGN FOR GOOD – PACKAGING – SINGLE OR SERIES

Miami Ad School / Toronto	Out of Reach	Jeremy Pedro Hayley Mcostritch
---------------------------	--------------	-----------------------------------

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### DESIGN FOR GOOD – TYPOGRAPHY – SINGLE OR SERIES

Baden-Wuerttemberg Cooperative State University / Ravensburg	illitera — Typeface design with illiterates against illiteracy	Nicolas Bernklau Tobias Müller
--	--	-----------------------------------

#### DIGITAL EXPERIENCES – AUGMENTED REALITY – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Penguin Story Teller	Dongjai Cho Hyunmo Ku Hailey Lawrence Ha Jung Song Josh Sun
School of Visual Arts / New York	Endangered Animojis	Haeun Kim Dohee Kim Chandni Poddar

#### DIGITAL EXPERIENCES – RESPONSIVE ENVIRONMENT – SINGLE OR CAMPAIGN

Miami Ad School Europe / Hamburg	Visa Wellspent	Stefanie Berkmann Boris Schreurs Davide Cocchiara
San Francisco State University / San Francisco	WTF Is Blockchain?!	Eva Rodriguez
School of Visual Arts / New York	Loupe / American Museum of Natural History	Han Jun Kim

#### EXPERIENTIAL DESIGN – GUERRILLA / STUNT – SINGLE OR CAMPAIGN

Miami Ad School / San Francisco + Miami Ad School / New York	Striped Stumps	Sanjana Ranka Karl Vanhainen
---	----------------	---------------------------------

#### EXPERIENTIAL DESIGN – INSTALLATION – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Rhythm	Biwei Niu
----------------------------------	--------	-----------

#### ILLUSTRATION – BOOK – SINGLE OR SERIES

Asia University / Taichung City	Taiwanese traditional funeral illustration	Chien-Fang Huang
---------------------------------	--	------------------

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### ILLUSTRATION – COMIC BOOK / GRAPHIC NOVEL – SINGLE OR SERIES

Haw / Hamburg	The press said its dangerous here	Alexandra Kadinar
San Francisco State University / San Francisco	Blockchain Vs. Middleman	Eva Rodriguez

### ILLUSTRATION – DIGITAL – SINGLE OR SERIES

School of Visual Arts / New York	Movement	Han Jun Kim
----------------------------------	----------	-------------

### ILLUSTRATION – MAGAZINE / NEWSPAPER SPREAD – SINGLE OR SERIES

Art Center College Of Design / Pasadena	Bad Air In Our Gyms	
---	---------------------	--

### ILLUSTRATION – MOTION – SINGLE OR SERIES

Pratt Institute / Brooklyn	Looking For	Hui Kai Su
Savannah College of Art and Design / Savannah	Meema	Sammi Arman Jeremy Wechsler Sabrina Woolhiser Sandy Owens

### ILLUSTRATION – POSTER – SINGLE OR SERIES

Savannah College of Art and Design / Savannah	JingDeZhen Porcelain EXPO	Rita Tu
---	---------------------------	---------

### ILLUSTRATION – PROMOTIONAL / COLLATERAL – SINGLE OR SERIES

Maryland Institute College of Art / Baltimore	Bird Grotesk	Potch Auacherdkul
Maryland Institute College of Art / Baltimore	Star Reader	

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### ILLUSTRATION – SELF-PROMOTION – SINGLE OR SERIES

AAA school of Advertising / Cape Town	Calculated Creative	Lauren Bloom
Syracuse University / Syracuse	Porcelain pillows	

#### APPS – AUGMENTED REALITY / VIRTUAL REALITY – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Animoji Auditions	Katya Ivkina Jihye Han Brian Lim Regina Park
School of Visual Arts / New York	Loupe / American Museum of Natural History	Han Jun Kim

#### APPS – EDUCATION / REFERENCE – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Loupe / American Museum of Natural History	Han Jun Kim
----------------------------------	--	-------------

#### APPS – GPS / LOCATION TECHNOLOGY – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Run On Runner	Bowook Yoon Ha Jung Song
School of Visual Arts / New York	Safe Maps	Dongjai Cho Jessup Choi Haoran Liao Josh Sun
School of Visual Arts / New York	Signalz	Hyeryun Cho Minzi Lee
School of Visual Arts / New York	Uber Equal	Kevin Benn Mia Hwang Ha Jung Song

#### APPS – LIFESTYLE – SINGLE OR CAMPAIGN

School of Visual Arts / New York	Penguin Story Teller	Hyunmo Ku Hailey Lawrence Ha Jung Song Josh Sun
----------------------------------	----------------------	--



# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### APPS – SERVICES / UTILITIES – SINGLE OR CAMPAIGN

Miami Ad School / Miami	Spotify Sam	Mariam Elias Nellie Santee
-------------------------	-------------	-------------------------------

#### APPS – WILDCARD – SINGLE OR CAMPAIGN

Berghs School of Communication / Stockholm	Brand View	John Lundquist Coey
--	------------	---------------------

#### CRAFT IN ONLINE / MOBILE – CONTENT STRATEGY – SINGLE OR CAMPAIGN

School of Visual Arts / New York City	InsurRide	Katya Ivkina Jihye Han Haoran Liao Brian Lim Regina Park
---------------------------------------	-----------	--

#### CRAFT IN ONLINE / MOBILE – USE OF TECHNOLOGY – SINGLE OR CAMPAIGN

Berghs School of Communication / Stockholm	Zzz for Science	Jack Strömer Victor Lindkvist Simon Magnusson
School of Visual Arts / New York	Off-Dine	Katya Ivkina Jihye Han Brian Lim Regina Park
School of Visual Arts / New York City	FaceShield	Boowook Yoon

#### ONLINE / MOBILE – DATA VISUALIZATION – SINGLE OR CAMPAIGN

Berghs School of Communication / Stockholm	The Dead Pixels	Jacob Eklöf Anton Holmstrand John Lundquist Coey
--	-----------------	--

#### ONLINE / MOBILE – ONLINE VIDEO – SINGLE OR CAMPAIGN

BYU AdLab / Provo	Made of Money	Taylor Dahl Abby Christensen Jason Murray
-------------------	---------------	---

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### ONLINE / MOBILE – UX / UI – SINGLE OR CAMPAIGN

---

School of Visual Arts / New York	Penguin Story Teller	Dongjai Cho Hyunmo Ku Hailey Lawrence Ha Jung Song Josh Sun
----------------------------------	----------------------	---

---

### ONLINE / MOBILE – WEBSITES – SINGLE OR CAMPAIGN

---

Miami Ad School Europe / Hamburg	Google Bedtime stories	Evelyne Wyss Anton Kuerschner Alex Eftimie
----------------------------------	------------------------	--

---

### USE OF SOCIAL MEDIA – FACEBOOK – SINGLE OR CAMPAIGN

---

Miami Ad School / Madrid	Share the blood	Gautier Fenestraz Alejandro Galán
--------------------------	-----------------	--------------------------------------

---

### INNOVATION – ADVERTISING

---

Berghs School of Communication / Stockholm	Play Attention by Spotify	Julia Högberg Hanna Lundberg Ellen Syrjälä Adam Stark
Miami Ad School Madrid / Madrid	Memory Banners	Marina Perta Ane Santiago Quintas Alejandro Galan
School of Visual Arts / New York City	GettyGood	HaJung Song Booook Yoon
School of Visual Arts / New York City	BBC Aviate	Katya Ivkina Jihye Han Brian Lim Regina Park

---

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### INNOVATION – EDITORIAL / PUBLICATION DESIGN

Miami Ad School Europe / Berlin	Unburnable Books	Joaquin Aubele John Speer Kaynan Consoli
San Francisco State University / San Francisco	WTF Is Blockchain?!	Eva Rodriguez

### INNOVATION – INTERACTIVE

School of Visual Arts / New York	Penguin Story Teller	Dongjai Cho Hyunmo Ku Hailey Lawrence Ha Jung Song Josh Sun
School of Visual Arts / New York	Endangered Animojis	Haeun Kim DoHee Kim Chandni Poddar

### INNOVATION – MOTION / FILM CRAFT

Luxun Academy of Fine Arts / Dalian	Waves	Lulu Zhao Sen Guo Jiani Tong Linfeng Xiao Maike Yuan
Luxun Academy of Fine Arts / Dalian	H2O2	Lu Zhao Sen Guo Jiani Tong Zixian Sun
Luxun Academy of Fine Arts / Dalian	Dust city	Lulu Zhao Randy Yu Nelsen Chen
School of Visual Arts BFA Computer Art / New York	Allegory	Michael Parisella

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### INNOVATION – PACKAGING

Luxun Academy of Fine Arts / Dalian	Color pencil packaging design	Lu Zhao Jian Zhang Jiani Tong Zhanqi Tian
Luxun Academy of Fine Arts / Dalian	Qianjin writing brush package design	Lu Zhao Jian Zhang Lin Huang Zihan Jiang
Luxun Academy of Fine Arts / Dalian	Creative packaging design of pure milk	Lu Zhao Jian Zhang Chao Zhang Xiaoyi Liu
Luxun Academy of Fine Arts / Dalian	The design of the earrings creative packaging	Lu Zhao Jian Zhang Chao Zhang Xinyue Yan
Luxun Academy of Fine Arts / Dalian	Packaging Design of Creative Stationery for Chromatographic Series	Lu Zhao Jian Zhang Chao Zhang Yunuo Zhao

#### INNOVATION – PRODUCT

Berghs School of Communication / Stockholm	Split Vision	
Miami Ad School Toronto / Toronto	Adidas Atmos	Maddie Rosenberg Ela Kallonen Runda Dong
School of Visual Arts / New York	Contemporary Calendar	Zuheng Yin

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### INTEGRATED – CAMPAIGN

Berghs School of Communication / Stockholm	The Boardroom Collection	Anna Salonen Ida Jonsson Clara Uddman Sofia Nordström
Berghs School of Communication / Stockholm	No Change by Patagonia	Anna Salonen Edvin Thorbjörnsson Hanna Lundberg David Lindh Alice Kruger
Miami Ad School Europe / Berlin	Unburnable Books	Kaynan Consoli Joaquin Aubele John Speer
School of Visual Arts / New York	Run on Runner	HaJung Song Boowook Yoon
School of Visual Arts / New York	Stop Wasting Time	Boowook Yoon

### MOTION / FILM – CINEMA TRAILER – SINGLE OR SERIES

Institute of Design / Hamburg	Face Art	Mareike Schröder Julian Strunck Hanna Runge Leonie Krause Christian Kalusky Larissa Ratzmann Enrico Lein
-------------------------------	----------	--

### MOTION / FILM – MUSIC VIDEO – SINGLE OR SERIES

BYU AdLab / Provo	Demons Inside	Braden Clark Jason Murray
-------------------	---------------	------------------------------

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### MOTION / FILM – TITLE SEQUENCE – SINGLE OR SERIES

Pratt Institute / Brooklyn	LoliSandist	Hui Kai Su
Ringling College of Art and Design / Sarasota	The Stranger Title Sequence	Steve Biggert Kelly Warner
Savannah College of Art and Design / Savannah	Love in the Time of Cholera	Rita Tu
Savannah College of Art and Design / Savannah	Hacker Title Sequence	Uladzimir Bahatyrevich
Savannah College of Art and Design / Savannah	Legion	Leah Evans

#### CRAFT IN MOTION – ANIMATION – SINGLE OR SERIES

BYU AdLab / Provo	New Blood	David Pierce Jake Peterson Ben Bolton
Pratt Institute / Brooklyn	Look At Me	Hui Kai Su
School of Visual Arts / New York	E-Delivery	Kristen Cho Terrence Masson Sean Shinwon Kim
School of Visual Arts / New York	KCLOC	Ninaad Kulkarni
School of Visual Arts / New York	Chrysalis	Siqi Xu Terrence Masson Mattia Palombi Rene Auguste Kate Griffler Michal Jacaszek Kate Susen Kahan
School of Visual Arts BFA Computer Art / New York	Illuminosity	Michael Rootare Jeffrey Meacham Alexander Falinski
School of Visual Arts BFA Computer Art / New York	Hirvio	Brian Kelso-Gillespie Dan West Thom Robson
School of Visual Arts BFA Computer Art / New York	Gauntlet	Brandon Tabone
School of Visual Arts BFA Computer Art / New York	The Novice	
School of Visual Arts BFA Computer Art / New York	City Lights	Cat McDonnell Hylton Mowday Kasia Nowak

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### CRAFT IN MOTION – ANIMATION – SINGLE OR SERIES (CONT.)

School of Visual Arts BFA Computer Art / New York	Playground Warfare	Christin Scarborough Michael Rootare Benjamin Squires
School of Visual Arts BFA Computer Art / New York	Cicada	Gabriela Borregales Courtney Davis Tim Quick Christin Scarborough
School of Visual Arts BFA Computer Art / New York	Broadside	Jodi Chamberlain
School of Visual Arts BFA Computer Art / New York	Wonder Dog	Meg Pangiochi Janice Lee Meg Pangiochi Tim Quick
School of Visual Arts BFA Computer Art / New York	A Brunch with Death	Sebastian Gat Jenna Howard Cat McDonnell Jack Szynaka Sarika Persaud Chriss Kenu Huang Arielle Trenk Eduardo Enriquez Polina McGuire Courtney Scriven Esther Gan Jessica Nalbach
School of Visual Arts BFA Computer Art / New York	Runaway Plane	Tara Holland Jesse Kukucka-Doney Cameron Thompkins
School of Visual Arts BFA Computer Art / New York	Anatidaephobia	Wang Geun Noh Joonsik Hwang Maya Mendonca Hye In Jeong Yong Jae Lee Nyoung Kim Hyun Sun Park
School of Visual Arts BFA Computer Art / New York	Spring	YuanZhi (Kevin) Chen Andreas Resch Leo Andy Santana

### CRAFT IN MOTION – ANIMATED LOGO – SINGLE OR SERIES

Savannah College of Art and Design / Savannah	Charlotte Hornets Logo Animation	Augustus Rachels
--	----------------------------------	------------------

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### CRAFT IN MOTION – DIRECTION – SINGLE OR SERIES

Maryland Institute College of Art / Baltimore	Sound + Imagination	Ze Wang Tian Yu
Savannah College of Art and Design / Savannah	The End	Omid Seraj

#### CRAFT IN MOTION – EDITING – SINGLE OR SERIES

Savannah College of Art and Design / Savannah	Hacker Title Sequence	Uladzimir Bahatyrevich
---	-----------------------	------------------------

#### CRAFT IN MOTION – MOTION GRAPHICS – SINGLE OR SERIES

Otis College of Art and Design / Los Angeles	Marni Trunk Bag	Zoe Lin
Savannah College of Art and Design / Savannah	Dreaming	Wei-Shen Wang Cheng Cheng Youran Wang Amelia Chen Houhan Wang Miao Wang Chung-Jui Lee Shushkanov Oleg
Savannah College of Art and Design / Savannah	PornFilm Festival Berlin	Wwi-Shen Wang
Savannah College of Art and Design / Savannah	The Light in the Dark	Eli Guillou Hannah Maschoff Michelle Falanga Matt Stanfield Clark Rhee Joash Berkeley Matt Higgins
School of Visual Arts / New York	The Way We Dress	Lemon Sanuk Kim
School of Visual Arts / New York	Humanae	Rachel Park Goto
School of Visual Arts / New York	Too Much of Me	Jue Gong
School of Visual Arts / New York	Brutalism Grey	Weixi Zeng
School of Visual Arts / New York	1984: Principles of Newspeak	Weixi Zeng
School of Visual Arts / New York	Nightmares	Hsiaopu Chang
School of Visual Arts / New York	ZYGZYG	Inyeong Cho
School of Visual Arts / New York	About Time	Seong Yeop Sim



# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### CRAFT IN MOTION – MOTION GRAPHICS – SINGLE OR SERIES (CONT.)

School of Visual Arts / New York	My Favorite Things	Sohyun Lee
School of Visual Arts / New York	Memoirs of a Geisha	Sung Yoon Lee
School of Visual Arts / New York	Animation	Theo Guillin
School of Visual Arts / New York	Light	Young Gyun Woo

#### CRAFT IN MOTION – SPECIAL EFFECTS – SINGLE OR SERIES

Luxun Academy of Fine Arts / Shenyang	Deep Virus	Lu Zhao Sen Guo Genle Zhu
School of Visual Arts BFA Computer Art / New York	Raven	Wonsuk Choi Gitae Kim Yeonkyeong Park Jinwoo Choi

#### PHOTOGRAPHY – BOOK – SINGLE OR SERIES

HTWG Konstanz / Constance	Habitat	Tom Hegen
---------------------------	---------	-----------

#### PHOTOGRAPHY – DRONE / AERIAL – SINGLE OR SERIES

HTWG Konstanz / Constance	The Salt Series	Tom Hegen
---------------------------	-----------------	-----------

#### PHOTOGRAPHY – FASHION – SINGLE OR SERIES

Penninghen / Paris	7 Lives	Mathilde adrien
--------------------	---------	-----------------

#### PHOTOGRAPHY – FINE ART / CONCEPTUAL – SINGLE OR SERIES

Penninghen / Penninghen	?(pi)	Mathilde Adrien Victoire Adrien
-------------------------	-------	------------------------------------

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### PHOTOGRAPHY – PHOTOJOURNALISM – SINGLE OR SERIES

Imperial Primary School / Cape Town	Sunday Glory	SJ Stevens
-------------------------------------	--------------	------------

#### PACKAGING – BEAUTY / COSMETICS / PERSONAL CARE – SINGLE OR SERIES

Art Center College of Design / Pasadena	Wise by Patagonia	Lovisa Boucher
Art Center College of Design / Pasadena	jetPak personal care line for jetBlue airways	Paul Knipper
Art Center College of Design / Pasadena	Clearasil Identity & Packaging Rebrand	Sally Lim

#### PACKAGING – BEVERAGE – SINGLE OR SERIES

Brigham Young University / Provo	Solé Design Packaging	Alex Pynes
----------------------------------	-----------------------	------------

#### PACKAGING – MEDIA – SINGLE OR SERIES

Cranbrook Academy of Art / Bloomfield Hills	The Landscape the Tropics Never Had	Qingyu Wu
Shillington College / London	Album Cover: Damien Rice - My Favourite Faded Fantasy	

#### PACKAGING – FASHION / APPAREL / ACCESSORIES – SINGLE OR SERIES

Art Center College of Design / Pasadena	Adidas Superstar 50th Anniversary - Forever Young	
---	---	--

#### PACKAGING – FOOD – SINGLE OR SERIES

Luxun Academy of Fine Arts / Dalian	Fancy Honey	Lu Zhao Jian Zhang Lin Huang Tingyue Yang
-------------------------------------	-------------	--

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### PACKAGING – HOME / HOUSEWARE -SINGLE OR SERIES

Asia University / Taichung City	Gift from Modern Art	Ji-Leng Zhang Ye Feng Lyu Chi-Wei Shih Nian-Yang Lee Yu-Cheng Lin Yi-Cheng Chan
---------------------------------	----------------------	--

### PACKAGING – PHARMA / HEALTH / WELLNESS – SINGLE OR SERIES

Art Center College of Design / Pasadena	Hello Sunshine   Medical Cannabis	Zeke Wattles
Berghs School of Communication / Stockholm	Honest Protein	Jesper Nilsson Böös Arvid Nilsson Tom Hallgren

### PRODUCT DESIGN – ELECTRONICS – SINGLE OR SERIES

Da Cheng / New Taipei	Mazu-Assisting medical staff to do triage	Kai-Chu Li
Miami Ad School Europe / Hamburg	Google Marker	Farah El Feghali Konstantinos Alexandrakis
School of Visual Arts / New York	Base_1	Haoran Liao Kotaro Matsumoto Josh Sun Christopher Victory

### PRODUCT DESIGN – FASHION, JEWELRY AND ACCESSORIES – SINGLE OR SERIES

School of Visual Arts / New York	Tiedy	Ein Jung
----------------------------------	-------	----------

### PRODUCT DESIGN – FURNITURE – SINGLE OR SERIES

School of Visual Arts / New York	Move Collection	Kevin Benn Haoran Liao Kotaro Matsumoto Ha Jung Song Christopher Victory
----------------------------------	-----------------	--

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

### PRODUCT DESIGN – WILDCARD – SINGLE OR SERIES

Berghs School of communication / Stockholm	Journey - Skincare & Cider	John Lundquist Coey
--	----------------------------	---------------------

### BOOK DESIGN – BOOK JACKET – SINGLE OR SERIES

Brigham Young University / Provo	Malcom Gladwell Book Series	Tyler Watson
School of Visual Arts / New York	Book Cover Series: José Mauro de Vasconcelos	Samuel Kim
School of Visual Arts / New York	George Orwell Book Cover Design	Panini Pandey
Texas A&M University Commerce / Commerce	Catch-22	Cooper Weinstein

### BOOK DESIGN – LIMITED EDITION, PRIVATE PRESS OR SPECIAL FORMAT BOOK – SINGLE OR SERIES

AAA school of Advertising / Cape Town	Black - a study of the darkest colour	
AAA School of Advertising / Cape Town	Sew Far Sew Good	Serena van der Nest
Academy of Art and Design, Tsinghua University / Beijing	2017 Universal Declaration of Human Rights	Ring Yong
ArtCenter College of Design / Pasadena	[INSERT LINGUISTIC MESSAGE HERE] Book Design	Tais Ghelli Brad Bartlett
Asia University / Taichung City	After and after death	Chien-Fang Huang Ai-Ching Chen Chi Wang Ping-Chun Tsai Han-Ting Lai
Maryland Institute College of Art / Baltimore	Bird Grotesk Type Specimen	Yi Pan
Yuncheon Elementary School / Gwangju + Kumpa Technical High School / Gwangju	Sea and Butterfly	asdfasdfsdf

### BOOK DESIGN – TEXT-DRIVEN BOOK – SINGLE OR SERIES

School of Visual Arts / New York	eBulli Cookbook	Min Kyung Kim
----------------------------------	-----------------	---------------

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### EDITORIAL – MAGAZINE FULL ISSUE – SINGLE OR SERIES

Art Center College of Design / Pasadena	FinePrint Magazine	
Brigham Young University / Provo	Objekt Magazine	Gunnar Harrison
Brigham Young University / Provo	ttr Magazine	Camrie Smith
Brigham Young University / Provo	Pulp Magazine	Haley Stoneking
Brigham Young University / Provo	The Gourmand Magazine	Walker Croxton
Red and Yellow Creative School of Business / Cape Town	IO	Felicity Davies

#### EDITORIAL – MAGAZINE STORY / SPREAD – SINGLE OR SERIES

Shillington College / London	Sea Ranch, California: Editorial	
------------------------------	----------------------------------	--

#### TYPOGRAPHY – EDITORIAL TYPOGRAPHY – SINGLE OR SERIES

School of Visual Arts / New York	Music Review Newsletter	Zuheng Yin
School of Visual Arts / New York	Typographical Grid Book	Huiwen Tan
Shillington College / London	Sea Ranch, California Typeface	

#### TYPOGRAPHY – MOTION – SINGLE OR SERIES

Miami Ad School Europe / Hamburg + Miami Ad School / New York	Name Swap	Anton Kuerschner Alex Eftimie Benjamin Brown Chris Lefèvre-Henzel
Savannah College of Art and Design / Savannah	Being This	Eleena Bakrie
Savannah College of Art and Design / Savannah	Invictus	Omid Seraj

#### TYPOGRAPHY – POSTER TYPOGRAPHY – SINGLE OR SERIES

Asia University / Taichung City	The pictogram design for Chinese dynasties	Chi-Ping Huang Yu-Rong Chen
School of Visual Arts / New York	To have joy one must share it.	Han Jun Kim

# 2018 YOUNG ONES – FINALISTS

## ADC CATEGORIES

### BY CATEGORY

---

Includes Gold, Silver, Bronze Pencils and Merit winners.  
Award details will be announced during Creative Week, May 7–11.

#### **TYPOGRAPHY – TYPEFACES / FONT SYSTEMS – SINGLE OR SERIES**

---

Maryland Institute College of Art / Baltimore	Bird Grotesk Regular	Shrenik Ganatra Ninad Kale
School of Visual Arts / New York	SoNoir Typeface Design	Samuel Kim
School of Visual Arts / New York	Ophelia Typeface	Dazhi Wang

---

#### **TYPOGRAPHY – USE OF TYPOGRAPHY – SINGLE OR SERIES**

---

Maryland Institute College of Art / Baltimore	The Last Gift	
School of Visual Arts / New York City	A Wave: Typographic Study	Samuel Kim

---