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# Graphic design student wins advertising award

BY HOWARD MCEWEN | ENQUIRER CONTRIBUTOR

**HIGHLAND HEIGHTS** - Don't try to find Uncle Jed's Bourbon Whiskey on your store's shelf. The only place it's found is in JoDee Willson's trophy case.

The recent graphic design graduate from Gateway Community and Technical College has won a Silver Student ADDY Award from the American Advertising Federation for her design of the fictitious liquor.

"I was thrilled when I won a local Silver ADDY and a Gold Regional ADDY," said Willson, 36, of Covington. "When I found out that I had won a Silver National ADDY, I was in shock - it took a few hours to sink in. I was ecstatic."

**ADVERTISEMENT** Willson's work was one of 58,000 entries and one of only 222 student entries to make it to the national competition.

The award started as an assignment in Gateway instructor Toni Bloom's graphic design course.

"I just make up names for various products and I just drew it out of a hat," Bloom said. "She created a very professional piece that could have sat on the store shelf."

Willson first considered the product and developed a back story for it.

"I envisioned Uncle Jed to be a good old Southern boy with character and conviction," she said.

When she determined a theme for the product, she went to work on the packaging.

"The bottle itself became a crucial element," she said. "I searched for a unique bottle and found it on eBay. The leather work I did on the bottle also makes the brand unique. I designed the label using a sepia tone and burned the edges of the label to add to the aged feeling of the brand."



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