



Don Nichols

scholarship competition

aaf[®] buffalo

ENTRIES DUE MARCH 30TH, 2026

Theme

Flip The Flop

Choose a real-world advertising or design campaign that missed the mark—whether due to ineffective strategy, cultural missteps, or a creative idea that simply didn't land. Break down why it failed, then reinvent it. Your challenge is to develop a single, transformative creative concept that corrects the original weaknesses and communicates the brand's message with clarity, impact, and insight.

Don Nichols

Don Nichols began teaching at the Albright Art School. He founded its Graphic Design Program in 1950 and brought it to UB where, until his death on July 7, 1987, he served as the program's head and an extraordinarily dedicated teacher. He educated hundreds of graphic designers, a number of whom attained national prominence. Nichols received the Osborn Award for Creative Excellence from the Art Directors/Communicators of Buffalo and the Chancellor's Award for Teaching from UB in 1982.

Who May Enter

Western New York undergraduates in design, writing, communications, illustration, photography, or fine arts.

Format

The format is the contestants' choice— an advertisement, booklet, essay, poem, illustration, poster, game, sculpture, photograph. Photographs of 3D entries will be accepted. Photographic mockups of entries should be shot against a neutral background. Typeset, calligraphic and hand-lettered reading matter are all acceptable. Writers should limit their entries to no more than 1,200 words. Multi-disciplinary efforts (i.e., writer/designer teams) are encouraged. **Entrants must also submit the original “controversial” campaign they chose to create their submission along with their entries.**

Entry Fees

\$0

Entry Submission

Submissions are virtual and must be sent via email by Wednesday, March 30th, 2026 to info@aafbuffalo.com

Entry Information

In the entrant submission email the following information MUST be included: the entrants name, address, phone number, email, name of college or university, name of advisor and AAF Buffalo membership status.

Prizes

First Prize: Cash Prize TBA + Gold Certificate

Second Prize: Cash Prize TBA + Silver Certificate

Third Prize: Cash Prize TBA + Bronze Certificate

Honorable Mention: Certificate (Up to 5 winners)

The 1st, 2nd, and 3rd prize winning entries will be featured on www.aafbuffalo.com

The Jury

The jury will be advertising professionals from our competition sponsors, Crowley Webb.

Contestant Releases

By submitting work, you are granting permission for AAF Buffalo to use it on its website, for publication and for publicity for the exhibition. The contestant will receive proper credit for any piece that is reproduced.

Questions

Please direct all questions to your professors, your school's student ambassador or contact:

Kayleigh Chrysafides, AAF Buffalo Education Chair
email: education@aafbuffalo.com

The 2026 Don Nichols Scholarship Competition is sponsored by

