

# admissions packet

## brief

The Admissions department uses a packet of print materials when traveling for recruitment events. Most of the information is updated annually, calling for a simple edit. This year, admissions wanted a total redesign of their entire print packet.

Before the redesign, most general information was in a 40-page viewbook. Information about financial aid, class profiles, and career development statistics each had its own full-size one-pager.

## goals

- Condense the 40-page viewbook to a brochure that hit the high points and directed folks to the website.
- Design and write with longevity in mind.
- Update the look while keeping in the law school's Branding Guidelines.
- Update the self-guided tour one-pager for visiting students and families.

## process

To condense forty pages into a tri-fold brochure, we edited the copy down. Sections that spanned pages now only took up paragraphs. Because these were made to be print materials, I placed QR codes next to sections that led to the corresponding sections on the public-facing website. I used headings and a column layout to make the information flow and easy to find. Lastly, we left the most pertinent information that might be referenced most often on the back. Condensing the print materials has also made them easier (and cheaper) to ship and pack for conferences.

Instead of the brochure including facts, figures and photos that will become obsolete after one year, we strategically chose content that would last. The two inserts inside the brochure—the financial aid information and the class profile sheet—both need to be updated annually, so we kept them separate. These also used to be a full page front and back, and now nest neatly inside the folds of the brochure.



Updating photos took us a long way in updating the overall look. The act of condensing a larger print piece to a smaller, more efficient and effective one modernizes the whole experience.

After running point on the entire design process, I was also the facilitator with our print vendor, ensuring everything arrived on time and within budget.