

**COMPONENTS:**

24-page
View Book

SERVICES:

Design
Art Direction
Production
Project management
Print management

New Viewbook Design Flags a Sea Change

BACKGROUND

Massachusetts Maritime Academy sought a true sea change in their admissions materials. The Cape Cod university admissions department had been recycling the design of their previous materials for almost a decade. It was time, said Commander Joshua Tefft, Director of Admissions.

"Our old marketing had become very stale," Tefft continued. "We wanted to add more color, make it more attractive to a wider audience, and try to open doors in new markets we hadn't previously been working in."

THE PROCESS

Having worked with studiowink for several years, Tefft engaged the firm to work on the organization's view book. For any educational institution, the view book is a signature piece for recruitment. It was incredibly important to MMA that the new view book

accurately reflect the school while attracting the attention of new, diverse audiences.

studiowink kicked off the project with a friendly interrogation, firing questions at the admissions teams to collect their goals and determine an aesthetic direction. A creative brief was drafted from the discussions and signed off on by MMA leadership.

studiowink and Tefft's admission team then went into recon. One of the important questions studiowink posed centered around competition. studiowink scoured every competitor website and visited other university sites of high esteem to create a competitive analysis brief. This analysis helped guide content creation and make sure the view book not only covered the information that students might need to make their big decision, but also provide the information in a way that was enjoyable to consume.

THE PROCESS

To do so, studiowink recommended a story approach — show, rather than tell prospective students all they'd receive at MMA. A writer and a photographer were engaged to start producing content. The writer facilitated in providing colorful interviews with students and faculty to describe in their words the advantages of the Academy. And the photographer captured moments of daily life on campus, visually showcasing all MMA has to offer.

With the content well underway, studiowink began to shape the design of the viewbook. Principal Nancy Goulet provided two very different approaches for the first concept round. The first featured the geometry of ocean topography melded with beautiful photography. The solution was quiet and stately.



Professionalism, dedication, passion, and overall superior project management. The entire process from beginning to end has been nothing short of exemplary! We will continue to give our business to Studiowink because we have had nothing but positive experiences.

JOSHUA TEFFT, CDR

Director of Admissions
Massachusetts Maritime Academy



The second solution spun 180 degrees from the first option. Inspired by naval flags, the second concept integrated vibrant colors, flag abstractions, with bold sans serif type and popping photography.

Tefft rolled out the options to senior management. Almost unanimously, they navigated toward the brighter option.

“People both on and off-campus love the new materials. We’ve received a great deal of positive feedback,” said Tefft. “Personally, I love the colors. I think the vibrant colors and abstract design make us look more attractive to an age-group that loves visual stimuli. Additionally, I like the selection of photos that help to “soften” the image of the Regiment.”

THE STUDIOWINK DIFFERENCE

Production of the final view book spanned about 9 months from start to finish and involved many stages including ideation, production, content generation, proofing, and printing. studiowink managed the process externally while Tefft and his admissions team managed approvals and internal timelines.

“Nancy has been nothing short of incredible to work with,” said Tefft. “Whether it be offering up her thoughts and opinions on what will work, helping talk me down of a ledge when things get really overwhelming, or managing the project, she is

phenomenal at what she does. She is always on top of everything, which is hugely helpful to me as sometimes project management is something I need to keep us on the appropriate timeline.”

Since the launching of the new view book, many additional recruiting materials have been produced following the new vibrant aesthetic, creating an integrated visual voice for the Academy that continues to draw attention.

