

University of Florida

UF

College of Journalism
and Communications
UNIVERSITY of FLORIDA



PROJECT SPOTLIGHT: UNIVERSITY OF FLORIDA COLLEGE OF JOURNALISM AND COMMUNICATIONS PROGRAM BROCHURE



Project Objective

For our client, the University of Florida's College of Journalism and Communications, our goal was to create a program brochure that would serve multiple essential functions. It had to both spotlight the richness and diversity of the program and simultaneously excite and engage prospective students. The aim was not merely to inform but to inspire, setting the stage for effective recruitment.

Strategy and Collaboration

From the get-go, we engaged in an intensive collaborative process with the University's team. Through in-depth meetings and strategy sessions, we identified the unique selling points and benefits of the program that needed to be communicated. Each benefit was carefully analyzed to ensure it was in alignment with the broader recruitment goals.

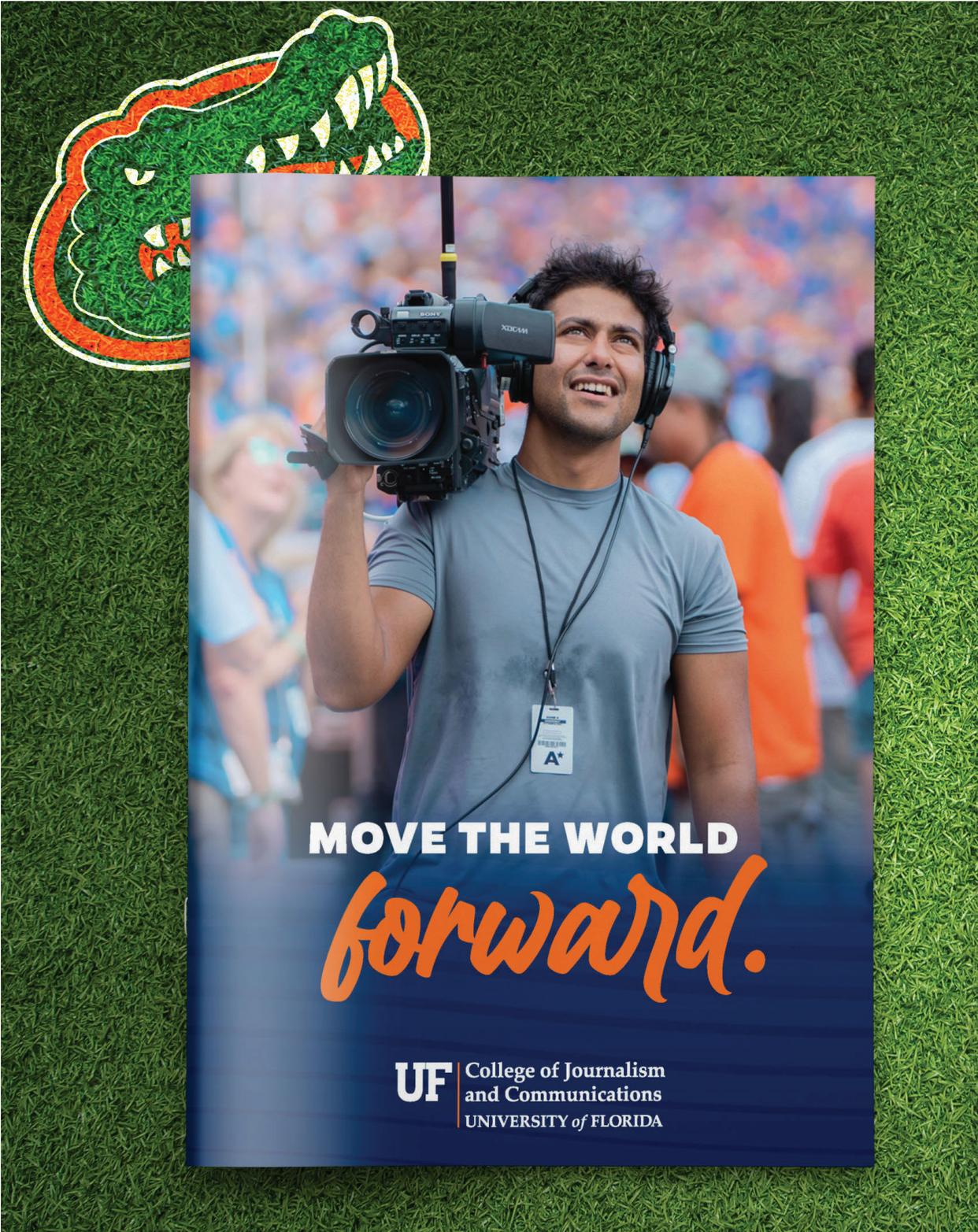
Design and Content

The design team worked closely with the content creators to develop a visually appealing narrative. We crafted the brochure with keen attention to detail, combining stunning visuals with compelling content to bring the program to life. We balanced the needs of providing sufficient detail while maintaining an engaging and accessible tone.

Result

The end result was a dynamic, interactive brochure that succeeded on multiple fronts. Not only did it effectively communicate the value and opportunities available through the University of Florida's program, but it also stood as a powerful recruitment tool. Feedback from both the university team and prospective students confirmed the brochure's efficacy in generating interest and driving engagement.

PROJECT SPOTLIGHT | University of Florida College of Journalism and Communications Program Brochure continued



University of Florida College of Journalism and Communications Program Brochure

PROJECT SPOTLIGHT | University of Florida College of Journalism and Communications Program Brochure continued



University of Florida College of Journalism and Communications Program Brochure