

AU ADMISSIONS BOOKLET

Capstone Project for University Honors

Michelle Cogut, Spring 2013
Advisor: Chemi Montes, CAS

This graphic design capstone project examines how American University markets itself to prospective students. Selecting a university to attend is a difficult decision, especially since students are often overwhelmed by college visits, mailings, rankings, and numerous guidebooks and publications on the college admissions process. This project aims to make that decision process simpler for prospective students who are interested in AU. Consisting of an admissions booklet and a sample degree-specific booklet created for the graphic design program, the goal of this project is to provide a wide variety of information found through different sources in just one place, making it easier for prospective students to get a better understanding of what the university has to offer.

