

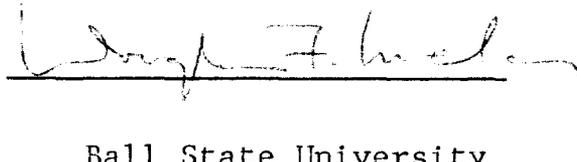
AN EXPLANATION OF "A PLACE WITHIN" BROCHURE COPY

An Honors Creative Project
ID 499

by

Elizabeth M. Tasson

Project Director



Ball State University

Muncie, Indiana

May 1987

Spring Quarter 1987

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AN EXPLANATION OF "A PLACE WITHIN" BROCHURE COPY

My creative project for ID 499 was to help formulate an introductory brochure for the Ball State Honors College. The target audience was high school juniors and seniors who are potential Honors College material. My specific task was to conceptualize and write the copy for the piece in conjunction with Donna Cunningham, who created and produced the layout and design.

During an initial meeting with Dr. Douglas McConkey and Dr. Arno Wittig we discussed approaches and information to be used in the brochure. We also decided to glean some ideas from other universities' honors programs by requesting samples of their brochures and other promotional material.

A letter was then sent to various universities and colleges in the Midwest. (see Appendix A) Donna and I went through the subsequent brochures and flyers, and drew up some observations to bring to our advisor's attention. Among our suggestions was a plea to keep the piece brief, uncomplicated and devoid of photographs. We opted for an elegant publication, in contrast to the flashier, trendier brochures we read.

After this meeting Donna and I set about actually creating the brochure. A large portion of the copy was to be made up of student and graduate quotes. Using these with important pieces of information about the Honors College itself, I set up a quote/paragraph format in which each student quote was supported by an informational paragraph. I believed this style would draw the reader into the piece as well as create enough white space to keep the brochure visually interesting.

The main body of copy was to be followed by several quotes by Honors College graduates and general information about entrance and graduation requirements.

"A Place Within" became the theme of the brochure. This developed out of the Honors College's "small college atmosphere within a large university setting" - a carry-over phrase from the old brochure. The introductory and concluding paragraphs reflected this sentiment. The sandwiched quotes and information were designed to somewhat prove this claim. (see Appendix B)

Style changes were made in this copy, including the capitalization of "Honors College" and the removal of any competitive phrases. (see Appendix C) At this point the copy was ready for quotes.

Two lists of names were obtained from Dr. Wittig, one for undergraduate quotes and another for graduate quotes. I sent a simple questionnaire to 10 undergraduates and phoned 4 graduates. (see Appendix D) The response to the questionnaires was virtually nil, whereas the phone method was very successful. In the end, I phoned 5 or 6 undergraduates, took down their responses and sifted through them for the very best quotes.

The quotes were inserted into the brochure copy. Donna and I also worked out the basic page layout for the next draft. (see Appendix E)

During another meeting with Doctors McConkey and Wittig it was decided that an introductory quote from the Honors College dean was needed. It was also felt that a shift from a privilege to an intellectual focus was necessary. This particular problem was solved by replacing the residence hall information with a general description of Honors College activities and programs. (see Appendix F)

Several style and quote changes were made before the final copy was drawn up and presented with the accompanying layout and design. (see Appendix G)

In retrospect, I was surprised to find that the actual writing of the brochure took much less time than the preparation - letters and questionnaires - and the negotiations over concept and style. The needs of the Honors College, and then Ball State University had to be considered during the entire creative process. It was this challenge that perfected the brochure that eventually represented that Ball State Honors College throughout the nation. (see Appendix H)

APPENDICES A-H

Appendix A

The Honors College
Phone: (317) 285-1024



March 16, 1987

Dear Director:

For our Honors thesis, we are in the process of redesigning the Ball State University Honors College brochure. The current publications do not present a cohesive image of the program. Our goal is to produce a brochure that effectively draws interest and attention to the Honors College.

It would be helpful if we could see a sample of brochures from your program. Please understand that we have no intention of imitating your material in any way. We simply need fresh ideas to help us create a lasting image of our Honors College.

Please send material to:
Senior Project, Honors College
Burkhardt Building, room 108
Ball State University
Muncie, IN 47306

Thank you for your assistance.

Sincerely,
Donna Cunningham
Elizabeth Tasson
Donna Cunningham
Elizabeth Tasson

Appendix B

Beth Tasson

Brochure Copy

Unlike most universities, Ball State honors is more than just a program-- it is a college. This status indicates the seriousness with which Ball State University regards its truly unique and gifted students.

(here we could insert an appropriate student quote about the following paragraph:)

Ball State honors students have the opportunity to work in small classroom settings with exceptional faculty. Priority registration and library privileges assist honors students in completing a wide variety of optional and required honors classes. These classes are challenging, allow for group discussion, and close personal interaction with instructors, in addition to filling general university requirements for graduation.

(another pertinent quote:)

A residence hall is set aside for those honors students who request placement there. Not only are these facilities the newest and most comfortable on the campus, but students are surrounded by other creative people who desire the best of university life.

(quote:)

Finally, students graduating from the Ball State Honors College are so recognized at commencement. An "Honors College Graduate" designation is printed on official university transcripts and separate honors college diplomas are sent to graduates.

Ball State Honors College is more than just a line on your resume, it is an experience. If you choose, it can become a way of life.

- * several quotes about honors from successful honors college graduates
- *
- *
- *
- *

Entrance Requirements

- * admitted to university with distinction
- * etc.
- * etc.

Graduation Requirements

- * completion of humanities sequence (12 hrs.)
- * completion of honors colloquia (4 hrs.)

- * completion of freshman symposium (8 hrs.)
- * 3.25 GPA

Financial Aid and Scholarships

- * Whitinger Scholarship
- * Ball State State
- * Pell Grants
- * Undergraduate fellowships.
- * etc.

Appendix C

Beth Tasson

Brochure Copy

Ball State Honors is more than just a program-- it is a college within the larger university. This status indicates the seriousness with which Ball State University regards its truly unique and gifted students.

(here we could insert an appropriate student quote about the following paragraph:)

Ball State "onors students have the opportunity to work in small classroom settings with exceptional faculty. Priority registration and library privileges assist Honors students in completing a wide variety of optional and required honors classes. These classes are challenging, allow for group discussion, and close personal interaction with instructors, in addition to filling general university requirements for graduation.

(another pertinent quote:)

A residence hall is reserved for those Honors students who choose to live there. Not only are these facilities the newest and most comfortable on the campus, but students become part of a community of creative people who desire the best of university life.

(quote:)

Students graduating from the Ball State Honors College are so recognized at commencement. An "Honors College Graduate" designation is printed on official university transcripts and separate Honors college diplomas are sent to graduates.

Ball State Honors College is more than just a line on your resume, it is a way of life. There is a place for you within the Honors College.

- * several quotes about honors from successful honors college graduates
- *
- *
- *
- *

Entrance to Ball State Honors College is based upon:

- * status of admittance to the university
- * SAT or ACT scores
- * class rank

Graduation Requirements

- * completion of humanities sequence (12 hrs.)
- * completion of honors colloquia (4 hrs.)
- * completion of freshman symposium (8 hrs.)
- * 3.25 GPA

Financial Aid and Scholarships

- * Whitinger Scholarships
- * Ball State State Scholarships
- * Pell Grants
- * Undergraduate fellowships
- * John R. Emens Scholarships
- * Honors Distinction Scholarships (for out-of-state students only)
- * Ball State-Sponsored National Merit Scholarships
- * University, Alumni, Student Foundation and College of Business Scholarships

If you would to know more information about Ball State Honors College, complete the following form and return to Ball State University.

Appendix D

Dear Honors College Student:

Donna Cunningham and I are in the process of updating the Honors College brochure for our senior theses. The style of copy we have decided on requires several quotes from involved Honors students. You have been selected as a possible "interviewee" for the brochure.

Please answer the following questions as briefly, accurately and thoroughly as possible. Keep in mind that these quotes are for a brochure that will reach top high school students in search of worthy institutions for higher education pursuits.

Please return your responses to the Honors College office on or before Friday, May 1.

1) Print full name, major area of study, year you will graduate from Ball State and hometown:

2) What do you find unique about honors college classes in comparison to regular university classes:

3) Briefly describe the benefits of the honors residence halls as they relate to you (you might keep in mind the small college atmosphere the Honors residence halls offer):

4) How do you think participation in Honors College will help you upon graduation and afterwards?

5) Sum up what Ball Honors has meant to you since your enrollment at Ball State:

Thank you,

Elizabeth Tasson

Elizabeth Tasson

Appendix E

Page 1

Ball State Honors is more than a program-- it is a college within the larger university. This status indicates the seriousness with which Ball State University regards its truly unique and gifted students. Honors College provides each student many opportunities to enhance and further his or her educational pursuits.

"Through Honors classes you don't just learn what things are-- you learn how and why things are. These are much more in-depth than many regular university classes." --John Dalton, telecommunications, class of 1988

Ball State Honors students have the opportunity to work in small class settings with exceptional faculty. Priority registration and library privileges assist Honors students in completing a wide variety of optional and required honors classes. These classes are challenging, allow for group discussion and close personal interaction with instructors, in addition to filling general university requirements for graduation.

Other exciting activities are open to Honors College students, including undergraduate fellowships and the chance to study abroad at Westminster College in Oxford, England.

Page 2

"I like the relative newness of the Honors College residence halls. They are clean and well-kept. They also provide the ability to study in peace and quiet, which results from the higher degree of respect Honors College students show toward their peers. These people become good friends who are important now and later." --William Kesterke, secondary math education, class of 1990

Residence halls are reserved for those Honors students who choose to live there. Not only are these facilities the newest and most comfortable on campus, but students become part of a community of creative people who desire the best of university life.

Page 3

"My participation in Honors College will set my application apart from the others when I apply to graduate schools. They'll see that I've been involved in outside projects, taken more difficult classes and completed a thesis-- all on top of regular college work." --Ann Fischer, psychological sciences, class of 1988

Students graduating from the Ball State Honors College are so recognized at commencement. An "Honors College Graduate" designation is printed on official university transcripts and Honors College diplomas are sent to graduates.

Ball State Honors College is more than just a line on your resume, it is a way of life. There is a place for you within Honors College.

Page 4 (graduate quotes)

"Honors gives you a wider background to work with. It keeps you from specializing in your major. I think that impresses employers because you have taken a step beyond your major requirements" --Cathy Schleuter, scientific analyst at Eli Lilly & Co., Indianapolis; class of 1986

"I would say that Honors College helped keep me diversified. I run into too many people who just know film-- anything you could ever want to know about film-- and they aren't too successful. They're too one-dimensional. The successful people have a wide background to draw upon." --Rob Gobeaux, TV video tape editor in West Hollywood ("Our Planet Tonight," "That's Incredible," "Those Amazing Animals" and "True Confessions"); class of 1980

"In the case of the Ball State Honors College experience, if it is packaged and communicated correctly to a prospective employer, it can become an extremely valuable part of a college graduate's job search." --Dianna Smith, director of compensation and benefits at Career Consultants, Indianapolis; class of 1973

"Honors College exposed me to different ways of thinking. It has helped me conceptualize what I am doing and how that fits in with the rest of the world." --Teresa Avila, instructor of marketing at Ball State University, Muncie, IN; class of 1982

Page 5

Entrance Requirements

- * class rank and SAT/ACT scores (top 10 percent of class and SAT scores of 1100 or ACT composites of 25 are automatically eligible)
- * status of university admittance, particularly "Admitted With Distinction" designations
- * quality and strength of high school curriculum

Graduation Requirements

- * completion of 2-course humanities sequence
- * completion of 2 honors colloquia
- * completion of 2 freshman symposia
- * completion of thesis or project
- * 3.25 GPA (3.0 GPA required to remain in Honors College until graduation)

Page 6

Financial Aid and Scholarships

- * Whiting Scholarships
- * Ellison Scholarships (Delaware County residents only)
- * John R. Emens Scholarships
- * Ball State State Scholarships (Indiana residents only)
- * Honors Distinction Scholarships (out-of-state students only)
- * Ball State-Sponsored National Merit Scholarships

- * University, Alumni, Student Foundation and College of Business Scholarships
- * Undergraduate fellowships (not available to freshmen)
- * Pell Grants

Mailer Flap

If you would like more information about Ball State Honors College, complete and return this form.

Mailer

I would like more information about:

- * Honors College
- * Whiting Scholarship
- * Emens Scholarship
- * Ellison Scholarship
- * Westminster program
- * Honors publications
- * Student Honors Council
- * Honors housing

Full name _____ Social Security # _____

Address _____

Phone (____) _____ Date of graduation _____

Back of brochure:

"Completing Honors College insures that upon graduation you will have been educated - not just trained." David Dougherty, secondary education, class of 1988

Arno F. Wittig, Director
 Honors College
 Burkhardt Building Room 108
 Ball State University
 Muncie, IN 47306
 (317) 285-1024

Appendix F

Beth Tasson

Brochure Copy

Page 1

"The goals of the Honors College are to provide distinctive opportunities for students who show promise of outstanding academic achievement, and to do this so well that our graduates are competitive with the best students of any college or university. The excellent instruction and individual attention of our Honors program create the benefits of a first-rate small college atmosphere within a progressive university setting." --Arno F. Wittig, Dean, Ball State Honors College

Ball State Honors is more than a program-- it is a college within the larger university. This status indicates the seriousness with which Ball State University values truly unique and gifted students. Honors College provides each student many opportunities to enhance and further his or her educational pursuits.

Page 2

"Through Honors classes you don't just learn what things are-- you learn how and why things are. They are much more in-depth than many regular university classes." --John Dalton, telecommunications, class of 1988

Ball State Honors students have the opportunity to work in small class settings with exceptional faculty. Priority registration and library privileges assist Honors students in completing a wide variety of optional and required honors classes. These classes are challenging, allow for group discussion and close personal interaction with instructors, in addition to filling general university requirements for graduation.

Page 3

"Honors College challenges you to grow beyond your present ideas. Experiences such as living in the Honors residence hall and studying in England helped me to break out of my mindset. I feel more open to the world, and less limited in my thinking." Lisa Maugans, Latin and medieval studies, class of 1988

Other exciting activities open to Honors College students include reserved housing with other Honors students, undergraduate fellowships and the chance to study abroad at Westminster College in Oxford, England. Students are encouraged to branch off into their own fields of interest by participating in ~~any of the~~ Honors College organizations such as Student Honors Council or the Honors College publications.

"My participation in Honors College will set my credentials apart from the others when I apply to graduate schools. They'll see that I've been involved in outside projects, taken more challenging classes and completed a thesis-- all on top of regular college work." --Ann Fischer, psychological sciences, class of 1988

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"I would say that Honors College helped keep me diversified. I run into too many people who just know film-- anything you could ever want to know about film-- and they aren't too successful. They're too one-dimensional. The successful people have a wide background to draw upon." --Rob Gopeaux, TV editor in West Hollywood ("Our Planet Tonight," "That's Incredible," "Those Amazing Animals" and "True Confessions"); class of 1980

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"Honors College exposed me to different ways of thinking. It has helped me conceptualize what I am doing and how that fits in with the rest of the world." --Teresa Avila, instructor of marketing at Ball State University, Muncie, IN; class of 1982

Admission to Honors College

Those students in the top 10 percent of their graduating classes with SAT scores of 1100 or ACT composites of 25 are immediately accepted into Honors College.

All interested students are encouraged to apply. Evaluations are made on the basis of SAT/ACT scores, class ranking, academic background and personal references.

Graduation Requirements

- * completion of 3-course humanities sequence
- * completion of 2 honors colloquia
- * completion of 2 freshman symposia
- * completion of thesis or creative project
- * 3.25 GPA ~~3.25 GPA required to remain in Honors College until graduation~~

Mailer Flap

If you would like more information about Ball State Honors College, complete and return this form.

Mailer

I would like more information about:

- * Honors College
- * Scholarships and other financial aid
- * Honors housing
- * Westminster program
- * Honors publications
- * Student Honors Council

Full name _____ Social Security # _____

Address _____

Phone (____) _____ Date of high school graduation _____

Back of brochure:

~~"Completing Honors College insures that upon graduation you will have been educated - not just trained." David Deugherty, junior high English education, class of 1988~~

Arno F. Wittig, Dean
Honors College
Burkhardt Building Room 108
Ball State University
Muncie, IN 47306
(317) 285-1024

Appendix G

Page 1

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Graduation Requirements

- * completion of 2 freshman symposia
- * completion of 3-course humanities sequence
- * completion of 2 honors colloquia
- * completion of thesis or creative project
- * 3.25 GPA

Mailer Flap

If you would like more information about Ball State Honors College, complete and return this form.

Other Side of Mailer Flap (directly above postage, etc.)

Arno F. Wittig, Dean
 Honors College
 Burkhardt Building Room 108
 Ball State University
 Muncie, IN 47306-1099
 (317) 285-1024

Mailer

I would like more information about:

- * Honors College
- * Scholarships and other financial aid
- * Honors housing
- * Westminster program
- * Honors publications
- * Student Honors Council

Full name _____ Social Security # _____
 Address _____
 Phone (_____) _____ Date of high school graduation _____

Back of brochure:

"The Honors College is designed to open our minds to the fact that life is a continual learning process. Participating in Honors is a positive, enriching experience I would recommend to all interested and qualified Ball State students." --Mary Salzmann, speech pathology and audiology, class of 1987

Appendix II

