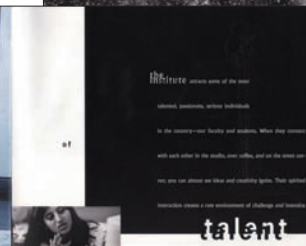
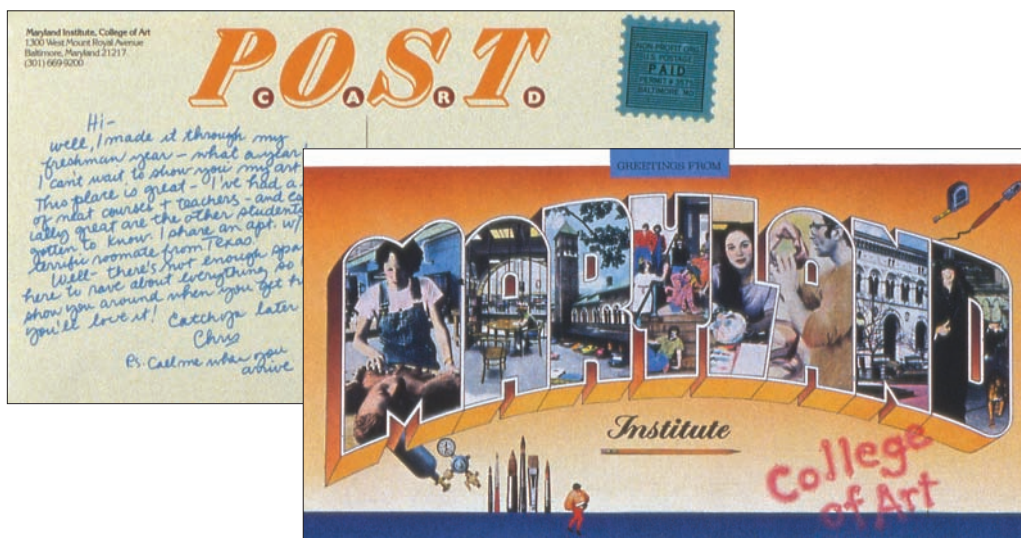


Maryland Institute College of Art

- Situation** The Maryland Institute College of Art (MICA) is a premier fine art and design college located in Baltimore. MICA is recognized around the country and internationally, and draws students from 45 states and 36 countries.
- MICA turned to The Design Channel to develop a brand platform that could highlight the school's passion for creative discovery and its unique environment. The ultimate goal of the branding effort would be to help increase student enrollment and further strengthen peer recognition in the art and design, and education, communities.
- Solution** TDC developed a new brand identity around edgy imagery, poetic typography, a saturated color palette and messages that accurately reflected the boldness and forward thinking of the college. This identity was applied to components which included viewbooks, search pieces, recruiting posters and application materials that took viewers through the city, school venues and expressions of MICA's vision for the future.
- Result** MICA's direct mail package generated a 12 percent-plus response rate and the viewbooks drew a backlog of applications. All of the pieces we created won national awards, including a Gold Medal from CASE, top honors from AIGA and even recognition from a curator of the Metropolitan Museum of Art.



- o student profiles piece
- o high school search piece





- student search package
- student search poster



- campus life brochure
- high school recruiting poster
- campus diversity poster

