

CLIENT

School of the Museum of Fine Arts at Tufts University is where talented and curious students become artists with purpose. A Boston institution since 1876, SMFA at Tufts offers interdisciplinary and individualized courses through multiple undergrad and graduate degrees, plus a network of alumni who have made an indelible impact on the art world and faculty who are practicing artists themselves.

CHALLENGE

School of the Museum of Fine Arts had a bold vision for their graduate and undergraduate viewbooks: illustrating the ways that the SMFA experience is “unbound” by traditional academic structures, like narrowly-defined disciplines or overly-structured majors, through the voices and work of their students, alumni, faculty and staff. The admissions team needed to communicate the practical information commonly found in a viewbook, but in a format that encapsulated what makes SMFA different. SMFA is a visual arts school, so the viewbooks had to lead with specialized arts writing and impactful visuals. In keeping with that vision, the viewbook was (literally) unbound: each spread was able to be separated from the book and stand on its own, while all the spreads flowed seamlessly when left intact.



Undergraduate viewbook cover

SOLUTION

Offer a 360-degree view into what goes into an SMFA education and how the school's graduates are building remarkable careers in the arts. We coordinated, researched and interviewed more than 30 current students and alumni, and 10 faculty and staff members over the course of six months. We weaved those stories together strategically— in the form of short quotes, narrative blurbs and program overviews – to portray the endless unique opportunities that both MFA and BFA programs offer at an R1 research university. We closely collaborated with an external design agency throughout the entire project, ensuring that the text and visuals all came together cohesively. The result? Two stunning 40-page viewbooks that are works of art themselves, and have led to record-breaking admissions seasons.



Interior viewbook page

Danna is the best in the higher ed copywriting biz. Her strength is in her ability to bring the best out of her interview subjects and weave a compelling narrative about your institution using the stories they share. She's incredibly patient and proactive when the annual higher ed cycle inevitably leads to delays. Don't hesitate to hire her for web or email copy, news stories, or larger viewbook projects!

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