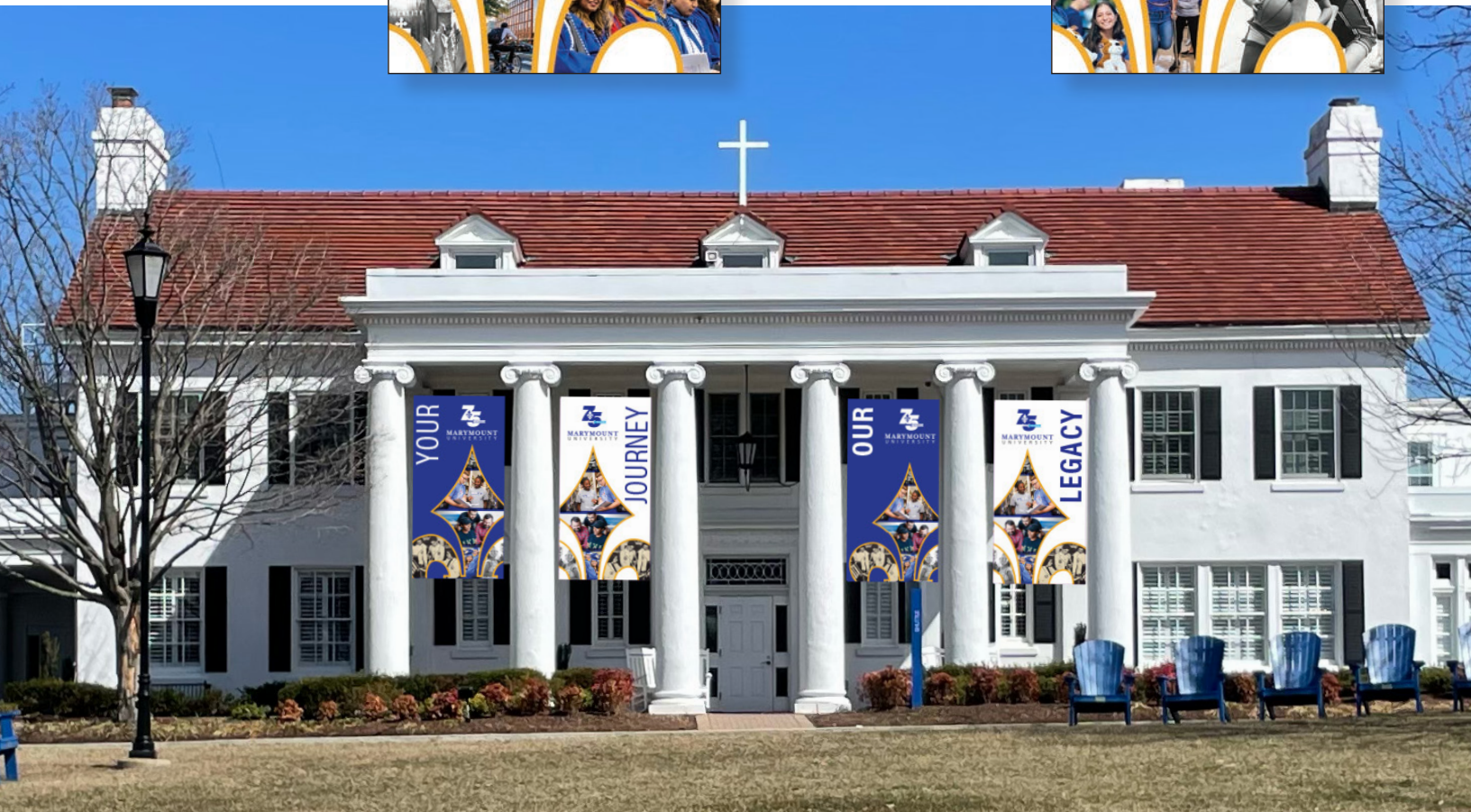
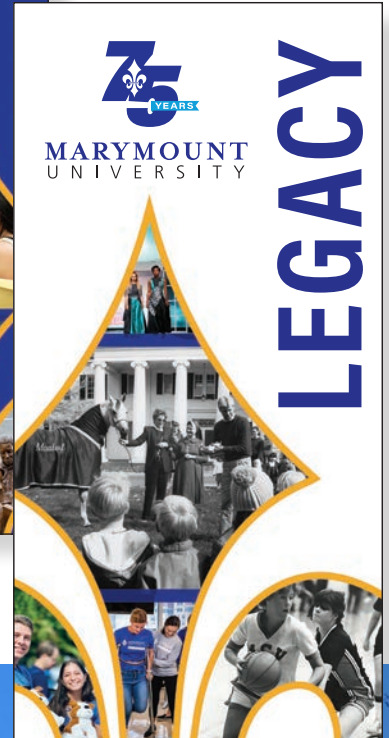


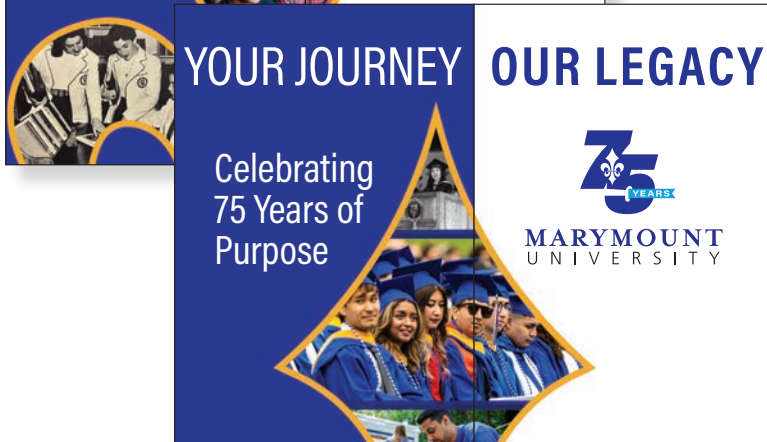
Marymount University

- Situation** Celebrating its 75th anniversary, Marymount University (Arlington, VA) conducted a search for a firm that could design environmental graphics and develop messaging that highlighted this milestone in an arresting and memorable way to university stakeholders and the surrounding Arlington community. Following the issuance of an RFP and a competitive proposal review process, Marymount awarded the assignment to The Design Channel.
- Solution** Prior to the development of any creative assets, The Design Channel coordinated a series of discussions among admissions, student affairs, facilities, and advancement staff, as well as with Marymount's president. This enabled us to gain a deeper understanding of the institution's values, stakeholder perceptions, significant changes over the years, long-term vision, and more. Our findings helped provide creative direction for the design and messaging of a wide range of materials which included:
- Feature banner display for administration building entrance
 - Graphics for graduation ceremony stage
 - Light post banners across campus
 - Fencing signage
 - Interior banner-up displays
 - TV monitor screen displays
 - Wall mural for satellite campus building entrance
- Result** Our client was extremely pleased with our work and extended compliments from Marymount staff on the displays to TDC as well. As a result, Marymount has engaged TDC for discussion of upcoming assignments which include a capital campaign launch as well as upgrades to Marymount's website.

- building banners



- lightpost signs







- commencement stage graphics
- bus side graphics

