

DYNAMIC VIEWBOOK SPECIFICATIONS

To assist you in creating your Dynamic Viewbook, we've put together some guidelines to help you produce a targeted, informative viewbook for students.

As you are working on getting these materials to Hobsons, be sure to send us your existing marketing material, and our designer will work to customize the design of your viewbook. Your school colors, unique photos, and tailored content help you personalize the message you send to students.

Create your content. Think about what you want to include in your viewbook. Here are some suggested topics for you to consider covering:

- Overview (mission, history, traditions)
- Setting (location, campus size)
- Accreditation or special recognition
- Academics (majors/degrees, programs, faculty)
- Financial aid (scholarships, deadlines)
- Facilities (libraries, labs, athletics)
- Student body (enrollment, ethnic breakdown)
- Student life (athletics, clubs, arts, safety)
- Residential life (student housing, meal plans, amenities)

[Click here for more information on content development.](#)

To view examples [click here.](#)

Personalize the look of your viewbook. Your school colors, logo, photos, and audio and video enable you to make your viewbook unique. Therefore, you will need to submit the following:

School Colors

- Please submit your PMS (Pantone Matching System) colors and RGB equivalents. For example, red = PMS 201, R=178, G=8, B=56.
- If applicable, provide both primary and secondary colors.



Logo

- Minimum size: Either the height or width must be a minimum of 600 pixels* (unless file is an EPS)
- File format: vector art in EPS preferred; TIFF and JPEG are accepted

Photos

- Subjects for photos could include: students, activities, athletics, dorm rooms, computer labs, or other unique campus features.
- Quantity: Up to 3 per screen
- Minimum size: 1200x1200 pixels*
- File format: TIFF or JPEG

[Click here for more information on photos.](#)

Audio/Video

- Identify the source of each clip (include in/out times if pulling from a longer piece)
- Provide a description of each clip
- Indicate if you would like the clips to autoplay inside the presentation
- Quantity:
 - 5 screens—up to 3 videos and 2 audios
 - 10 screens—up to 5 videos and 3 audios
 - 15 screens—up to 10 videos and 5 audios
- * If you purchase additional screens you can have an additional audio and video per screen.

[Click here for more information on audio and video.](#)

Virtual Tour Guide

- Indicate the screens on which the virtual tour guides will appear
- Submit scripts electronically one week prior to the actual shoot

Click here for more information on virtual tour guides.

Links

- Submit application or catalog as a PDF file and where you would like it placed within your viewbook
- You can also link to a location on your Web site where these items are housed
- You can also submit URLs to your Web site

Packaging. Hobsons will create packaging and CD-ROM label artwork that coordinate with your presentation design and based on the following:

- Provide Hobsons with the materials you would like on your packaging; photos, logo, copy, etc.
- Send your school indicia (if applicable) as received from the U.S. Postal Service.
- Your name and address appears on the back of the CD packaging and functions as a return or reply address. Please list your information exactly as you would like it to appear in the upper left-hand corner on the back of your packaging.

Click here for more information on packaging.



Materials Submission. Please submit materials in the following format: email, CD, DVD, or FTP site in zipped or stuffed files.

Send packages to:

Hobsons Attn: (your creative consultant's name)
50 E-Business Way, Suite 300
Cincinnati, OH 45241
Phone: (800) 927-8439
Fax: (513) 985-4198

FTP instructions:

PC Users:

Go to: <ftp://transfer.collegeview.com>

Go to the "File" drop down menu and select "Login As"

Login: hobsons

Password: hob639

Folder: Incoming

Mac Users:

You will need a FTP client. You can download a free 15-day trial version at <http://fetchsoftworks.com/>

Go to: transfer.collegeview.com

User id: hobsons

Password: hob639

Folder: Incoming

*It is helpful if you "zip" or "stuff" the files before uploading. Please supply the name(s) of the file(s) once uploaded.

