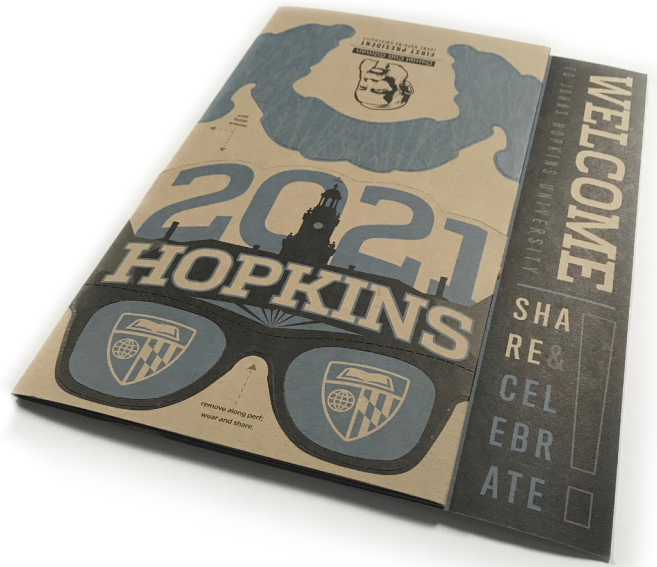


Hopkins Celebration Props

Our design team created this set of interactive props in spring 2017 for the office of Undergraduate Admissions, which wanted to send newly admitted students a supplemental piece that was unpredictable and uniquely Hopkins. The idea was to keep Hopkins top-of-mind while students were receiving a slew of typical admittance letters from other schools. The admissions team wanted to reach out to students with something different during the critical window of time when they are looking at all of their options before mailing in deposits and committing to a single school.

After sending these students a lot of information about the university, the experience, and the people, then announcing their acceptance with both an email and a traditional mailed package, we wanted students to simply have fun with Johns Hopkins. From the construction, to the illustration, to the writing, we wanted the piece to show a fresh side of their possible experience at JHU, to consider from the comfort of their own homes what their future at Johns Hopkins might be like and create an unexpected excitement to those students that were on the fence about the decision to choose Johns Hopkins University.

Yes, Hopkins is academically rigorous, but it's a fun place, too.



Hopkins Celebration Props

The perforated props offered more than eight interactive options—or so we thought. We were delighted to see photos of students bringing their own creativity to the experience at home and at SOHOP, our Spring Open House and Overnight Program.

Photos of some of the most fun and creative examples are attached on the next two pages.



Fun Examples

