

[VIEW OUR WORK](#)

GOING GOING, BACK BACK, TO ART SCHOOL ART SCHOOL.

Posted on August 22, 2013 by Kris Blake

When you go to art school you get used to pulling all-nighters.

When University of the Arts came to us as a client this summer, they were facing a tight deadline for producing their current year's viewbook. When they offered the project to us as a last-minute assignment we knew it was going to take a few all-nighters to pull off.

Working together, UArts and our account team outlined an aggressive plan to meet their deadline. Being blocks away from one another right here in Center City Philadelphia certainly helped speed things along. Instead of limiting us, the tight timeline was actually very liberating. As a creative team, we didn't have time to overanalyze things.

We created a custom type treatment to demonstrate how they help students come into their own and develop themselves into more complete artists. On the cover, a combination of embossing and debossing provide an added level of detail that represents the depth of the UArts education. Trusting our instincts served us well considering many of us here were the book's intended audience not too long ago.

While we were working non-stop on our end, our effort here was only matched by the team from UArts and a lot of cooperation of Riegel Printing. And while it wasn't our ideal process, in this circumstance the limited timetable was refreshing. UArts' 2013-2014 viewbook stands as a testament to the all-nighters we all put in, and it will serve as a bar we look forward to surpassing this year when we have a little more time.

Credits:

Agency: 160over90

160over90 is a branding agency with offices in Philadelphia, Newport Beach and Gainesville. This is our blog. Get ready to learn things.

TWITTER

CATEGORIES

- Advertising
- Agency Culture
- Awards
- Branding
- Broadcast
- Copywriting
- Design
- Events
- Fashion
- Film
- Higged Ed
- Humor
- Inspiration
- Photography
- Social Media

Chief Creative Officer: Darryl Cilli
Executive Creative Director: Jim Walls
Director of Client Services: John Campanella
Creative Director: Greg Ash
Designer: Taylor Goad
Copywriter: Kris Blake
Production Artist: Mary Olson
Account Supervisor: Ryan Brown
Account Executive: Allison Isaacs



Technology

Theory

Typography

Uncategorized

FOLLOW US:



[Log in →](#)







Behind the scenes look at our press check:

 [Leave a comment](#)

[Like](#)  79

7

Posted in [Branding](#), [Copywriting](#), [Design](#), [Highed Ed](#), [Typography](#).

Leave a Reply

Your email address will not be published. Required fields are marked *