



News & Events

University News & Information

California Polytechnic State University, San Luis Obispo, California

February 12, 2004

FOR IMMEDIATE RELEASE

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Cal Poly Wins Gold Award for Digital 'Viewbook'

SAN LUIS OBISPO -- Cal Poly's virtual "Viewbook," launched in fall 2003, recently won the Gold Award in the Internet/World Wide Web category in the 19th Annual Admissions Advertising Awards.

The digital Viewbook -- or student recruitment brochure -- is the university's first such virtual venture.

"It contains varied multimedia, such as Flash animation, 360-degree images and digital video," said James Maraviglia, assistant vice president for admissions, recruitment and financial aid. "From interviews to virtual campus tours ... dynamic video presentations to photo spreads ... it is a virtual exploration of our campus that has no bounds."

It was produced by Albert Nunez, assistant director of admissions and recruitment, and his associate Leo Ko, along with a team of students and staff members.

The university produced the Viewbook as a cost-cutting tool to communicate effectively with prospective students. Cal Poly already sends out regular "flash" e-mails to prospects, and the university's entire application process is online.

The annual awards are given by Admissions Marketing Report, a monthly magazine covering the competitive admissions marketing field and published by HRM Publications Group. Cal Poly's digital Viewbook won the first-place prize in the "Schools With 10,000 to 19,999 students" group, one of seven groups for higher education institutions.

To take a virtual Cal Poly Viewbook tour, go to http://www.ess.calpoly.edu/_admiss/viewbook/.

For more information on the awards, go to
http://www.hmrpublicationsgroup.com/amr_award_winners.htm.

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