

VIEWBOOK DESIGNED FOR TACTILE VISUAL EXPERIENCE



Pennsylvania College of Art & Design (PCA&D), a small and mighty art and design school located in Lancaster, PA, teaches and develops excellent design in its students. After the arrival of a new school president, PCA&D wanted to rebrand its viewbook to better represent the creative opportunities it offered to potential students. The viewbook needed to be inspirational in design and print.

PCA&D partnered with Lewis Advertising Design, Inc. for strategic branding and design in order to create a viewbook that embodies the concept of “seeing differently.” Elements of the viewbook’s design now permeate throughout the school, from its wall graffiti to t-shirts and student works.

Daina Savage, Vice President, Strategic Communications at PCA&D, stated, “We selected The Standard Group because of the real appreciation for the art of fine printing. For us, color and paper matter. We are a college of art and design, so every detail and every touchpoint is significant. The complexity of this piece, including all the intricate foldouts and critical crossover images, could only be done by a few select printers.”

Daina continued, “We absolutely love the final design and the construction. The many foldouts make the viewbook interactive and engage the viewer. It’s a delightful tactile, visual experience.”

The Pennsylvania College of Art & Design’s viewbook won the 2022 CUPPIE Gold Award, Neographic’s Power of Print (Best of Show), and The Standard Group’s Excellence in Communications Award.



“The viewbook was well received by our whole community and is exciting to potential students. People especially love the way they feel and fold. Our Graphic Design Chair who has been here for 17 years says these are the best viewbooks the College has ever had, which is quite the compliment.”

- Daina Savage, Vice President, Strategic Communications, PCA&D

“You all did a great job from planning through to the end!”

- Rick Lewis, President / Creative Director, Lewis Advertising Design, Inc.