

The background features a solid dark red top section, a thin light yellow horizontal band, and a large light yellow bottom section. In the center, there are several overlapping geometric shapes: a green circle, a red organic blob, a yellow triangle, and a light blue polygon. A central light yellow rounded rectangle contains the text. The text is in a red, hand-drawn, sketchy font. The word 'DESIGN' is on the top line, and 'YOUR WORLD' is on the bottom line. Both words are enclosed in a red rectangular frame with dashed vertical lines. A vertical line with an upward arrow is positioned between the two words, and a vertical line with a downward arrow is positioned below the word 'WORLD'.

DESIGN
YOUR WORLD

FIELD TRIP FACTORY IS AMERICA'S LEADER IN EXPERIENCE-BASED FIELD TRIPS.

We are proud to partner with Harrington College of Design to help strengthen your relationships with high schools and prospective students.

All the elements you need can be found in Tour Central!

Tour Central is a custom site designed to ensure that you have all of the information you need to lead successful tours on campus.



At Tour Central you can:

- View all upcoming tours.
- Download field trip materials.
- Update campus information.
- Review survey feedback.

Simply go to www.fieldtripfactory.com/harrington/support
Enter your campus # and password: design

Refer high school educators interested in the tour to call 1-800-987-6409 or visit the website at www.fieldtripfactory.com/design.

We're here to help!

Contact us at 866-212-0456 9AM to 7PM EST.
tourcentral@fieldtripfactory.com

TOUR PREP

When a tour is scheduled for your campus, Field Trip Factory will send you an email with the date/time and group details.

Here are some quick tips on how to prepare for a tour!

- ① Notify any other faculty or staff members who will be joining you on the tour.
- ② Reserve spaces as necessary—computer lab, lounge, etc.
- ③ Make necessary preparations for lunch.
- ④ Call the tour organizer a week in advance to remind him/her of the date, time, and location.
- ⑤ Ask them about their group! Is it a tech group most interested in seeing the web development facilities? Is there a student who really wants to see the darkrooms? Gear the tour towards those attending!
- ⑥ Prepare the info packets! Every student and chaperone will receive one at the conclusion of the tour. Make sure you have extras to send home with the tour organizer!

INFO PACKET CHECKLIST



BRANDED FOLDER

Give them a place to keep everything together!



APPLICATION FLYER

Let students know where they can apply online, what materials they will need to do so, and any applicable deadlines.



TUITION BREAKDOWN & FINANCIAL AID INFORMATION

Show students and parents that college can be affordable with the help of scholarships, grants, and work opportunities.



BROCHURE

A quick resource for parents and students to reference after the tour.



VIRTUAL HOUSING FLYER

Provided by Field Trip Factory, this instructs students on how to access the work they created during the the tour.



BUSINESS CARD OR CONTACT INFO

Sometimes students don't think of their questions until after they've already left. Give them someone to reach out to!



COMMENT CARD

For students to fill out at the end of the tour!



BRANDED PEN

Pass out separately so they can fill out their comment cards!

QUICK TIPS

When a tour is scheduled for your campus, Field Trip Factory will send you an email with the date/time and group details.

Here are some quick tips on how to prepare for a tour!

- Encourage students to attend campus events for prospective students. If you have a flyer or calendar of events, include it in the info packet to be given out at the end of the tour.
- The whole tour should take about 3 hours. Suggested times are provided for each stop but should be adjusted to fit the needs of each group.
- Have a co-worker set up lunch when it arrives. This will save time and prevent interruption to the tour.
- Set out a box of info packets and cup of pens where you can easily grab them at the end of the tour.
- Don't forget to make the tour your own!

WELCOME TO HARRINGTON!

SUGGESTED LOCATION: LOBBY | **SUGGESTED TIME:** 10 MINUTES

Welcome the group! Introduce yourself and any other staff members who will be accompanying you on the tour. Collect permission slips from the organizer.

Share some background information about Harrington College of Design and get students excited about the tour!

PRACTICAL INFO

- Brief history of the school and the area.
- Commuter options—public transportation, parking, etc.
- Available programs of study.
- Preview the tour to follow. Get students excited!

BECOME A PART OF SOMETHING SPECIAL

SUGGESTED LOCATION: GALLERY | **SUGGESTED TIME:** 15 MINUTES

Discuss the school's alumni and its involvement in the surrounding community. Cover programs that are available for Harrington seniors as well as opportunities such as grants and on-campus employment.

HANDS ON

At the computer bay that displays alumni work, have the students imagine what they can achieve in their future career.

Remind them that the alumni too began with little and are now able to produce the work in front of them. Harrington teaches every process from start to finish—no prior expertise necessary.

THE POSSIBILITIES ARE ENDLESS

SUGGESTED LOCATION: ACADEMIC WING | **SUGGESTED TIME:** 30 MINUTES

Emphasize how students can customize their experience at Harrington. Go over flexible scheduling for part-time students and dual enrollment with city colleges. After enrollment, students have access to counselors, internship coordinators, and job placement opportunities.

Although the campus is unique, it has traditional college components as well! Tell the students about extracurricular activities they could be a part of. Even those unrelated to their field of study can teach skills that will be valuable in their professional life.

A graphic designer who learns to write like a pro on the campus newspaper will communicate better in the workplace.

A web developer who sharpens their public speaking skills on student government will be better equipped to make client presentations.

PRACTICAL INFO

flexible scheduling, affordability, internship opportunities, job placement

DO YOU SEE THE WORLD DIFFERENTLY?

SUGGESTED LOCATION: TEXTILES | **SUGGESTED TIME:** 15 MINUTES

Let the group explore the most recent exhibit.

Tour the work areas and studios. Allow them to view the collection and explain that all of the materials have been donated by Harrington partners and are free to students.

HANDS ON

Encourage students to explore curriculum components displayed on the iPads. Which classes would they most like to take?

A SNEAK PEEK

SUGGESTED LOCATION: GRAPHICS | **SUGGESTED TIME:** 15 MINUTES

Tour the graphics facilities.

Allow students to envision themselves in the seats when they peek into an ongoing class. Explain how the class is typical and atypical.

Point out displayed alumni work to illustrate how homework is different at Harrington. Everything you do for class is a potential portfolio piece!

PRACTICAL INFO

average class size, student demographics, lesson format, benefits of using adjunct professors

PICTURE THE POSSIBILITIES

SUGGESTED LOCATION: PHOTOGRAPHY | **SUGGESTED TIME:** 15 MINUTES

Tour the photography facilities and view displayed student work. Discuss student access to materials in the lab. Equipment can be rented out 24/7!

HANDS ON

Have students in the equipment cage demonstrate equipment that would be relevant to first year students. What would these students want to capture?

DESIGN YOUR YOU

SUGGESTED LOCATION: LAB | **SUGGESTED TIME:** 90 MINUTES

Workshop with an instructor! Immerse students in the process of designing their own logo for a unique brand.

HANDS ON

Design your you!

Pull up logos associated with strong brands, such as the Target bullseye or Nike swoosh. Ask students to identify them. Why are these logos successful?

Let them know that logos need to be simple, eye-catching, and telling all at once. They also need to fit the company's overall brand. A brand includes everything that represents the company—message, colors, logo, etc. What does the Apple brand convey?

Discuss the importance of a brand for a creative professional—it's a consistent look and feel that accurately portrays the individual and their work.

Let's get to work!

What message do these students want to convey with their brand?

Encourage students to brainstorm for their logo. What color best represents them? What typeface best works for their message?

Show us what you've got!

Gather students to show their work and explain their design choices. What message are they conveying with their logo?

Upload for later!

Instruct students to save their work and upload it to the virtual housing site. Tell them they will receive a flyer at the end of the tour with info on how to access the final product from home so they can show their family and friends!

LOOK HOW FAR YOU'VE COME

SUGGESTED LOCATION: LOUNGE | **SUGGESTED TIME:** 30 MINUTES

LUNCH DISCUSSION

- What was their favorite part of the tour or activity?
- What would they major in if they were a student at Harrington?
- Discuss the specifics of affordability, schedule flexibility, curriculum customization, and job placement. Reinforce to the group that these services are available to students at all times.
- Distribute the comment card—collect them after lunch for your Admissions representative to follow up.

THANKS FOR THE EXPERIENCE

SUGGESTED LOCATION: LOBBY | **SUGGESTED TIME:** 10 MINUTES

Pass out info packet to students. Give extras to the tour organizer for students who couldn't attend.

Ask students to pull out the comment cards inside their folders. This is a new tour and we'd love their feedback! While they're filling them out, answer last minute questions from students and chaperones.

Thank the group for coming! Remind them that there is contact info inside their folder if they think of any questions after the tour.