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**Writing sample: HARVARD GRADUATE SCHOOL OF DESIGN**

These are sections from a brochure that we wrote for the GSD'S Career Discovery program. As part of the project, we developed a conceptual platform ("open...") to support both copy and design.

[ spread 1 / page 1 ]

## open possibilities

Life is all about making choices. At any stage along the way, you may find yourself asking: Am I headed in the right direction? What would I really enjoy doing? What do I want to do *next*?

The six-week summer Career Discovery program at Harvard's Graduate School of Design (GSD) welcomes people—from recent high school and college graduates to seasoned professionals—who are grappling with questions like these. And not just people considering a career in architecture or design, but people with a broad spectrum of interests and remarkably diverse plans and goals. What they have in common is the drive and desire to seek the answers to those questions.

Participants in our program commit themselves fully to a path of intense studio work, seminars and lectures, workshops, and field trips. Deeply immersed in a culture that is both demanding and rewarding, they experience what education and work are like in the design and architecture professions. They emerge—many of them exhilarated—with a more profound understanding of the possibilities ahead and the choices they will make.



[ spread 2 / pages 2 and 3 ]

## open eyes

Exploring a new perspective, testing limits, expanding potential. These concepts are central to the design and architecture professions—and central to what Career Discovery offers. Our students spend most of their time, including evenings and weekends, in a rigorous studio environment at the GSD that mirrors a graduate level studio experience. They learn to analyze any challenge from multiple angles, pursuing new ways of thinking and seeking out creative solutions. In the studio, a student's participation, dedication, and enthusiasm are essential to success.

[ spread 3 / pages 4 and 5 ]

## open mind

Architecture and design are everywhere, surrounding us wherever we go and influencing cityscapes and landscapes in ways that are material, social, emotional, and spiritual. In the Career Discovery program, students go beyond studio work in order to study the broader, real-world impact of the design and architecture professions. With guidance and in-depth instruction from respected faculty members and practitioners, they participate in lectures, workshops, and field trips that help them make the leap from theory to practice, idea to reality.



[ spread 4 / pages 6 and 7 ]

## open road

The ability to choose is a gift—and the value of making an informed choice cannot be underestimated. The Career Discovery program is an opportunity to experience the rigors and excitement of the design and architecture professions before you commit yourself to a choice.

Beyond that, Career Discovery has changed students' lives in unexpected ways. Design, architecture, and planning have fundamental connections to many other vital aspects of life in a complex society such as our own. No matter what direction you take, the knowledge you gain here may help you make decisions that are more informed and more insightful.

We invite you to join us and see the possibilities for yourself.