

Office of Communications & Marketing

2017 Viewbook

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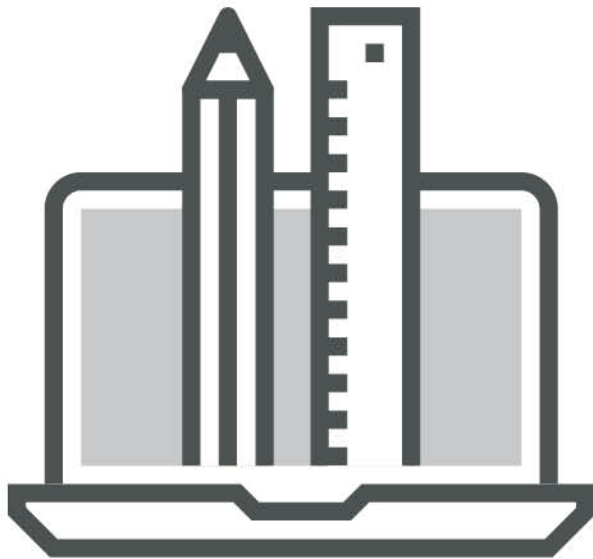
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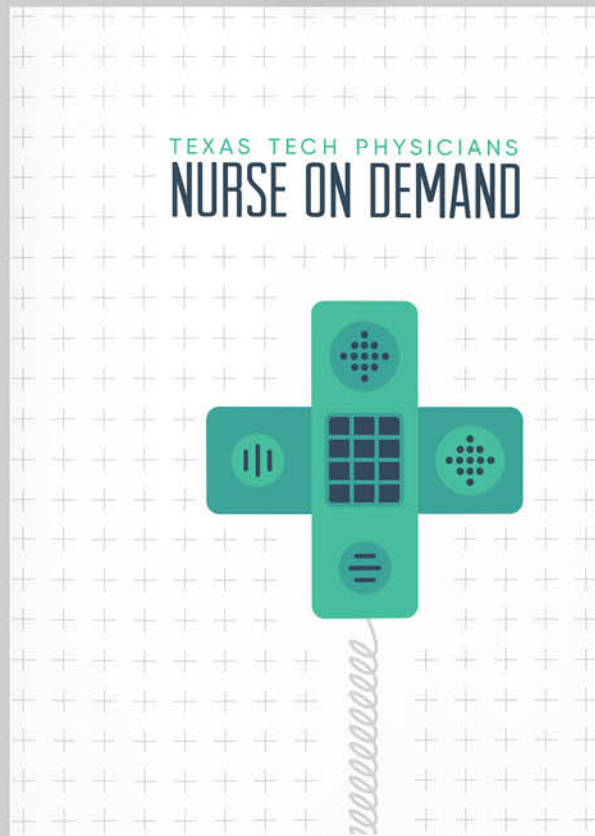
INTRO

The Texas Tech University Health Sciences Center (TTUHSC) Office of Communications and Marketing offers professional and creative outlets to relay news and messages for wide or specific audiences. As the singular source for TTUHSC news and advertising, the Office of Communications and Marketing can help schools, institutes and departments find their voice within TTUHSC.



GRAPHIC DESIGN

The graphic design team can create artwork for anything from print media including marketing materials, invitations and magazines to digital advertisements and social media design. The team crafts customized artwork that communicates the values and brand of TTUHSC while conveying the important messages and function of each piece. Each professional designer has years of experience transforming a client's vision into a product that resonates with its audience.



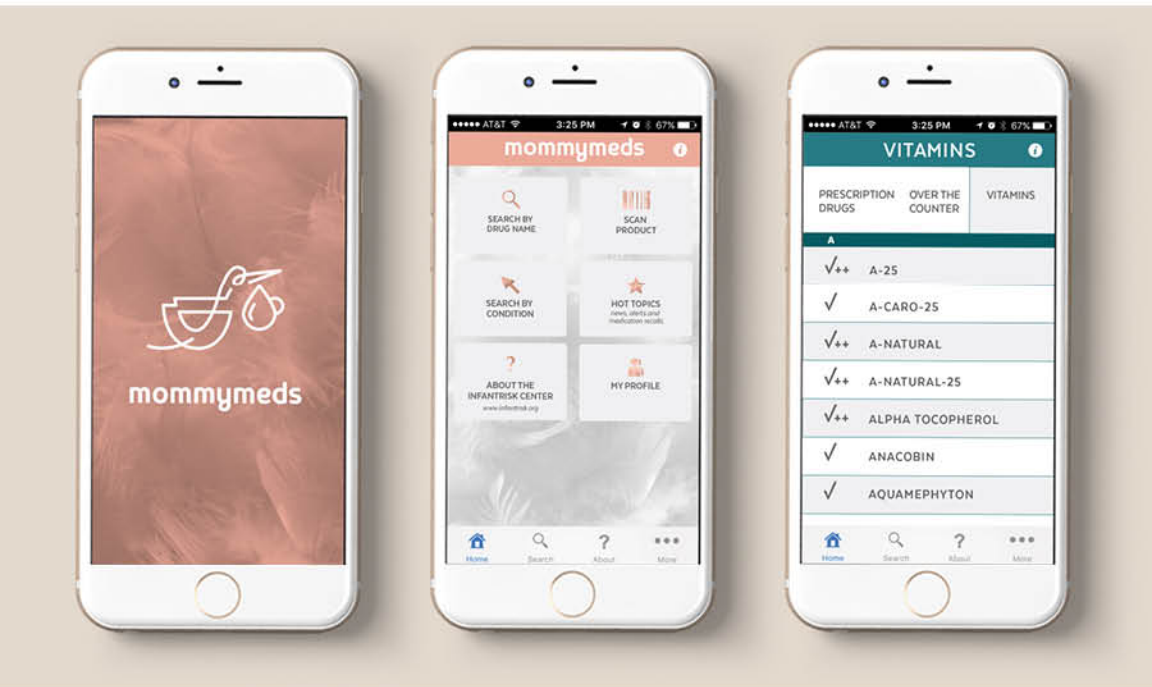
NURSE ON DEMAND Sales Kit | Texas Tech Physicians



Gold Addy® Award for Sales Promotion



DEAN'S FACULTY APPRECIATION | Event Invitation & RSVP | School of Medicine



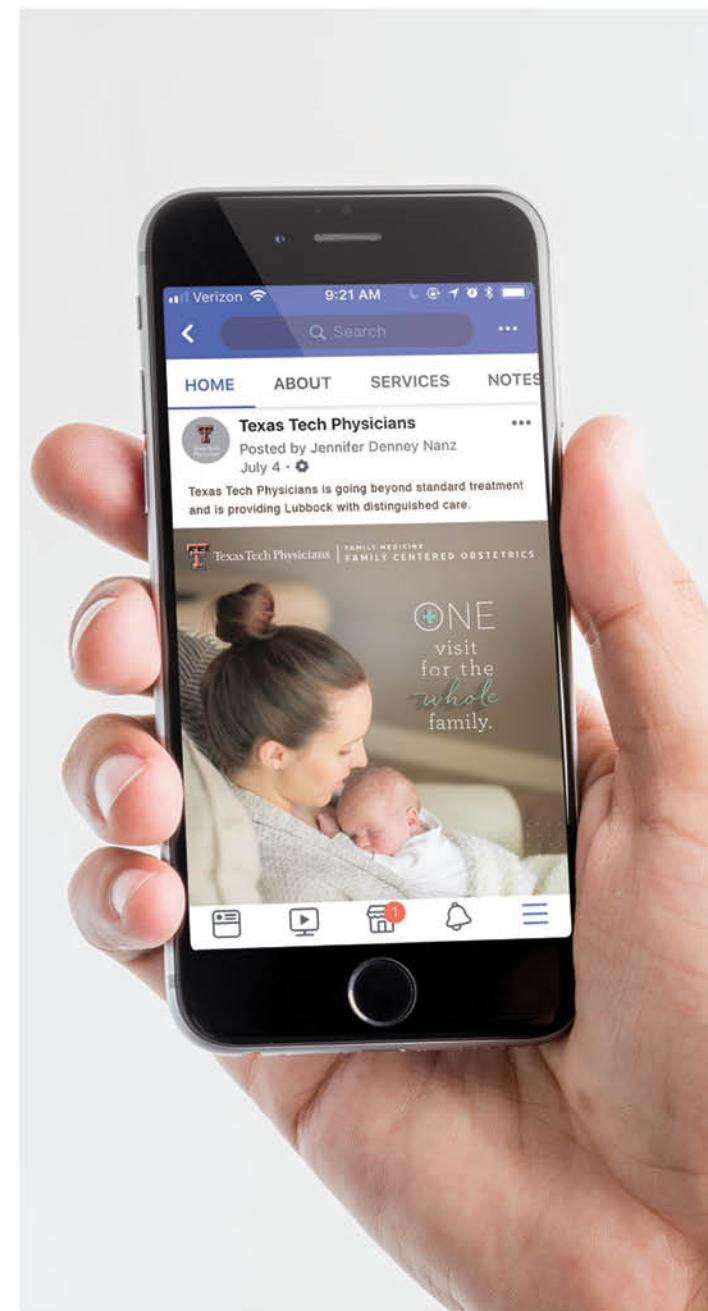
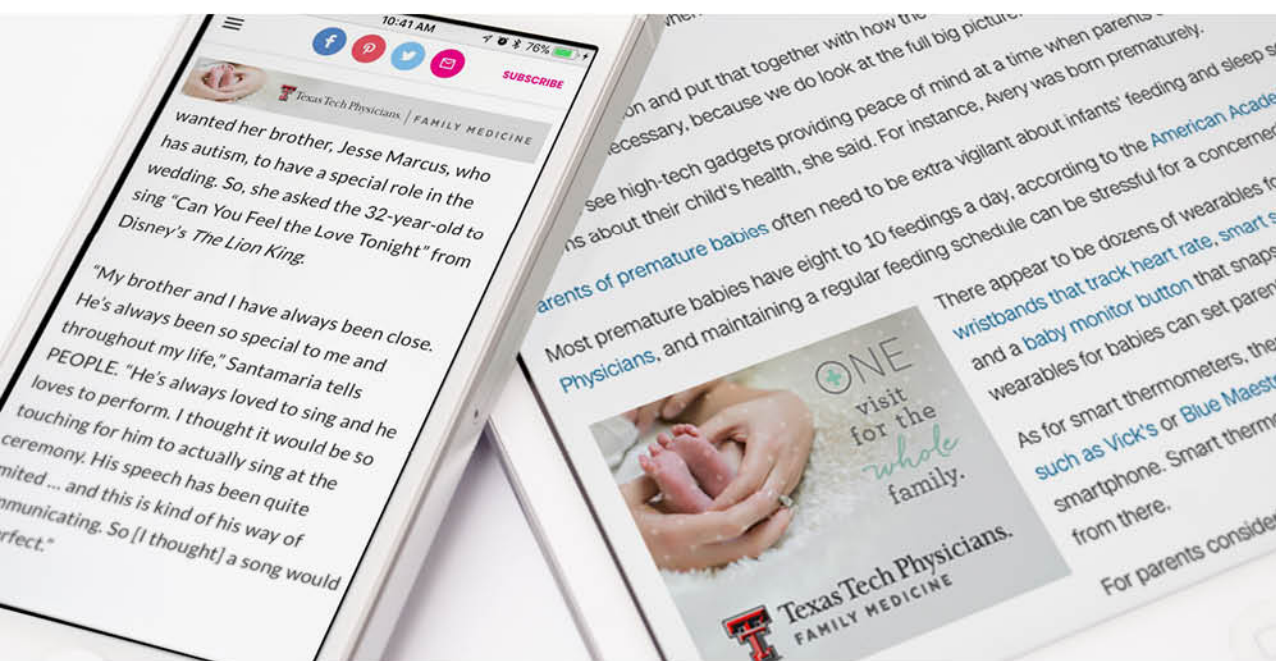
MOMMY MEDS Mobile App & Logo Design | Infant Risk Center



WORLD CONGRESS Conference Program | Office of the President



Gold Addy® Award for Collateral Material
Publication Design – Book Design



FAMILY CENTERED OBSTETRICS Digital & Social Media Ads | Texas Tech Physicians Family Medicine



IMPACT REPORT Publication | Laura W. Bush Institute for Women's Health



Gold Addy® Award for Public Service Collateral – Annual Report



RURAL Residency TRACK

YOUR LIFE... our profession

Our unique and exciting rural opportunity provides the selected residents training within an ACGME accredited program and one on one with a family physician practicing full-spectrum care including: general and preventive medicine, operative procedures, surgical obstetrics and Texas-Mexico "border medicine". These residents will attend the first year of residency with the core program and subsequent two years in rural practices and subspecialty rotations in Odessa. The region is rich in cultural diversity from rapid population growth due to economic stability.

The design of our rural track recognizes the primacy of the continuity principle in Family Medicine and reinforces this through longitudinal experiences one-on-one with family doctors who daily provide the continual spectrum of prenatal through postpartum, newborn through adolescent, adult through geriatric, and pre-operative through post-operative care for their panel of patients in various settings. This track provides equal curricular experiences for all residents by completing the same rotations, acquiring the majority of inpatient experiences at the core program site and attending common activities.

CURRICULUM

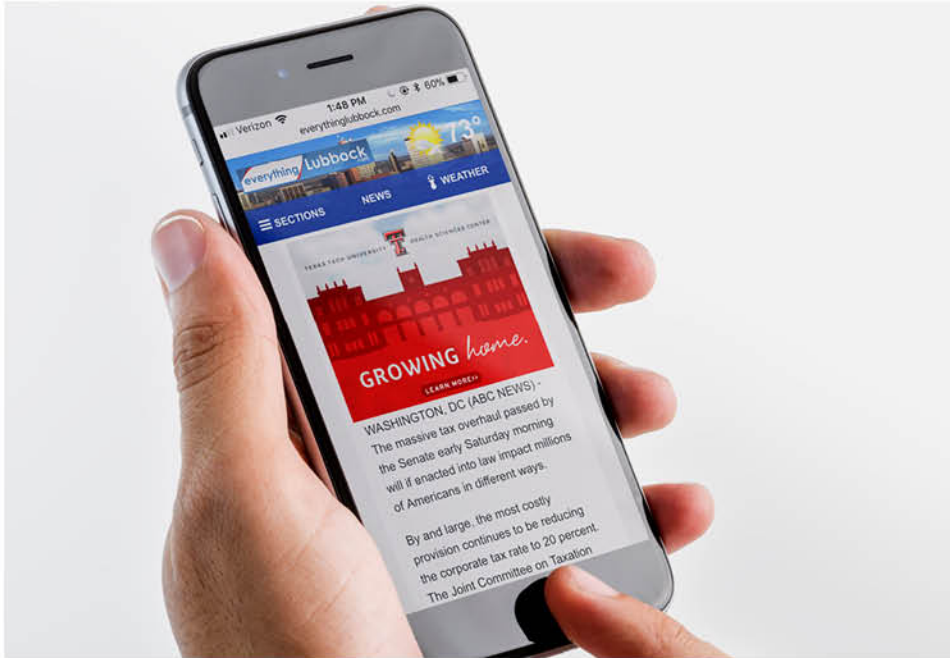
- PGY-1**
- Cardiology 100 hours
 - Critical Care 100 hours
 - Emergency Medicine 50 hours
 - Geriatrics/Popultery 50 hours
 - Family Medicine Inpatient 200 hours
 - Obstetrics 100 hours
 - Ophthalmology 50 hours
 - Otorhinolaryngology 50 hours
 - Orthopedics 50 hours
 - Urology 50 hours

- PGY-2**
- Ambulatory Family Medicine 200 hours
 - Electives (Odessa) 100 hours
 - Emergency Medicine 150 hours
 - Family Medicine Inpatient (Odessa) 150 hours
 - Gynecology 100 hours
 - Obstetrics 100 hours
 - Orthopedics 100 hours
 - Pediatrics Outpatient 100 hours

- PGY-3**
- Ambulatory Family Medicine 200 hours
 - Behavioral Family Medicine 100 hours
 - Electives (Odessa) 100 hours
 - Family Medicine Inpatient (Odessa) 100 hours
 - Geriatrics 100 hours
 - Orthopedics 100 hours
 - Outpatient Pediatrics 100 hours
 - Practice Management 100 hours

FAMILY & COMMUNITY MEDICINE RESIDENCY PROGRAM

Booklet | School of Medicine at the Permian Basin



GROWING HOME Brand Campaign | Office of Communications & Marketing

SOME SEE AN EMPTY FIELD

We see promise and opportunity.



Great things come from what seems lost. And that's not the first time we've turned an empty field into something useful.

When we're a leader in research, we're also a leader in service. Our veterinarians, researchers, and staff work together to make sure that every animal that comes through our doors has the best care possible. Texas Tech University Health Sciences Center is a leader in research, and we're also a leader in service. We're proud to be a part of a team that's making a difference in our region.


Now, we're ready and able to take on the challenge of keeping our animals healthy alongside our people.

TEXAS TECH VETERINARY MEDICINE



TEXAS TECH UNIVERSITY | TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

THE WEST STILL NEEDS PIONEERS

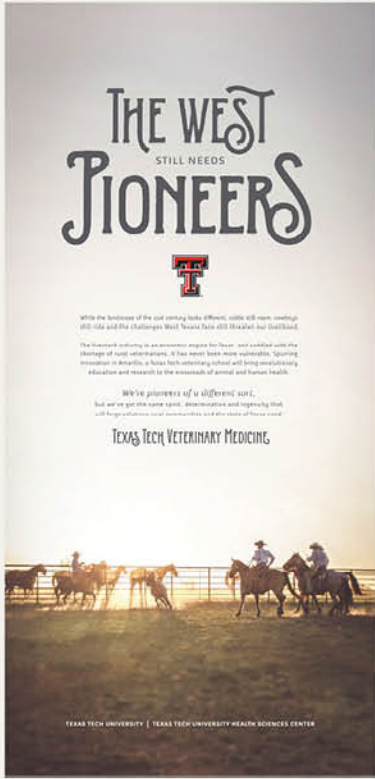


With the backbone of the old cowboy lingo, cattle still roam, cowboys still ride and the challenges West Texas faces still threaten our livelihood.

The research coming in an increasing number of Texas, and added with the challenges of rural communities, it has never been more important. Spurring innovation in Amarillo, a Texas Tech veterinary school will bring revolutionary education and research to the forefront of animal and human health.

We're pioneers of a different sort, but we've got the same spirit, determination and capacity that all pioneers have: our commitment to the west of Texas and all who call it home.

TEXAS TECH VETERINARY MEDICINE



TEXAS TECH UNIVERSITY | TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

BIG STATE BIG FUTURE



In Texas, there's a lot of land to cover, and that's no exception when providing care to livestock and rural communities. Our state has health risks, complex environments, but only the best take care of livestock in rural areas.

A Texas Tech college is recruiting innovative graduate students who expand the opportunity for Texas to become a national leader and help address the unique needs of the state it needs.

As big as we are, there's plenty of room for more opportunity.

TEXAS TECH VETERINARY MEDICINE




TEXAS TECH UNIVERSITY | TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

THANK YOU AMARILLO



For nearly half a century, Amarillo and Texas Tech have worked together to improve the lives of West Texans, from economic growth and job creation to the health of our communities.

Today we're leading down a new road, and we thank the Amarillo City Council, Amarillo citizens, government, corporations and the community for its investment in our best interest for a College of Veterinary Medicine.

We're honored to have your continued support in this historic venture.

TEXAS TECH VETERINARY MEDICINE



TEXAS TECH UNIVERSITY | TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

TEXAS TECH SCHOOL OF VETERINARY MEDICINE

Print Ads | Office of the Chancellor



- + Gold Addy® Award for Newspaper Advertising
- + Gold Addy® Award for Photography-Color-Campaign
- + Judge's Choice Addy®



Bronze Addy® Award for Newspaper Advertising in the Tenth District - Arkansas, Louisiana, Oklahoma and Texas

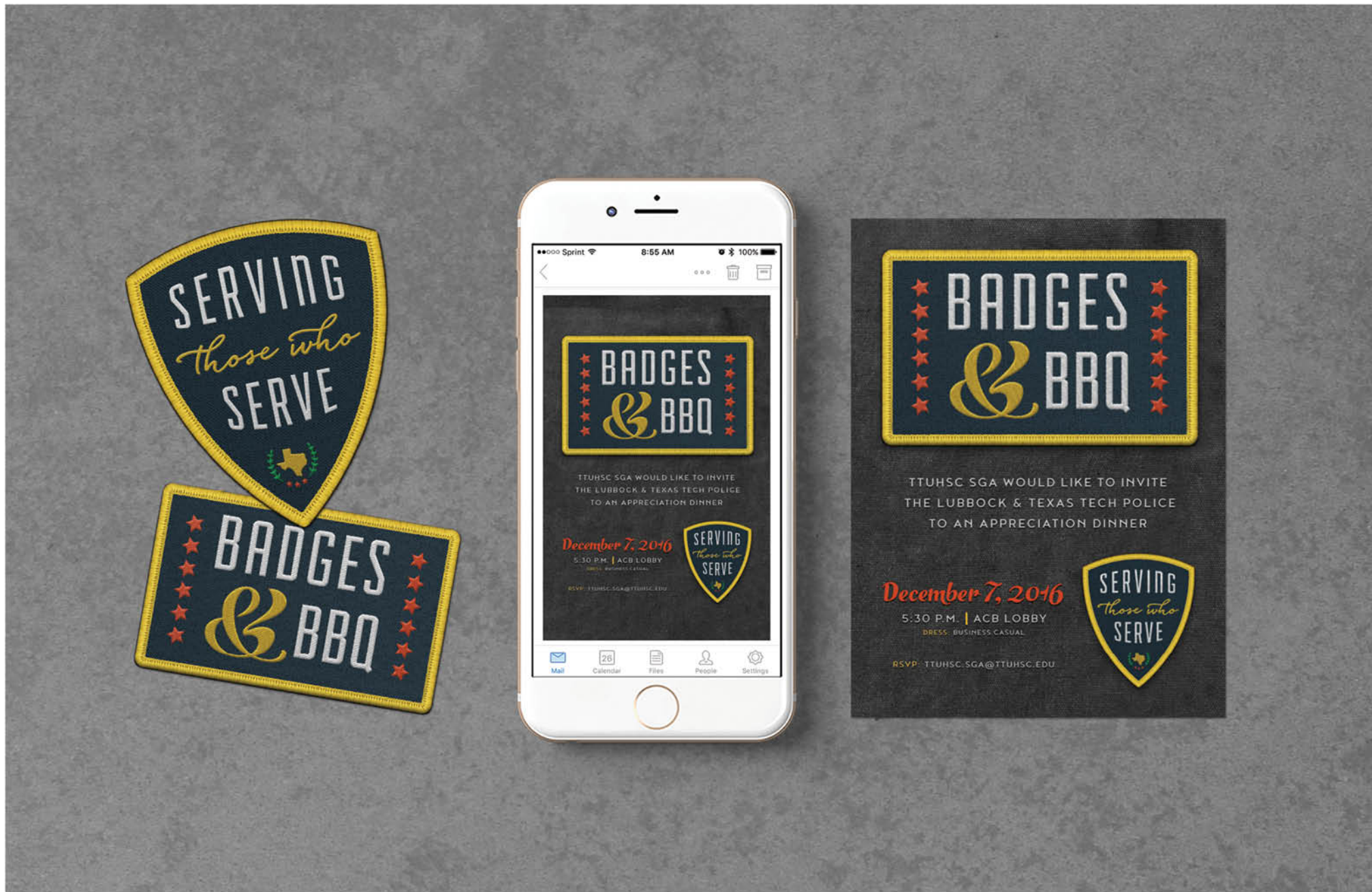




CAMPAIGN KICKOFF Event Invitation | Institutional Advancement



Silver Addy® Award for Collateral Material –
Special Event Material Invitation Advertising



POLICE APPRECIATION Digital Invitation | Office of the President



Silver Addy® Award for Public Service Online/Interactive





CELEBRATION OF GENEROSITY | Event Invitation | Institutional Advancement



POP-UP SHOP Spirit Shop Displays & Merchandise | TTUHSC Students, Faculty & Staff



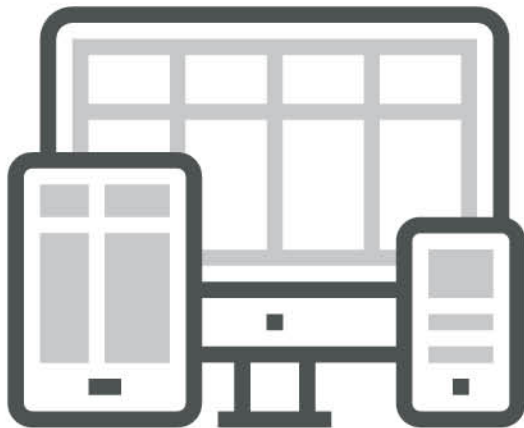


PHOTOGRAPHY & VIDEOGRAPHY

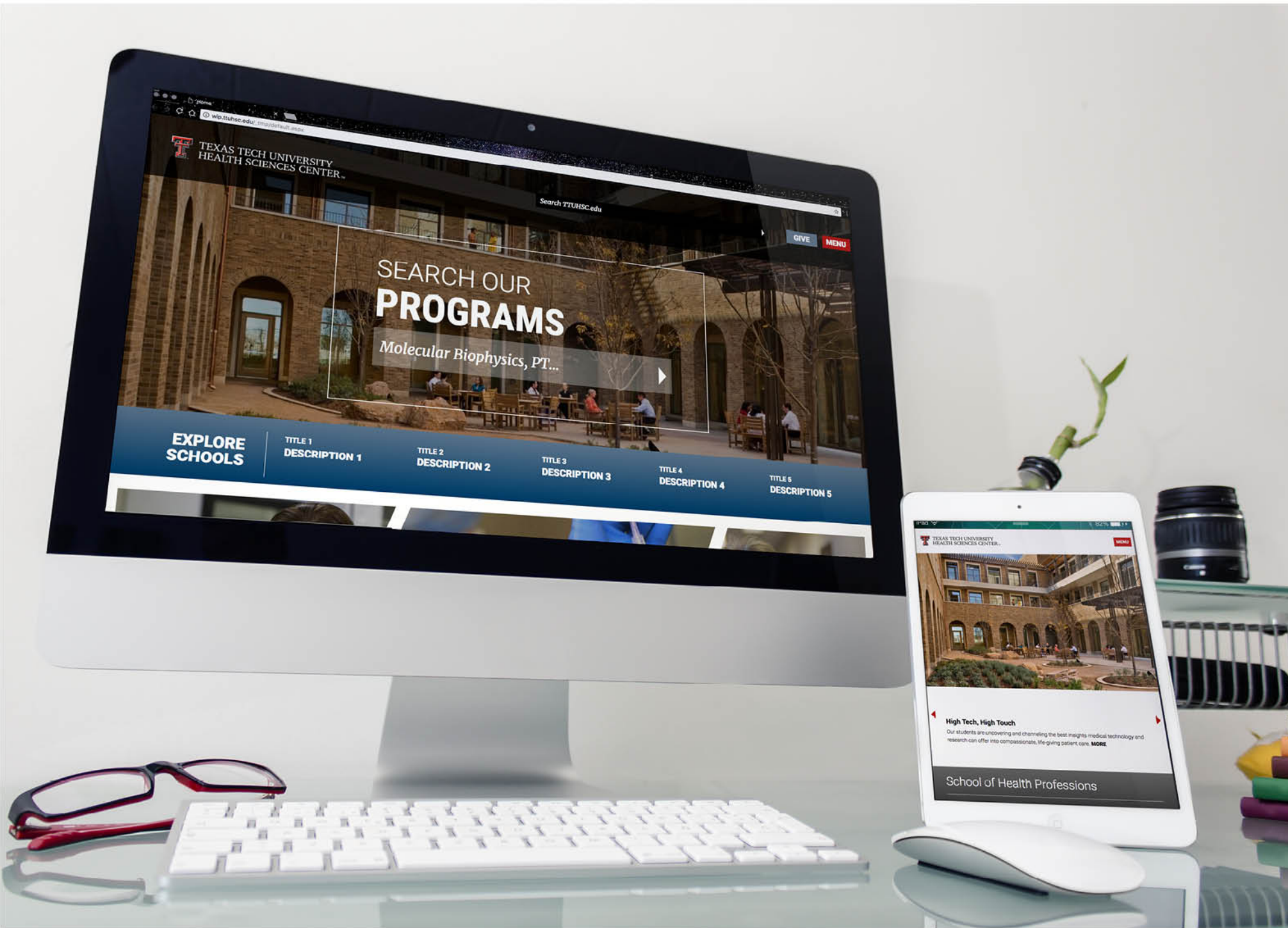
Our photographers provide professional photography and videography to document the TTUHSC story and provide creative imagery that bring projects to life. Photography and videography services are available for photo journalistic coverage of news and events, marketing and advertising projects, formal portraits, facilities and clinical photography and video for all types of media. The team also maintains an extensive database of images of TTUHSC events, student activities and organizations, health care providers, faculty, alumni and campus scenery, which is available by request.



DIGITAL STRATEGY & WEBSITE DEVELOPMENT



The digital strategy team communicates and maintains the TTUHSC brand across a multitude of web and digital platforms. They represent TTUHSC online through ttuhsc.edu and other websites, social media, blogs and online content placement. In partnership with other departments, they also maintain the university's web guidelines and manage site content, web development, campus announcements and events system, online analytics, search engine optimization and other digital initiative projects. They can help establish and maintain an online presence and explore strategic digital content and social media options.



EXPLORE SCHOOLS

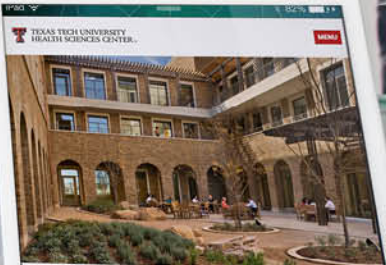
TITLE 1
DESCRIPTION 1

TITLE 2
DESCRIPTION 2

TITLE 3
DESCRIPTION 3

TITLE 4
DESCRIPTION 4

TITLE 5
DESCRIPTION 5



High Tech, High Touch

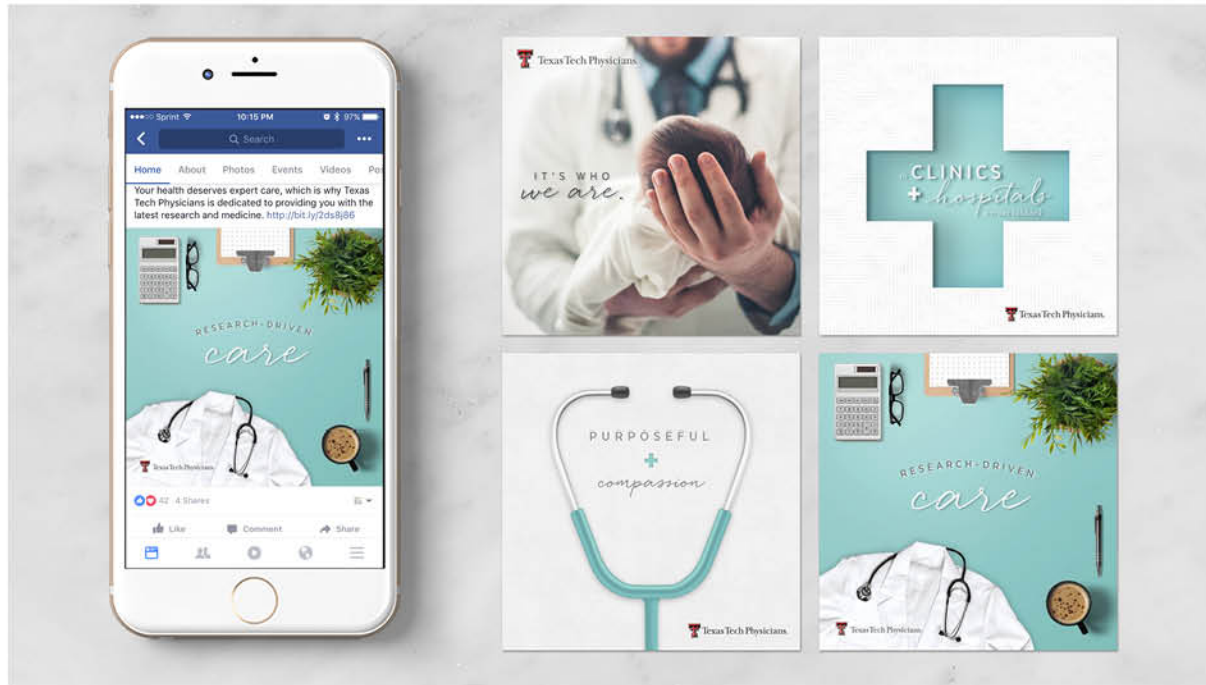
Our students are uncovering and channeling the best insights medical technology and research can offer into compassionate, life-giving patient care. [MORE](#)

School of Health Professions



SOCIAL MEDIA STRATEGY & MANAGEMENT

Our dedicated social media team manages, monitors and generates content on all social media outlets for TTUHSC including Facebook, Instagram, Twitter and more. The social media team can assist you with the strategic placement and repurposing of content through multiple online channels, including the Daily Dose and Spirit5 blogs, increasing awareness of your announcements and events.



**TTP BRANDED
FACEBOOK GRAPHICS**

Social Media Graphics | Texas Tech Physicians



Gold Addy® Award for Social Media - Campaign



NEW STUDENT ORIENTATION

Shirt & Snapchat Filter | TTUHSC



Gold Addy® Award for Integrated Advertising Campaigns - Local



MEDIA & PUBLIC RELATIONS

The communications team assists in relaying the university's news and events. They can assist in copyediting and writing and custom media pitches to reach media locally, nationally and internationally. Their experience working with media gives them the ability to advise and create content for the most effective reach of audiences. The communications team fields media inquiries, assists journalists, writes and reviews marketing materials, covers institutional events, drafts feature stories and coordinates between people for the best coverage.





Texas Tech University Health Sciences Center
Communications & Marketing



806.743.2143 | externalrelations@ttuhsc.edu | www.ttuhsc.edu/creative