

UGA COSTA RICA IBOOK

AN INTERACTIVE BROCHURE

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6 MEET THE TEAM

UGA Costa Rica, the largest of three international residential centers operated by the University of Georgia, is an international center used for research, study abroad, symposia, and ecotourism featuring over 28 annual programs, covering over 38 academic areas of study. Despite this, with only five students studying at UGACR this semester, participation is a major setback for the program. Our team met with a handful of UGACR directors, faculty, and students. After our conducted research, we uncovered four reasons that hinder students from studying abroad.

1 CREDIT CONFUSION

Because of the campus location and its strong sustainability emphasis, students are unaware of the vast amount of credits. In reality, students can receive both Upper Level credits and Core Requirements.

2 LACK OF AWARENESS

Although it remains one of the largest study abroad programs available at the UGA, students are still unaware, uneducated of the program's existence.

3 COST

UGACR costs range from a couple of hundred to a couple of thousands. Yet, students are unaware of the mass amount of financial aid opportunities available and the discounts for out-of-state students.

4 "LANGUAGE BARRIER"

As the program is located in the rural community of San Luis, Costa Rica, it is implied that you must speak Spanish or be a Spanish major to study abroad with UGACR. Although major Spanish programs are offered, English is the first language of the UGACR campus.



Our main goal is to promote the program and get students to discover the wonderful, adventurous world of Costa Rica. So, our team went straight to the drawing boards to debunk these common study abroad misconceptions. After weeks

of brainstorming came up with the idea of creating an electronic, interactive brochure to promote the program in a modern, digitally-advanced way. Alas, we have created the UGA Costa Rica iBook!

The UGACR iBook is a multimedia, interactive iBook that leads you on a tour of UGA's award winning Costa Rica International Center using just the touch of your finger. Our digital brochure is a new media alternative to paper pamphlets that helps you start planning your study abroad in San Luis de Monteverde. Beyond a typical brochure, our interactive brochure includes everything you to know about the opportunities available with UGACR in a modern, digital way. The iBook features videos, interactive 360° images, frequently asked questions, and an easy-to-use class catalog. The iBook promotes the expansive programs, brings you closer to the hidden world of Costa Rica, debunks the common study abroad misconceptions in a modern, sustainable medium.



We foresee a bright future for our UGA Costa Rica iBook. Our initial goal was to promote the program, which we believe, through our beautifully-designed, innovative, digital technology, was successfully accomplished. Because of UGA Costa Rica's vast, continually updated content library and the iBook's easily updatable interface, we believe it will continue to grow and improve in years to come. Our New Media team believes the iBook will accomplish three future goals throughout the next year.

1 INCREASED PARTICIPATION

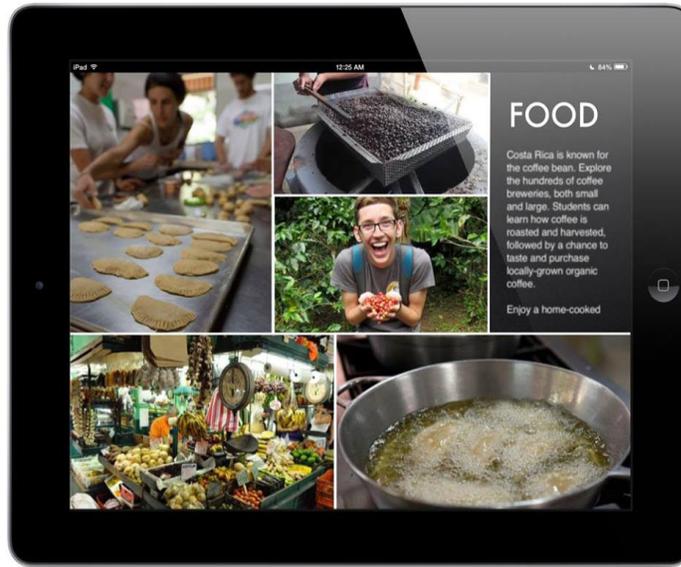
We hope to drastically increase student participation in all of the UGACR study abroad programs. Within the next year, we hope to increase UGACR study abroad participation by 100 students. This is a reasonable goal, as the NMI believes the iBook serves as a valued marketing and promotional tool.

2 A DIGITAL STANDARD

We also want to set the digital presence precedent for all other study abroad programs on campus. Rather than a standard, simple brochure or poster, programs can be promoted in a modern, effective way with interactive, digital new media alternative.

3 A LASTING LEGACY

In 2001, UGA purchased a working farm in San Luis de Monteverde, Costa Rica. Since 2005, UGA Costa Rica has been an interdisciplinary study abroad center for students around the country. The Costa Rica international Center has been a part of the University of Georgia for decades, acting at the largest of UGA's three international centers. As a staple study abroad of the University of Georgia, with the iBook, we hope to continuing its lasting legacy for years to come.



UGA Costa Rica iBook is available for free in the iBooks Store. It is compatible with the iPad, the iPad Mini, iPad Retina and the new iOS operating system, Mavericks. After downloading in the

iBooks Store, the UGA Costa Rica iBook will be added to your iBooks Library for viewing.

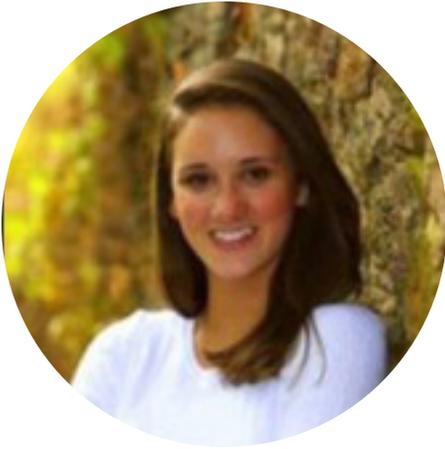
In order to create this user-friendly, visually appealing experience, we have integrated multiple technologies. The iBook is designed using iBook Author software, where we created the book using custom templates. Throughout the iBook, there are several interactive widgets. Using both DreamWeaver and iAd Producer, we designed several HTML 5 widgets to tell a more dynamic story. These applets include a systematic scrolling method between the chapters, various visual aspects, photo galleies, 360 degree panoramas, videos, and an interactive map.

iAd Producer was used to create the most useful and notable applet of the UGA Costa Rica iBook, the dynamic Course Selector. This expansive widget was created using several pages and tags, is **designed to accurately match a student's area of study to applicable UGACR programs**. The course selector widget creates class list, the consequential cost projection, and lastly a function to apply to the program.

All of these programs aided in the creation of a easy-to-use, dynamic, and beautiful experience.



Available on the
iBookstore



TEAM MANAGER

Page Kelley is a senior majoring in Advertising. As the team leader, she coordinates the team, communicates with instructors, monitors deadlines, and keeps the team on task. She plans to work in an advertising agency after college.



CONTENT PRODUCER

Maggie Taylor is a senior majoring in Mass Media Arts, with an emphasis in Digital Media. She is responsible collecting and organizing research as well as conceptualizing all content. She is interested in **Content and Brand Development**.



VISUAL DESIGNER

Arturo Rodriguez is a senior at the majoring in Advertising. He is responsible for creating the iBook through visual design, designing all illustrations, building page templates, creating presentations, and conceptualizing promotions.



PROGRAMMER

CD Skehan, the team-techie, is a senior majoring in Psychology. CD is responsible for creating the iBook, the widgets, and the website. She is the manager of WUOG, UGAs radio station. She is interested in working in the field of Social Media Analytics.