

Ignite

A Promotional Magazine for Liberty University

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A Senior Thesis submitted in partial fulfillment
of the requirements for graduation
in the Honors Program
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Acceptance of Senior Honors Thesis

This Senior Honors Thesis is accepted in partial fulfillment of the requirements for graduation from the Honors Program of Liberty University.

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Abstract

For my senior thesis I received special permission to do a project instead of a paper. I named my magazine *Ignite*, and it is a promotional magazine. The magazine target audience is primarily high school juniors and seniors who are interested in attending Liberty University in Lynchburg, Virginia. I completely designed the magazine from beginning to end, with the exception of the photographs. The photographs used are ones approved by the Liberty University Marketing Department that the author has permission to reprint. This way, if Liberty University decides to add this publication to their line of products the school already has the copyrights to the images. All graphic design elements and writings are the sole creation of the author.

The goal of this magazine is to help Liberty University and to help prospective students as they are going through their college selection process. I want this magazine to be something that Liberty can use for years to come with bits of updating throughout the years as the school sees fit. I believe this magazine can be used to create interest in Liberty University and will be something that few other colleges can offer to students. It is something I would like to give back to the school for the experiences I have been blessed to have here.

Process Paper

The Concept

This magazine, called *Ignite*, has been a long process that first started around a year and a half ago. I wanted to create a magazine that would stand alone as a marketing tool for the university, and would capture the interest of high school students. I first came up for the idea of *Ignite* in one of my graphic design classes. I then had to decide if this was really what I wanted to do in place of my senior thesis. I began research for this magazine by thinking about a target audience and how the magazine would be used, questioning other students about why they chose to attend Liberty, reading comparable magazines from other colleges, determining the structure and content for the magazine, and highlighting what makes Liberty unique among other colleges. *Ignite* is a special magazine. My vision for the magazine includes it being targeted to high school juniors and seniors who may have an interest in attending Liberty University. *Ignite* could be mailed to students who have made contact with Liberty and asked for more information. The magazine could also be distributed to prospective students during CFAW (College for a Weekend) events. Several other colleges have a similar type of magazine to *Ignite*, and as such, Liberty's use of it will make the school more competitive in attracting students.

There were several steps I initially had to take when I decided to do a magazine. The target market was key. After deciding to aim at attracting high school students to Liberty, I began my research by asking students what was a determining factor for them to commit to attending Liberty. After reviewing my notes on topics that were relevant to students, I concluded what subjects would be covered. I also began researching similar

magazines to see what other schools had done with this concept. This way I could evaluate the strengths and weaknesses of similar products to see what I wanted to incorporate, as well as what to avoid. An important part of any magazine is the visual appeal. In order to create a magazine that would be visually interesting, color schemes and layout would be important factors in the creative journey.

The Writing

The next step was writing the magazine. I needed to decide on a name for the magazine, consider ideas for articles, choose a format for the magazine, and write the pieces. Naming the magazine was very important to me. The word ignite intrigued me as a title because Liberty University's motto is "Training Champions for Christ." According to the Merriam-Webster dictionary, two of the definitions of ignite mean "to heat up: excite" or "to set in motion." This seemed to go hand-in-hand with Liberty's motto. By the time a student graduates from Liberty University, they should be "on fire" for Christ after being spiritually fed during their time at Liberty.

Next, I wanted to emphasize features about Liberty that show why it is a perfect choice for prospective high school students. My vision included highlighting the range of academic programs the school offers, listing the variety of sport activities students can participate in or support, incorporating the wide assortment of clubs, and creating articles to help calm the nerves of incoming freshmen. I chose to use the AP Style Guide as my reference for a style. I began reviewing my notes and writing the articles.

Graphic Design Elements

A magazine is a very creative project. It requires the use of many skills acquired and honed through classes at Liberty. Any magazine project, or any graphic design

project, has lots of elements to it. The process of determining how a page should look requires planning and the ability to create visual interest. It incorporates items such as color, typeface, page layout, and leading, etc. Each page in a magazine has to be different and unique, yet still blend with the overall idea and style of the magazine.

All these things take time and usually the best fit is found through trial and error. Graphic design plays a large part in the magazine because it has to keep the reader's interest. If the magazine fails to draw the reader in and keep the reader entertained, then the magazine has failed. That is why research is so important, as well as getting feedback and critique. I have turned to classmates in my major to help provide advice on changes needed.

This magazine is a reflection of different aspects of Liberty that would be of interest to high school students. All students want to know what college has to offer for them. This magazine aims to show that Liberty University is a school that is large enough to offer a variety of majors, sport activities, and clubs, yet small enough to feel like home. I hope this process paper has been insightful and given a better understanding of all the elements that were thoughtfully chosen in creating this magazine.

ignite

THE INSIDER GUIDE TO LIBERTY UNIVERSITY

A Project by the School of Communication & Creative Arts

**YOUR
JOURNEY
BEGINS
NOW**

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Start Your Journey

liberty university

WE TRAIN
CHAMPIONS
FOR CHRIST

Quick Facts

Academic Programs

220 total residential and online undergraduate programs

87 total residential and online graduate areas of study

6 total online doctoral programs

Liberty University School of Law

Liberty Baptist Theological Seminary

Tuition/Room & Board/Fees

\$25,834 approximate annual undergraduate resident cost including tuition, mandatory fees and housing

Campus

Over 6,700-acre campus

Over 4 million sq. feet of building space

166 buildings

215 classrooms

Technology

95% wireless coverage campus wide

100% wireless coverage of student areas on campus

99% technology enabled classrooms

Over 450 computers in 16 classroom labs and over 350 computers in various open computing spaces across campus

Enrollment

Residential enrollment: 12,500

Online enrollment: over 70,000

Total enrollment: exceeds 82,500

Faculty Profile

More than 2,000 full and part-time faculty

70% full-time faculty hold terminal degrees

Library

131,000 electronic full-text books

67,000 electronic full-text journals

315,000 print and media items

Student Profile

Residential: 49% Male, 51% Female

Online: 41% Male, 59% Female

56.1% of resident students live on campus; 43.9% commute

The student body represents all 50 states (and Washington, D.C.) and over 70 countries

Resident students volunteer 586,262 hours each year in the community and on campus

Motto

"Knowledge Aflame"

PUTTING THE PIECES TOGETHER: HOW TO PICK A MAJOR



Top 5 Questions to Ask:

- What do I love?
- What am I good at?
- What are possible careers I could see myself doing?
- What skills do I want to learn?
- What life factors (region, money, etc.) do I need to consider?

Most Interesting Statistic:

"College students often change their majors between 4-6 times. Sometimes it is better if they come in as an undecided major so that advisers can guide them."

- CASAS Adviser Dwayne Melton

Where to go for Help:

If you need help deciding on a major, contact CASAS at casas@liberty.edu to meet with an adviser. Or contact the Career Center at careers@liberty.edu for information about the Career Direct Test which helps show students majors that would fit their personalities.

What Liberty Has to Offer

13 Academic Schools

Aeronautics

Arts and Sciences

Business

Communication/Creative Arts

Education

Engineering

Health Sciences

General Studies

Government

Law

Music

Religion

Seminary

Dozens of Clubs and Organizations

Academic Organizations

Publications

Department/Major Clubs

Intramural Sports

Art and Writing

Drama

Music

Language

Debate and Speech

Honors

And so much more!



8 HELPFUL HINTS TO

MAKE YOUR ROOM HOME



1

Bring touches of home. This shouldn't cost you anything and will make a huge difference in your room. Bringing photos and small knick-knacks is a key way to make a room feel like home.



2

Bright Colors. Another important factor is making your dorm room light and airy. Colors that are upbeat and happy make your room feel more welcoming. It also helps to liven up a space that can seem small.



3

Buy a rug. No one wants to wake up to a cold laminated floor. And bring curtains to help keep the light out in the early morning as well as one for your closet.



4

Coordinate with your roommate. If you do not coordinate color scheme, then at least work out who is to bring what. Items that will be mutually used should be evenly divided ahead of time. Dorm rooms are small and you need to leave as much open space as possible.

Purchase a mattress topper. Dorm room mattresses are never comfortable or top quality. In college, sleep is precious (and for some students very rare). Guaranteeing a good night's sleep is a top priority and is worth the investment. You can use it for all four years and you will never once regret it.

5

Bring a lamp to create a better atmosphere. Lighting in dorms is not the best and will cause you to strain your eyes while staying up late doing homework. Good lighting makes the room homey and is much easier on the eyes.



6

Designate sections of rooms. Have different rooms for different activities. Having a set place to do homework is important. After all, part of the reason you are in college is to get a good education. Having an area to be able to sit down and focus can help you get work done more efficiently so that your free time is truly yours.



7

What you can live without? You will always bring more than you need your first time, but try to pack less. You can always go back and get more on your first break or buy it when you get to school if it is something you really need. When you're sharing a room with other people, it's important to prioritize what you bring with you.



8

What Type of School is Right for You

- 1 When hanging out with friends you prefer:
1. You like to hit the town with as many people as possible
 2. A quiet night in watching movies with just a couple of friends
 3. You and your group of friends head out for dinner and then bowling

- 2 What time do you like to go to bed?
1. What's a bedtime?
 2. Early, or at least curfew. You need your rest.
 3. Depends on what you're doing. You like to have but don't want to be out all night.

- 3 How do you study best?
1. You study when you have time, but probably not as much you should.
 2. In the library, in a quiet nook all to yourself.
 3. You like to do homework in the desk in your room, quiet and homey.

- 4 How do you like your classes?
1. You like your classes big and autonomous. You like to blend in.
 2. You like quality one-on-one time with your teachers.
 3. You like smaller classes but want to keep some distance between you and your teachers.

- 5 What do you want to major in?
1. Not sure yet, you're just along for the ride and the experience of college.
 2. You know exactly what you want to do and picked a school that had a good reputation in it.
 3. You have general ideas of what you like but aren't sure what you want to study. You're open to different areas.

Answers: Mostly 1's means that you are wild and fun-loving. You say go big or go home. A big school with lots of opportunities and fun activities to do would be perfect for you. Mostly 2's means that you're the quiet and studious type. You work hard and do well in school. You have a small, close-knit group of friends. A smaller, private school that offers lots of one-on-one attention would be best. Mostly 3's means that you are a well-rounded individual. You balance fun with work. A medium sized school with a focus in liberal arts would be best for you.

Word Search

X V L F I R S T C L A S S Q I E
 R C O N V O C A T I O N O L T A
 S P A R K Y M X F U C Q K T Z C
 F S C R I P T U R E Z E R U Y U
 R S N W O T R E M L E I Z M A Z
 E L B I B L A C I L E G N A V E
 I Y V J E R R Y F A L W E L L O
 B N Q W G Z P A P D N O Q F J T
 G O D Y T I S R E V I N U Y O R
 F T V O F A D R K P D E X N E E
 W E U Z A Z N N D Z X B M U K E
 P Z R B J W X E L F W O N S S M
 N E S O L L U M O N O G R A M A
 L I B E R T Y V E E L V I N E S
 S T U D E N T S L Y P D W C I S
 A U X Q Y Y T N G M O C R L B T

Bible
 Convocation
 Elmer Towns
 Evangelical
 First Class
 God
 Jerry Falwell
 Liberty

LU Monogram
 Scripture
 Snowflex
 Sparky
 Students
 University
 Vines

Sudoku

		9	1					
3		6		2	4			
			8		2			
	2		8	9			7	5
	7			1	4			
			6					1
	3	1	6	5	8			
8								9
	6					3		

	5	8						
			1			7		
	9			6				
8	1			4	9	2	7	
		6		5	8			
			3			5		
7								5
6			3					7
	2			7	6		4	8



Liberty University Sports

20 NCAA Division I Athletic Sport

Men's Sports

- Baseball
- Basketball
- Cross Country
- Football
- Golf
- Soccer
- Tennis
- Track and Field

Women's Sports

- Basketball
- Cross Country
- Field Hockey
- Lacrosse
- Soccer
- Softball
- Swimming
- Tennis
- Track and Field
- Volleyball

29 Club Sport Teams

- Archery
- Crew
- Disc Golf
- Gymnastics
- Hockey
- Paintball
- Racquetball
- Skating
- Skiing and Snowboarding
- Taw Kwon Do
- Triathlon
- Ultimate Frisbee
- Wrestling
- And many more!

“ Where the Spirit of the Lord is...



There is
LIBERTY”

-2 Corinthians 3:17-

THE WORLD'S LARGEST

CHRISTIAN UNIVERSITY

One of the things that makes Liberty University so unique is the Christian environment

Campus Church

Campus Church happens every Wednesday night at 7:30 p.m. and is a time for students to connect and refresh. One of the campus pastors usually speaks such as Johnnie Moore, Clayton King, or Ben Gutierrez.

Center for Global Engagement

Students get to find out more about themselves at college; it provides a learning opportunity. The Center for Global Engagement becomes a huge part of that. Most students on campus go on a missions trip at some point during their college career. This is the department that arranges those trips and prepares students for their abroad experiences. Liberty makes sure that its students are prepared no matter where they go.

Convocation

Students attend Convocation services Monday, Wednesday, and Friday throughout the week. The services go from 10-11 a.m. and include worship and a speaker. Some of the speakers in the past have included Kirk Cameron, Tim Tebow, James Brown, Michele Bachmann, Louie Giglio, and many others.

Student Leadership

Liberty University has one of the best Student Leadership programs. Every student on campus is prayed for **by name every day**. The network of Resident Directors (RDs), Resident Advisers (RAs), Spiritual Life Director (SLDs), and Prayer Leaders (PLs) make sure that every student is personally cared for and ministered to. The students of Liberty care for one another and the effect of that can be seen all over campus.

Christian Service

One of the things that is unique to Liberty is the Christian Service program, better known as CSER. Every year students are responsible for going out into the community and making a difference. Students complete 20 hours of community service every semester. Liberty wants to make sure that its students are well-rounded. Liberty knows the importance of starting this good habit now so that students will always want to give back to their city and community.

Why Liberty

By: Rachel Deas

One student's journey to Liberty

Listen to God's calling for your life; only when we listen and obey do we find true peace and joy

I decided to create this magazine to provide an inside look at Liberty. When I was in the middle of my college search, I felt overwhelmed. I received so much mail from colleges across the country that I probably could have filled a small pool. Where you go to college is one of the biggest decisions you will ever make. The stress of senior year can be all consuming if not handled properly. Trust me, I know. I've been there.

My senior year, I had no idea where I wanted to go to college. All my friends seemed to know, why couldn't I? I ended up visiting 14 schools my senior year. Yes, you read that right, 14 college trips. I visited every school you could imagine: big and small, public and private, liberal and conservative, out of state and in state, Christian and secular, well known and unheard of.

I visited them all...and then still didn't know where I wanted to go. I did learn a few important lessons along the way though. For example, never ever go visit a school without a GPS if you have a directionally challenged parent. (My mom and I learned this one the hard way when we accidentally drove into another state. Can you say detour?) I also figured out the size of colleges I preferred. Mine was medium. I liked being at a big enough school where there was lots to do yet being small enough that you weren't just a number.

I also learned the most telling attribute of schools, its students.

If you want to know if you will like a school, if you will fit in, look at the students. How do they dress? How do they act? What do they talk about?

This was the main draw for me to choose Liberty. Out of all the colleges I visited, Liberty's students were the most friendly, most welcoming and most courteous. I liked that the guys opened doors for the girls. I liked that I didn't particularly hear swear words in the hallways. I liked that people seemed genuinely happy to see me. I liked that people were happy to be at Liberty.

The attitude the students portrayed and the atmosphere they created is what made me fall in love with the school. The only problem was that Liberty was a little out of my price point. But God is good, if you follow His calling and will for your life, He will make a way for you. God opened doors for me and clearly shut others so that I could feel secure in choosing Liberty.

I actually did not confirm my college choice until the last possible moment, April 30, the night before the official May 1 deadline. For me, it was about relying on God and learning to wait on His timing. I am very much a planner, my parents would categorize me as Type A extreme. Because I am such a planner though, God used this time of college searching to force me to trust him. I found myself clinging to

one of my favorite verses, Jeremiah 29:11

"For I know the plans I have for you," says the Lord. "They are plans for good and not for disaster, to give you a future and a hope."

New Living Translation (NLT)

I trusted Him with my college decision, and I've never regretted it. My time at Liberty has been wonderful and I feel very blessed that God opened a way for me to go to school here. But even more than that, I have a strong feeling of peace. I knew I was being obedient to God when I picked Liberty as my school.

And that is the most important thing I can impart to you. Whether you end up at Liberty or not, listen to God's calling for your life; only when we listen and obey do we find true peace and joy.

I wish you all the best on your college journey. Just remember that the most important voice to listen to, over your parents', friends', or your significant other, is God's. I had to learn to wait on God's timing in my college search; maybe you will too, or maybe you already know exactly where God wants you. Regardless, be sure to listen to His still, small voice because when you do, nothing can stand in your way.



7 TIPS TO MAKE YOUR

FRESHMAN YEAR EASIER



It's that time of year again when summer comes to an end and school starts back. The transition from high school to college can be hard for some, so here's what new students need to know to make the switch easier.

Talk like a Liberty student. Certain key words can give away any new student. Cars are parked in the "Pit" (and there are two of those). Students eat at the "Rot," where people identify their seats by surrounding wall colors-such as the "Barney" and "Watermelon" sections.

4



1

Learn how to compromise. Dorm rooms are small and shared. Roommates can be best friends or worst enemies, and the difference is usually how much each person is willing to compromise.

Ring-by-Spring. Get used to hearing phrases like "ring by spring." It doesn't take long to find out that Liberty is VERY family-oriented. Don't be surprised when it's talked about in convo because each service receives at least one honorable mention.

5



2

Get a GPS. As any Liberty student knows, driving in Lynchburg can be a little confusing. So those privileged enough to bring a car should invest in a good GPS. Because getting lost everywhere is not on anyone's to-do list.

Find your classes in advance. Mapping out classes beforehand is a must. No one wants to spend their first days lost and having to ask people for directions only to end up late to class. No need to start the year off irritating professors.

6



3

Bring comfy shoes! This is a must! Liberty is built into a mountain (literally—it's on top of the mountain, through the mountain, engraved into the mountain) which means a lot of walking and a lot of hills. Good shoes that don't hurt are absolutely necessary if blister-free feet are desired.

Always have an umbrella. Even if there is a zero percent chance of rain, bring an umbrella because another name for Lynchburg is Drenchburg.

7



Follow these helpful hints and advice to guarantee a great start to your freshman year.

Inspire. Glorify. Nourish. Independence. Trust. Excellence.

ignite

visit www.liberty.edu for more information