

Tech Education Campaign Integrates Visual Magnetism and Digital Kiosks

The Challenge

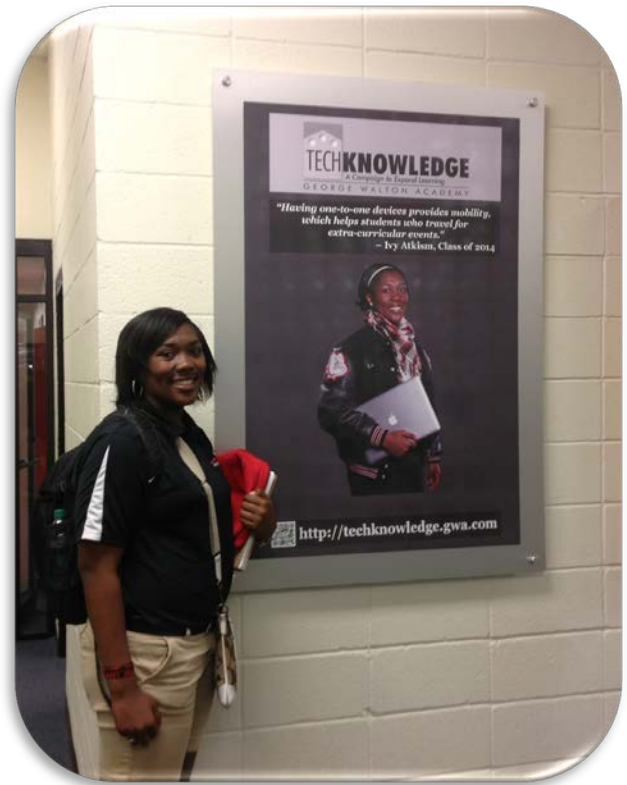
George Walton Academy (GWA), a college-prep day school in Monroe, Georgia, wanted signs and graphics to reflect the school's *TechKnowledge* campaign to expand learning through technology.

The marketing director at George Walton Academy contacted FASTSIGNS® with a request for changeable graphics to promote awareness of their technology campaign in key campus locations.

The Solution

FASTSIGNS provided a comprehensive visual communications solution using the Visual Magnetism Graphic System® and provided two digital kiosks and banners for the private school.

With several main entrances to the campus, the school needed the flexibility to change photos of students. FASTSIGNS created stand-off displays with Visual Magnetism that features multi-layering



of graphic panels including photos, headlines, a web link and QR code. The flexible designs allow graphics to roll onto the display background for a professional mounted appearance at strategic locations such as GWA campus entrances, cafeteria and library.

FASTSIGNS' Burney Dobbs created a brushed aluminum sign with an overlay of Visual Magnetism that provides photo-quality imagery.

"The school can change the background (for the photo shoot) and change the students that they highlight, and even change their logos," Dobbs remarked.

He says that GWA students are learning how to program the digital kiosks as part of their curriculum and are really excited about updating the content for different venues.



FASTSIGNS placed one digital kiosk outside the video production/TV studio and another inside the front lobby of the school. George Walton Academy plans to use two digital kiosks to reach out to students and parents visiting the campus as they extend messages of sponsorship, campus news and events.

“When you are trying to promote the fact that you are high-tech, the digital kiosks put the school into that category,” Dobbs said.

The Result

FASTSIGNS created comprehensive visual communications solutions for GWA that educate and inform students, parents and visitors to the campus in a high-tech way.

As George Walton Academy focuses on leading the way in technology and education, FASTSIGNS created a comprehensive plan with signs and graphics to meet the needs of the growing school.

*FASTSIGNS® of Athens, Georgia is owned by Burney Dobbs.

