A Duck’s Eye View: UO360 Provides New Students VR Tour of Campus

As the end of each year approaches, the graphic design team at SSEM, in coordination with Print Services, works to update artwork and packaging to provide a unique piece for every incoming flock. “Each year, we take the opportunity to make improvements,” says Leah Olson, Senior Graphic Designer at SSEM since 2021. “Our goal is to create something sleek, silly, and memorable that informs and delights future Ducks and their families. Last year, I had the honor of updating the illustration to better represent everybody’s favorite Duck. This year we had to resize the goggles to accommodate larger phones, and we reintroduced an outer mailer box to better protect the precious cargo in flight (aka the mail).”

Different styles of packaging are explored, and prototypes are tested to ensure that all pieces fit snugly together for mailing to students. Ink drawdowns are conducted and proofs are reviewed by the team to judge print quality and verify that all pieces adhere to UO branding guidelines. Once the necessary approvals are received, printing of the new packaging moves forward on a Flexo press. The full run takes approximately 6 hours, with quality checks being performed at regular intervals. Once the ink has dried, the boxes are loaded onto pallets and delivered to Print Services for assembly and fulfillment.

In its seventh year, the UO360 mailing is Print Services’ largest and most anticipated “all hands on deck” winter project. Each January over 35,000 boxes, goggles, and cards take over the shop as staff from all departments at Print Services attempt to make quick work of their assembly. Boxes are carefully folded by hand, goggles and instructions are inserted, and the entire package is taped shut to ensure safe transit to each student. Mailing labels are applied to each unit, and sacks of boxes are loaded onto pallets for delivery to the Post Office. Once they arrive at their destination, the new Duck can spread their wings and take their first flight of many through their future home!

It’s only natural for new Ducks to feel nervous about leaving the nest for the first time, but with the help of UO360, an immersive “build-your-own” VR goggle experience, admitted students can get a head start on finding their way around their new home.

The project, a collaboration between Student Services and Enrollment Management (SSEM) and Print Services, provides incoming freshman and transfer students with the opportunity to explore the UO campus, inside and out, using their own smartphones and the UO360 App. Each student receives a custom box with a set of expandable goggles and instruction card. Once the goggles are assembled (in three easy steps) and the UO360 App downloaded, a smartphone is used to create a viewfinder through which the student is dropped into a virtual reality exploration of campus.

With 21 unique locations across campus, they can fly above the UO skyline, check out panoramic views of Autzen Stadium and the EMU, and even go courtside at Matthew Knight Arena.

Supporting Research Through Partnerships

In 2016 Print Services in partnership with the Center on Teaching and Learning began producing and distributing teaching materials to K-8 schools across the country.

About CTL

The Center on Teaching and Learning (CTL) is a world-class research center at the University of Oregon that uses scientific evidence and research-based practices to advance teaching and student learning.

One of the largest research centers at the University of Oregon, CTL was established in 2003 as part of the College of Education. The College of Education at the UO is one of the highest-ranking graduate schools of education in the country. As part of the College of Education, CTL has contributed significantly to this ranking through its active research projects.

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The Center on Teaching and Learning’s world-class staff have developed a suite of innovative products with a special focus on grades K-8 and struggling learners. The suite of innovative products as aforementioned are printed and distributed by Print Services.

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Bleeds and margins in print design are fundamental to print quality. A bleed is a design that spills over the edge of the final print size, ensuring that color or imagery extends to the physical edges of the page. Proper margins ensure that text and critical imagery extends to the paper’s edge post-final print size, ensuring that color or imagery spills over the edge of the page.

How do I get my design to print to the edge?

Large images that spill over to the edges of your document. Extend your artwork out to this box, knowing that it is what we will trim away after printing. Remember that it’s always a good idea to keep any important content inside a safety margin, at least an additional 0.125 inches away from the final, trimmed edge.

Preview your work before printing and include bleed settings and crop/trim marks in the PDF export options. For specific guidance, consult the University of Oregon's Print Services Team to ensure your project meets institutional and industry standards. We look forward to helping you with your next print project!

Elevating Print Capabilities: The Xerox Iridesse Press Revolution

The arrival of the Xerox Iridesse Production Press to Print Services marked a significant leap in our digital printing capabilities. This advanced technology is not merely an update—it’s a transformative tool that can revolutionize how we present our academic and creative endeavors.

The Iridesse is uniquely equipped with six-color printing technology, allowing the inclusion of metallic gold, silver, white, and clear inks. This means you can now include an added layer of sophistication and attention-grabbing detail to your print projects.

The Xerox Iridesse Production Press is more than a piece of equipment—it’s a statement of our commitment to quality, innovation, and excellence. It empowers us to turn ordinary printed materials into extraordinary representations of our vibrant campus life and the groundbreaking work we do here. The Iridesse stands ready to ensure our message is delivered with the highest visual impact.