

Drexel University Online

Drexel University Online Takes the American InHouse Design Awards

Drexel Online wins in three categories for its design of various collateral pieces.

Philadelphia, PA (PR Web) – May 1, 2008 – The 2008 American Inhouse Design Awards sponsored by Graphic Design USA and The Creative Group, the premier organizations showcasing the work of institutional inhouse design departments, recognized Drexel University Online for its excellence in advertising design. Drexel Online won awards in three categories including Partner Brochure, the Drexel.com website, and Medical Direct Mail.

The American Inhouse Design Awards were created as a unique opportunity for inhouse design, marketing, and communications departments to be recognized for their creativity and contributions to their businesses and institutions. “Much of today’s best graphic design is done by inhouse designers,” said GDUSA publisher Gordon Kaye, “but this breakthrough is too often unheralded and undervalued. The driving force behind this program is to assure that inhouse designers get the recognition they deserve inside and outside of the creative community.”

The 2008 American Inhouse Design Awards were highly competitive, with over 5,500 entries. “These awards reflect our ongoing commitment to achieving the highest standards in online learning,” said Dr. Kenneth Hartman, academic director of Drexel Online. “It’s always welcome news to receive recognition for the first rate creative work which ultimately enhances the educational experiences of Drexel Online students.”

The awards were announced during the first week of April, and award categories focused on the activities and strengths of inhouse design departments, including brochures and collateral, logos, direct mail and announcements, corporate and annual reports, packaging and point-of-sale, sales promotion and sales kits, newsletters and publications, conferences and events.

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About Drexel University Online

[Drexel University Online](#), winner of the 21st Century Best Practice Award for Distance Learning from the United States Distance Learning Association, is a wholly-owned subsidiary of Drexel University, specializing in innovative, Internet-based distance education programs for working professionals and corporations in the United States and abroad. Drexel University is continually ranked one of the best national doctoral universities by *U.S. News & World Report* and enjoys regional accreditation by the Middle States Association of Colleges & Secondary Schools. A pioneer in online education, Drexel has offered programs online since 1996.

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