



creative edge

# PAGE DESIGN

121 layout designs that push the envelope, with the inside stories on how the designers did it

lynn haller





**ART DIRECTORS:** Joyce Nesnadny, Mark Schwartz  
**DESIGNERS:** Joyce Nesnadny, Brian Lavy, Michelle Moehler  
**STUDIO:** Nesnadny + Schwartz, Cleveland, OH  
**CLIENT /PRODUCT:** Cleveland Institute of Art/art school  
**PHOTOGRAPHERS:** Robert A. Muller, Mark Schwartz  
**TYPEFACES USED:** Bodoni (headline), Meta (text)  
**TYPE DESIGNER:** Erik Spiekermann (Meta)  
**SOFTWARE:** QuarkXPress  
**COLORS:** Six, match  
**PRINT RUN:** 48,000

**CONCEPT:** "The Cleveland Institute of Art is an academic institution that provides education for men and women who seek professional art careers," says Mark Schwartz. UCLA offers a strong preprofessional foundation and a variety of art and design majors within its state-of-the-art facility. The catalog—the fourth set of recruiting materials Nesnadny + Schwartz has produced for the school—is the cornerstone of CIA's recruiting efforts. The audience consists primarily of high school students." To arouse interest in the school, to articulate the scope of the school's programs and to showcase the creative energy, challenge and excitement of a CIA education, "the catalog provides a colorful in-depth look at the school, interspersed with compelling images of activities at CIA and of student artwork."

To ensure the catalog could stay up to date, all course descriptions and schedules are contained in a two-color addendum publication that is updated annually.

**SPECIAL COST-CUTTING TECHNIQUES:** "The new catalogs were produced with dramatically different covers," says Schwartz. "By using the same 52 pages of content and changing the covers, we were able to realize an overall savings in our creative and production budgets of approximately 50 percent."

