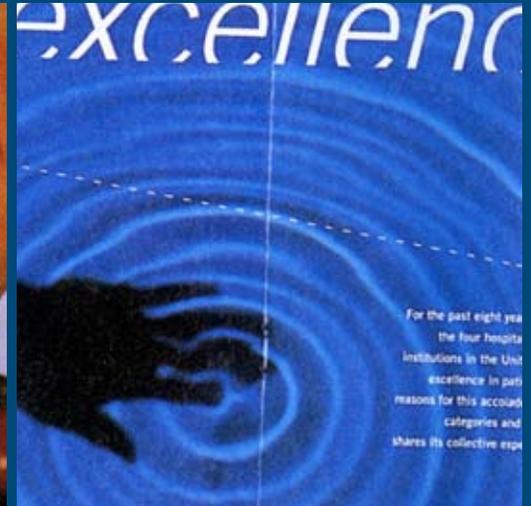
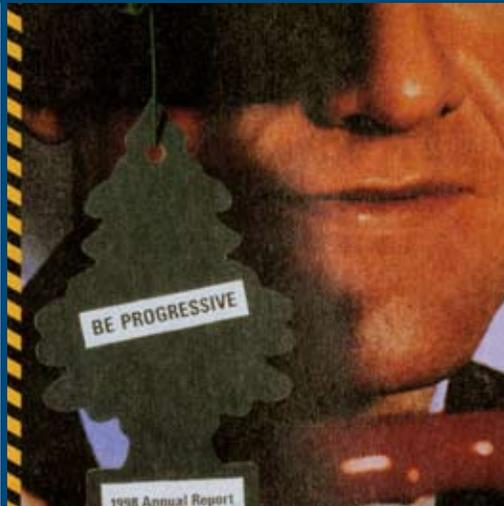
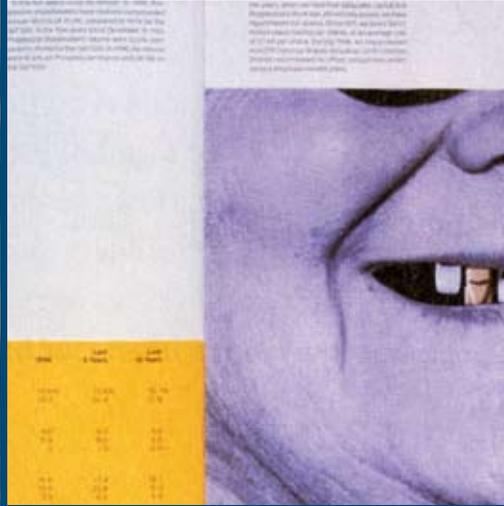


GRAPHIC DESIGN

SECOND EDITION



SOLUTIONS

ROBIN
LANDA



Figure 5-21

WorldCare Capabilities Brochure

Design firm: Nesnadny + Schwartz, Cleveland + New York + Toronto

Art directors: Mark Schwartz, Joyce Nesnadny, and Tim Lachina

Designers: Joyce Nesnadny and Michelle Moehler

Photographers: Design Photography, Inc. and Stock

Client: WorldCare

Our client, WorldCare, required a brochure that would offer a comprehensive, compelling introduction and an overview of their services. WorldCare provides an innovative service that promises to change the face of medicine in many parts of the world. Using the latest technology, WorldCare establishes a worldwide connection between patients in need and medical experts who can help them.

WorldCare wanted a “branding” piece to underscore the quality of the institutional consortium, the tangible humanitarian benefits, and the leadership role that they seek to play. This brochure describes all aspects of WorldCare’s business, from telemedicine capabilities to clinical trial services to the “global HMO.” It includes the company’s mission statement, core business, list of offices and goals for using telemedicine to overcome many of the world’s obstacles to providing the best health care services.



Nesnadny + Schwartz used cropped visuals and type to create a very graphic and contemporary look for the Progressive annual report (Figure 12-2). “Each year, Progressive commissions an artist or a group of artists to create a body of work for our annual report, which is inspired by Progressive theme. This year, our inspiration is the American passion for car travel and the culture born from it. The artist is photographer Stephen Frailey. Stephen works by collaging found images to create new meaning from their juxtaposition. Frailey’s work will become part of Progressive’s growing collection of contemporary art.”

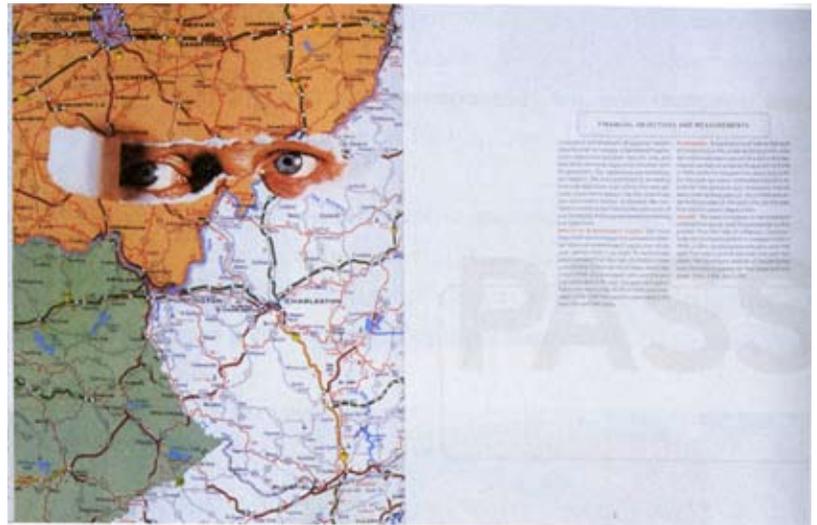
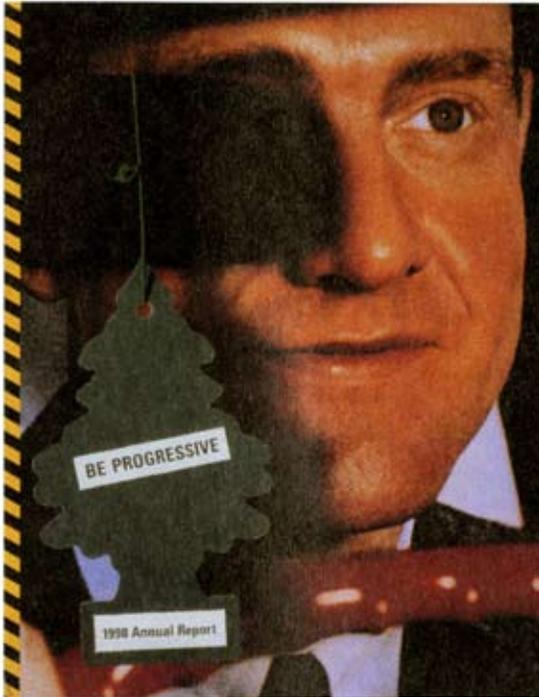


Figure 12-2

“Be Progressive” The Progressive Corporation 1998 Annual Report

Design firm: Nesnadny + Schwartz, Cleveland + New York + Toronto

The tree design is a federally registered trademark owned by Julius Samann, Ltd. and is used here with permission.

Art directors: Mark Schwartz and Joyce Nesnadny

Designers: Joyce Nesnadny and Michelle Moehler

Artist: Stephen Frailey

Writer: Peter B. Lewis, The Progressive Corporation

Client: The Progressive Corporation



Unity is created by the clear use of grid and typographic design in this annual report. “Critical Research,” designed by Nesnadny + Schwartz (See Figure 12-4). Red is used for headlines, sub-headlines and introductory sentences, which establishes an element of continuity. An usual color palette in the statistical part of this annual report gives it a lively feeling.

Figure 12-4

“Critical Research” Cleveland Clinic Foundation 1998 Annual Report
Design firm: Nesnadny + Schwartz, Cleveland + New York + Toronto
Art directors: Tim Lachina and Brian Lavy
Designers: Brian Lavy and Tim Lachina
Writer: Steve Szilagyi, The Cleveland Clinic Foundation
Client: The Cleveland Clinic Foundation

