

GRAPHIC Design :usa

High marks for Vassar admission materials

Mark Schwartz of Nesnadny + Schwartz writes:

This is the first publication that Nesnadny + Schwartz produced in a new program of admission communications materials for Vassar College. The series includes this Search Brochure, a View Book, Science Brochure, Outcomes Brochure and redesigned web site. The design of all components is conceptually and visually linked to form a cohesive series of communications materials and vehicles targeted to prospective Vassar students.

The client's goal is to raise awareness of Vassar College. This publication is targeted by direct mail to high school juniors and includes a response device which triggers distribution of other components in the package. As one of the finest colleges in the world, Nesnadny + Schwartz was charged with inventing a publication which not only stands out from the "pack" but also portrays Vassar as the unique and special institution that it is.

We created this brochure as an "interactive" 8-page, double gate fold format. Working with limited space, the publication contains a compelling cover; mini-interviews with current students; a fold-out collage of people, places, things, and facts; and a concise "Vassar At A Glance" summary.

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Brochures

