



MARK SCHNEIDER
Graphic Design | markfs.com



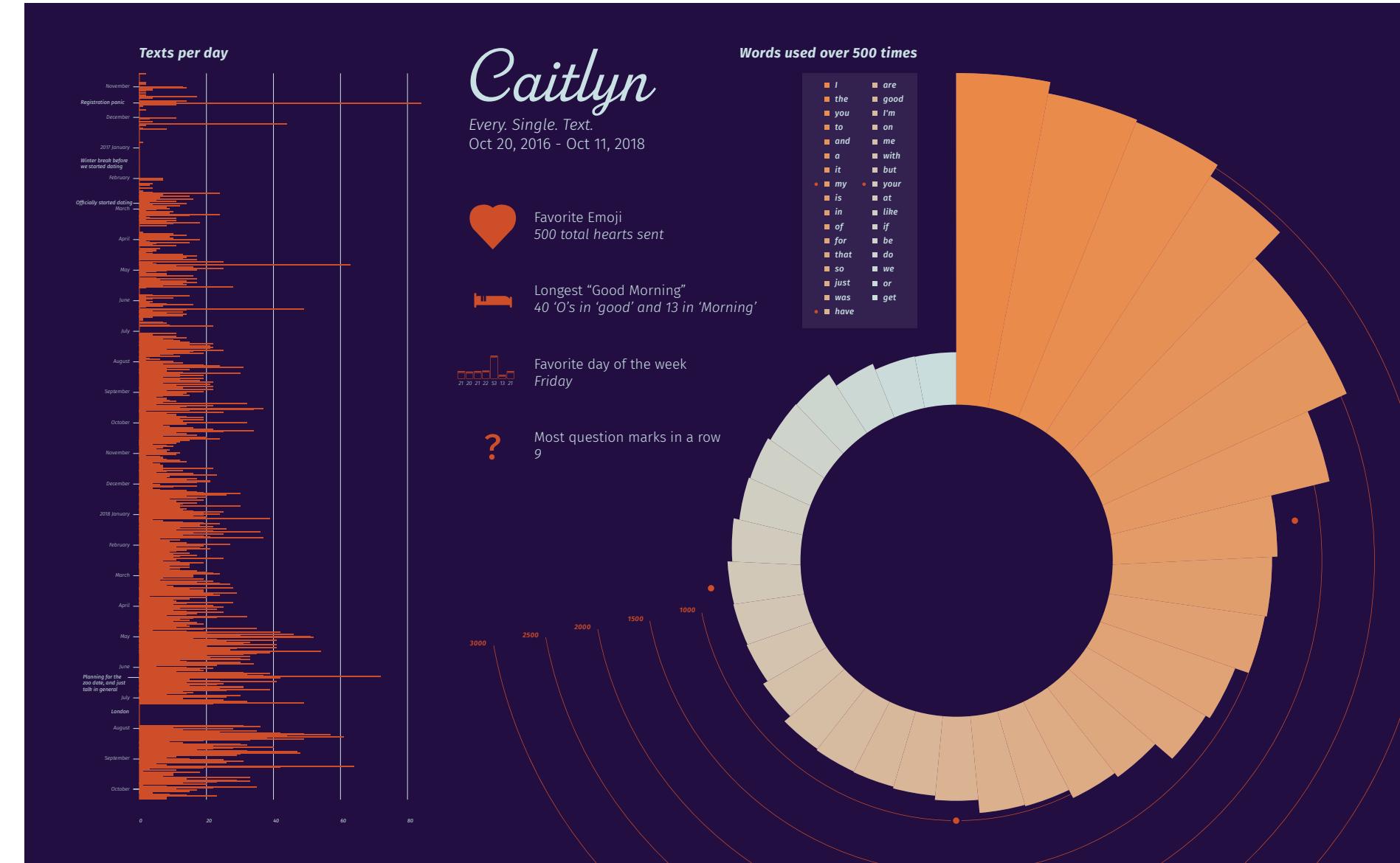
Programming

For this project I collected every text that my girlfriend and I sent to each other since our first text until her birthday. I used a backup software to get the raw data off of my phone. I created a program that would parse the data, filter out other text messages, correct spelling, and add everything to a CSV sheet by word and frequency.

I modified that code to parse dates of the texts into a separate document, and include any missing dates. After this, I sorted the data in excel, and brought it into illustrator.

	A	B
1	i	3223
2	the	3065
3	you	3026
4	to	2852
5	and	2419
6	a	2407
7	it	1942
8	my	1377
9	is	1331
10	in	1316
11	of	1203
12	for	1169
13	that	1002
14	so	970
15	just	910
16	was	905
17	have	820
18	are	797
19	good	790
20	I'm	790
21	on	785
22	me	739
23	with	710

Birthday Gift



A Group Process

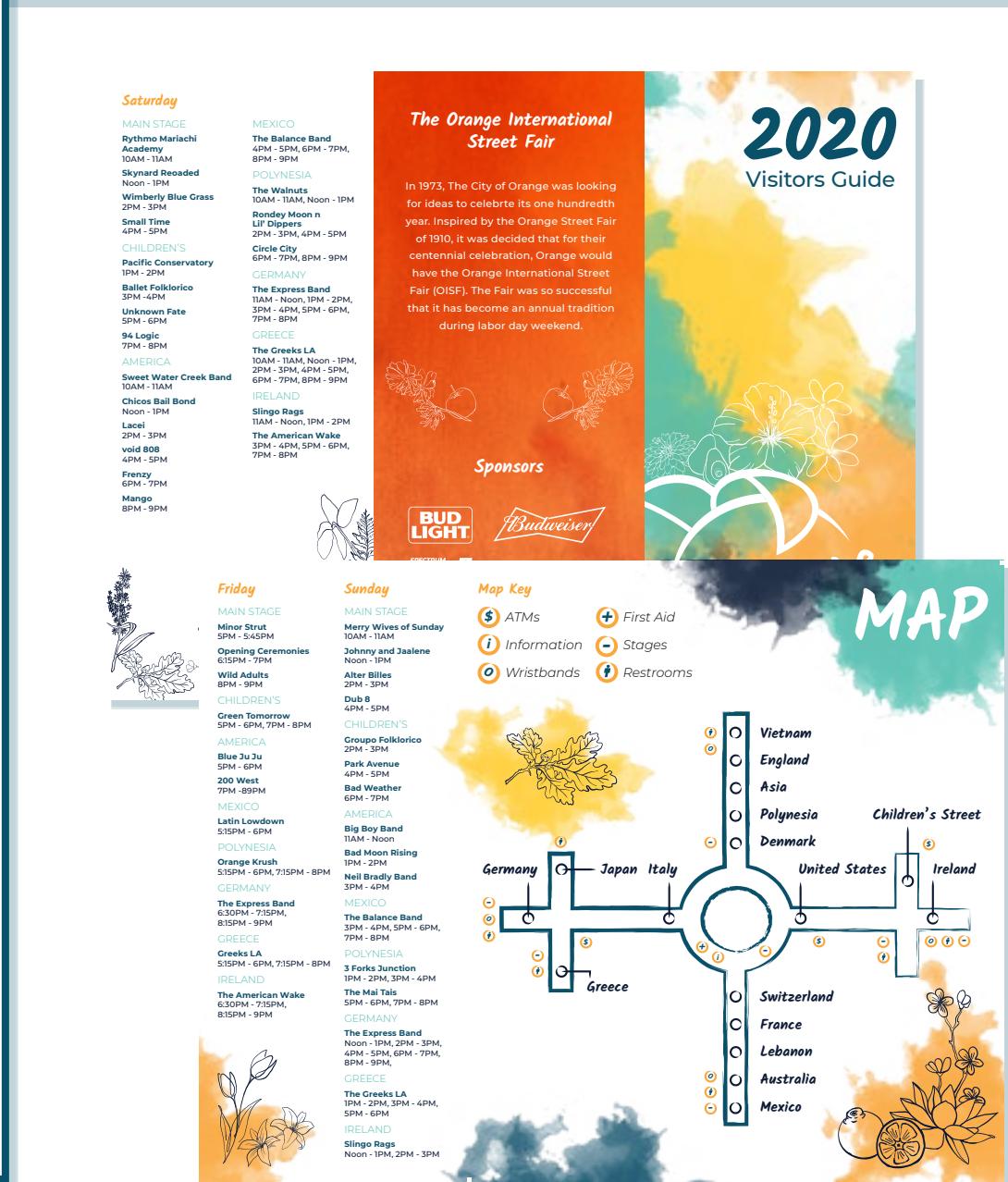


The Orange International Street Fair is a not-for-profit event that takes place at the Plaza in the city of Orange every year on labor day. The event is an opportunity for local non-profit organizations to raise money while bringing the community together.

I worked on this project with a small team of other designers. Careful delegation made sure that each member was playing to their strengths for the whole project, and it was a delight to take charge or follow instructions based on the needs of the situation. This project had the luxury of a long production time, which meant that our team had the opportunity to do in-depth and in-person research.

The street fair is a family and young-adult oriented event. There are stands serving food from culture around the world, each staffed by a different non-profit. Our theme highlighted that aspect of a diverse community coming together. We focused on the idea of natural growth, which gave us a nice way to represent different countries without having to refer to traditional, and potentially contentious imagery. Instead, we can explore the idea of cultivating a community and exploring the different cultures. The project consisted of creating an identity for this year's fair, and using it to create a poster, brochure, and 18 street banners.

Orange International Street Fair



Effective Communications

Explainable Artificial Intelligence (XAI) is a difficult subject to explain. For a large scale artificial intelligence company, one of the biggest challenges is convincing a senior level executive or a board member to invest in custom Artificial Intelligence solutions. The company already has some introductory whitepapers, but most of it can seem like a wall of text. There was a need for a new, introductory document to help potential customers learn a bit about the company and the unique software services they can provide.

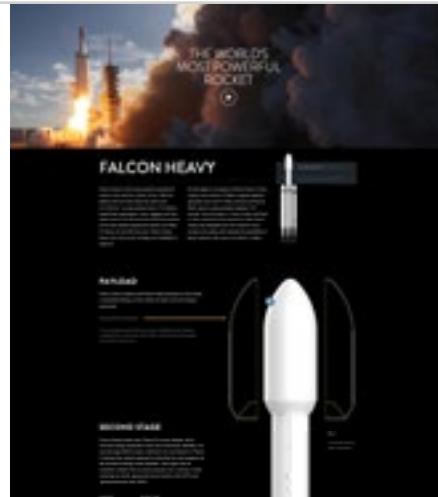
Part of creating this graphic was convincing the rest of the marketing team that this idea was worth pursuing. At the time, there was no baseline introductory material for people new to the idea of AI. This deck was also instrumental in creating a graphic that would resonate with the audience. It helped the team anchor the information as we moved forward in writing. It was consistently helpful to have this research deck to refer back to as we developed the story.

Presentation Deck: What is XAI?

BRIEF:
Create an webpage infographic that highlights Explainability in AI. Highlights Audit trail, why explainability matters, parallels to human employees, etc.

GENERAL TONE:
Sleek, Schematic esque. Captures the cinematic and spacelike feel of Beyond Limits, while remaining an educational document.

REF: SPACEX'S FALCON HEAVY ROCKET INFOGRAPHIC



TARGET AUDIENCES:

KNOWS
AI exists, but are blurry on what it is and does
Broad, but undefined sense of AI ethics (accountability, etc.)

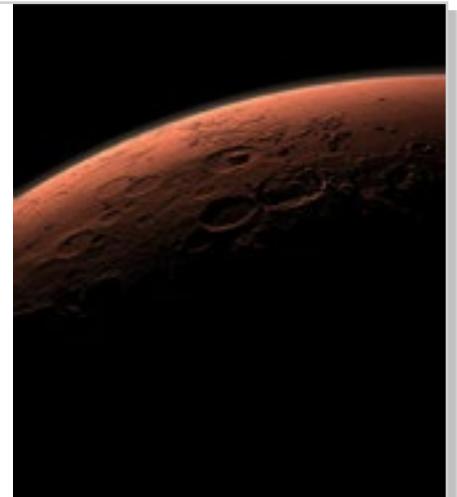
UNKNOWN
Difference between XAI and Conventional AI
How AI actually works
Applications of machine learning on a broad scale
May fear AI will bring job losses
How common AI is

WHO
Should be acceptable to show to our executive clients, but should also be a tool for broader brand awareness
Fits in to top of funnel advertising
Actively looking for information on XAI, or directed from Beyond Limits



GOALS:
• Educate the viewers on what XAI is
• Be a starting resource for people to learn
• Funnel users into Beyond Limits documentation, (whitepapers, news, etc.)
• Educate prospects on the applications of our technology

STRATEGY:
Highlight the potential of XAI over the nitty gritty of the mechanics. Focus on the "Front end" elements such as the human-computer interface (audit trail), Black box vs "white box," and the ethics of explainable decisions (on a surface level). Potentially discuss the cognitive engine / merging numeric and symbolic AI at Beyond Limits. Direct users to learn more on our website. Drive them to our trackable documents.



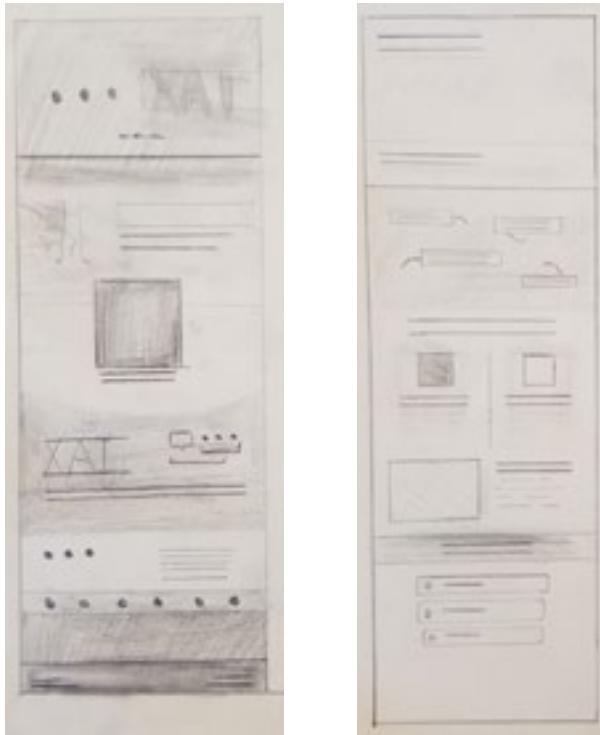
NARRATIVE COMPOSITION
XAI is a natural extension from a desire to make traditional AI more trustworthy. These options revolve around different explorations of trust.

RESPONSIBILITY OF AI

RESOLVING UNCERTAINTY

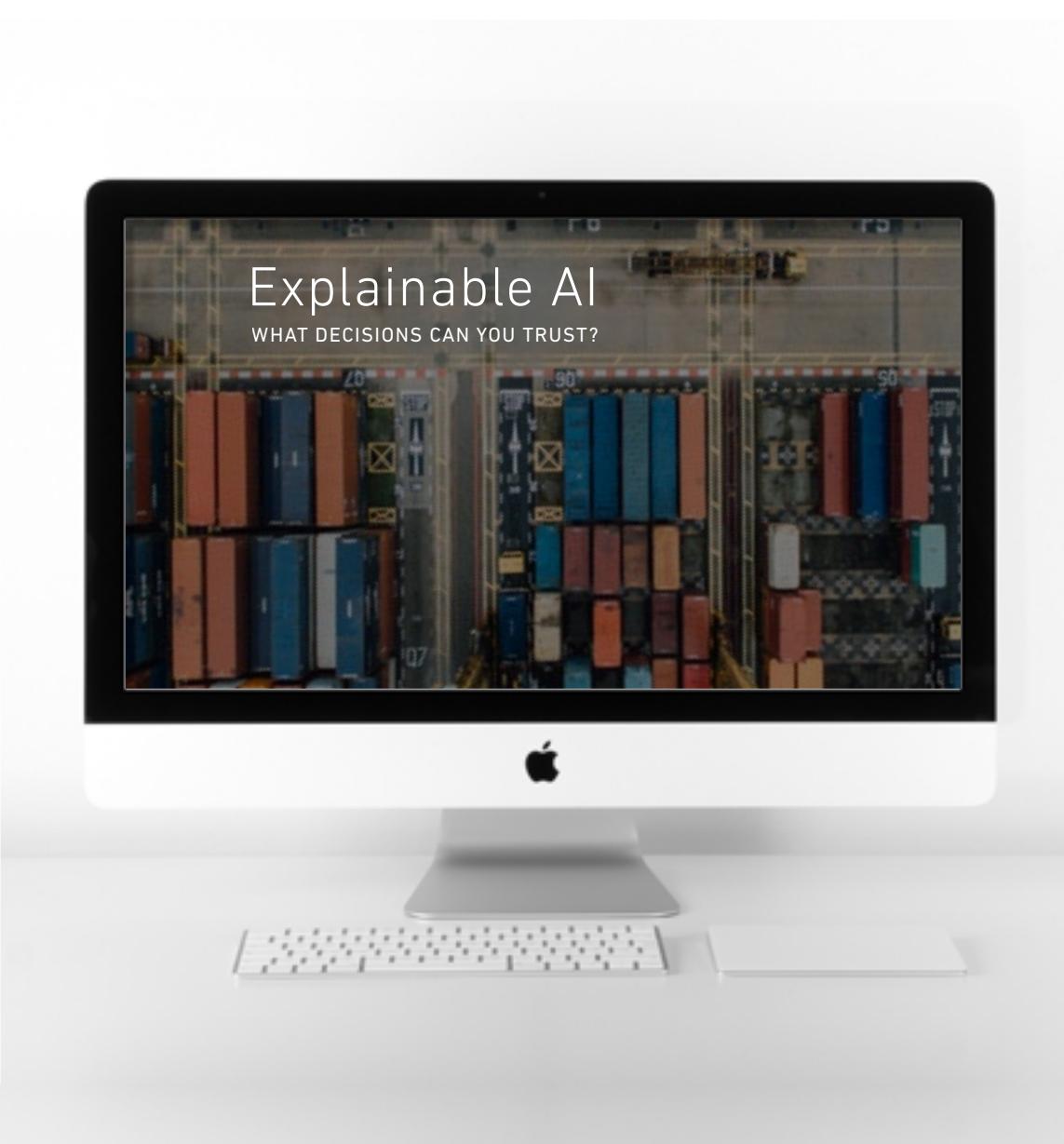
ELEMENTS OF HUMAN-LIKE AI

Sketches and Intent



This infographic was designed as a static scrolling image. This graphic would be used for introducing people to the concept of artificial intelligence. I worked with a copywriter to build the narrative of the graphic into a meaningful teaching experience. This narrative is broken into visual segments to separate ideas, and to allow for negative space for the viewer to understand the previous station.

XAI Infographic



Background

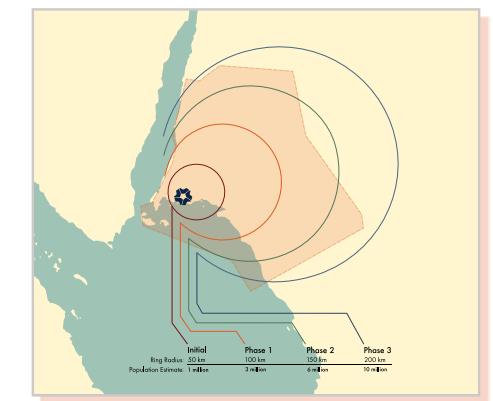
These designs were part of a 5 week summer program on sustainable design. We worked together like an agency. The class worked with Buro Happold, an architectural firm based in London, on the planned city of Neom in Saudi Arabia. The class designed the city accounting for all components of a livable civilization: technology, economy, environment, education, community, transportation, infrastructure, agriculture, and tourism. At the end of the course the class had created a presentation for the client.

My primary contributions to the final presentation came in the form of helping to write the script and creating the map graphics seen throughout the presentation. This was a collaborative group task on a short time frame, which meant I was switching jobs based on where I was needed. I also spent ample time researching, gathering photographs, and forming the basic structure of the presentation.

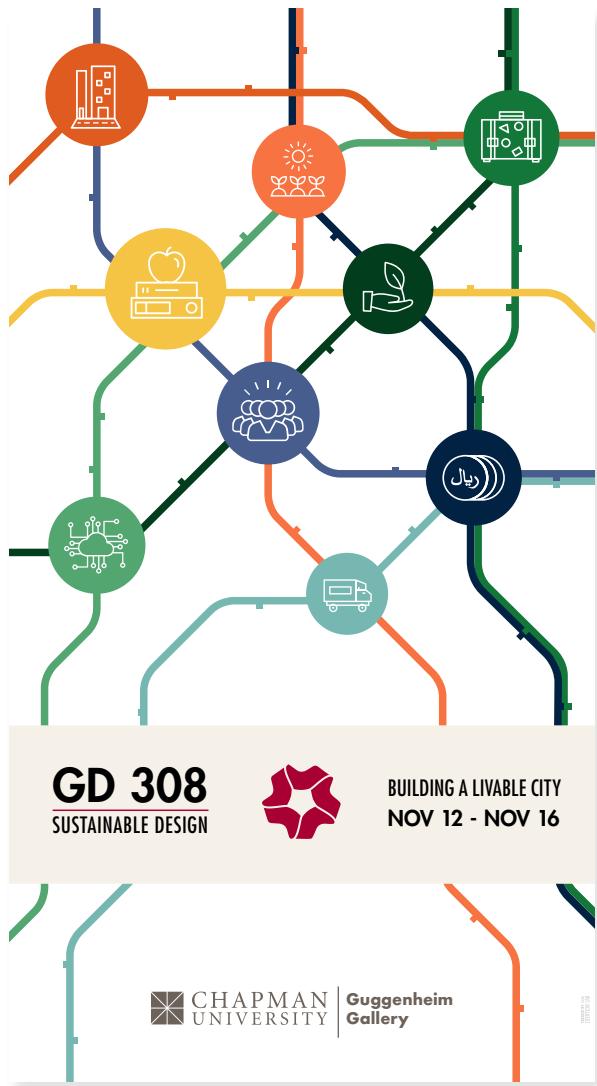
Through my job at Chapman University, I designed a gallery show highlighting the work from the class. I had the responsibility to create the show from the ground up. I planned the gallery out, and created proposals to those who would approve the project.

I was a project manager on all the collateral finished and installed in time for the show. My job was to highlight the positive effects of the class to the higher-ups at the university to help secure more subsidized funding for the class in the future, as well as to show off the work done by the students.

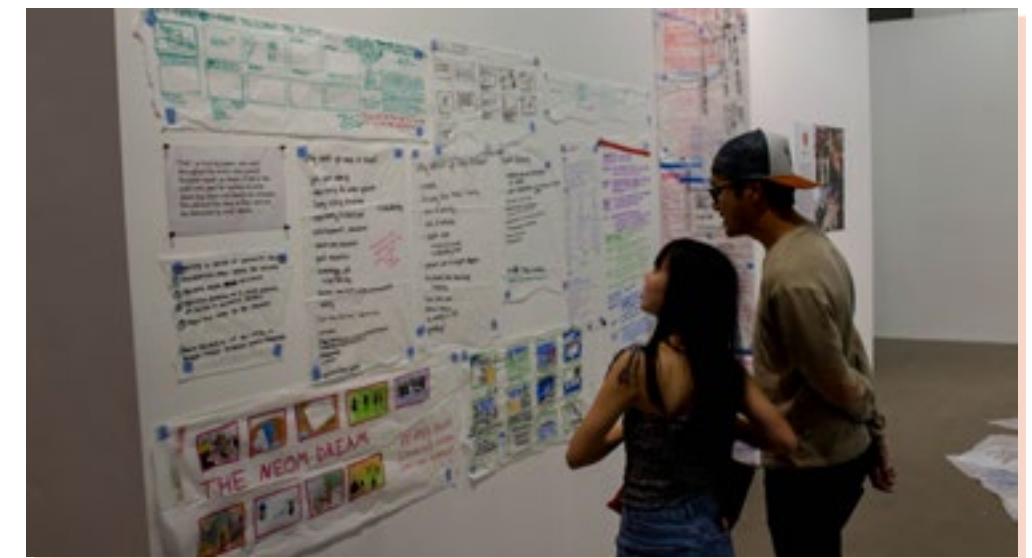
Neom: Presentation Design



Gallery Advertising Banner



Neom: Gallery Design



Timeline Panel



Neom: Gallery Design

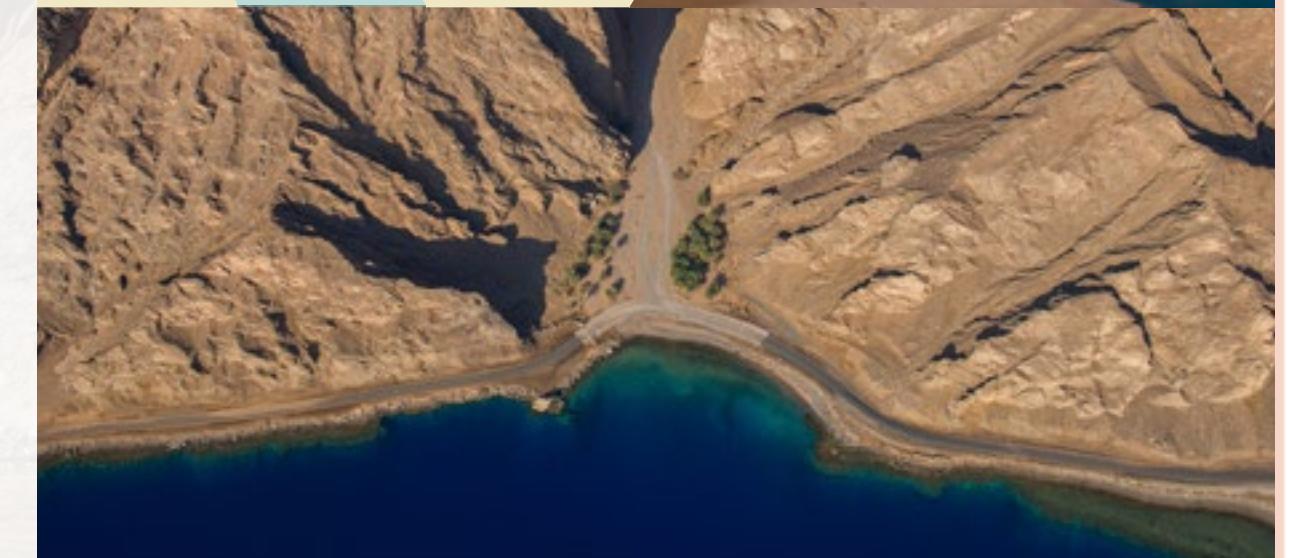


ABOUT NEOM

Neom will be a city built off the coast of the Red Sea in Saudi Arabia. It will be completely built from the ground up. The project is funded by the current crown prince.

Neom will be a step to move Saudi Arabian money away from oil, and into technology and business. The location is at a prime location for international work and trade. Its coastal setting helps take the edge off of the desert sun.

GD 308 was brought in to analyze what this city needs to be successful.



Initial Sketches

SILVER
TRUMPET

THE
SILVER
TRUMPET

*Silver
Trumpet*

the
silver
trumpet

Silver
the
trumpet

The
SILVER
trumpet

Silver Trumpet Logo Redesign

SILVER
TRUMPET



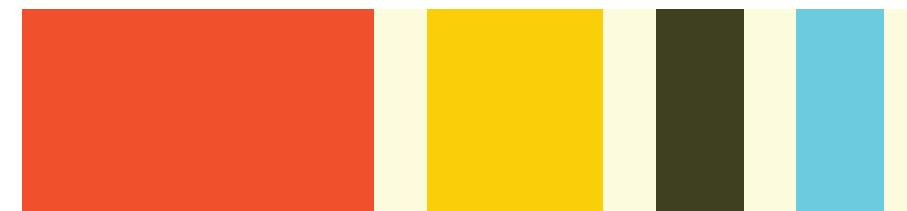
Initial Sketches



This project focused on the Museum of International Folk Art. This New Mexican museum hosts exhibits that focus on Native American and Upper Mesoamerican cultures. These cultures are far from my own, and I made it a priority to make the museum feel modern without losing the ties to the tradition that the museum is founded on.

The final design represents the natural landscape of the area, with desert cacti and tall reaching trees alongside mountains and rivers. The colors derive from indigenous beads used for ceremony and trade. The form of the logo inspired the fold and shape of the brochure.

Museum of International Folk Art



Hanging Banners



MolFA Rebranded Collateral



The Odyssey Cover and Layout

BOOK IV

The Visit to King Menelaus, Who Tells His Story—Meanwhile the Suitors in Ithaca Plot Against Telemachus.

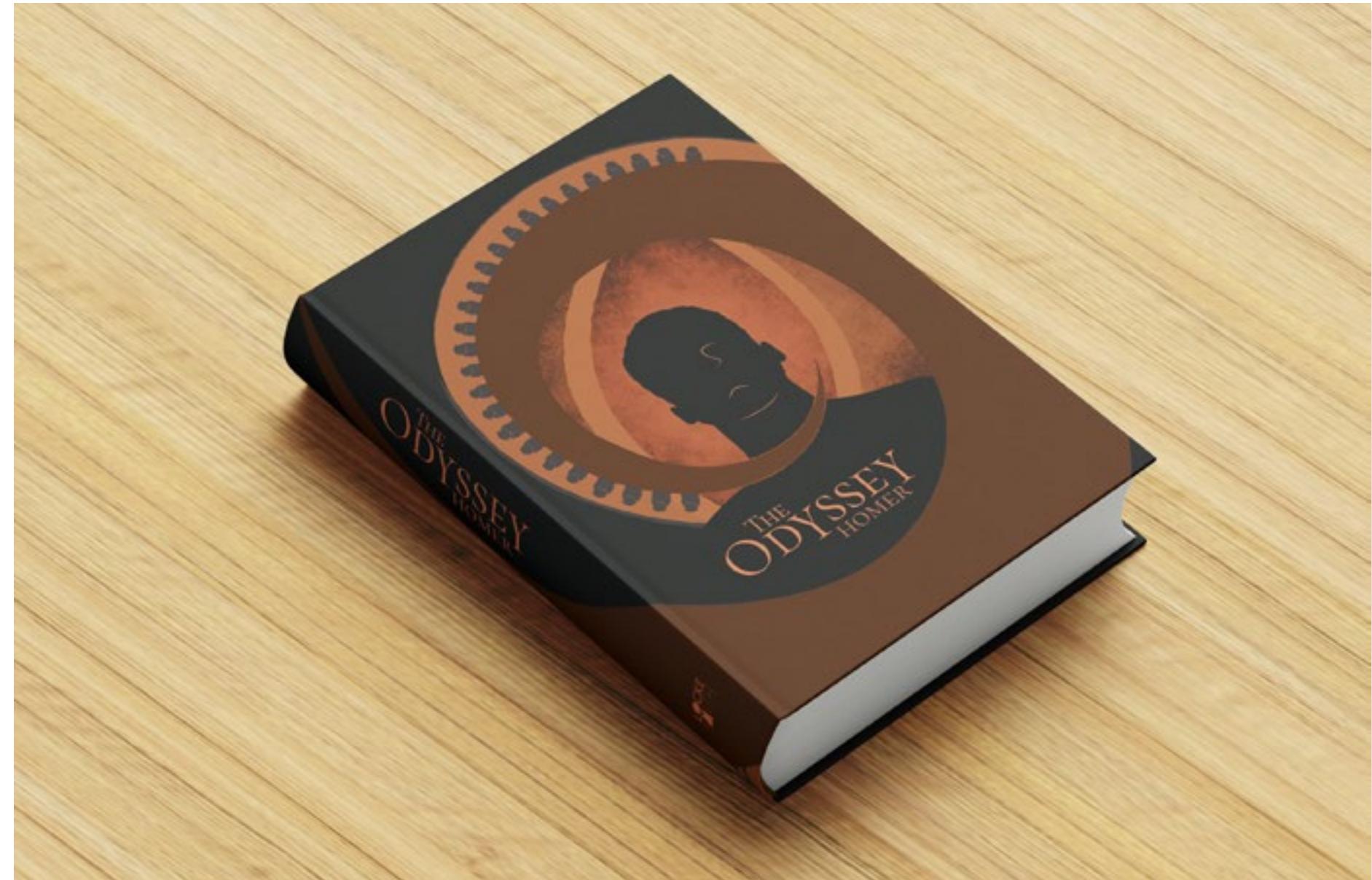
they reached the low lying city of Lacedaemon, where they drove straight to the abode of Menelaus³⁶ [and found him in his own house, feasting with his many clansmen in honour of the wedding of his son, and also of his daughter, whom he was marrying to the son of that valiant warrior Achilles. He had given his consent and promised her to him while he was still at Troy, and now the gods were bringing the marriage about; so he was sending her with chariots and horses to the city of the Myrmidons over whom Achilles' son was reigning. For his only son he had found a bride from Sparta,³⁷ the daughter of Alecto. This son, Megapenthes, was born to him of a bondwoman, for heaven vouchsafed Helen no more children after she had borne Hermione, who was fair as golden Venus herself.

So the neighbours and kinsmen of Menelaus were feasting and making merry in his house. There was a bard also to sing to them and play his lyre, while two tumblers went about performing in the midst of them when the man struck up with his tune.³⁸

Telemachus and the son of Nestor stayed their horses at the gate, whereon Eteoneus servant to Menelaus came out, and as soon as he saw them ran hurrying back into the house to tell his Master. He went close up to him and said, "Menelaus, there are some strangers come here, two men, who look like sons of Jove. What are we to do? Shall we take their horses out, or tell them to find friends elsewhere as they best can?"

Menelaus was very angry and said, "Eteoneus, son of Boethous, you never used to be a fool, but now you talk like a simpleton. Take their horses out, of course, and show the strangers in that they may have supper; you and I have staid often enough at other people's houses before we got back here, where heaven grant that we may rest in peace henceforward."

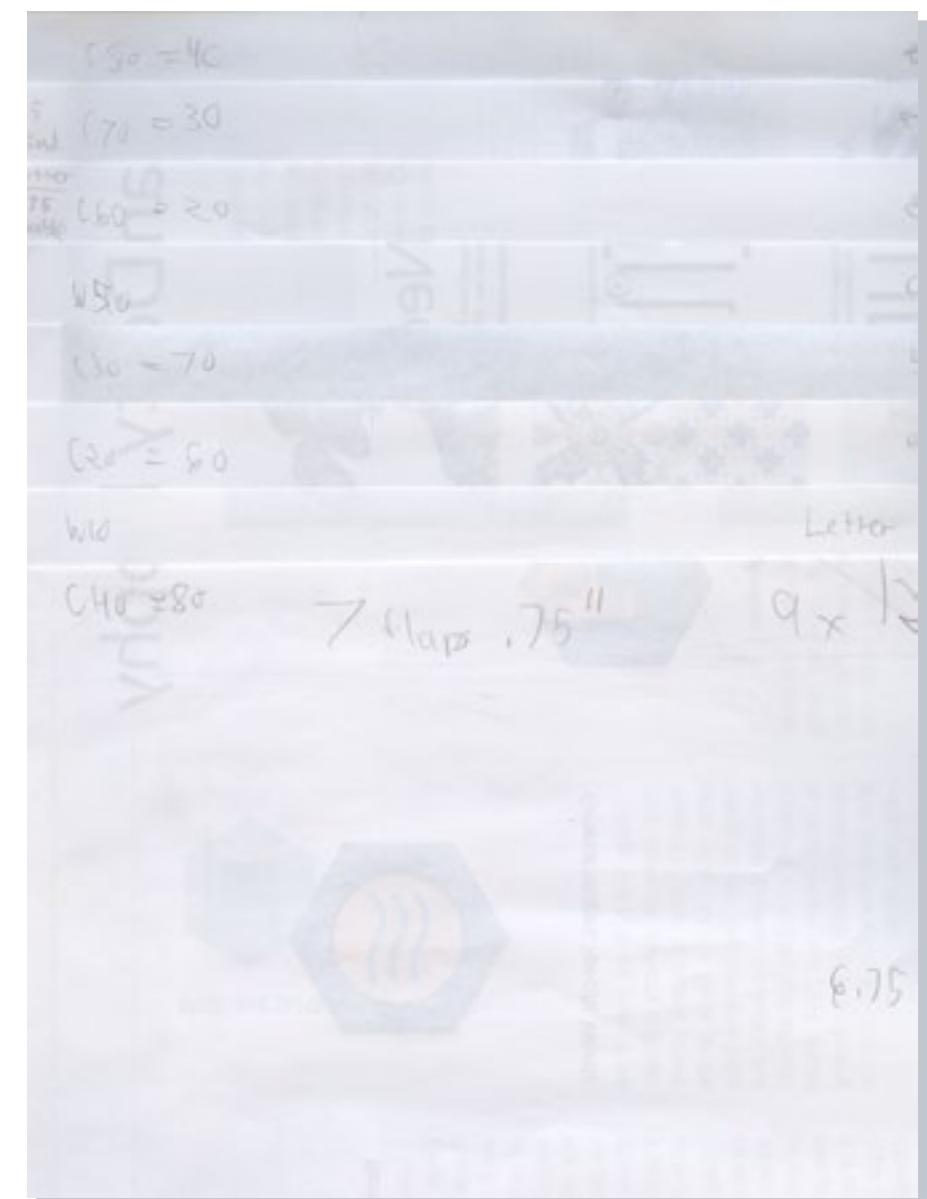
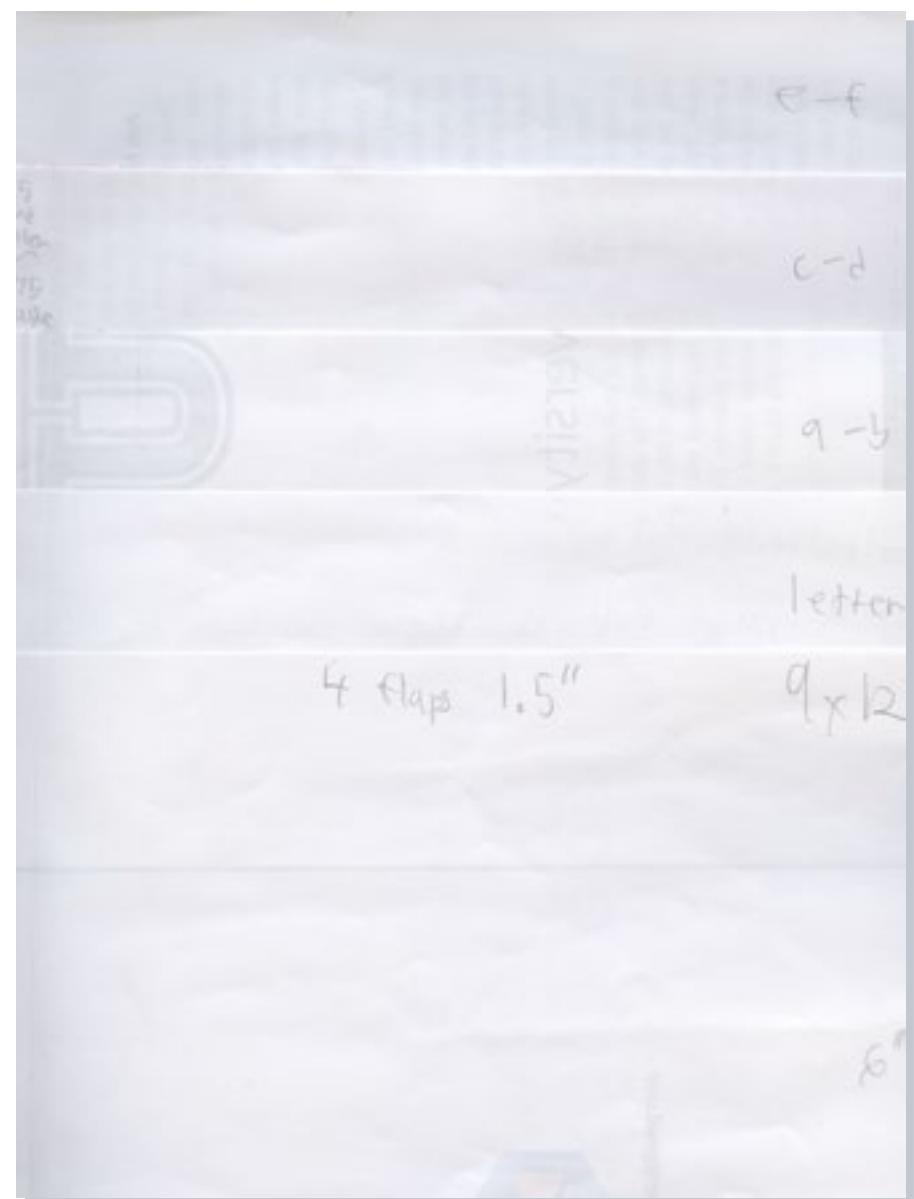
So Eteoneus hustled back and bade the other servants come with him.



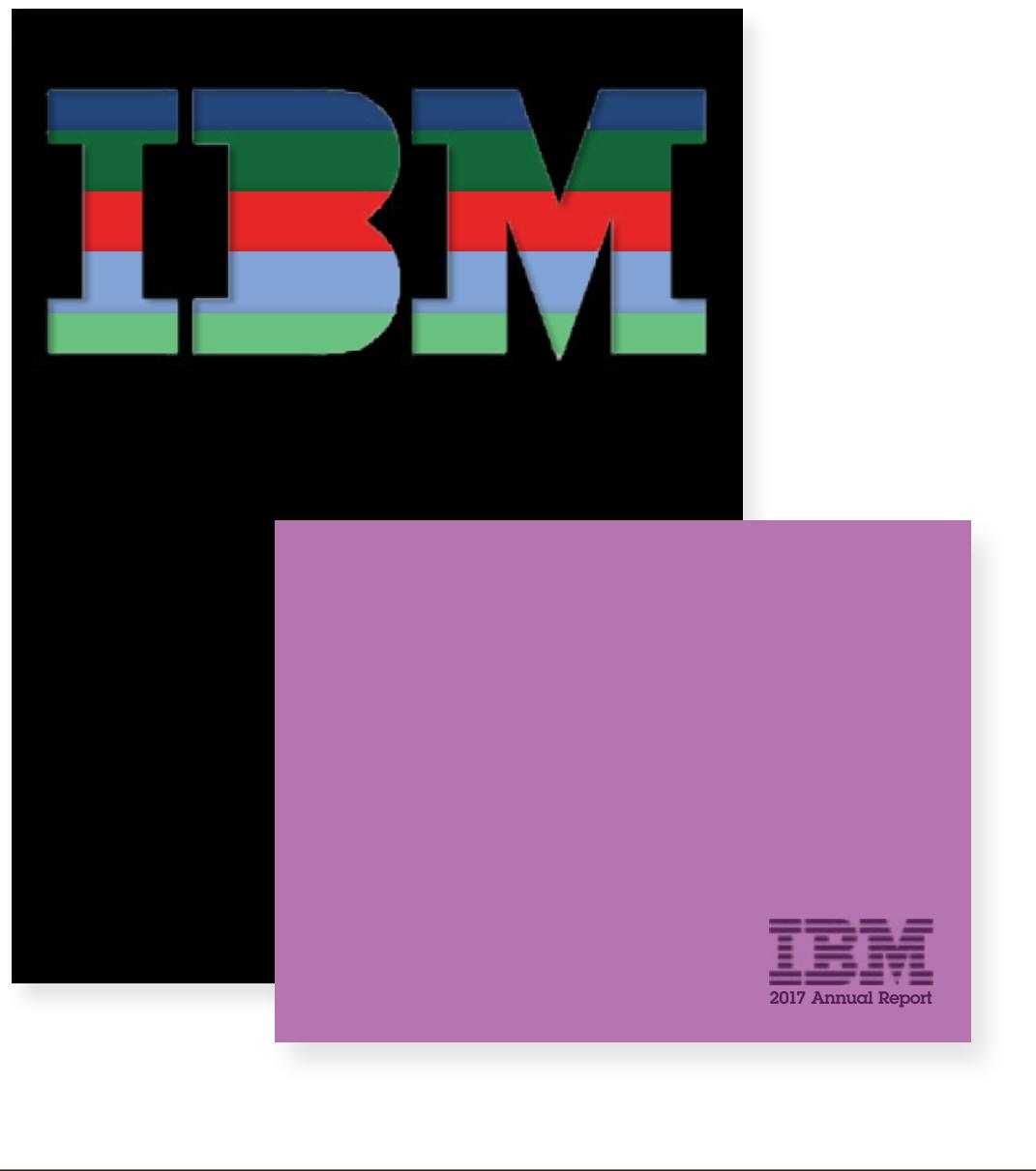
Sketches & Revisions



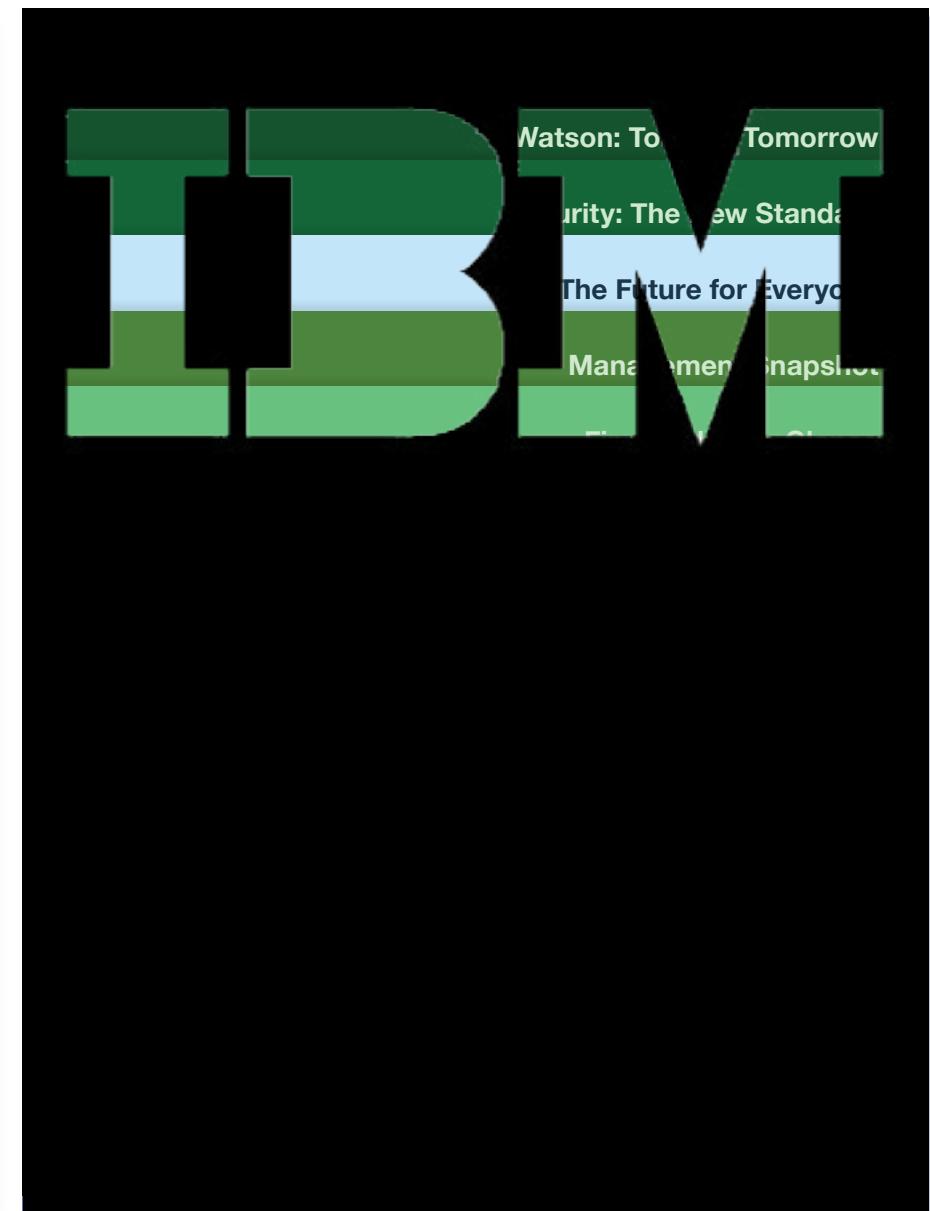
IBM Annual Report First Mockups



Primary Digital Mockups



IBM AR Refined Mockup



Physical Finals



IBM is a company on the forefront of data and computing. An IBM annual report needs to reflect the modern class of the digital age, while speaking to the innovation and leadership that the company represents. This design is a solution born from tinkering and actual construction. I approached this process looking at ways to create a book with an interesting physical form.

The process started with rudimentary constructions, and sketching out the fine details. After arriving at the design which felt like it had the most potential, I experimented and refined the tabs to a point where they allowed the idea to shine and the text to be read. The final design shows a booklet flatly bound to fit into the die-cut sleeve. The die cut cover gives a glimpse at the year, and the accomplishments of IBM.

IBM AR Final Design



For the year ended December 31:	2017	2016	% Change
Revenue	\$ 73,130	\$ 73,018	(1.0)%
Gross profit margin	49.3%	47.9%	(2.1)pp
Net sales, other than income	\$ 6,494	\$ 6,254	4.1%
Total expense and other (income)-to-revenue ratio	31.4%	32.5%	(1.1)pp
Income from continuing operations before income taxes	\$ 11,400	\$ 12,320	(7.5)%
Provision for income taxes on continuing operations	\$ 5,700	\$ 5,440	4.4%
Income from continuing operations	\$ 5,700*	\$ 11,881	(51.5)%
Less from discontinued operations, net	\$ (9)	\$ (9)	(44.7)%
Net income	\$ 5,700*	\$ 11,872	(51.5)%
Earnings per share from continuing operations:			
Basic earnings per share	\$ 0.14*	\$ 0.23	(39.1)%
Concurrent earnings per share - restringent dilution	\$ 0.14*	\$ 0.28	(20.4)%
Weighted-average shares outstanding:			
As of January 1st	\$ 20,214	\$ 20,878	(3.0)%
Assets	\$109,356	\$117,470	8.1%
Liabilities*	\$107,021	\$95,028	12.6%
Net assets	\$ 12,335	\$ 12,442	(0.8)%
Chair in millions			
* 13.1 percent change in currency.			
** Net assets include \$ 0.5 million associated with the			

