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# Design Philosophy

I am drawn to infographics. An infographic takes something difficult to understand, and makes it readable. That's what I aim for in my design. I can create graphs, book covers, or applications that can make some aspect of life more understandable. Designing for accessibility and clarity matter. As I progress through a design, these are the elements that I keep in mind.

Design is an opportunity for understanding. When I get a new project, there are never clear instructions from one step to another. Every new project is a puzzle to be solved. That's what keeps design fun from project to project. Each one is an opportunity to approach a subject differently. Any work worth making is worth taking the time to examine. The process and the research guide good design. The work I create defines who I am as a designer.

One of my ongoing goals is to improve my process. In general, I will often work in structure and form before color. Research happens during sketches, which allows me to work through the cliche ideas, and develop ideas as I am inspired. I often tailor my method to the project at hand, changing how I research and ideate. The most important part is breaking down the needs of the project into its component parts. After that, I'll move through each element one at a time. From idea to product is a well laid out plan. I need a plan, even though I'm happy to move away from it. A plan gives structure to exploration.

I knew growing up that my job had to be something creative and analytical. This field is one of the few that allows me to flex my logical and creative muscles. To design is to take all the restrictions and requirements, then merge them with the needs and wants of the audience. With design, I get to create and I get to think critically. I love engaging with my work.

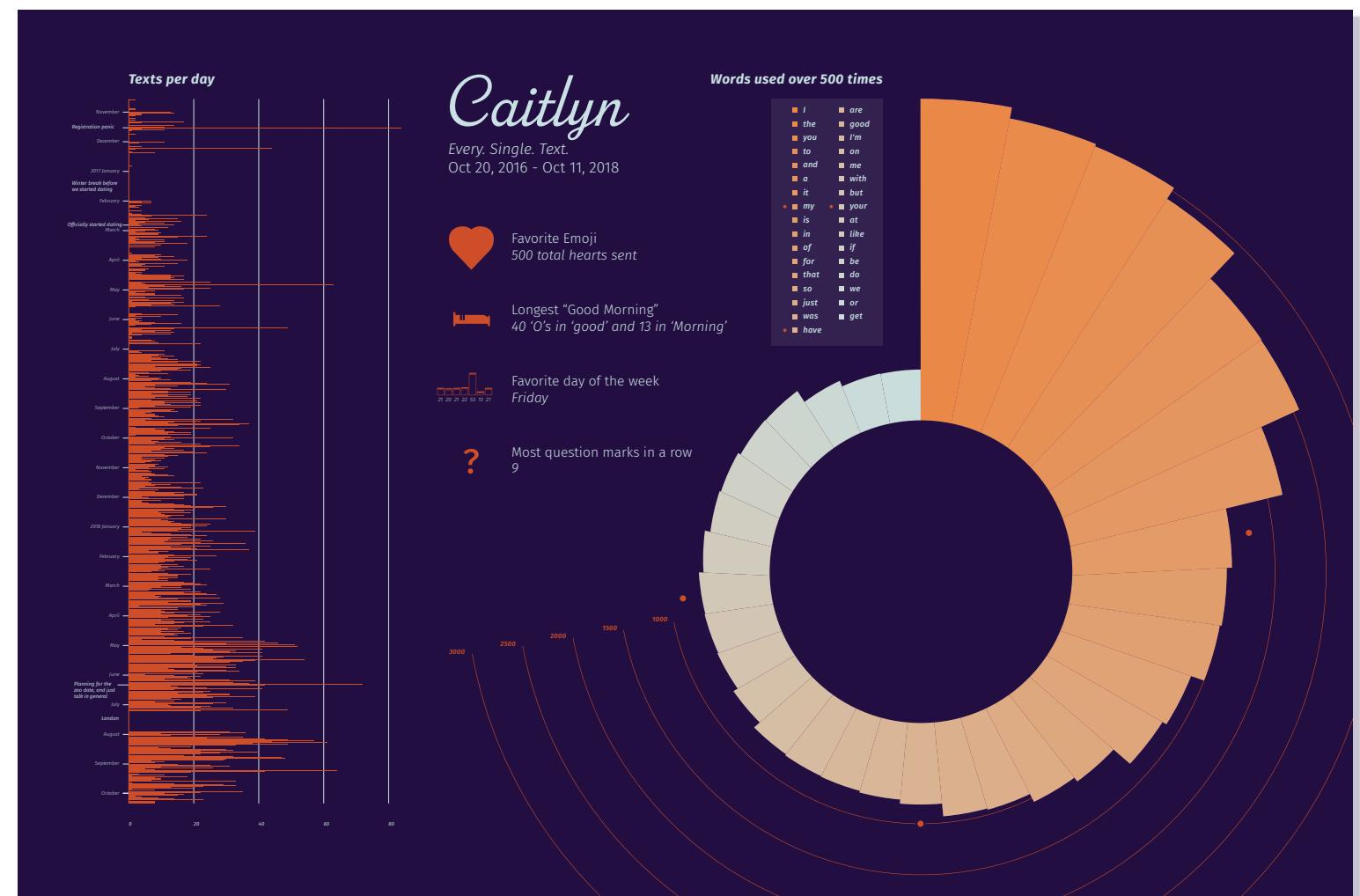
## Programming

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 that into illustrator.

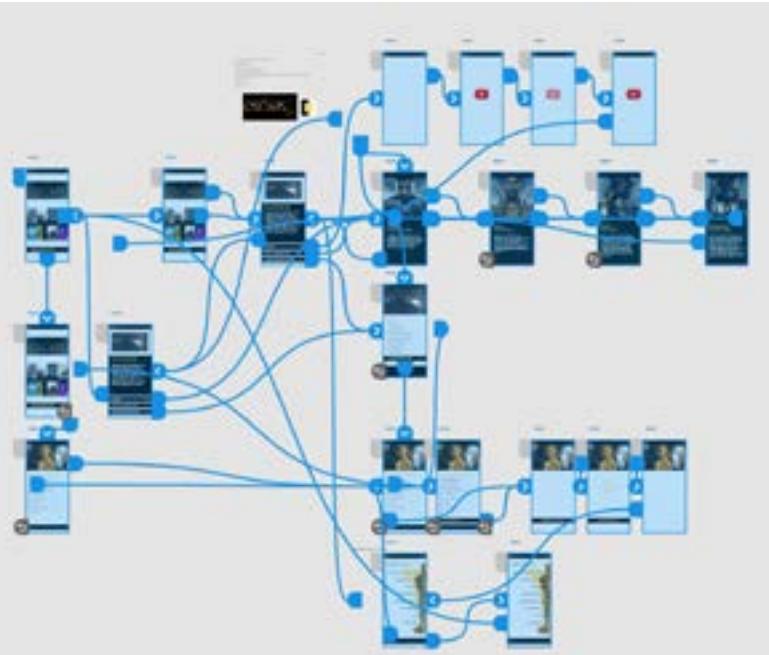
	A	B
1	i	3223
2	the	3065
3	you	3026
4	to	2852
5	and	2419
6	a	2407
7	it	1942
8	my	1377
9	is	1331
10	in	1316
11	of	1203
12	for	1169
13	that	1002
14	so	970
15	just	910
16	was	905
17	have	820
18	are	797
19	good	790
20	I'm	790
21	on	785
22	me	739
23	with	710
24	but	706
25	asus	702

## Infographic



# Oscars For Your Consideration App

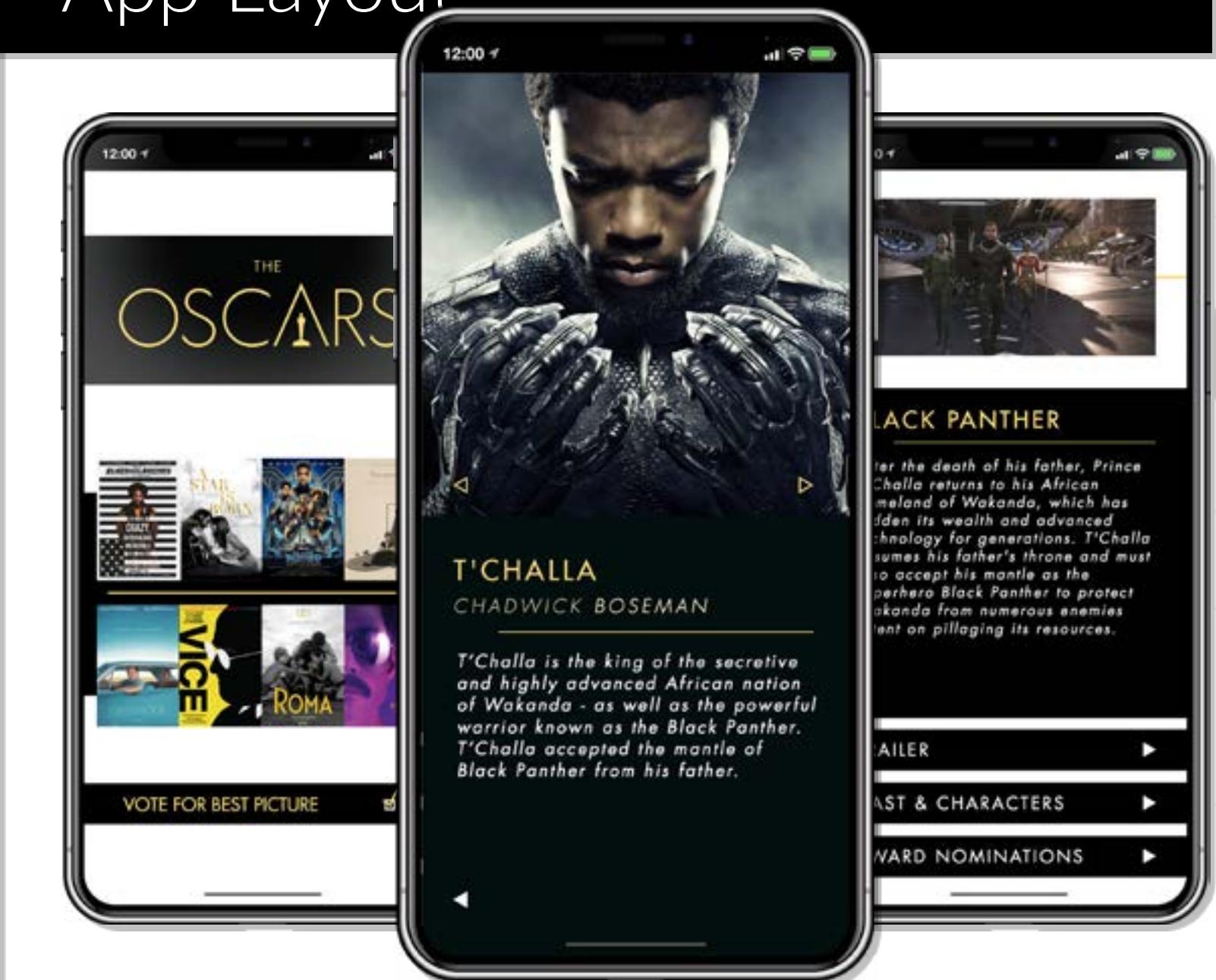
## Stepthrough



This app design was created to be used during the public campaigns for the 2019 Oscars. It was important that this app has broad appeal. The mockup steps through the UX from the perspective of the movie Black Panther.

The design primarily uses the brand colors of the Oscars, with the exception that the yellow is brighter than normal, in order to give the app an overall brighter tone. This project is animated, which can be seen at the link below.

## App Layout

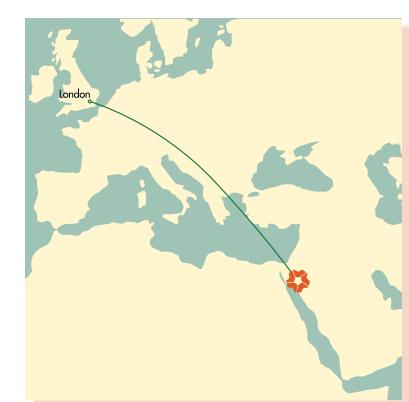
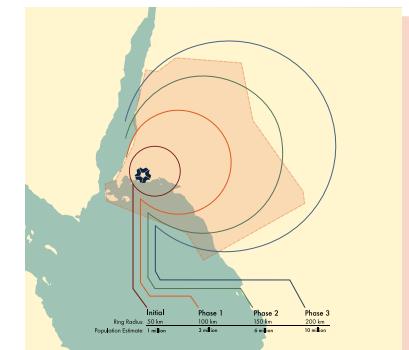


## Background

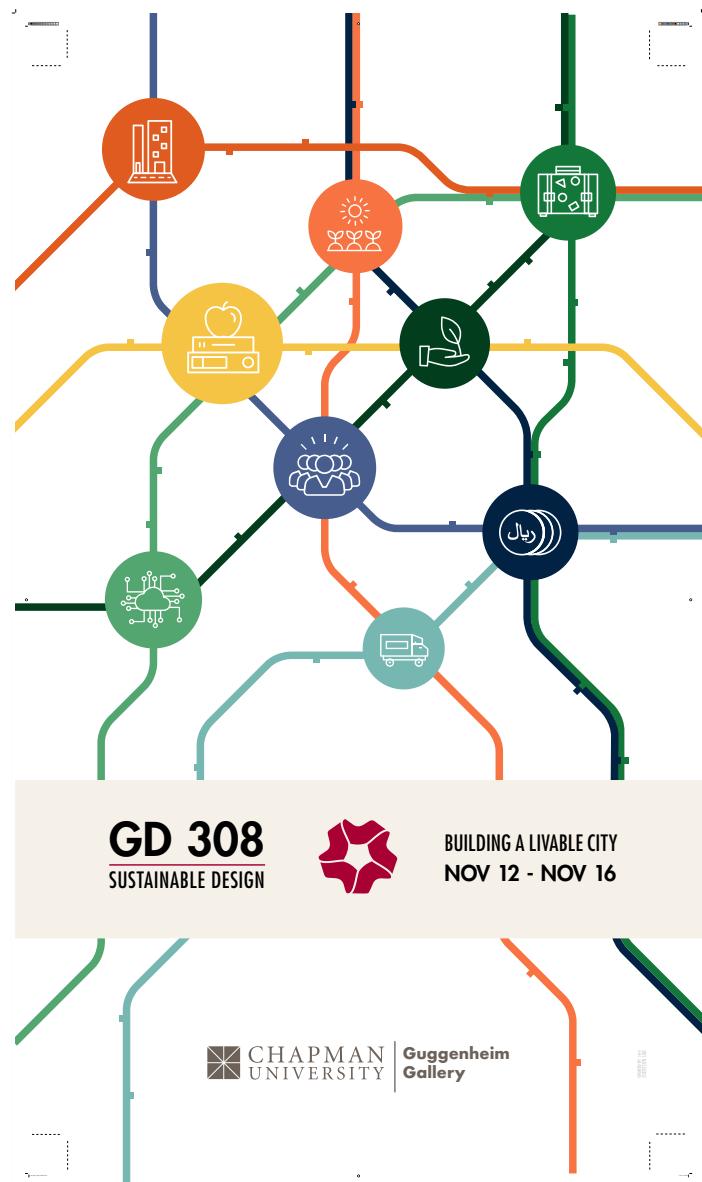
These designs were part of a 5 week summer program that focused on sustainable design principles in the context of a real-world assignment. This year, the class worked with Buro Happold, an architectural firm based in London, on the planned city of Neom in Saudi Arabia. The class designed the city accounting 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.

## Maps



## Gallery Advertising Banner



## Gallery Design



# Neom: Presentation and Gallery Design

## Wall Stations



### 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.



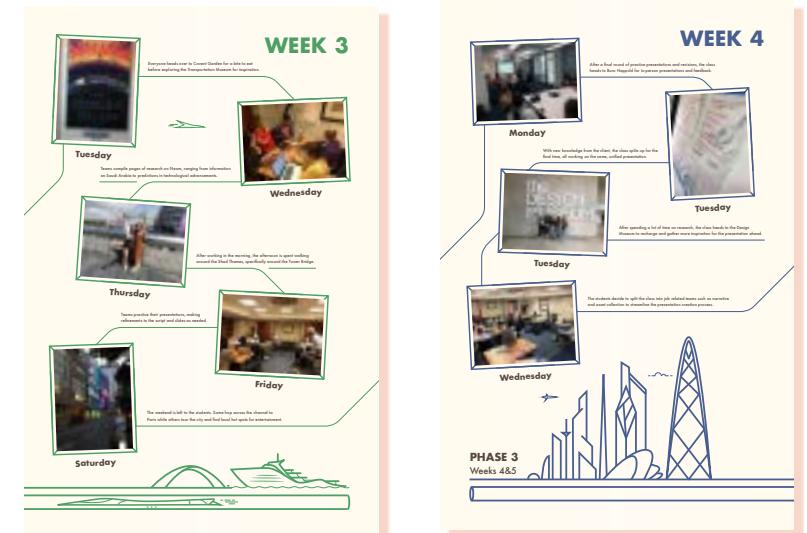
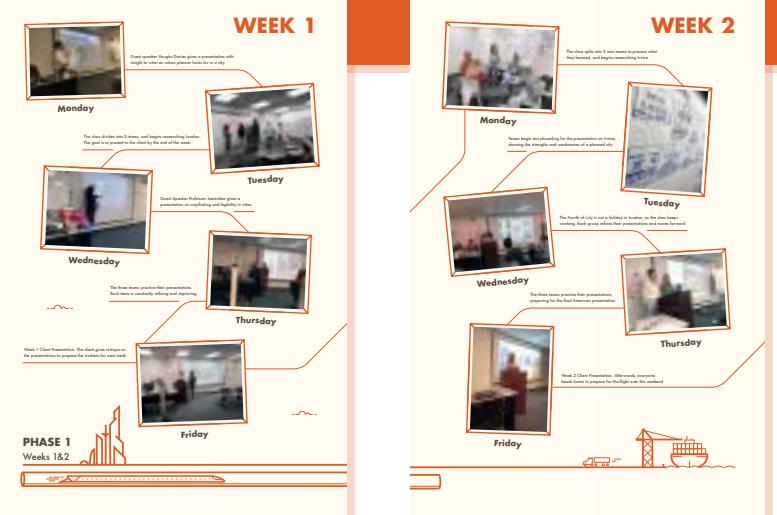
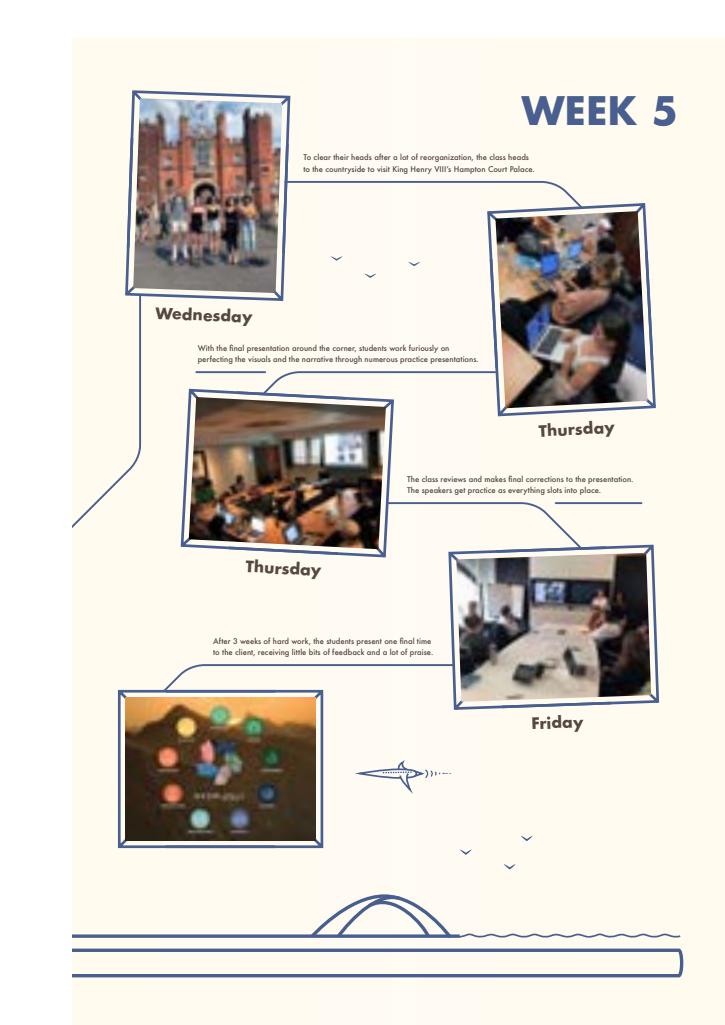
### WEEKS 3 - 5

In weeks 3 through 5, students worked on the final presentation. The class worked face to face once a week with contacts at the engineering firm. They provided feedback on existing ideas and gave the students other topics to research and dive deeper into.

The students worked a traditional work day in conference rooms or in collaboration spaces around the hotel. Smaller groups were formed to divide up the work, starting out as idea based and eventually moving on to job based like asset collection and narration. Practice presentations were common to make sure the narration and the imagery matched up in a clear and concise way.



## Timeline



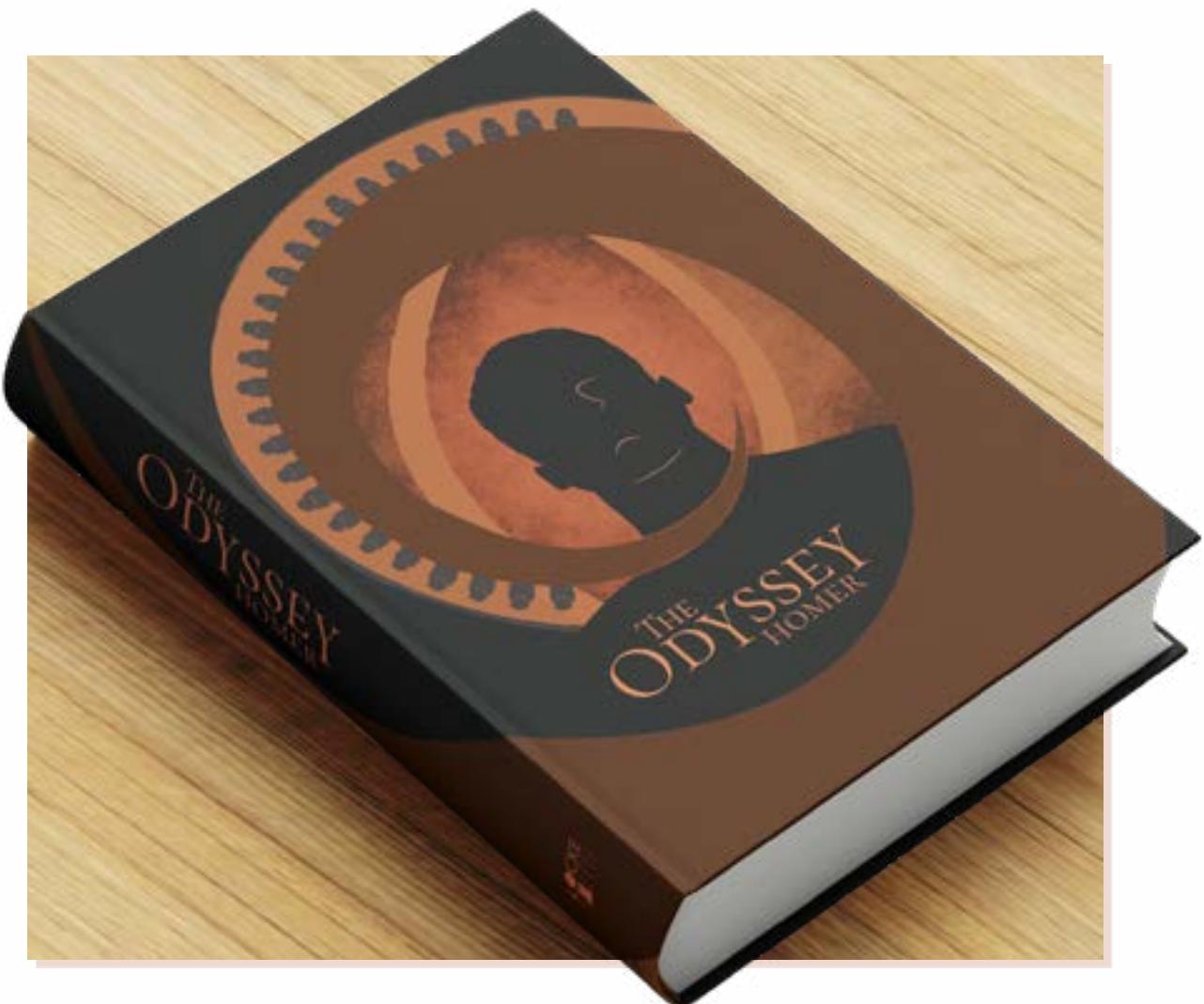
# The Odyssey: Cover and Internal Text

## Page Layout



This project focused on the design of the full cover and internals of the odyssey. The cover has different plot points through the book. Given that this book is a classic, the cover needed to be something that would resonate with those who read the book, but also be able to pull in new readers. In no particular order, the cover highlights Odysseus, the suitors, the cyclops's eye, and the living whirlpool. Calypso's island is present as well on the inside flaps.

## Cover



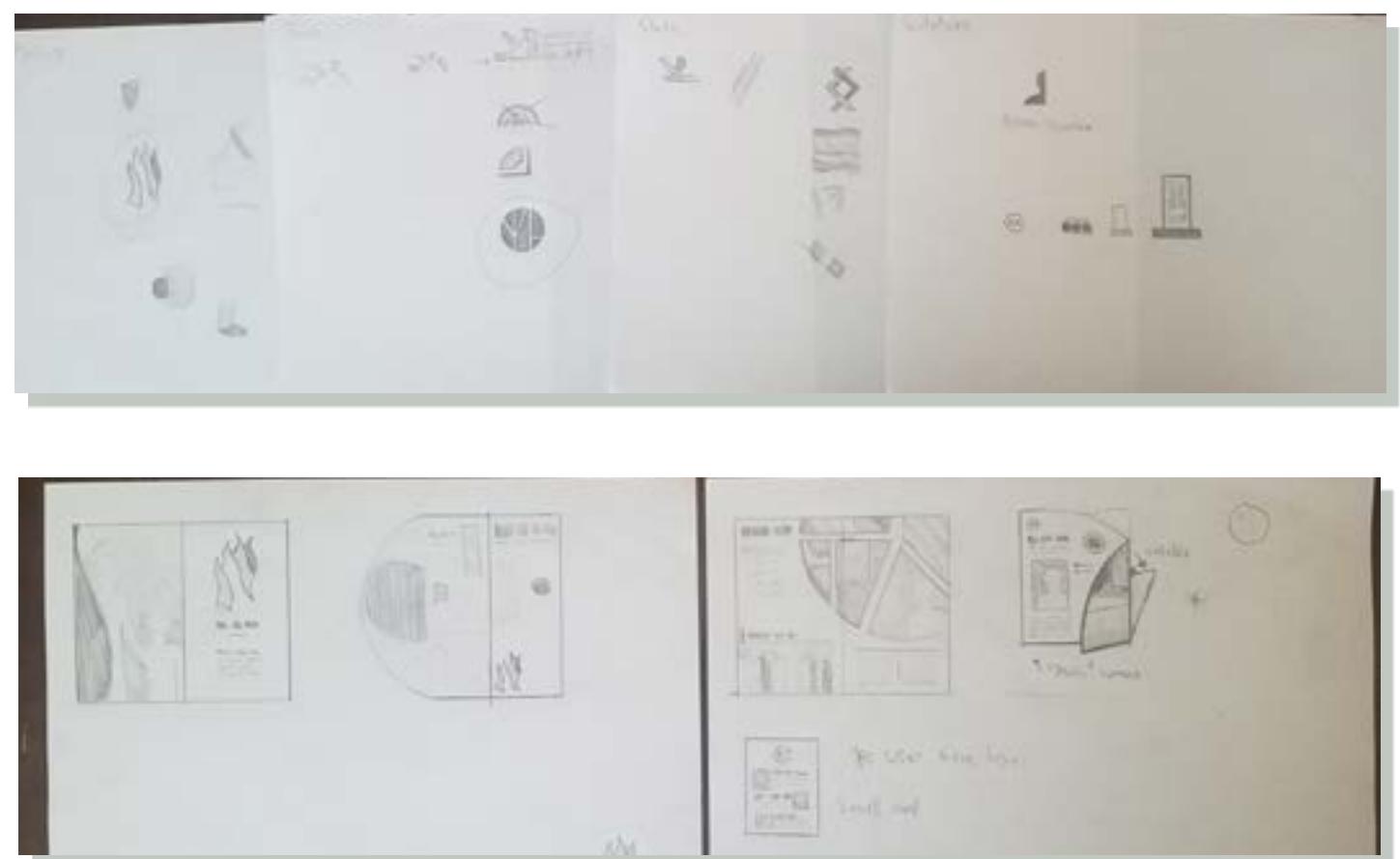
## The Project

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, and preserving their styles and traditions. These cultures are far from my own, and there was a lot of research that I had to do in order to make the museum feel modern without losing the ties to tradition that the museum is founded on.

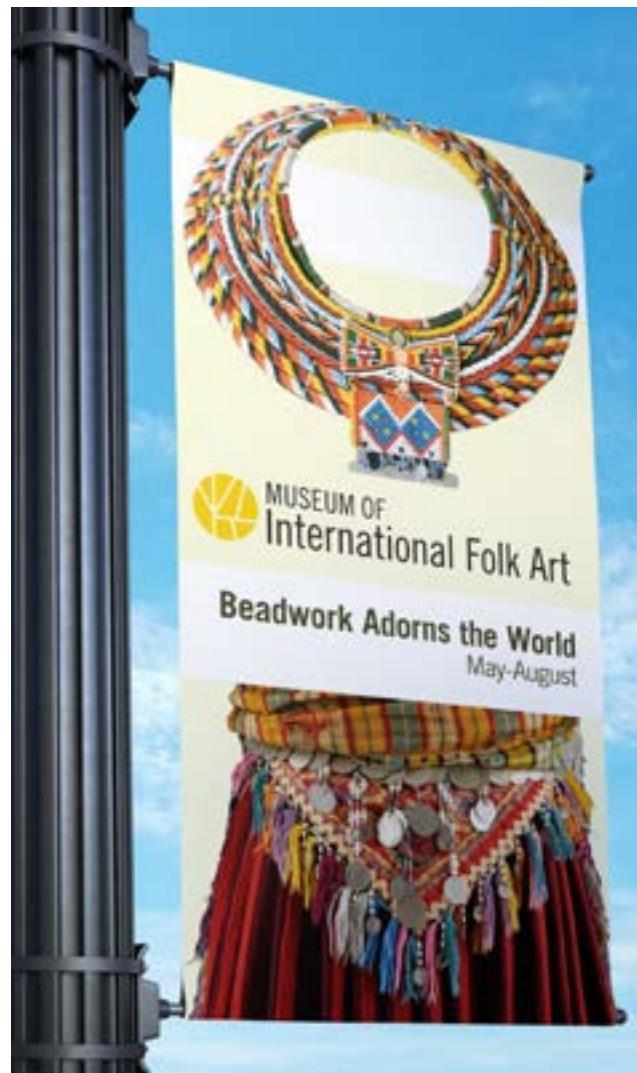
The scope of this product included highway banners, a mobile app, and a brochure. The first two elements that I developed were the brochure and the logo. Early on, I was experimenting to do something that could make my brochure stand out. I was experimenting with different shapes and folds, moving away from the standard rectangular brochure trifold. Nothing was fitting properly until I moved into the logo design.

The design of the logo fit nicely. The final represents the natural landscape of the area, with desert cacti and tall reaching trees alongside mountains and rivers. The form of the logo inspired the fold and shape of the brochure. I had a goal moving forward: How can I make a brochure in the shape of a circle.

## Initial Sketches



## Hanging Banner



## Logo Lockups & Colors

- |  |  |
|--|--|
| MUSEUM OF<br><b>International Folk Art</b> | MUSEUM OF<br><b>International Folk Art</b> |
| MUSEUM OF<br><b>International Folk Art</b> | MUSEUM OF<br><b>International Folk Art</b> |
| MUSEUM OF<br><b>International Folk Art</b> | MUSEUM OF<br><b>International Folk Art</b> |
| MUSEUM OF<br><b>International Folk Art</b> | MUSEUM OF<br><b>International Folk Art</b> |
| MUSEUM OF<br><b>International Folk Art</b> |  |

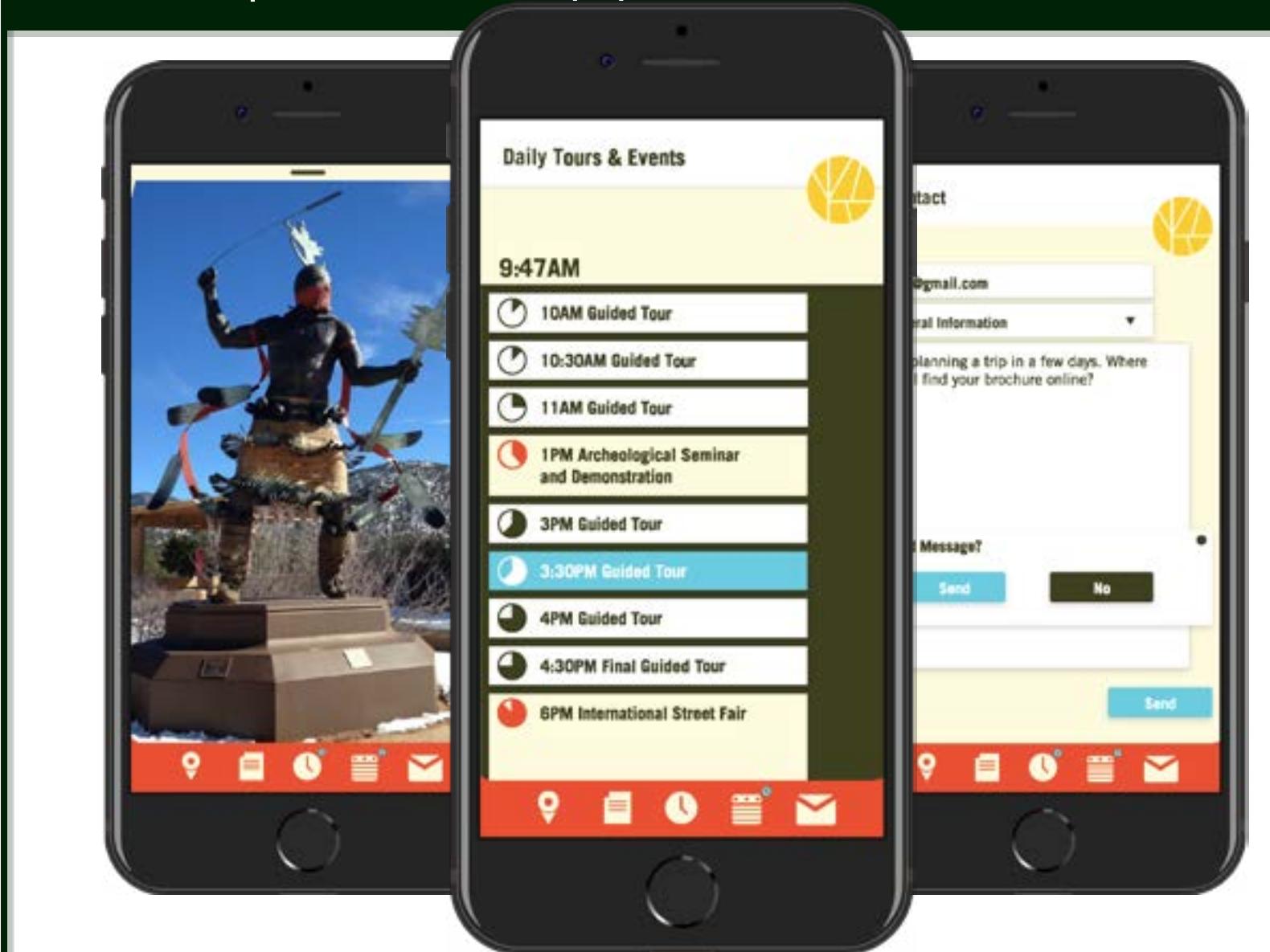


# Museum of International Folk Art Rebranding

Hanging Banner

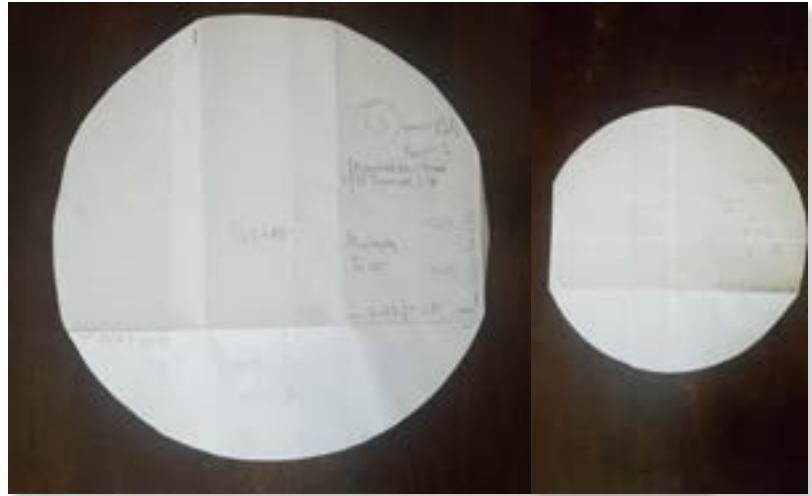


## Companion App



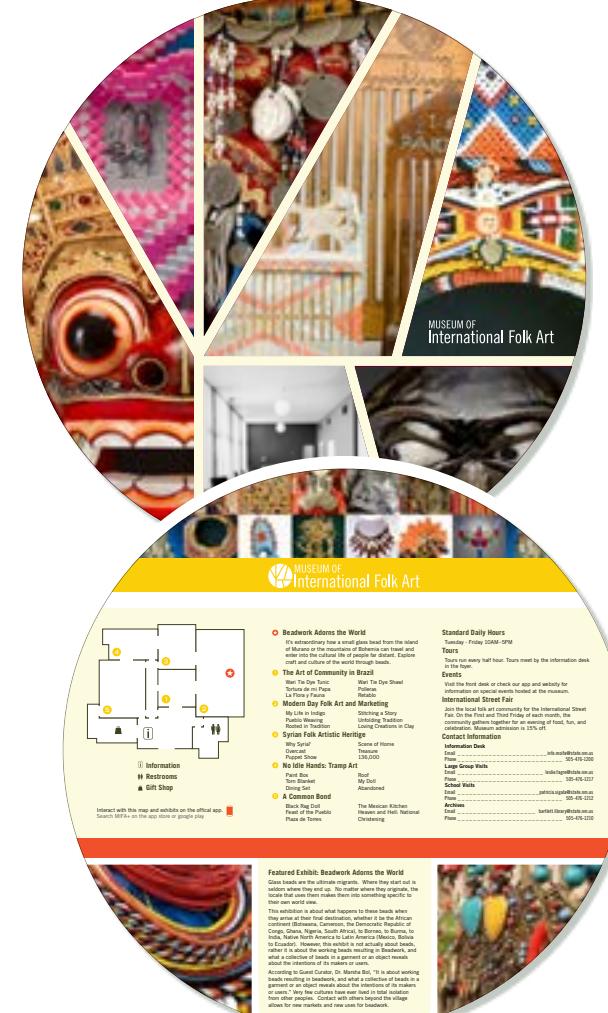
# Museum of International Folk Art Rebranding

## Brochure/Map Mockups



At its core the brochure is a trifold. The bottom folds up to give it a flat base, but the top stays rounded. When folded up, this gives the impression that the base is flat, while the top has a Y shape of two curved lines as the left and right fold over each other. The outside fold has a quarter inch tab that folds around the outside of the brochure, which keeps it shut when not in use. The map is still visible when the brochure trifold is open, but the bottom flap is folded up. The top has static information, while the base talks about the current exhibit.

## Brochure



**MUSEUM OF International Folk Art**

Standard Daily Hours  
Tuesday - Friday 10AM-5PM  
**Tours**  
Tours not every half hour. Tours meet by the information desk in the foyer.  
**Events**  
Visit the front desk or check our app or website for information on events at the museum.  
**International Street Fair**  
Join the local folk art community for the International Street Fair! This annual event is held in the courtyard where the community gathers together for an evening of food, fun, and cultural performances from 5PM-9PM.

**Contact Information**

- Information Desk**  
Email: [info@mifam.org](mailto:info@mifam.org)  
Phone: 505-472-2300
- Large Group Visits**  
Email: [largegroup@mifam.org](mailto:largegroup@mifam.org)  
Phone: 505-472-2327
- School Visits**  
Email: [school@mifam.org](mailto:school@mifam.org)  
Phone: 505-472-2327
- Archives**  
Email: [archives@mifam.org](mailto:archives@mifam.org)  
Phone: 505-472-2326

**Interact with the map and website on the official app.**  
Search MIFAM on the app store or google play

**Featured Exhibit: Beadwork Adorns the World**  
Gloves lead the ultimate ingenuity. Where they start out is unknown when they end up. No matter where they originate, the unique way they are made is what makes them so special. This exhibition is about what happens to these beads when they arrive at their final destination, whether it is the African continent, the Americas, or Asia. It is not about the beads themselves, rather it is about the working beads resulting in Beadwork, and how this beadwork is used in various cultures. It also reveals about the interests of the makers or users.  
This exhibition features a collection of beaded items including beads resulting in beadwork, and what a collective of beads in a certain culture can mean. Beads have been used for centuries or years. Very few cultures have ever lived in total isolation from another culture. This exhibition shows how the village allows for new markets and new uses for beadwork.

**Standard Daily Hours**  
Tuesday - Friday 10AM-5PM  
**Tours**  
Tours not every half hour. Tours meet by the information desk in the foyer.  
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Phone: 505-472-2327
- School Visits**  
Email: [school@mifam.org](mailto:school@mifam.org)  
Phone: 505-472-2327
- Archives**  
Email: [archives@mifam.org](mailto:archives@mifam.org)  
Phone: 505-472-2326

## Initial Sketches

SILVER TRUMPET THE SILVER TRUMPET

*Silver Trumpet*

the silver trumpet

*Silver trumpet*

The SILVER trumpet

## Applied Mockups



SILVER TRUMPET

SILVER TRUMPET

SILVER TRUMPET

SILVER TRUMPET

Silver Foil

Brass Foil

Deep Purple

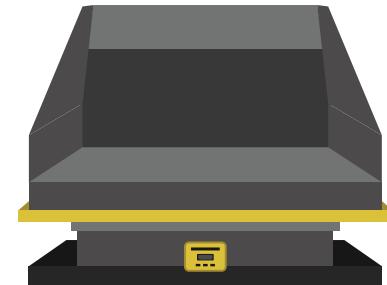
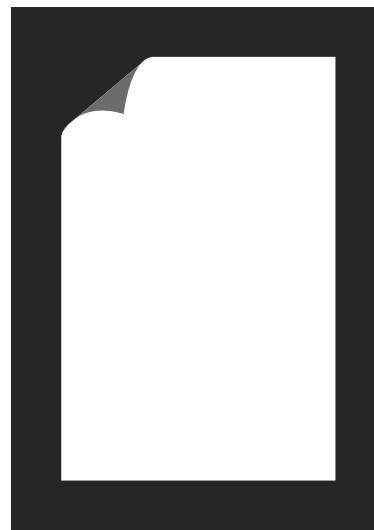
SILVER TRUMPET

SILVER TRUMPET

SILVER TRUMPET

# Standard Operating Procedure

## Elements



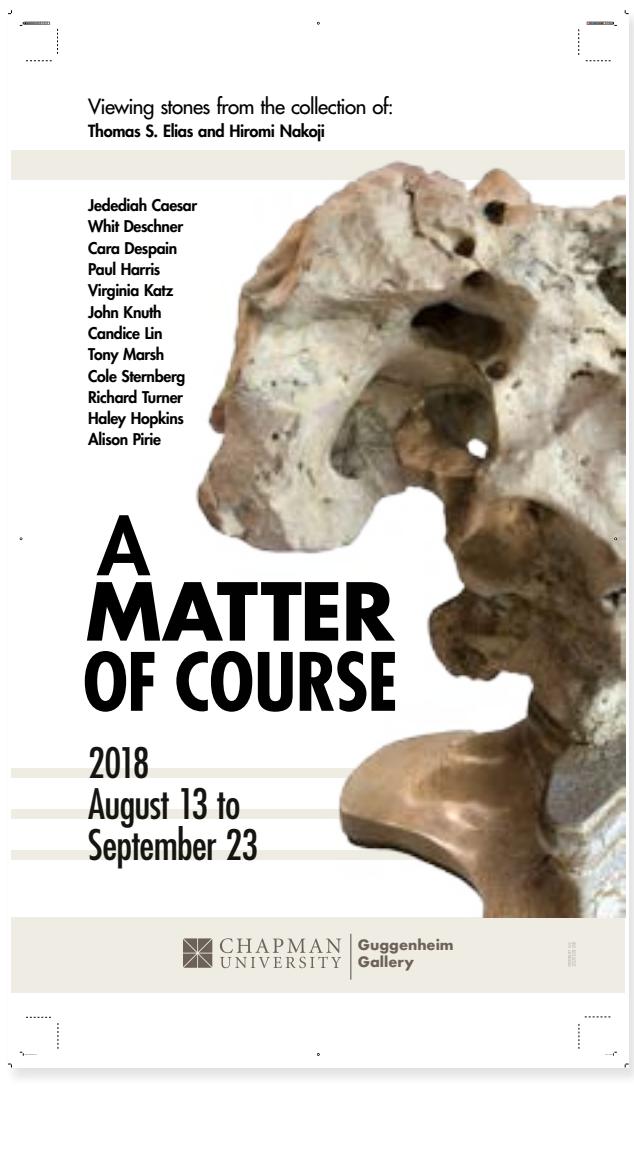
Part of my job at the Ideation Lab at Chapman University is maintaining the shared tools and facilities that the students use. The spray booths, used to keep aerosol glue contained, are often a source of confusion for new students. Therefore, these posters were commissioned as a way to remind the students how to use the booths properly.

## Infographic



# A Matter of Course Banner Advertising

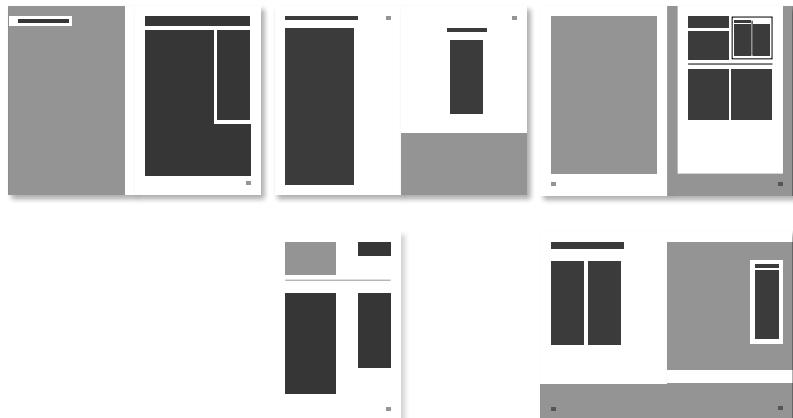
Digital Final



Printed Banner



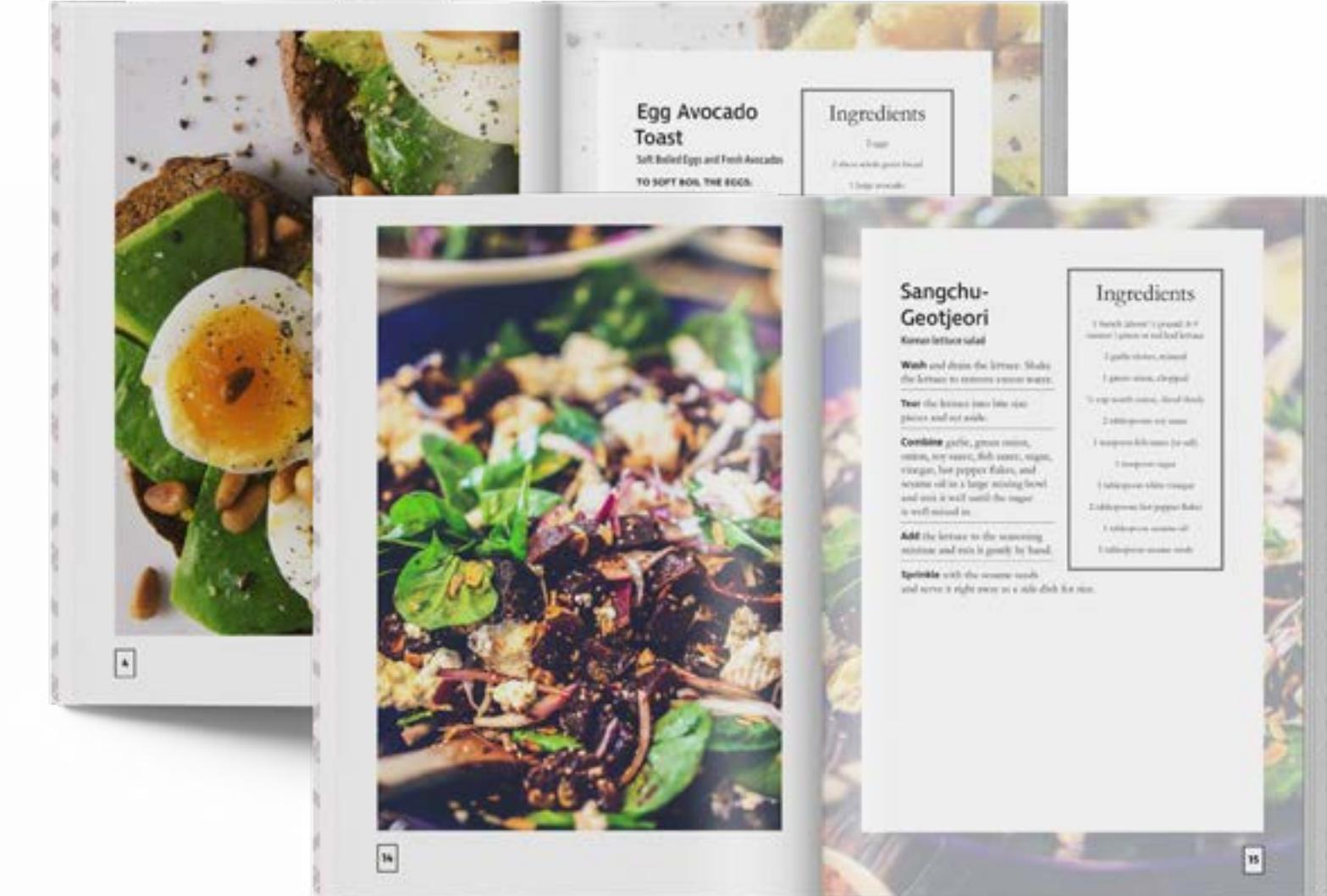
## Initial Sketches



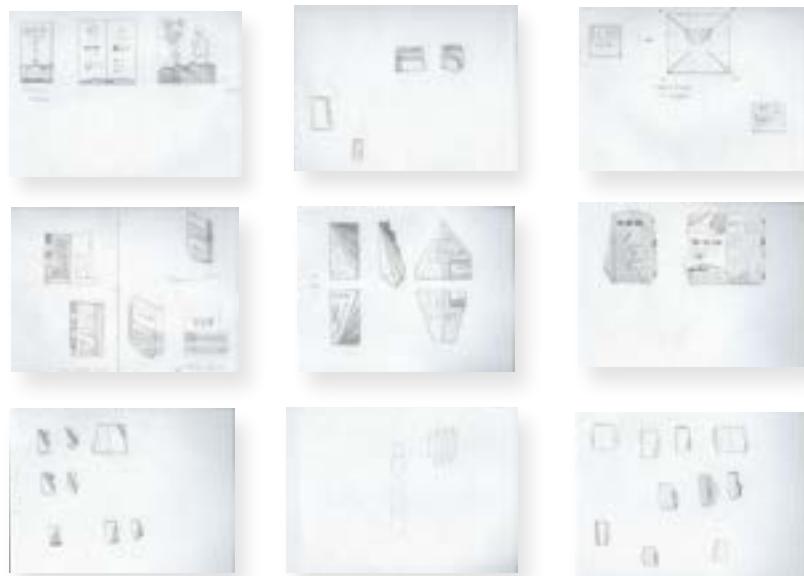
# First Comps



# Book Layout

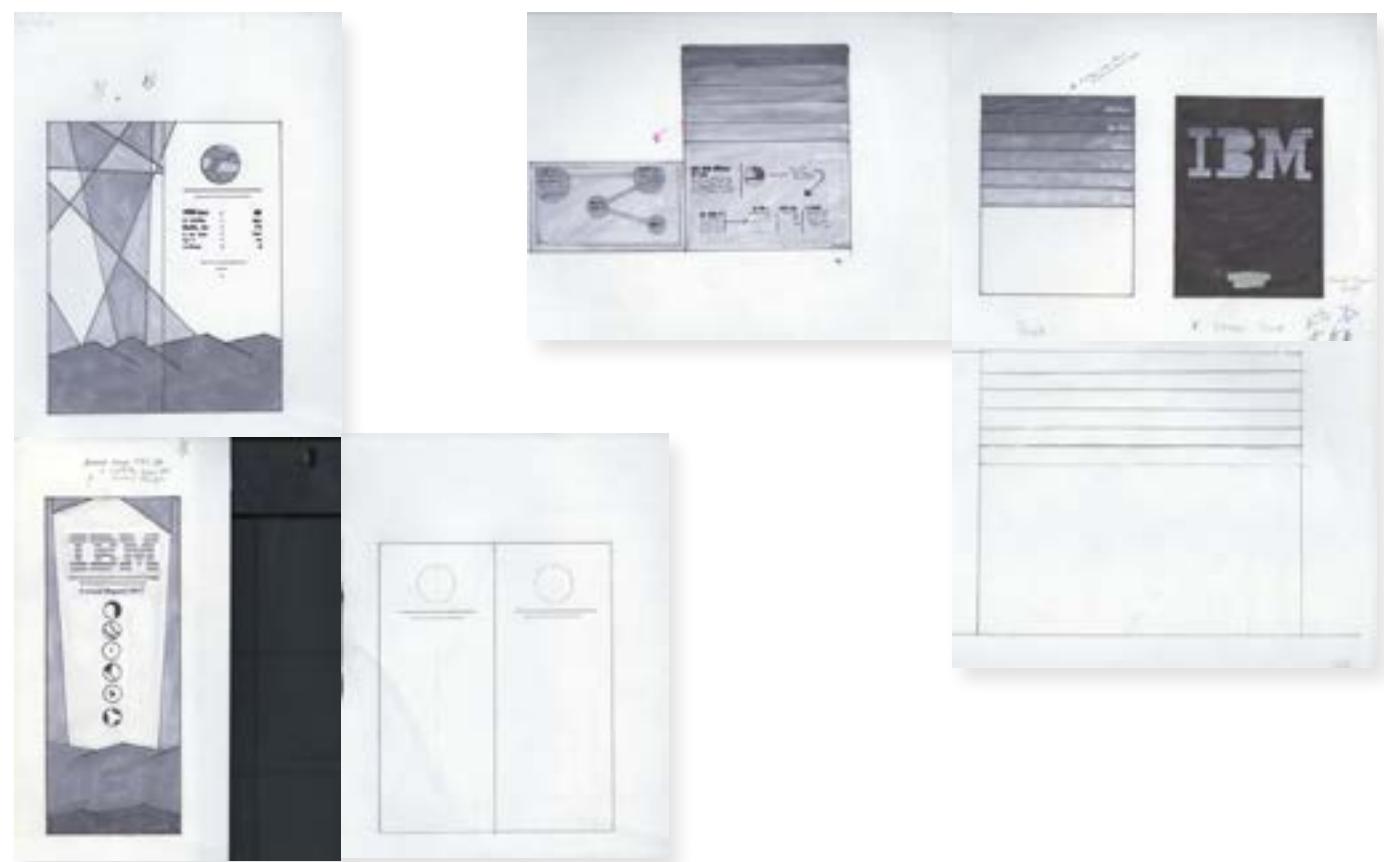


## Initial Sketches



This project examined the annual report. A major goal moving through this project was to create something with an interesting structure. IBM seemed like the perfect candidate, as normally their annual reports are just a book and a webpage. This was an opportunity to work with a physical, produced project.

## Initial Revisions



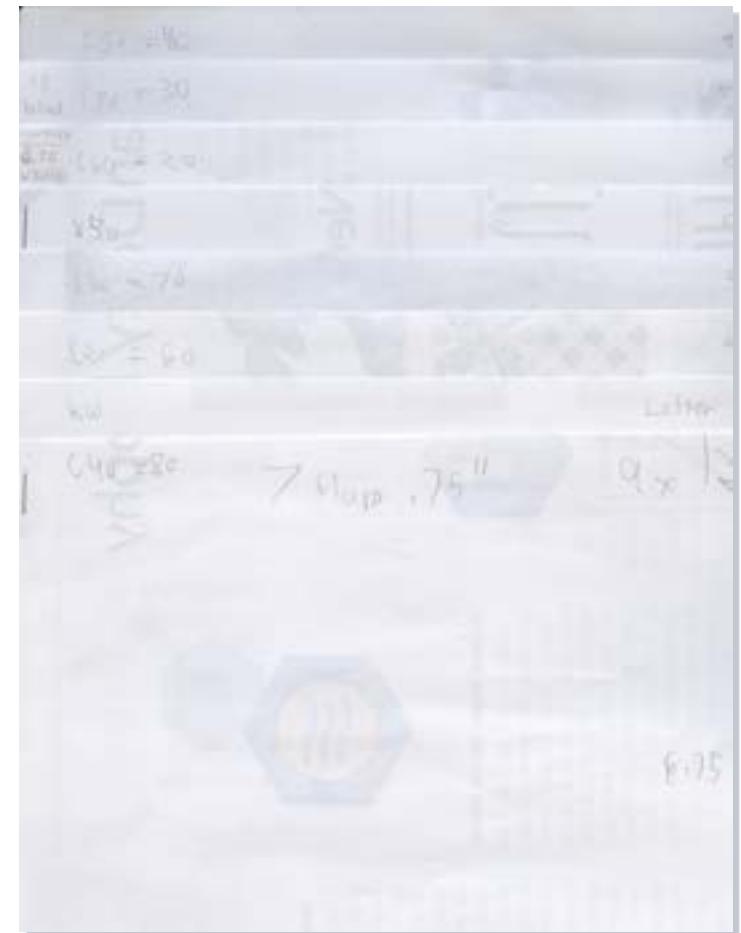
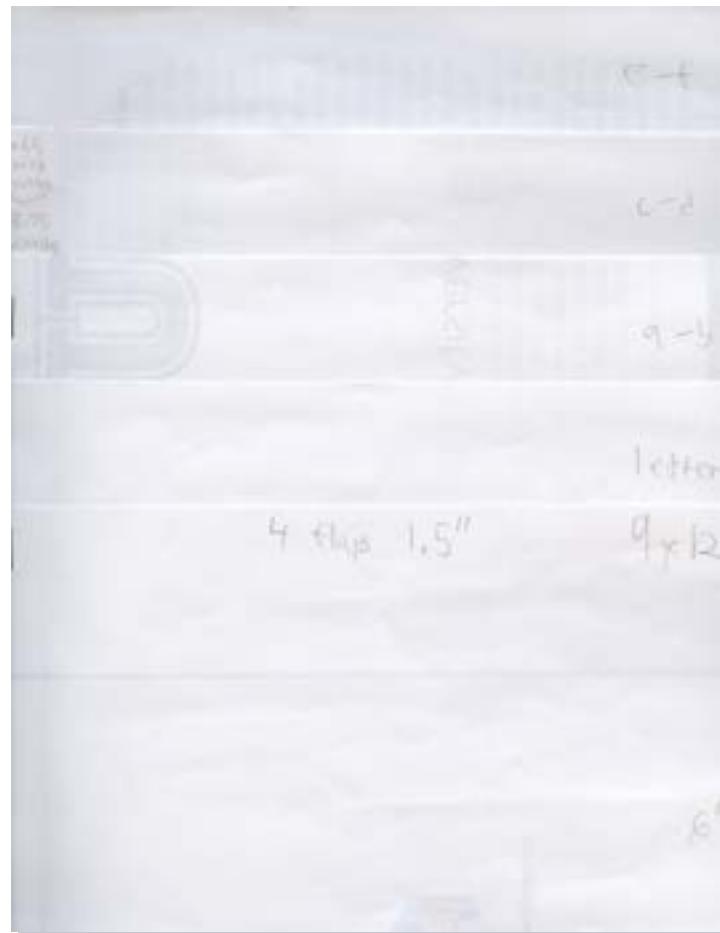
## Construction Process

This design was the most successful, and the one that moved forward. The basic concept here is that different sections of the book would have different page heights, and a sheath that would cover the book and protect it. The cover slides off to reveal the book underneath.

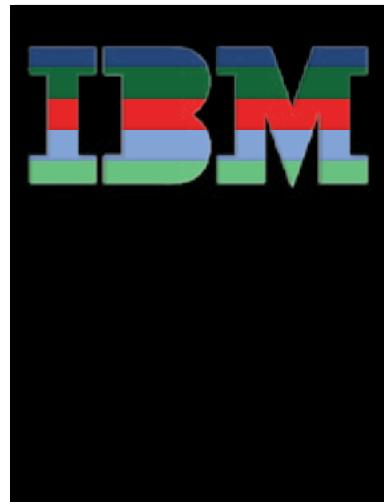
The most important element at this stage was binding the book together. Traditional stitching will not work, as the binding cannot move through differently sized pages. The best options for this book are adhesive based, either tape or glue. The final makes use of a modified perfect bind, which creates a glued region on the inner margins of each page. These margins combine together to create a pivot area on the left side, which allows the book to lay flat on a table.

These mockups were my first approach to constructing the book, using scrap paper and staples to understand the measurements and form of the book. These were my reference guide through the whole project, and helped me work out dimensions, font sizes, and layout.

## First Mockups



## Primary Digital Mockups



## Style Guide & Production Test

**IBM 2017 ANNUAL REPORT**

**Main Color** [Color Swatch]

**Secondary Color** [Color Swatch]

**Typography**

**BODY TITLE GRAPH, DEMIBOLD 12PT, ALLCAPS**  
[Body Text: Neue, Regular, 1pt]  
[Title Spacing: IBM Typeface]

**Secondary Title or Pull Quote. Graph, Demibold 23pt**

**Document Layout**  
REFER TO IBM COLOR GUIDE

Light Page, Dark Text

Dark Page, Light Text

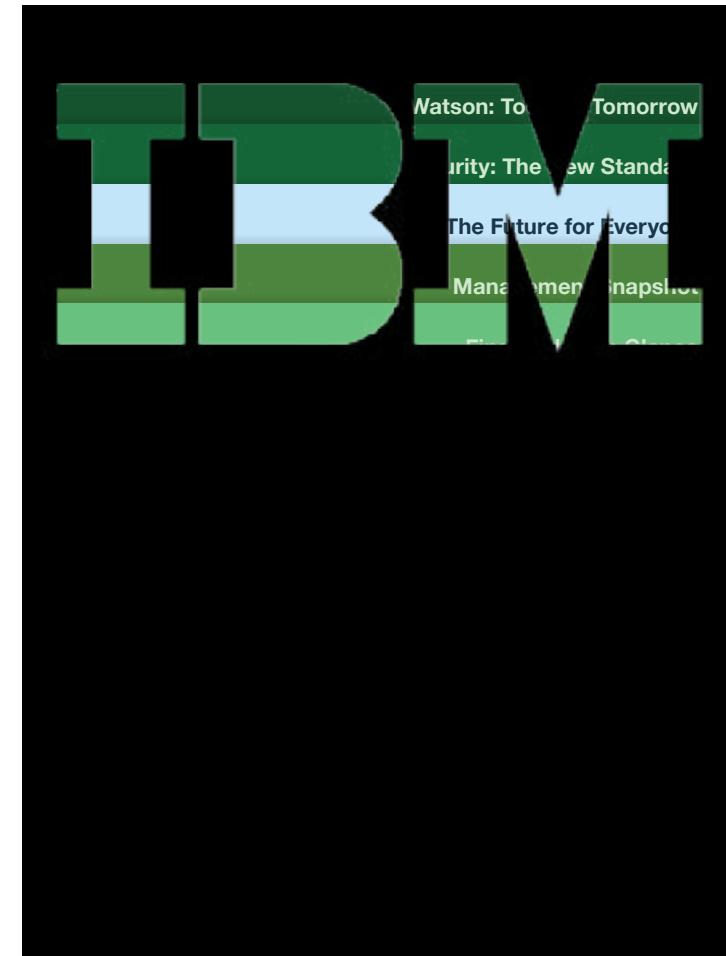
MAX 12"

**Photography & Illustration**  
Clean, Clear, Communicative

Macro Photography of items  
Group photos are in situ

Illustrations are geometric, yet slightly rounded  
Refer to material design, but do not strictly adhere

**Paper Samples**



## Physical Finals

# Final Design

