



What's known in our biz as "recruitment" refers to the efforts of schools, colleges, and universities to attract students. When it comes to designing recruitment publications for art schools, the bar is set pretty high. Who's going to apply to an art school that can't produce cutting-edge design for its own publications?

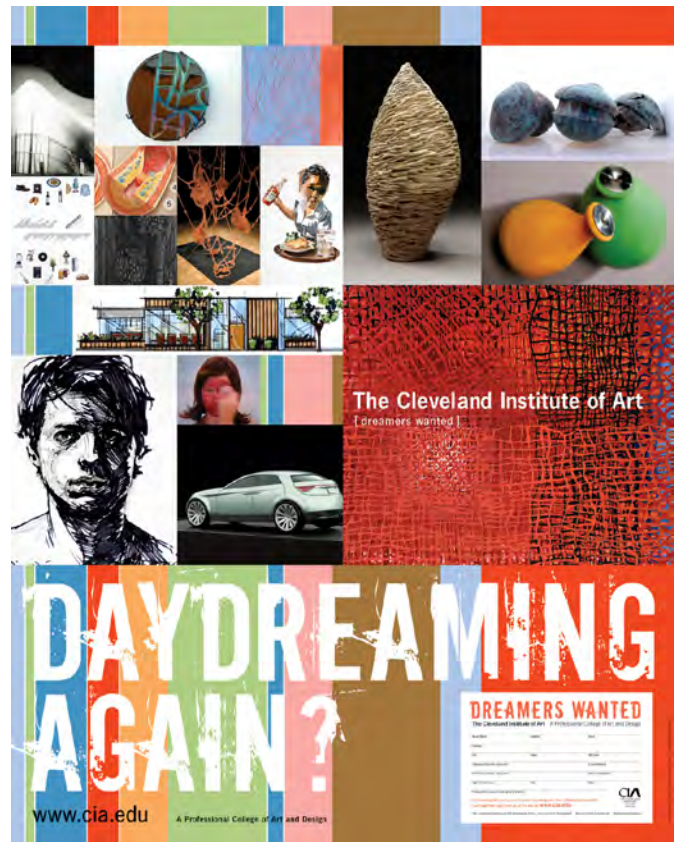
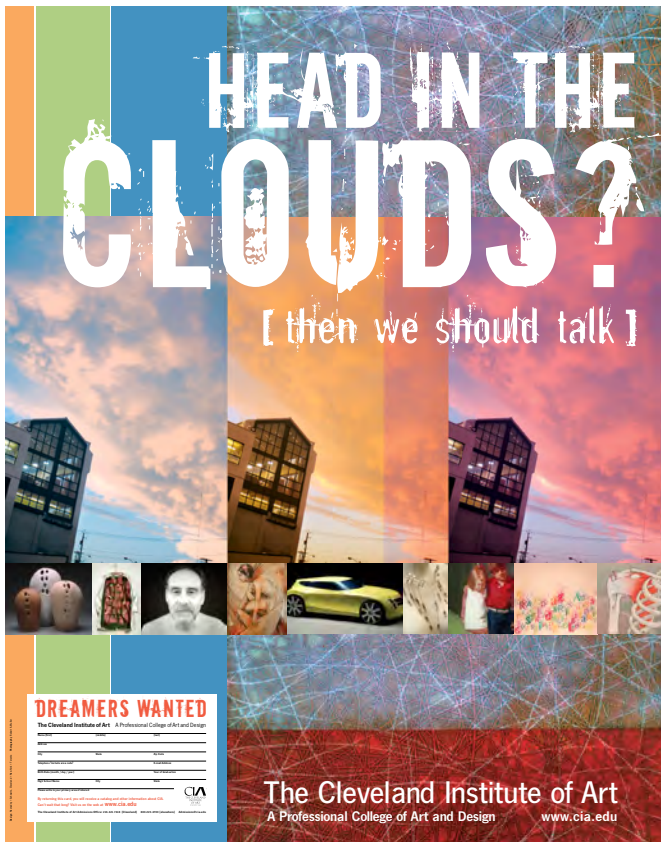
Beginning in 1990, Nesnadny + Schwartz designed the recruitment publications for the Cleveland Institute of Art, one of the top colleges of art and design in the country. Over the course of our long history with CIA, we created five unique cycles of award-winning work. Each cycle comprised multiple components—posters, viewbooks, websites, direct mail pieces, postcards, and brochures. And each cycle was built on a distinctive visual brand that unified the themes and the messaging.

200+ awards for our work with CIA—and we're happy to take credit for the concepts and the design and the production. But we also have to say: we had great stuff to work with. Nothing is more persuasive about an art school than the work created by its students.



Covers from CIA viewbooks.





**Top:** Posters with attached reply cards as part of CIA admissions campaign.  
**Middle:** Rack cards from CIA admissions campaign. **Bottom:** Selected postcards from CIA admissions campaign.



**Top:** CIA admissions campaign 2002–2006.  
**Bottom:** CIA admissions campaign 1999–2002.



Top: CIA admissions campaign 1993–1999.

Bottom: CIA admissions campaign 1990–1993.