



scheningcreative
GRAPHIC DESIGN AND ILLUSTRATION

The projects in this portfolio represent a selected sampling of my graphic design and illustration work. Please review the included samples and feel free to contact me with any questions you may have concerning the work, or my availability to help you with any upcoming projects.

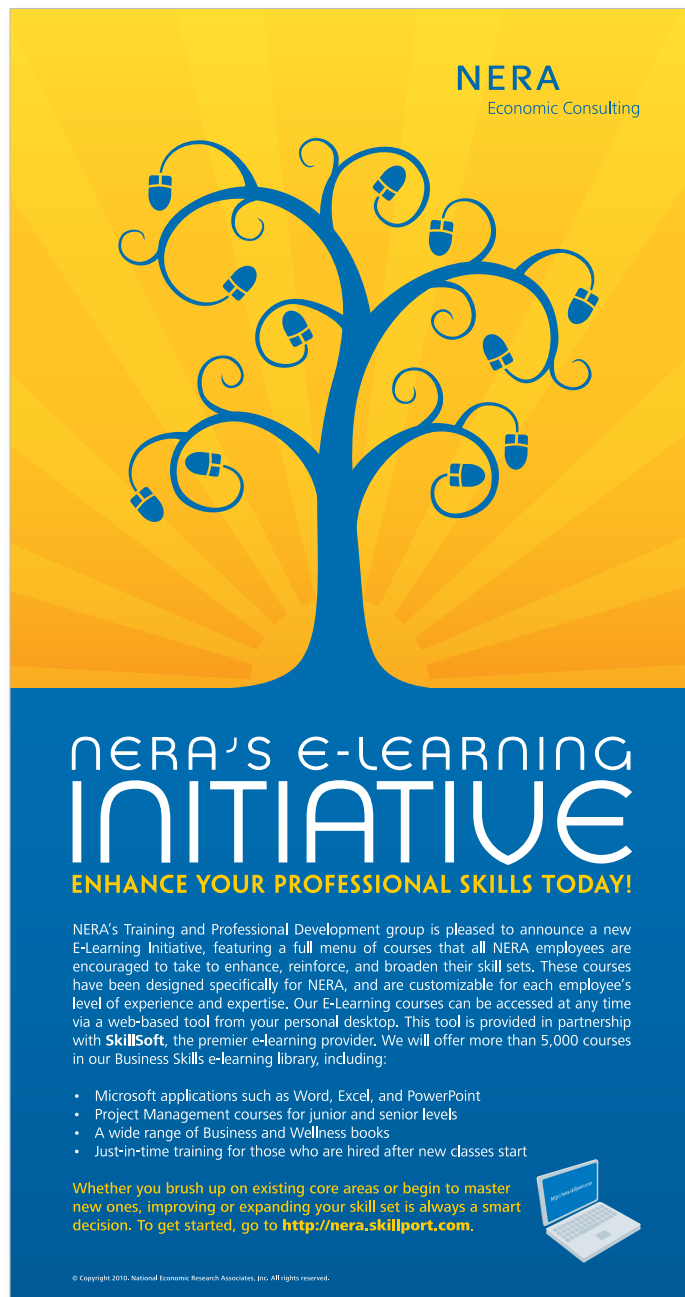
About ScheningCreative

ScheningCreative is the design and illustration firm of Arthur Schening. I have over 20 years of experience in commercial art. In those years I have been a designer, an illustrator, an art director, and, most recently, the Creative Director for an international economic consulting firm. Throughout my career I have worked with most every type of client, and on most types of projects. I have extensive experience managing a range of large and small projects, including printed materials, advertisements, websites, and exhibits and signage, and have also designed and developed creative for new corporate rebranding. I have worked both independently as well as with teams of designers and web developers, art directed photographers and illustrators, and coordinated extensively with printers and vendors.

The goal of ScheningCreative is to design and produce materials that effectively and creatively communicate your intended message. I am a firm advocate of keeping designs simple and clean. ScheningCreative is located in Arlington, VA.

If you're interested in working with me, please drop me an email.

Arthur Schening
arthur@scheningcreative.com



Graphic Design and Illustration

Project: **NERA E-Learning Initiative**

Material: Poster

Client: NERA Economic Consulting

The e-learning initiative was a program for the employees of NERA Economic Consulting, which promoted continuing education through a series of online courses. The concept behind the illustration was a stylized tree—representing education—with an online tie-in expressed by the computer mouse leaves.



Graphic Design

Project: **NERA Focus Canada**

Material: Newsletter

Client: NERA Economic Consulting

NERA Focus: Canada is a quarterly newsletter describing NERA Economic Consulting's expertise, client work, and recent projects in Canada.





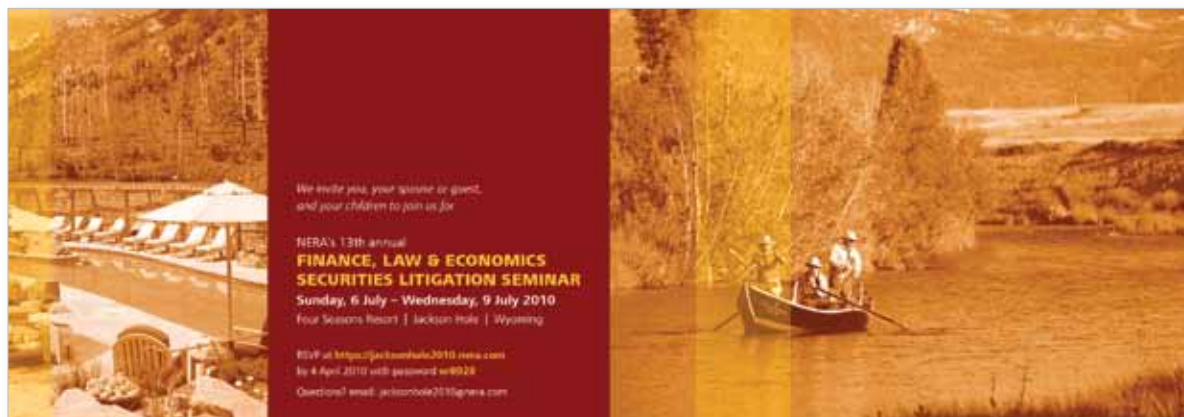
Graphic Design

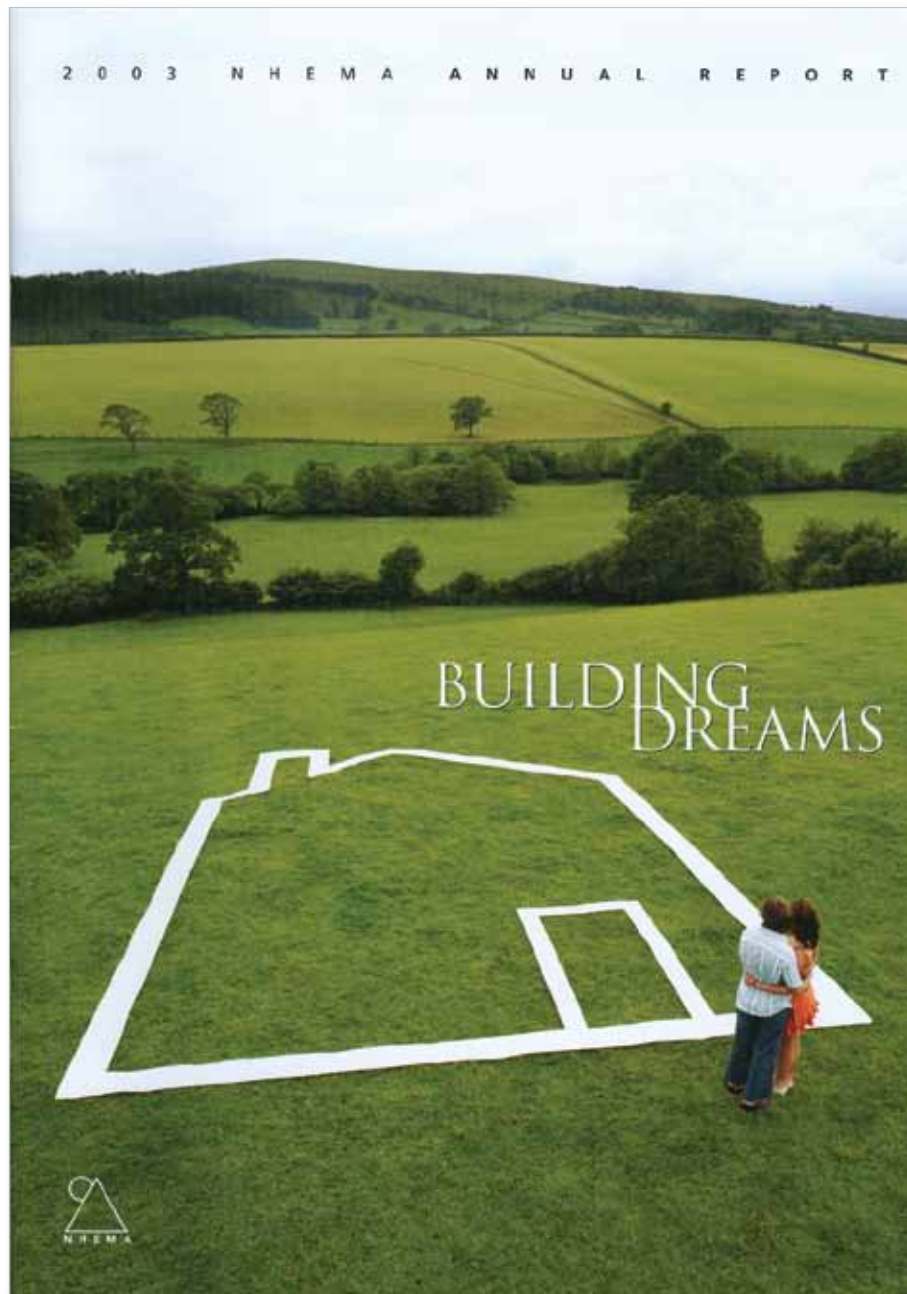
Project: **Jackson Hole**

Material: Seminar Invitation

Client: NERA Economic Consulting

This is an invitation to a Finance, Law & Economics Securities Litigation seminar that NERA Economic Consulting hosts for clients and potential clients each year. This particular seminar was held during the summer at a resort in Jackson Hole, Wyoming.





Graphic Design

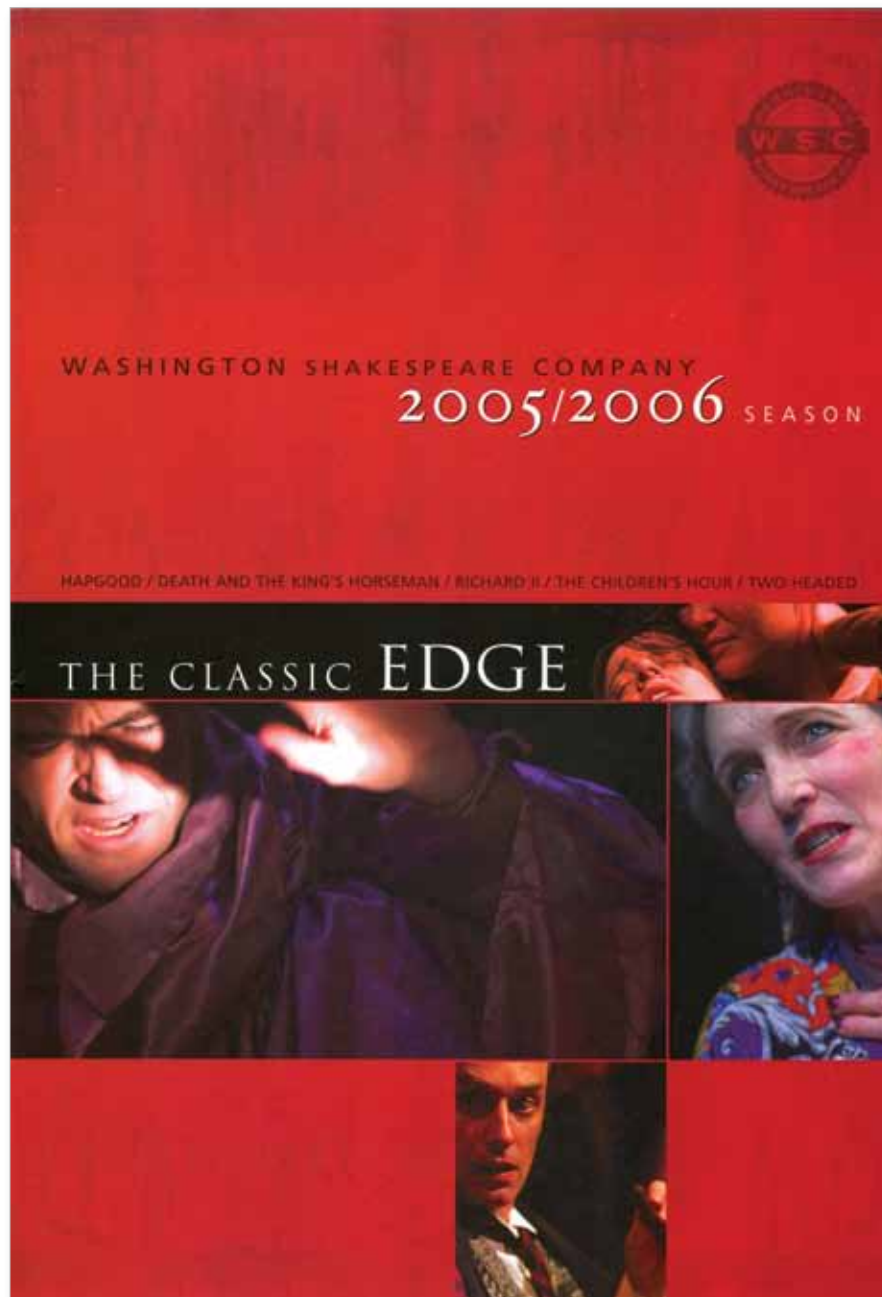
Project: **Building Dreams**

Material: Annual Report

Client: National Home Equity Mortgage Association

This annual report for the National Home Equity Mortgage Association, Building Dreams, highlighted the benefits of sub-prime lending for consumers during a period when there was strong political pressure to more tightly control sub-prime mortgages.





Graphic Design

Project: **The Classic Edge**

Material: Season Brochure

Client: Washington Shakespeare Company

The Washington Shakespeare Company is a regional theatre company that does more than just Shakespeare. This brochure described the company's upcoming season of offerings, from ancient Greece to contemporary America.





Illustration and Design

Project: **Seminar Poster**

Client: NERA Economic Consulting

Media: Adobe Illustrator

NERA Economic Consulting's Securities and Finance Practice holds a fun, themed seminar weekend each summer for current and potential clients. The theme for this particular seminar was espionage. I created a number of illustrations for posters and various seminar materials in a style that paid homage to cold war spy thrillers.





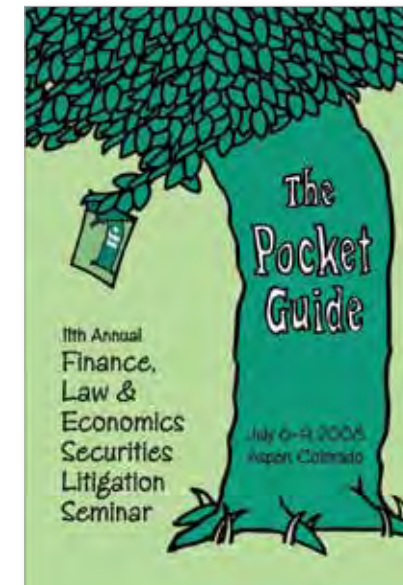
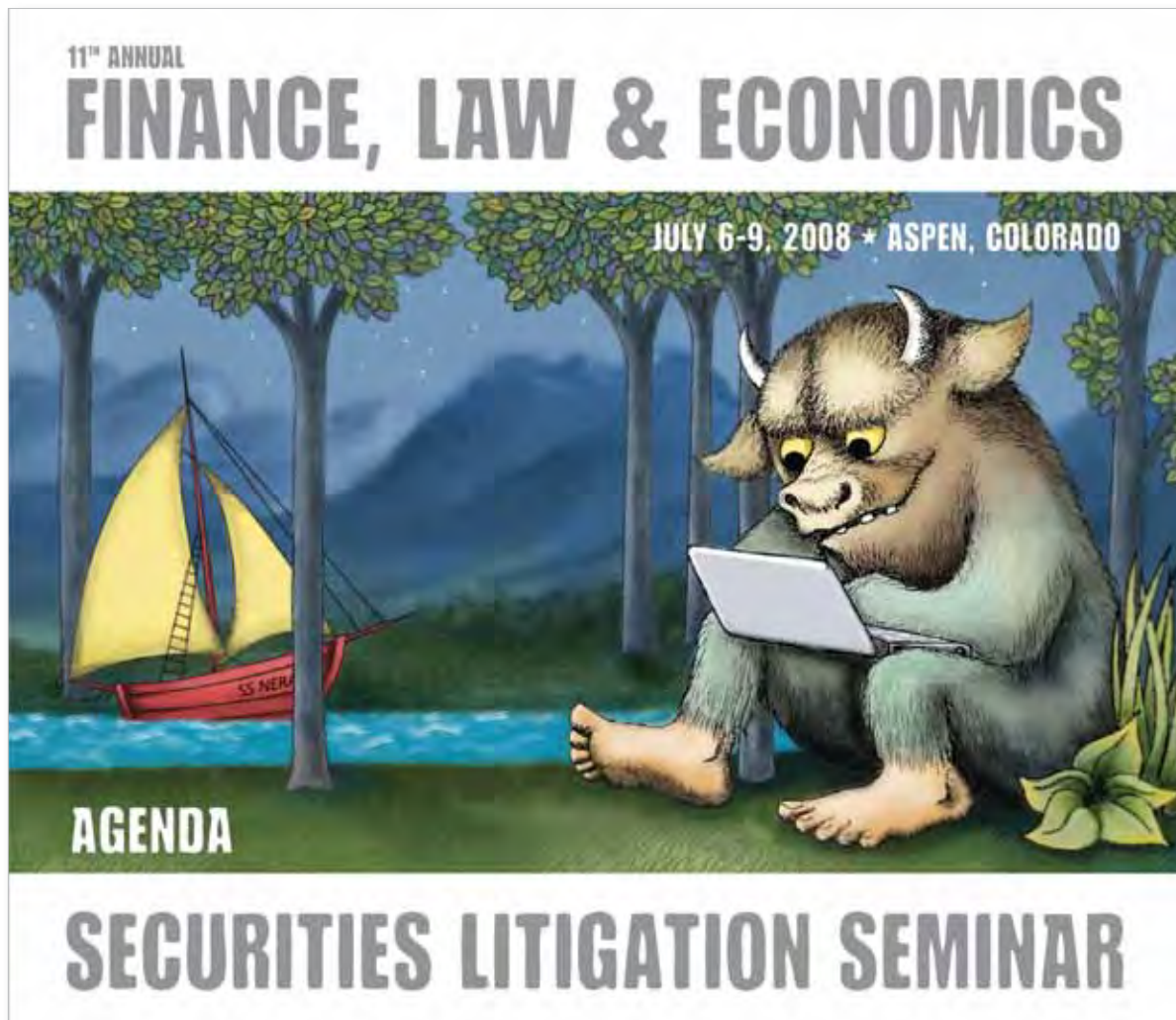
Illustration and Design

Project: **Seminar Materials**

Client: NERA Economic Consulting

Media: Pen and Ink, Photoshop, Adobe Illustrator

NERA Economic Consulting's Securities and Finance Practice holds a fun, themed seminar weekend each summer for current and potential clients. The theme for this particular seminar was classic children's books. I created a number of illustrations for posters and various seminar materials, including a take on Maurice Sendak's *Where the Wild Things Are*, which was used as the cover for the seminar agenda.





Illustration

Project: **Web Banner Ad**

Client: Tropical Exotics

Media: Adobe Illustrator

This stylized and fun representation of jungle wildlife was created for a web banner ad for an exotic pet supply company.



Illustration and Design

Project: **Holiday Card**

Client: NERA Economic Consulting

Media: Adobe Illustrator

This stylized and graceful dove was created as a design option for NERA Economic Consulting's corporate holiday card.



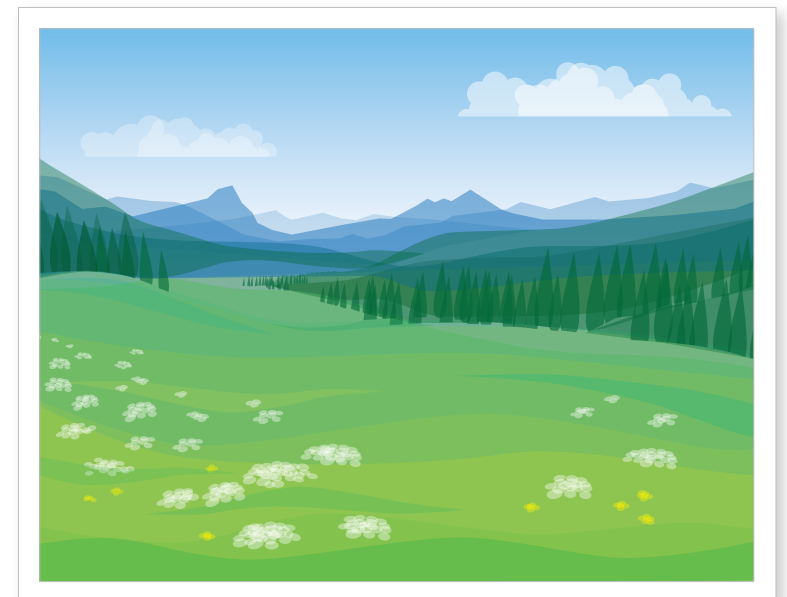
Illustration

Project: **Seminar Posters**

Client: NERA Economic Consulting

Media: Adobe Illustrator

These illustrations of the Aspen, Colorado landscape were created as potential seminar posters for NERA Economic Consulting's annual marketing seminar.

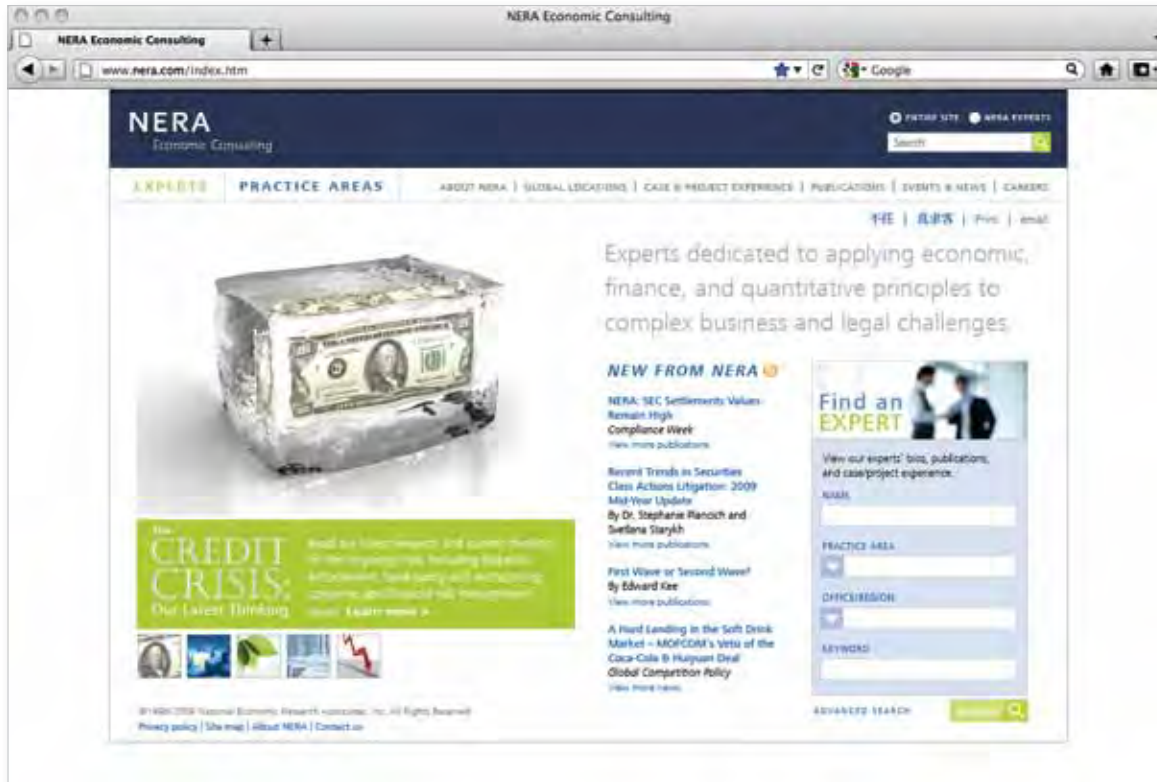


Online Design

Project: **Corporate Web Site**

Client: NERA Economic Consulting

As Creative Director at NERA Economic Consulting, I worked with a small team within the marketing department to redesign and re-strategize the company brand. This endeavor included a complete design overhaul of the company's global website. Throughout the building of the redesigned site, I consulted with a team of internal web developers from NERA's parent company, Oliver Wyman. I also art directed several photo shoots used in the Careers section, and closely collaborated with the illustrator hired to create the new brand cube artwork.



Online Design

Project: Theatre Company Web Site

Client: Washington Shakespeare Company

The Washington Shakespeare Company (WSC) was a pro-bono client of Potomac Communications Group (PCGpr), where I worked as Art Director. I designed, built, and maintained the WSC website while working for PCGpr, and continued to maintain the website for a short time after leaving PCGpr.





Unistar Nuclear

Client: UniStar Nuclear

UniStar Nuclear is an energy company that promotes a new way to deliver safe, cost-effective, and reliable nuclear energy in North America.



Center for Global Peace

Client: American University

The Center for Global Peace is a program at American University promoting peace education, civic engagement, nonviolent conflict resolution, and sustainable development research and practices in diverse regional and functional areas.



IRC

Client: NERA Economic Consulting

The IRC is the internal research center of NERA Economic Consulting, an international economic consulting firm.



NHEMA

Client: National Home Equity Mortgage Association

NHEMA was the national association of sub-prime mortgage companies. The organization has since merged with Mortgage Bankers Association.



Buzzbuilder

Client: Buzzbuilder.com

Buzzbuilder.com was an online marketing and public relations website that specialized in assisting market start-up companies.



Clean & Pure Kids

Client: Clean & Pure Kids, Inc.

Clean & Pure Kids, Inc. is a non-profit mentoring and career development organization providing academic and personal support to underprivileged youth in the Washington, DC area.

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