



# commpost

The biannual Graphic Design program communication composition

for students, alumni, friends, and supporters.

## 2nd Annual Margo Pawell Design Symposium

### From Story To Reality: Exhibition Design

In April, the Art Department hosted the 2nd Annual Margo Pawell Design Symposium, focusing this year on the theme "From Story to Reality: Exhibition Design." This year's symposium hosted a panel of men who are experts in the world of exhibition design. Under the moderation of Douglas Young, the Creative Director and Owner of InternetLink Corp, panelists Steve Riches, Anthony Zorrilla, Scott Savage, and Dave Fisher discussed what they do to enhance this ever-growing field as well as provide inspiration to the students and faculty attending.



## INSIDE

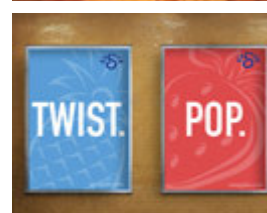
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## Students Take Home the Gold

### Snapple Student Project Receives Awards at 2017 ADDYs

This year, a group of Chapman students took home Best of Show in the student division for their advertising and rebranding of Snapple in the Orange County Addy Awards. The students also received two additional awards in the student category in relation to their Snapple "Snapchat Augmented RealityTea" campaign: Silver in Online/Interactive-Social Media Single Execution and Silver in Film, Video, & Sound- Television Advertising Single.

**Students involved:** Emily Senes, Ethan Hausser, Hannah Katagi, Roderick Gurrola, Elly Bannon, Haley Schlatter, Brendan Baz, and Noel Witcosky.

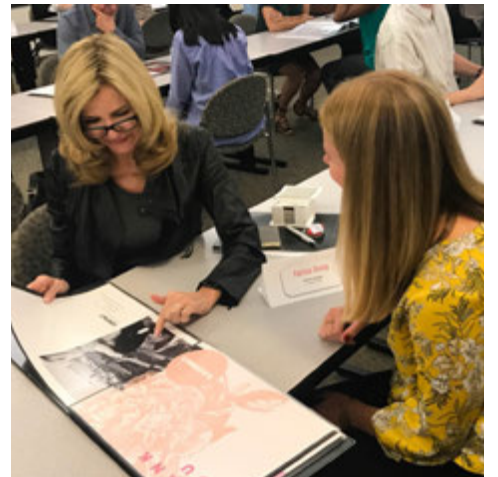
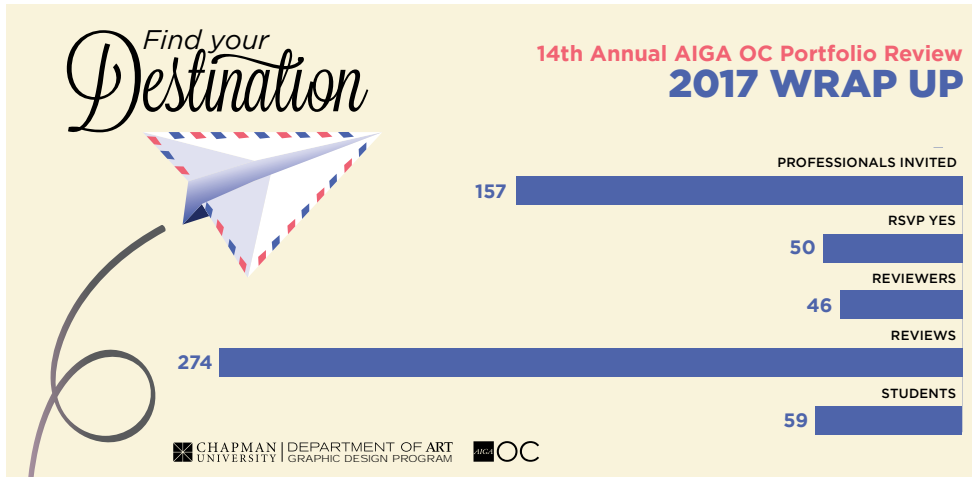


# 14th Annual AIGA Portfolio Review

## Students Show Off Their Portfolio to Professional Designers

This past April showcased the much anticipated 14th annual AIGA Portfolio Review “Destinations”. Graphic Design Majors and Minors gathered in a room full of professionals in the field and presented their portfolio, gaining insight into what they need to work on and what they are doing well, as well as making connections that will help them once they leave Chapman. Seniors and Juniors are required to attend, sophomores are encouraged to attend, and freshman are encouraged to volunteer to help make the event run smoothly. While the event helps students with their design, it also helps them practice professional business habits such as conducting a client meeting and explaining and defending your work while also being open to feedback. Students attending chose up to seven professionals to review their work, meeting with them for 20 minutes each over the course of the day.

59 students from Chapman as well as Laguna College of Art + Design attended this event. Some of the reviewers and company representatives that attended were Yahoo, LinkedIn, Blacktop Depot/Media Network, QSC.com, CreatveCircle, and Stark Designs LLC.

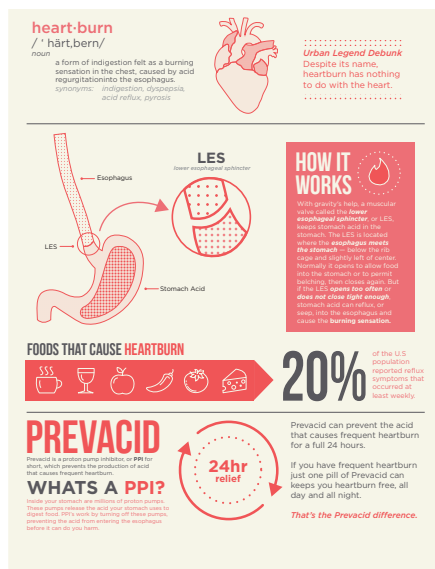


# Make Your Medicine

## GD Students Have Their Work Published In A Design Journal

A certain few design students received the opportunity to publish their work as a part of “Teaching Advocacy and Evidence-based Design to Undergraduate Graphic Design Students” in The Information Design Journal (IDJ), a published paper by our own Claudine Jaenichen. Nine Chapman graphic design students’ projects were included in this publication.

IDJ’s featured projects were infographics, packaging, and advertisements for allergy medicine. The students’ work included in the paper were created by Audrey Chang, Peyton Kelly, and Megan Chovanec; Rebecca Remold and Eric Stigna received honorable mentions; and infographics by Kyra Brandman, Shelby Edmunds, Bobbi Stalker, Audrey Chang, and Gillian Steinmetz-Blair were discussed in the paper.



# Sophomore Portfolio Proficiency Show

## Theme: The Connection Show

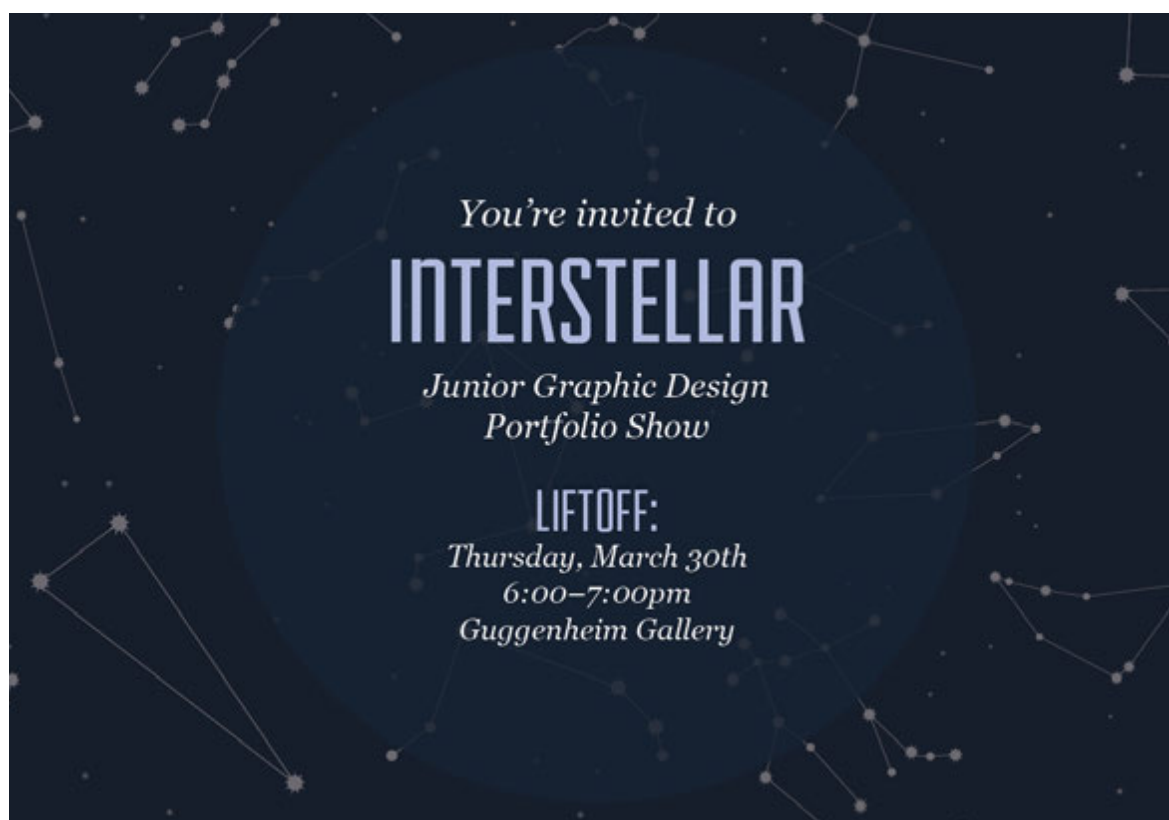
This spring marked the 6th annual Sophomore Portfolio Proficiency Show. Sophomores that are currently enrolled for a BFA in Graphic Design are required to submit a portfolio and showcase their work in the Guggenheim Gallery. Faculty evaluates the student's work on what they have learned in previous classes, their academic process, while also assessing their skill level as to whether or not they meet professional standards. This year, the sophomores decided on the theme "The Connection Show". Students chose their own color and wrote their name out in Morse Code on their posters, with their portfolio displayed underneath for guests to look through.



# Junior Portfolio Proficiency Show

## Theme: Interstellar

In March, juniors showcased their portfolio in the Junior Graphic Design Portfolio Proficiency Show. The show, presented in the Guggenheim Gallery, is designed to have faculty and attendees to look through their work and evaluate their progress. Faculty study each portfolio and make a report as to their academic progress thus far, as well as assessing whether or not they have skills that meet the professional standards used in the industry. This year, juniors decided on the theme "Interstellar". Each student chose an existing constellation, recreated the constellation, and added the name and meaning of it to their "name tags" above their portfolio.

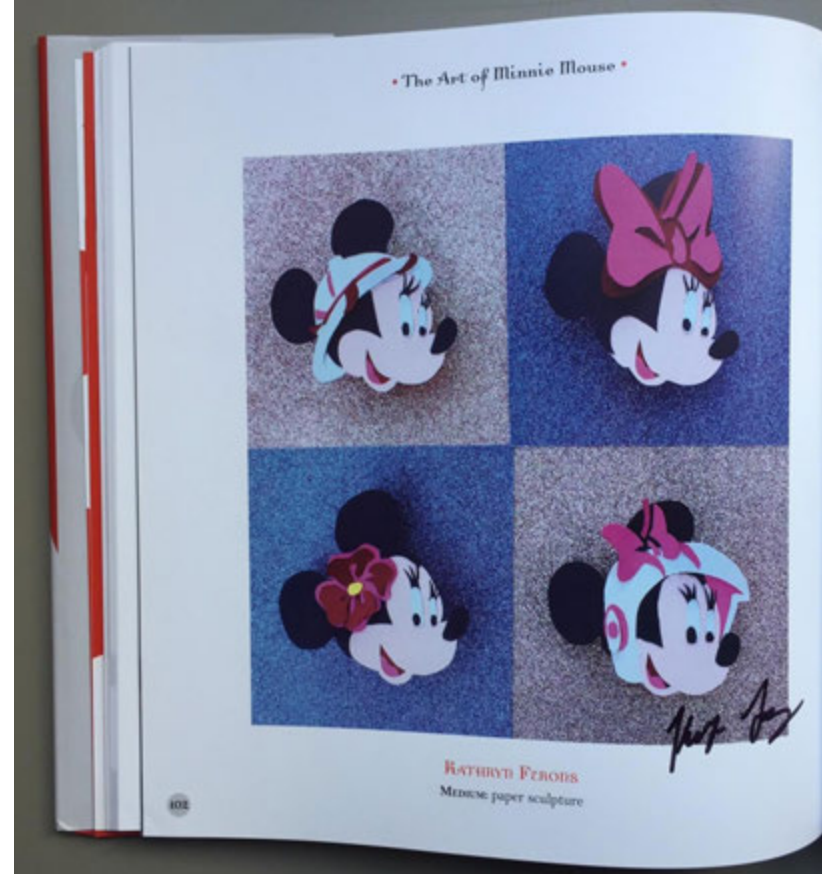


# The Art of Minnie Mouse

## Chapman Student Combines Her Design Skills with Her Inner Child

Kathryn Feron, a 2014 Chapman graduate, had the opportunity to have her paper sculpting skills featured in the book *The Art of Minnie Mouse*. Released in September 2016, the book features reimagined Minnie Mouse designs made by Disney artists, illustrators, and animators from all over the world. Feron decided to use her talent in paper sculpting to create four stunning reimagined headwear for the classic and beloved Minnie.

If you want to take a closer look at Feron's work as well as see what other artists contributed, *The Art of Minnie Mouse* is available for purchase on Amazon.



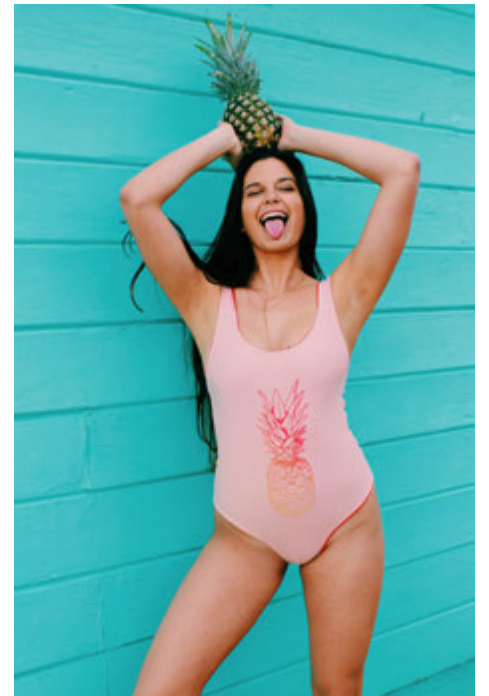
# Patterns of Success

## One Student's Love for Patterns Shines Through Her Internship

Currently interning at CPC Swimwear in Rancho Santa Margarita, Severina Worthington, a 2017 Chapman graduate, has a unique chance to see her work go from concept to final product. At her internship, not only does Severina do typical design work like social media graphics and logo design, she also designs patterns that are then printed on fabric and made into bathing suits.

Her love for pattern design started out in the Color class lead by Professor Rachelle Chuang her sophomore year. Ever since her "donut" pattern in that class, Severina has been embarking down the pattern path according to Professor Chuang. In her internship, she designs patterns that are then printed and made into bathing suits. Severina stated that she was able to "witness the 'sublimation process' of [her] designs actually being 'printed' on the fabric", a process not many students get to witness, especially during an internship.

As of now, she has designed seven different fabrics and a few "fun piece" designs for one-piece bathing suits, and there seems to be no sign of her stopping any time soon.



# Art Department Awards

## GD Students Win Art Department Awards

Spring 2017 Departmental Exhibition

### **BEST DRAWING, KIRSTEN WORRELS**

*Politically Correct Bedtime Stories*

### **RUNNER-UP DRAWING, ERIN SCHMITT**

*Untitled*

### **BEST GRAPHIC DESIGN, SHELBY EDMUNDS**

*72 Hour EarthQuake Survival Kit*

### **RUNNER-UP GRAPHIC DESIGN, KIRSTEN WORRELS**

*Lollapalooza*

### **BEST BOOK ART, JACK POWELL**

*Seattle*

### **RUNNER-UP BOOK ART, GENEVIEVE GELLER**

*Impressions of L.A.*



Art Department Honor Awards

### **OUTSTANDING ACADEMIC ACHIEVEMENT IN THE GRAPHIC DESIGN PROGRAM**

*Briona Baker*

*Nicolas Oeffing*

*Audrey Chang*

*Molly Peach*

*Gretchen Grage*

*Jamey Siebenberg*

*Cheyenne Gorbitz*

*Annelle Woodward*

*Erin Hiromoto*

Margo Pawell Awards

### **GRETCHEN GRAGE**

*Bachelor of Fine Arts, Graphic Design*

Virginia Purcell Award

### **JAMEY SIEBENBERG**

*Bachelor of Fine Arts, Graphic Design*



# Congratulations To Our 2017 Graduates!

## Goodbye Chapman, Hello World

April showers bring may flowers, and this May we had to say goodbye to the blooming Class of 2017. Their Chapman family wishes them good luck in the future, wherever it may take them. (From L to R)

**Back Row:** Cheyenne Gorbitz, Severina Worthington, Jaime Siebenberg, Saide Goff, Jordan Pateo

**Middle Row:** Kirsten Worrells, Francisco Lugo, Eric Stigna, Bobby Stalnacker, Lizzy French, Keneau Davis, Nic Offling

**From Row:** Sammy Swenor, Amy Higgens, Molly Peach, Gretchen Grage, Stefanie Shoemaker, Briona Baker, Audrey Chang



# Easy as A, B, Studio C

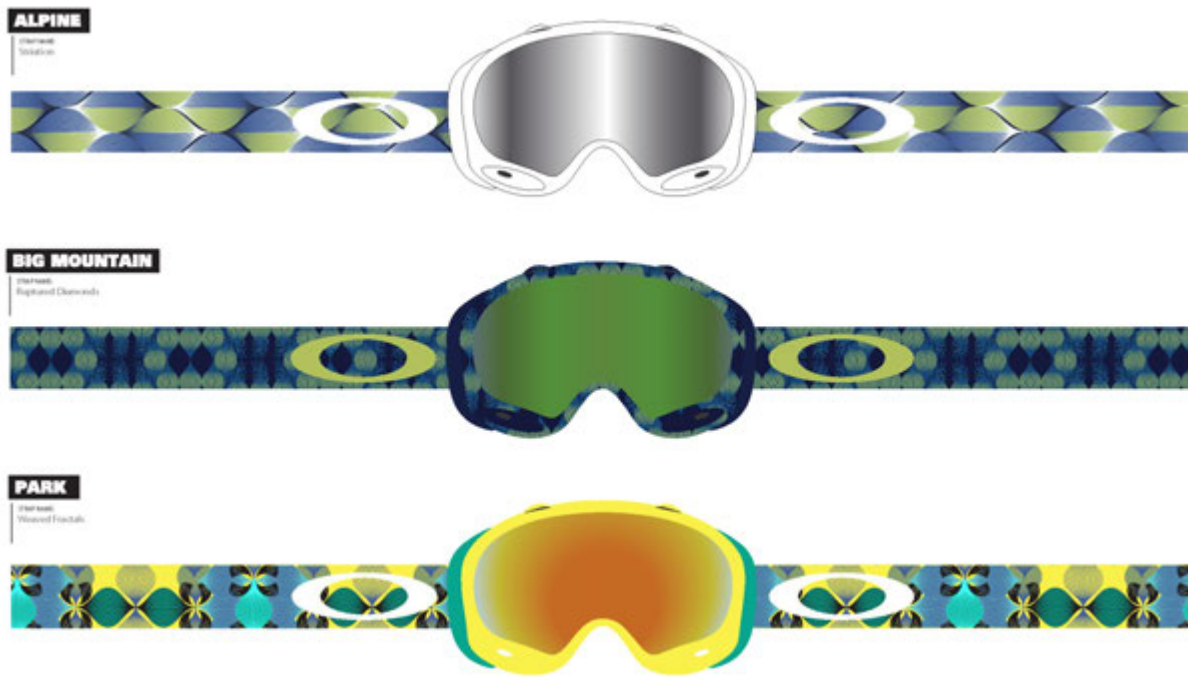
## Client Recap

**FRENCHIE'S DOG WALKING** is a dog walking service based out of the south bay area in California. They offer not only dog walking, but day and overnight boarding services as well. Studio C was commissioned by the owner to create a logo for her business.

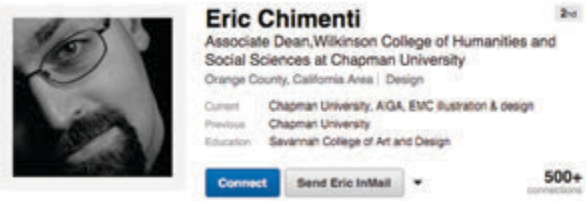
**WILCOX MACHINE COMPANY**, located in Cudahy, CA, is one of the largest job shops in Southern California, offering services that reach many different industries, including engineering, fabrication, heavy machinery, and assembly. This family owned business commissioned Studio C to create a logo and a logo color guide to bring together their ever-growing business.

**C & S MATERIAL SPECIALIST**, Southern California's most expensive restoration and repair company, provides their repair services on almost any hard surface, bringing the pieces back to excellent condition. Studio C was commissioned to do a logo design for their company, refreshing the branding just like they refresh the objects of their clients.

**OAKLEY** commissioned Studio C to create a collection of 3 straps and for their A Frame 2.0 goggle series that can be advertised to three different subsets: big mountain, alpine, and park ski/snowboarder. According to the creative director Brain Takumi and the lead manufacturing engineer Steve Horvath, the student's designs were magnificent, and the winning design, created by Dillan Watts, was offered compensation to manufacture it as well as potential contract work in the future. In the end, the students received a set of Oakley Goggles and Glasses to commemorate their impressive efforts.

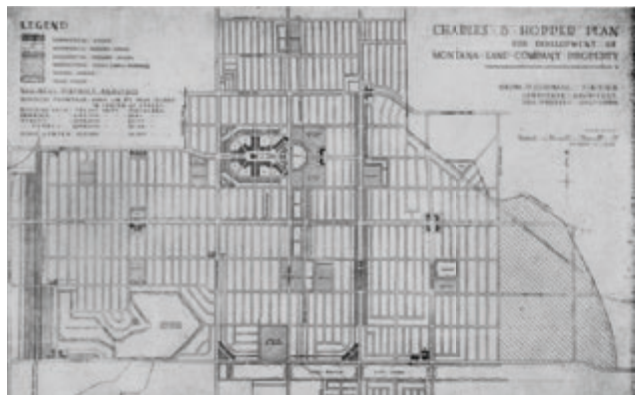
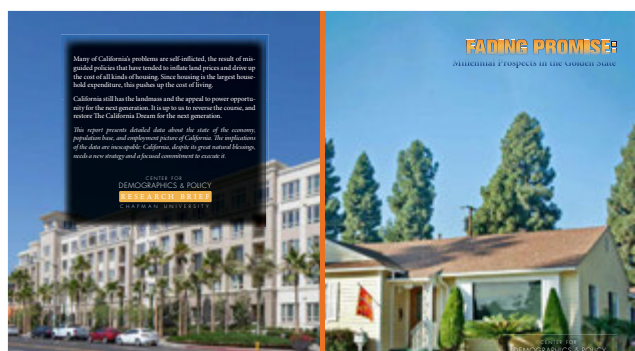


# Full Time Professor Update

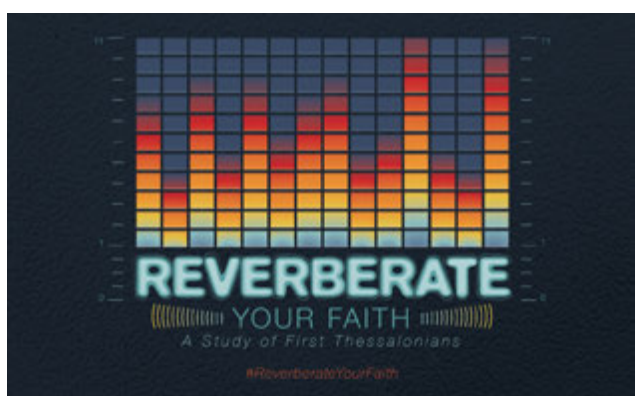


**TEACHING** – In the fall he taught Art 132 Visualization and Art 230 Introduction to Graphic Design. Over interterm he taught two sections of portfolio workshop for Sophomores – Seniors. The spring brought Art 336 Illustration and also overseeing many Art 490 Internships.

**SERVICE** – Eric continues as the Associate Dean for WCAHSS, is also a member of many on campus faculty/staff committees, and the co-head of the Graphic Design Program. He is the Creative Director and Traffic Manager for the Ideation Lab which employed 10+ students weekly working on a large variety of campus and community design jobs. Finally Eric is continues as the AIGA OC Director of Education.

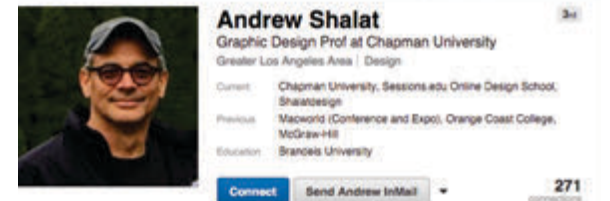


**CREATIVE/SCHOLARLY** – He continued work for Successful Innovations in VA, the Center for Demographics and Policy at Chapman, the Center for Opportunity Urbanism in Houston, the latest Study of American Fears, and Babbie Research Center projects. He is also working to establish a strong consistent brand for his church in Tustin.



**CREATIVE/SCHOLARLY** – Professor Jaenichen had two papers published in peer-reviewed journals, “Leisure, Direct, Urgent, and Emergency: The role of visual communication and cognition in everyday decision-making” in the Institute of Electrical and Electronics Engineers Computer Graphics and Applications, and “Teaching Advocacy and Evidence-based Design to Undergraduate Graphic Design Students” in The Information Design Journal (IDJ) where 9 Chapman graphic design students’ project were published.

**TAB** – The 2017 print issue of Tab: Journal of Poems and Poetics where Professor Jaenichen serves as the Creative Director was completed. This issue examined the effects of noise and visual volume on multifaceted layers. Textures and patterns act as a sounding board, adding a variety of tones intended to create an atmospheric pairing with the poems themselves.



**TEACHING** – Mr. Shalat is now in his second year as a full-time instructor, although he’s been teaching for Chapman since 2009. In the Fall, he teaches Visualization and Rendering, running parallel with Professor Chimenti. He also teaches the introduction to Web and Interactive Design (GD202).

**SERVICE** – In whatever time is left over, Professor Shalat continues to teach art and design online, and he keeps up with several outside clients, designing their sites, consulting on branding strategies and developing identity systems.

**CREATIVE/SCHOLARLY** – While those two courses take up much of his time, he is also pursuing a second Master’s Degree, this one an MFA from Savannah College of Art and Design, through their distance learning program. That means, it’s online. So when he looks as though he’s just surfing the web, he’s actually doing his own schoolwork

**PODCAST** – In a new venture, Professor Shalat is developing a podcast for the GD department, called Design Briefs.



# Graphic Design Alumni

Updates of what our alumni have been up to

**MICHAEL HAIN**, BFA in GD '01  
Art Director at HEILBrice

**NOAH FELL**, BFA in GD '12  
Corporate Marketing Manager and Creative at YuMe

**CODYANNE CORNWELL**, BFA in GD '16  
Junior Designer at IdeaHall

**KATRINA ALONSO**, BFA in GD '13  
Designer at Playboy

**SARAH BUCZEK**, BFA in GD '09  
Senior Graphic Designer and Model for Ellison

**DANIELLE ATNIP**, BFA in GD '11  
Designer at Kneadle

**MICHELE JONAS**, BFA in GD  
Assistant Designer at Paper Crowns

**MOLLY HERVEY**, Minor in GD '103  
Senior Graphic Designer at DevicePharm

**GINO BELASSEN**, BFA in GD '16  
Freelance Graphic Designer

**PAIGE KASTNER**, BFA in GD '16  
Designer at Gravillis Inc.

**WILLIAM SCHOENFELD**, BFA in GD '13  
Designer at Twentieth Century Fox

**PETER FIEK**, BFA in GD '07  
Designer at Broadcom Inc.

**AMANDA GIARAMITA**, BFA in GD '10  
Graphic Designer at Cali and York

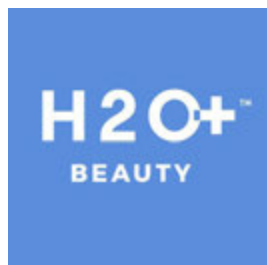
**ZACH GUENTHER**, BFA in GD '14  
Graphic Artist, King Tide Creative

**SABRINA WILDERMUTH**, BFA in GD '12  
Nutrition Specialist at Trader Joe's, Adjunct Food Science Faculty at Chapman University

**LINDSEY MEYER**, BFA in GD '16  
Designer at h20 Plus Beauty

**KARA SCOFIELD**, BFA in GD '13  
Graphic Design Assistant at Shaun Barker MGMT, CA

**TARA VASVANI**, BFA in GD '15  
Designer/Illustrator at Studio 10 Productions



For complete information check out our website: <http://www.chapman.edu/wilkinson/art/graphic-design/graphic-design-alumni.aspx>

## JOIN THE AIGA ORANGE COUNTY CHAPTER!



Become a contributing member and build your network

AIGA is the American Institute for Graphic Artists. It is the leading association for visual designers, identity designers, environmental designers, information designers, editorial designers, package designers, motion graphic designers, interaction designers, customer experience designers, strategic designers, and more. Its members are empowered through information, education, recognition, and advocacy. AIGA offers students the inside track to mentors and collaborators. AIGA student groups get students involved in the design community, help them build their own communities, and develop leadership skills. AIGA memberships let students gain national exposure by creating the chance to post their resumes and portfolios online. A contributor (basic) membership is only \$50 a year.

Join or find out more at <http://orangecounty.aiga.org/membership/>

### Plug-In

Let us know what you're doing and how you're doing. Send us digital samples of your work and/or update us on what you are doing. Then we can include you in our next newsletter.

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Buisness Title \_\_\_\_\_ Company \_\_\_\_\_

Email Address \_\_\_\_\_ Web Site URL \_\_\_\_\_

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Or send an email to [chimenti@chapman.edu](mailto:chimenti@chapman.edu)

For further details and more events, check our website <http://www.chapman.edu/wilkinson/art/calendar.aspx>



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