

2 commpost

The biannual Graphic Design program communication composition for students, alumni, friends, and supporters.

4th Annual Designer Career Paths

Featuring Bri Bigaouette, Melissa Rosen, and Joven Orozco



Emma Elliott - Design winner

On Wednesday, April 30, 2014 Chapman professor Tony Pinto moderated the Designer Career Paths lecture, for the fourth year. Three different designers spoke about the different areas of design that they work in. Designer Career Paths was created to show design students the various paths they can take in the design world. The featured presentations provide knowledge of the designers' background and current professions, advice to get to the professional level, and also allows students to network and make contacts with influential figures in the interested profession. Admission was free and anyone was welcome to attend. This year's speakers were:

BRI BIGAOUETTE - Freelance Designer

MELISSA ROSEN - Art Director, Los Angeles Metro

JOVEN OROZCO - Mayor of Jovenville

All sophomores in the Graphic Design program designed a poster for the event. The winning poster was designed by Emma Elliott. The runners up were Page Kastner, Amber Johnston, Lindsey Meyer, and Spencer Wierwille.

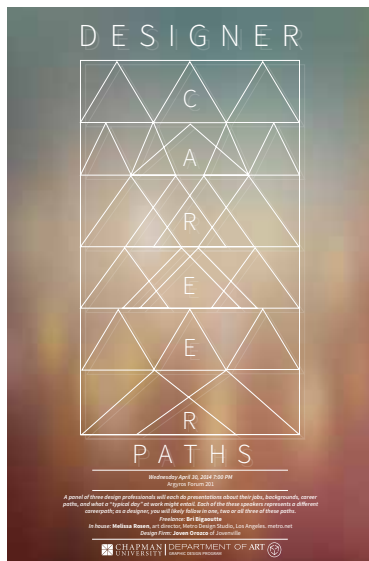


Lindsey Meyer



Page Kastner

Above & below - Design runners up



Spencer Wierwille



Katie Bailie

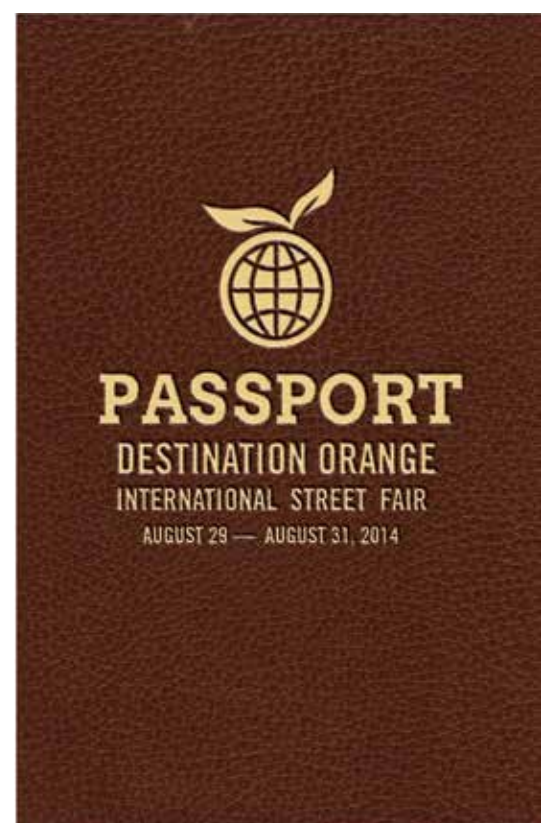
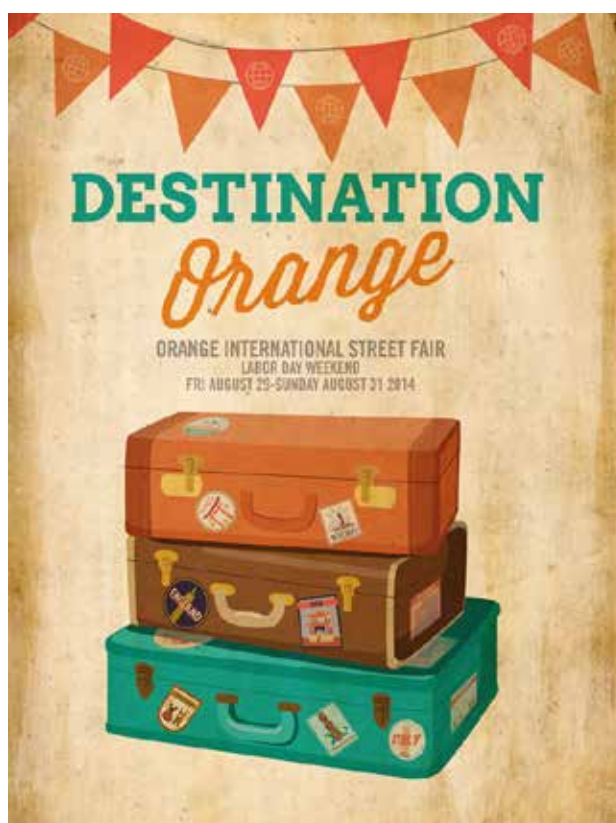
INSIDE

- Reviewers look over Chapman students' portfolios in the AIGA portfolio review. *page 2*
- Students present their work at the Sophomore and Junior Shows. *page 3*
- See which Visual Artists came and lectured this semester. *page 4*
- Check out who received Awards from the VIPER! Art Department Student Show and the Portfolio Assessments. *page 6*
- Sneak a peek at what our professors have been up to this past Spring. *page 7*
- Become a member of the AIGA Orang County Chapter! *page 8*

Art 430 creates New Branding for Fall '14 Annual Festival

Orange International Street Fair

Orange International Street Fair recently proposed a competition for students to create a new design to advertise and promote the fair as well as a new logo design. Chapman University students in Art 430 Advanced Graphic Design were split up into three teams and created different options. The design that was chosen and is now being used was created by Candace Larson & Rachel Becker as team leaders, Sheryl Alway, Grace Lavery, Amanda Norris, Ryley Schlacter, Gracie Wilson, and Heather Wong. Their poster and new logo design is now being used on OISF's current website and Facebook.



Destinations

AIGA OC 11th Annual Portfolio Review

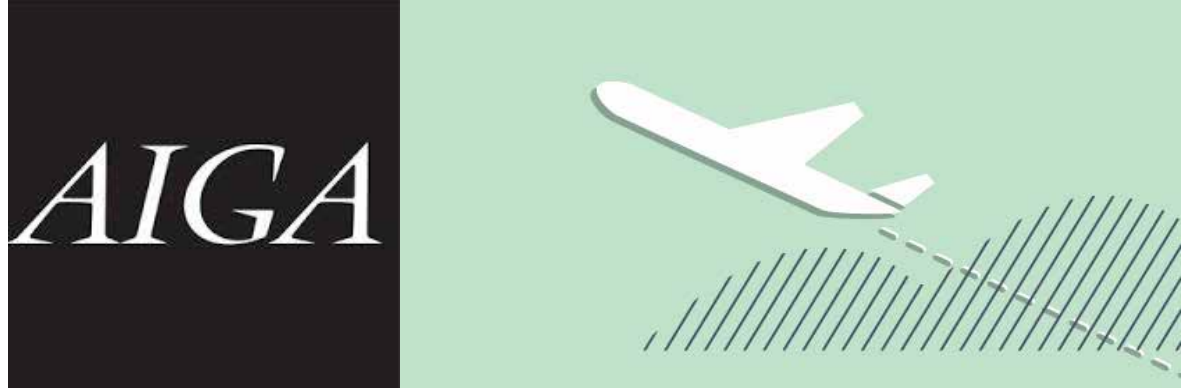
On Saturday, April 5th Chapman University organized and proudly hosted the 11th annual AIGA OC Portfolio Review. This portfolio review helps design students from Orange County and the surrounding areas network with professionals from branding and design studios, advertising agencies, and in-house design departments, including Brian Crosby from Walt Disney Imagineering, Amy Hood from Hoodzpah Design Co., and many more.

This year 20 scheduled reviewers showed up, along with five emergency reviewers. Together, they totaled 166 individual reviews of student work. They gathered in Chapman University's Argyros Forum to give critiques to students' growing portfolios. These reviewers gave back to the community and helped prepare future generations of professional designers. Some reviewers were even looking to recruit interns, which provided students with good connections in design network. Approximately 80 students attended from Chapman University, Cal State Fullerton, USC, and UC Irvine, averaging 3 reviews each. There were also 30 professional photographs taken of head shots and products of student work.

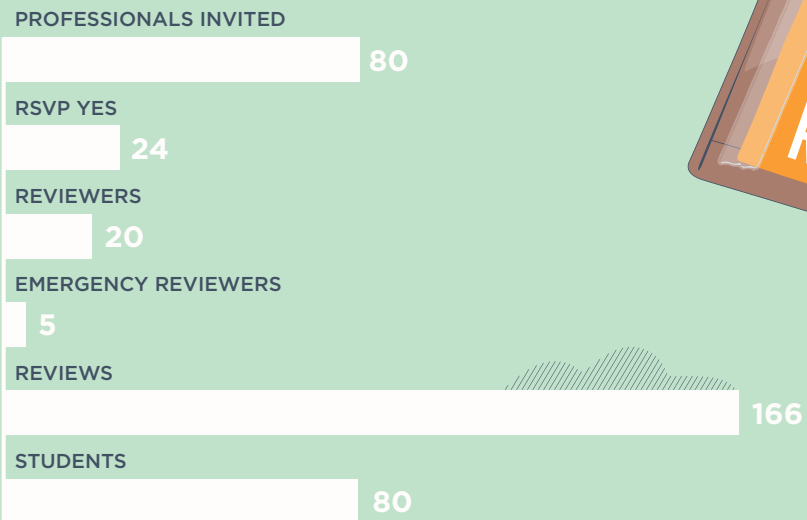
"The event is really classy and well organized these days. Nicely done!"

- Theron Moore, Cal State Fullerton Professor

Graphic Design student Anna Milioutina '16 was the event planner and designer. With help from 11 student volunteers and professors the event was even better than anyone had hoped. We hope to continue to gain reviewers, as well as students, to make year 12 an even bigger success.



11th Annual AIGA OC Portfolio Review WRAP UP



Student volunteers helping set up before the show

Itinerary & Information

Reviewer Schedule Saturday April 5, 2014

Reviewers will be giving feedback on students' portfolios to help prepare them for a future as a professional designer. Please give students the best advice possible, balancing positive feedback with constructive criticism. Please remember that this is an academic setting, and students should be treated accordingly.

12:00-1:00	Lunch & briefing for portfolio review with other Graphic Design professionals in Argyros Forum.
1:00-1:20	1st Session
1:30-1:50	2nd Session
2:00-2:20	3rd Session
2:30-2:50	4th Session
2:50-3:30	Break
3:30-3:50	5th Session
4:00-4:20	6th Session
4:30-5:00	7th Session
5:00	Cocktail Reception

Contact Information Before review, contact:

Professor Eric Chimenti
Director of Education,
AIGA Orange County
chimenti@chapman.edu

Anna Milioutina
Vice President,
Chapman University
Graphic Design Club
milio100@mail.chapman.edu

On the day of the review:

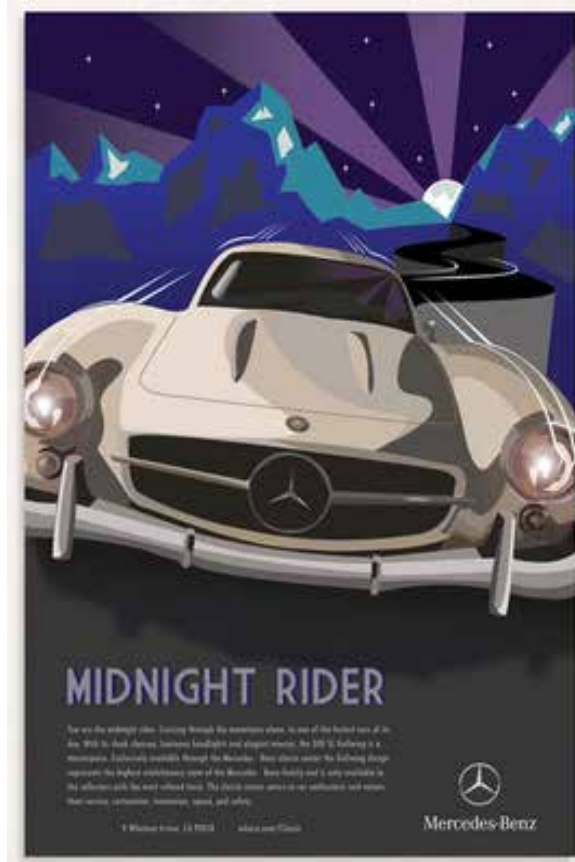
If you are lost, need help, or have any questions, please contact Anna Milioutina at (206) 228-4887.



Sophomore Portfolio Show

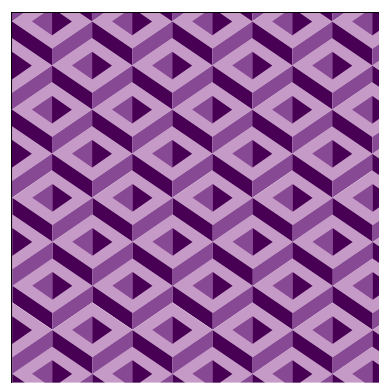
Animal Instincts

From March 10th through the 14th, the Sophomore BFA Graphic Designers presented their portfolios to friends, families and potential employers in the Guggenheim Gallery. The 22 majors that presented their works were: Katie Bailie, Brendan Baz, Gino Belassen, Tommy Danielsen, Joe Dolack, Marie Fitch, Kristi Fujii, Sarah Herzog, Megan Holloway, Bridget Jacobs, Page Kastner, Shelley Lamotte, Sophie Lemer, Andrew Marchbank, Lindsey Meyer, Anna Milioutina, Stephanie Nyairo, Lisa Royere, Patrick Schlesselmann, Melanie Wells, Spencer Wierwille, and Jared Woods.



Junior Portfolio Show

What's Your Tone?



MADISON SWITZER

P 90-16 U
Graphic Designer

Junior BFA Graphic Design majors presented their portfolios in the Guggenheim Gallery from March 17th to the 21st. Guests were able to look through portfolios and enjoy refreshments. The 27 majors that presented their works were: Lauren Armenta, Katie Benedikt, Brenna Butler, Paige Carmichael, Greg Colosimo, Shay Dinwiddie, Danica Hays, Kiera Hoefle, Erik Holtan, Sean Imayanagita, Jake Kincaid, Henry Kuckens, Andrew Le, Erica Lo, Alexis Morgan, Tony Murphy, Sasha Netchaev, Ildiko Ruzics, Maneesh Sidhu, Kelly Smith, Charlotte Sperling, Madison Switzer, Val Tiger, Annie Unruh, Tara Vasvani, Hector Viramontes, and Summer Woodward.



Spring Visual Thinker Lecture Series

Featuring David Gillam and Ty Mattson



PRESENTS

David Gillam

Senior Designer of City ID in Bristol, UK and New York City

Graduating from the university of West of England with a Bachelor of Arts in Graphic Design and a keen interest in what makes cities tick, David joined City ID in 2007.

Since joining City ID, David has developed numerous citywide and regional projects, leading the design development and project co-ordination of wayfinding and transport information systems in the UK and internationally. David played a key role in the development of the Legible London wayfinding system and pilot scheme in Richmond and Twickenham, the London 2012 Olympic Park Transformation wayfinding strategy, and recently led the design development of Interconnect West Midlands - including a range of regional multi-modal transportation, wayfinding, public realm and identity projects in the region.

Now based in New York City, David is working on the design development of WalkNYC and planning future project phases.



PRESENTS

Ty Mattson

Principal and Creative Director, Mattson Creative

A design practitioner who is as comfortable defining brand strategy as he is executing it, Mattson is the rare designer whose business acumen is as strong as his creative ability.

He has worked on projects for many different companies such as Apple, Billabong, Cartoon Network, CBS, Coca-Cola, Discovery Channel, DreamWorks, Hasbro, Mattel, Nickelodeon, and Showtime.

His strategically creative work has appeared in numerous professional publications where it has been recognized for excellence by the leading design competitions including the One Show and Communication Arts.



MON MAR 17 7 PM AF 209A 2014

BENSUSSEN Visiting Artist Lecture Series

Free and open to the public. For information, please call: (714) 997-6729

TUES MAR 18 7 PM AF 209A 2014

VISUAL THINKER LECTURE SERIES

Free and open to the public. For information, please call: (714) 997-6729

Every semester the Department of Art invites professional designers to come speak about their experience and work in the design world. This unique series aims to intellectually stimulate

undergraduate students to think in an innovative way about the inter discipline of creativity, inspiration, and the practice of art. We were lucky enough to have two lectures at our Visual Thinkers Series

this spring: David Gillam and Ty Mattson. Both speakers offered valuable information about two very different design fields. Gillam designs for the city and urban planning. His projects have included public

wayfinding and transport information systems in the UK and for the London Olympics. Mattson designs more for pop culture, including well known musical bands, TV stations, clothing companies, and other

world renowned brands. Both designers gave students an idea of the challenges and rewards in each design field.

Happy Cow Dairy-Free Ice Cream Design

Chapman Alum, Lacey (Carpenter) Goldstein

Chapman Alum, Lacey designed the packaging for Happy Cow Dairy-Free Ice Cream. Happy Cow is a local Hong Kong business run by Isaac and Lacey Goldstein. The vegan couple started stirring up recipes in Beijing to indulge their love for ice cream and passion for sustainable fare. Looking to share dairy-free desserts with Asia, Happy Cow took root in Hong Kong in 2012 to meet the demand for handcrafted foods with heart. Her company is growing and her product is now being sold in Hong Kong grocery stores, small organic stores, hotels, and restaurants.

“The vegan couple started stirring up recipes in Beijing to indulge their love for ice cream and passion for sustainable fare.”



See what more of our Alumni are up to on the back.

Graphic Design Club

What's Happened and What's to Come

Valentine's Day Mixer

On February 12th, the Graphic Design Club organized a spring kickoff event for Valentine's day. It was a fun sweet-filled gathering that allowed all of the members to hang out and suggest any ideas. The new executive team was also announced. It was a good start to the semester and preview of what other events were to come.



UPCOMING
Fall 2014
EVENTS

Spring Sizzle Silk Screening



On April 23rd, during Spring Sizzle, the Graphic Design Club operated a silk-screening booth, offering several different designs and ink colors. The T-shirts were each \$10 and customers were able to choose the design that was printed on each T-shirt. It was a success, raised money, and everyone had a good time!



- **ORIENTATION
KILN PIZZA
PARTY**
- **SEMESTER
KICK-OFF (TBA)**
- **NOVEMBER
PORTFOLIO
SHOW**
- **WHITE
ELEPHANT
SWEET
EXCHANGE**
- **GRAPHIC
DESIGN CLUB
LOGO
REDESIGN
CONTEST**



End of the Year Bonfire

On May 18th, right before finals, the Graphic Design Club hosted a bonfire get together in Newport Beach where design friends, s'mores, and fond memories were made. Members watched the sunset on the beach by a warm fire. There was no better way to wrap up the year!



2014
Executive
Members

- President:**
Melanie Wells, '16
- Vice President:**
Anna Milioutina, '16
- Events:**
Madison Switzer, '15
- Social Media:**
Kirsten Worrells, '17
- Treasurer:**
Cheyenne Gorbitz, '17
- Public Relations:**
Dominique Yhamel, '15

Interterm/Spring Internships

What our students have been up to

ANTHONY MURPHY BFA IN GD '15:
Graphic Designer,
Fusion Brakes, LLC

GRACIE WILSON BFA IN GD '14:
Graphic Designer, O'Neill
Women's Apparel Department

WESLEY ERAMO BFA IN GD '14:
Graphic and Product Designer,
Fearless Records

VALERIE RUSTAD BFA IN GD '14:
Graphic Designer, Hoodzpah
Design Co.

RACHEL BECKER BFA IN GD '14:
Designer, What Youth Magazine

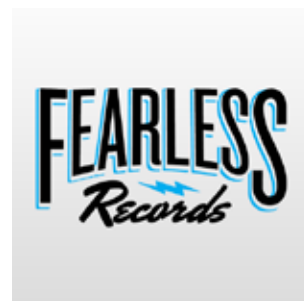
DIANA GOLDBERG BFA IN GD '14:
Graphic Designer, Jovenville

KATHRYN FERONS BFA IN GD '14:
Graphic Designer, DreamWorks
International Consumer Products

DEENA EDWARDS BFA IN GD '14:
Graphic Designer, 160over90

DANICA HAYS BFA IN GD '15:
Graphic Designer, Eastside
Christian Church

MELISSA WILCOX BFA IN GD '14:
Interactive Designer, Zodiac
Inflight Innovations



Graphic Design Student Awards

Awards from VIPER! Art Department Student Show and Portfolio Assessments

The VIPER!

Best in Show

Casey Wyman

The work is executed in multiple media and crosses the Genres of Painting, Installation Art, Video and Sculpture in a compelling way. An enigmatic, and mature work that addresses questions of media specificity.

Best Graphic Design

Sean Imayanagita

Creative use of psychology in marketing.

Portfolio Shows

Best Sophomore Portfolio

Melanie Wells
Sophie Lerner
Anna Milioutina
(pictured at right)

Best Junior Portfolio

Kiera Hoefle
Jake Kincaid

Best Senior Portfolio

Michele Jonas



Congratulations to our 2014 Graduates!

The Commencement ceremony for Wilkinson College of Humanities and Social Sciences took place on Saturday, May 24, 2014 at 9:15 a.m. on Wilson Field. Wilkinson College promotes the liberal arts tradition at Chapman University, the faculty of which were proud to see their students graduate.

The 2014 graduates included: Sheryl Alway, Elizabeth Bacon, Rachel Becker, Michelle Billings, Chase Conching, Amanda Defrancis, Deena Edwards, Wesley Eramo, Kathryn Ferons, Diana Goldberg, Michele Jonas, Katrina Kland, Candace Larson, Grace Lavery, Logan Merriam, Amanda Norris, Zachary Oransky, Nicole Pawloski, Taylor Peck, Stephanie Pieper, Valerie Rustad, Ryley Schlachter, William Sproule, Spencer Thordarson, Melissa Wilcox, Grace Wilson, Heather Wong, Ivana Wong, Victoria Wong, and Casey Wyman.

The following graduating seniors received Outstanding Academic Achievement in the Graphic Design Program: Rachel Becker, Amanda Defrancis, Kathryn Ferons, Diana Goldberg, Michele Jonas, Katrina Kland, Candace Larson, Amanda Norris, Nicole Pawloski, Valerie Rustad, Grace Wilson, and Victoria Wong.

Deena Edwards was honored with The Virginia Purcell Award: Distinction of Scholarly and Creative Excellence.

On Sunday the 25th most of the students gathered one last time for a picnic with their professors (right).



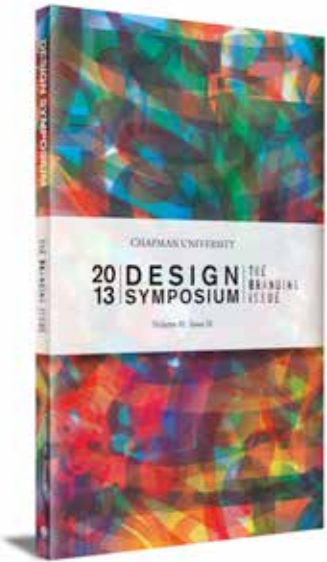
Full-Time Professor Update

Professor Chimenti

Professor Chimenti continued his 7th year as department chair and second year as WCHSS Associate Dean. He continued to co-head the graphic design program with professor Jaenichen. He worked on logo, logotype, installation, book, and collateral design for Stalin's Russia: Visions of Happiness, Omens of Terror. The 48 page book features the photography of Ms. Sasha Netchaev, BFA in Graphic Design '15. The Stalin's Russia Exhibition was displayed in the AF and the Henley Galleria throughout the month of May.



Professor Chimenti also created the journal design for the first annual Chapman University Design Symposium in the Fall of 2013. The 70 page Journal features referred articles covering the issues of branding.



Towards the end of the semester he worked on the You Are Special bowl decal graphics. The Department of Art ceramics program and Professor Kiddie created porcelain and stoneware bowls while the graphic design program and Professor Chimenti created the decals for the event that coincided with the Bi-annual ceramics sale May 12 to 16. The proceeds from the bowl sales went to You Are Special food pantry in Orange. The project was also part of the Empty Bowls international grass roots effort to fight hunger.



He also continued working on four illustrated informational Kyros-Chronologies.

Professor Jaenichen

Professor Jaenichen was the recipient of Wilkinson's Excellence in Teaching. The Excellence in Teaching award is presented to a Wilkinson College of Humanities and Social Science faculty member selected by the graduating class for their outstanding commitment to teaching and mentoring and who have made a significant contribution to student experience. The awards will be presented to her at Commencement.

Professor Jaenichen was invited to present her work at CalArts Visual Speaker Series and Information Design Association, London, UK.

In the media her work appeared and she was interviewed on CBS, ABC, NBC and other local San Diego English and Spanish newscasts.



Professor Jaenichen had three different projects published. She had creative work published Per Mollerup's Wayfinding: Wayshowing: Basic & Interactive and in 2+3D, a Polish Design Magazine (www.2plus3d.pl). Then "Text(ure), Modeling, Collage: Creative Writing and the Visual Arts," authored in collaboration with Anna Leahy, Claudine Jaenichen and Lia Halloran, was published in New Writing: The International Journal for the Practice and Theory of Creative Writing.

She also participated in the Mud Run in Temecula!



On April 27th Professor Chimenti and Jaenichen participated in Alpha Gamma Delta's Serve it up for Diabetes! tennis tournament and luncheon.

Professor Farisi

In the Fall of 2013 the graphic design program at Chapman University welcomed our third full-time faculty member.

Assistant Professor Saied Farisi has been teaching undergraduate and graduate courses of Graphic Design and multidisciplinary design in various southern California universities and internationally, UAE, Qatar, Iran, since 2001. Professor Farisi is currently a tenure track faculty at Chapman University. His research interest spins around the topics of the Semiotics, linguistics, discourse analysis, Deconstructionism, creative process, and cultural dimension of design. He just delivered a paper in the 5th International Association of Societies of Design Research in Japan. He had edited and translated 13 books on art, typography, design, prepress, print and film studies from English to Farsi, which are currently under print. He recently concluded the research phase on several topics such as 'A book of Iranian Film Posters' and 'A Comparative Study of Arabic/Persian Typography'. He is working on their English manuscripts.



Besides the digital and computer based design, Professor Farisi has extensive training in Iranian traditional arts and crafts- Tazhib, Persian rug design and weaving, calligraphy to name few, for more than twenty seven years. He is currently a candidate of doctorate of art in Cultural Studies program at the Malaya University of Malaysia.



Graphic Design Alumni

Updates of what our alum have been up to

MIKE GEMBARSKI, BFA in GD '13
Graphic Designer, Ainswoth Design Group

ARIEL ROTH, BFA in GD '13
Graphic Designer, Fandango, ZEFR

NOAH FELL, BFA in GD '12
Graphic Designer, zSpace 3D

EMILIE CHRIST, BFA in GD '12
Junior Graphic Designer, Agent18

EMILY ASTBURY, BFA in GD '11
Graphic Designer/Product Artist,
Williams-Sonoma, Inc.

NICOLE SANTO, BFA in GD '11
Graphic Designer/Visual Display,
Wellen, LLC.

DAVID AUGUSTYN, BFA in GD '10
Assistant Product Manager, Electric Visual

MELISSA KLOTZ, BFA in GD '08
Web Designer, Front-End Developer,
Infuse Creative

VALERIE ITO, BFA in GD '07
Artist, Kohl's Department Stores

DARLA VIETTI, BFA in GD '04
Owner/Designer, Darla Marie Designs

IAN SWANSON, BFA in GD '03
Graphic Designer, Surfrider Foundation

LINDSEY NIELSEN, BFA in GD '02
Graphic Designer, Fluidmaster, Inc.

MICHAEL HAIN, BFA in GD '01
Freelance Interactive Designer,
Definitive Media

ANTON WARKENTIN, BFA in GD '12
Co Founder/Design, Cathod.tv

JEFF WERNER, BFA in GD '07
Interaction Designer, Sage

DARREN MCARDEL, BFA in GD '09
Interactive Designer, Questus

KRISTIN LEE, BFA in GD '12
Graphic Artist, Admit One Products, Inc.

QUIKSILVER 



LOGAN MERRIAM, BFA in GD '13
Visual Designer, Kinsa

ELLIOT SPAULDING, BFA in GD '12
Display Coordinator, Anthropologie

DEVIN VALDIVIA, BFA in GD '12
Graphic Designer and Illustrator, PIMCO

LACEY CARPENTER, BFA in GD '05
Graphic Designer and Entrepreneur,
Happy Cow

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.

Name: _____
Phone: _____
Home Address _____
City _____ State _____ Zip _____
Business Title _____ Company _____
Email Address _____ Web Site URL _____

Stay connected and celebrate the creative and intellectual promise of today's aspiring students and alumni by joining **commpost**

- I'd like to receive Commpost electronically (PDF)
- I'd like to receive other announcements from the Graphic Design Program
- I'd like to be a GD volunteer to help the current program and students
- I'd like to support the Graphic Design program with a gift of:
Please make check payable to Chapman University, and note on the memo line: Graphic Design Program.

Please send your selections along with this form to:

Graphic Design Program,
Department of Art
Chapman University,
One University Drive, Orange, CA 92866

Or send an email to chimenti@chapman.edu

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



DEPARTMENT OF
ART

commpost

Publisher:

Chapman University Department of Art

Executive Editors:

Professor Eric Chimenti
Cheyenne Gorbitz '17

Contributing Writers:

Professor Eric Chimenti
Cheyenne Gorbitz '17
Anna Milioutina '16

Art Director:

Professor Eric Chimenti

Commpost Graphic Designers:

Cheyenne Gorbitz '17
Anna Milioutina '16
Maddie Switzer '15
Kiera Hoefle '15