

Art 234 Objects in Space Teams up with Perspective Branding for a hangover remedy



In Art 234, Objects and Space II, professor Rick Schank teamed up with Simon Throneycroft, founder and chief creative officer of Perspective Branding, to present a project to the students. Students were put into groups and were given about three weeks to conceptualize and mock-up a design solution that cobrands Gatorade and Alka-Seltzer for a hangover remedy drink. Students had to then present their design solutions to Simon via Skype who was able to give immediate feedback about their presentations and their designs. Overall it was a great learning experience for the students and as a whole Simon thought the students did a great job.

In the same class, students were assigned a bottle design for their final project. Furthermore, they were given the opportunity to get their designs professionally shrinkwrapped onto their bottles, forcing students to think more critically about a design that would wrap around the entirety of an object while also providing an opportunity the class has not had before. The students also took a field trip to visit the facility that would do this for them.

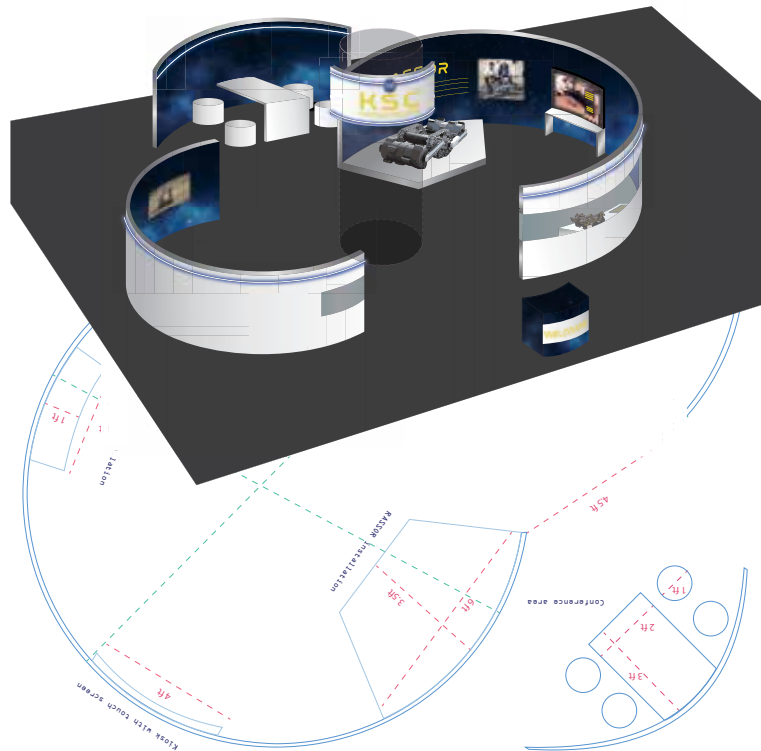


ART 235 Introduction to Information Design

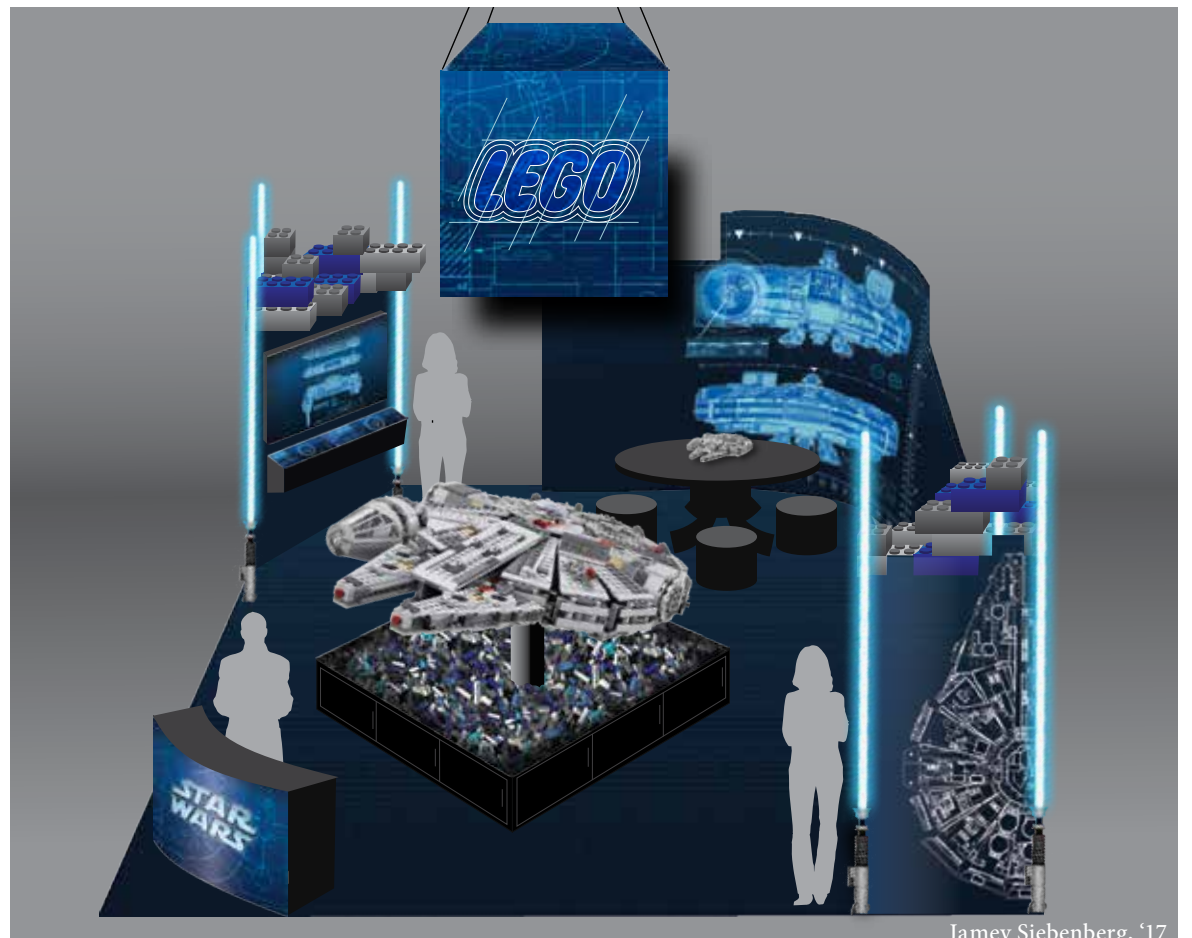
Chapman University design students participate in EDPA Southern California trade show exhibit design initiative

Over the past 4 weeks design students from Chapman University participated in the Exhibit Designers + Producers Association Southern California education program to learn about trade show exhibit design techniques. The students were given a design request with a choice of 3 organizations: NASA, LEGO Star Wars and EcoGear. They were tasked with picking a target audience, using the organization's brand guidelines and then designing a 20x20 exhibit.

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Erin Hiromoto, '17



Jamey Siebenberg, '17

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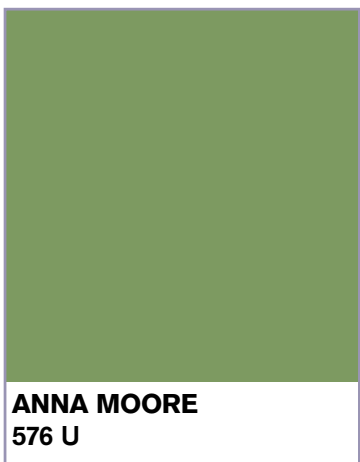


Sophomore Portfolio Proficiency Show

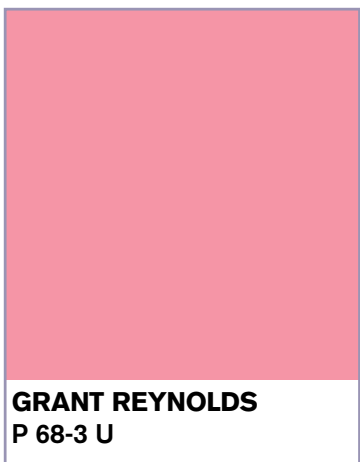
Each year the students within the sophomore graphic design class are required to compile a portfolio of their best work to be evaluated on their progress in the BFA program. From March 28th to April 1st, the sophomores' family, friends, and Chapman staff were welcome to come view the student's work in the Guggenheim Gallery. Participants presenting their work in the Spring 2016 sophomore review were: Kalyn Boukather, Summer Christiansen, Ivana Orozco, Alexis Bulda, Shelby Edmunds, Justin Pineda, Elizabeth French, Claire Furukawa, Peyton Kelly, Emily Klammer, Krystal Lee, Anna Moore, Rebecca Rembold, Grant Reynolds, Bobbi Stalnaker, Gillian Steinmetz-Blair, Eric Stigna, Emily Suh, and Sammy Swenor.



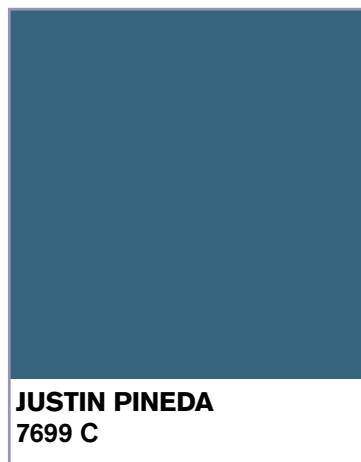
SOPHOMORE PORTFOLIO PROFICIENCY REVIEW



ANNA MOORE
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GRANT REYNOLDS
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JUSTIN PINEDA
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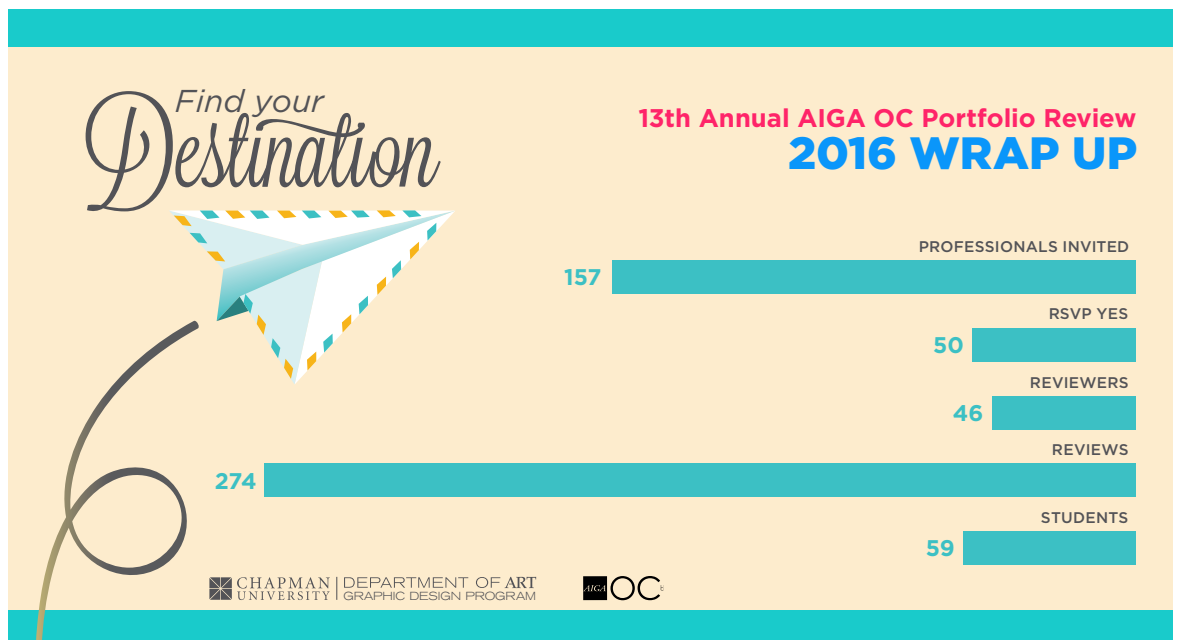
Photos courtesy of Gee Suan Yeo

13th Annual AIGA Portfolio Review

On Saturday, April 23rd Chapman University organized and proudly hosted the 13th 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 reviewers from A Name Brand Co., Creative Vortex, Hexanine, Hurley, Kneadle, LinkedIn, Pencilbox Studios, and The Surfer's Journal, among others. This year 46 scheduled reviewers showed up.

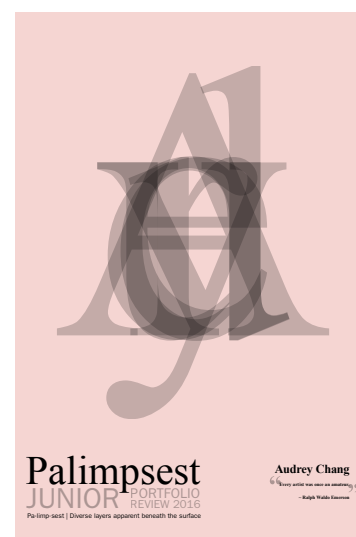
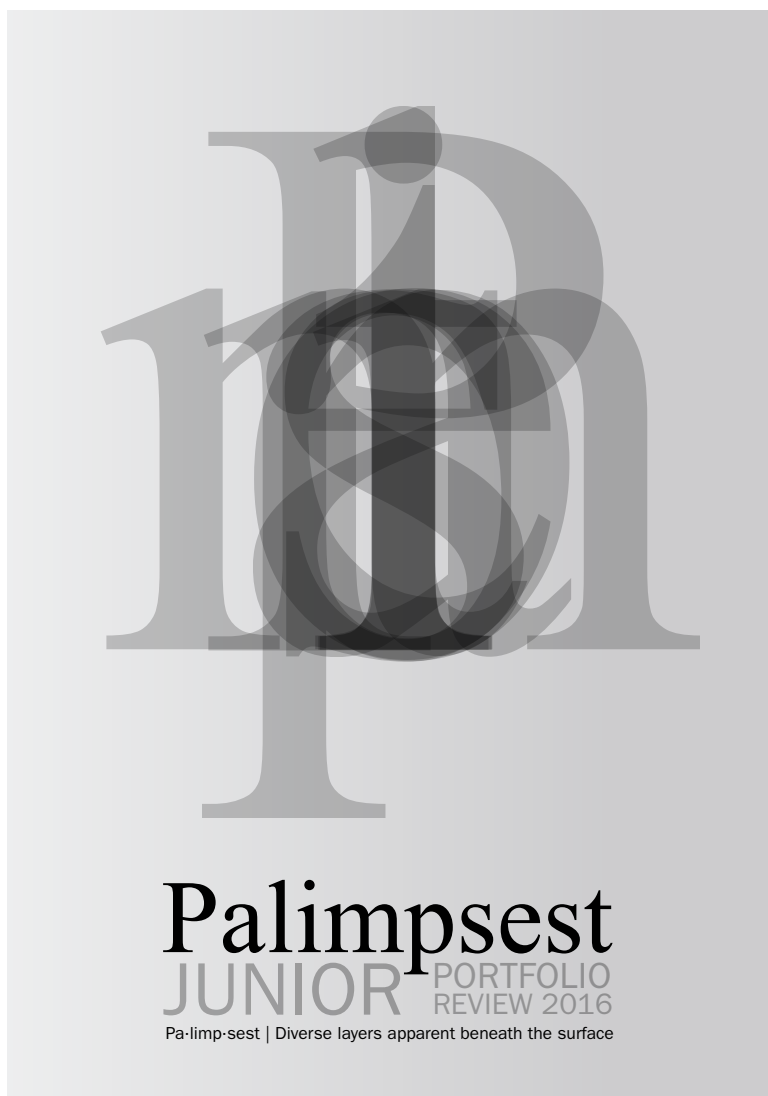
Together, they totaled 274 individual reviews of student work. They gathered in Chapman University's Argyros Forum to give critiques to students' growing portfolios. These reviewers gave back to the community and helped prepare future generations of professional designers. Some reviewers were even looking to recruit interns, which provided students with good connections in design network. Approximately 59 students attended from Chapman University and other surrounding schools, averaging 4 reviews each. There were also 30 professional photographs taken of head shots and products of student work.

Graphic Design students Cheyenne Gorbitz, Jamey Siebenberg, and Briona Baker were the event planners and designers. With help from 6 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 next year an even bigger success.



Junior Portfolio Proficiency Show

From April 4th to the 8th, the Junior BFA Graphic Designers presented their portfolios to friends, families and potential employers in the Guggenheim Gallery. The 23 majors that presented their works were: Annie Woodward, Jordan Patao, Cheyenne Gorbitz, Jamey Siebenberg, Severina Worthington, Amy Higgins, Briona Baker, Kirsten Worrells, Karissa Ogawa, Dillan Watts, Molly Peach, Nick Oeffling, Keanu Davis, Sadie Goff, Stefanie Shoemaker, Ari Dicker, Francisco Lugo, Erin Hiromoto, Shayne Bock, Gretchen Grage, Catherine Foster, Grifan Fair, and Audrey Chang.



Annual Wilkinson Soccer Game

Professor Eric Chimenti, adjunct Faculty member Andrew Shalat, and graphic design students came out to the annual Wilkinson College soccer match to play soccer with the Chapman community.



AIGA Graphic Design Club

What is it?

Chapman University Graphic Design Club is Chapman's official graphic design community. As an AIGA-affiliated club, we host events and provide opportunities to grow outside of the network of our campus walls. Not only do students use this community as a tool, but also as a place to have fun and connect with fellow designers.

Why join?

Students who are graphic design majors or minors, or just interested in graphic design, should join GDC to make the most out of their experience with the Graphic Design Program. Club members have the opportunity to build lasting connections and explore with other students.

What activities?

We are responsible for helping with and putting on welcoming events for incoming freshmen/transfers and farewell events for exiting seniors. These events help to create and maintain lasting relationships between students, other students, and professors. We meet weekly, and have an Executive Team of five members.

What designs are there?

GDC has a self-produced logo, letterhead, and T-shirt design. The club also produces its own promotional materials for activities and events, as well as the designs for the shirts made at Spring Sizzle.



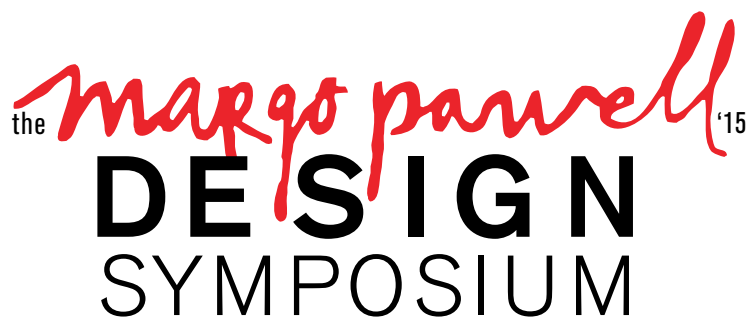
CHAPMAN GRAPHIC DESIGN CLUB

Events?

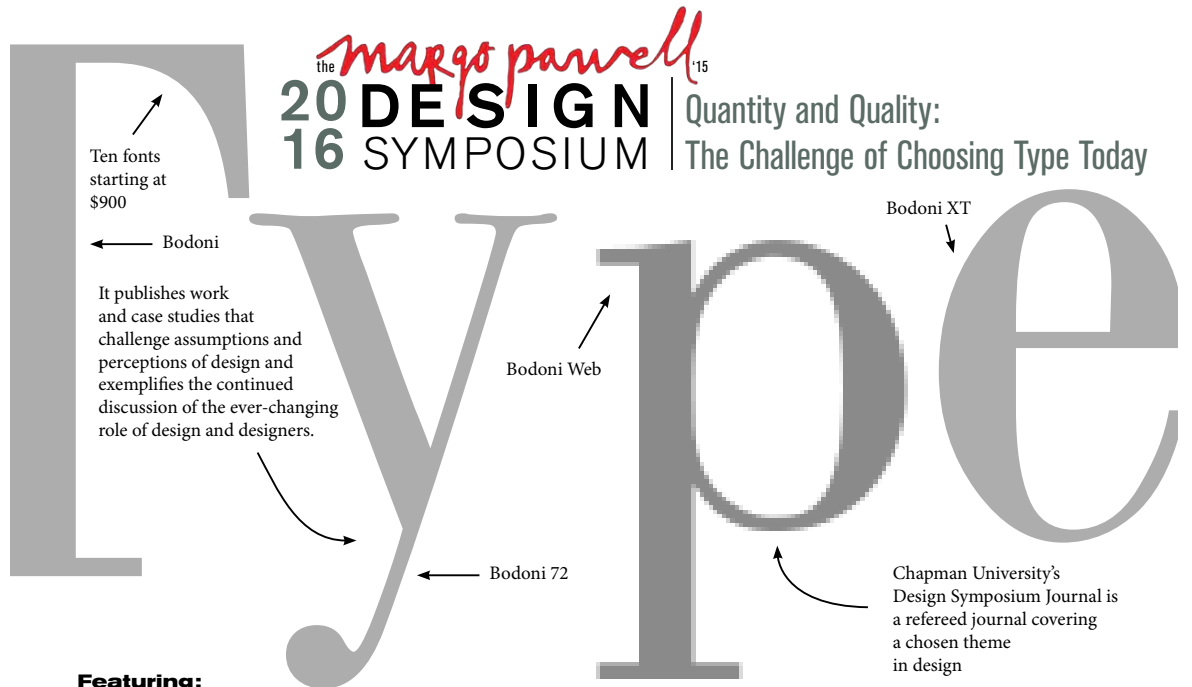
GDC hosts 2-3 events per semester. Usually, this includes a mixer event in the beginning of the Fall semester and a holiday gift-swapping party every December. In the Spring semester, GDC silk screens T-shirts at Spring Sizzle. GDC also hosts design competitions and small seminars for supplemental learning.

1st Annual Margo Pawell Design Symposium

Quantity and Quality: The Challenge of Choosing Type Today



Chapman University's Margo Pawell Design Symposium, originally established in 2013, is dedicated to bringing together diverse experts to discuss topics in graphic design giving our students and the regional design community a chance to gather and partake in the discourse. In 2016 the symposium was renamed to honor the legacy of Ms. Margo Pawell, beloved former student and alum who inspired creativity, intellect, and passion here at Chapman and Orange County as a whole. The symposium publishes a journal that expands on the issues discussed while providing a forum for design scholars, professionals, project managers, writers, and educators. It publishes work and case studies that challenge assumptions and perceptions of design and exemplifies the continued discussion of the ever-changing role of design and designers.



Featuring:



Stephen Coles

Stephen Coles is an editor and typographer living in Oakland and Berlin. He publishes *Fonts In Use* and *Typographica*, writes for type foundries, and consults with various organizations on typeface selection and licensing. Stephen is author of the book *The Anatomy of Type* and serves on the board of the Letterform Archive. He has taught at Type Camp and was formerly a creative director at FontShop and a member of the FontFont TypeBoard.



Michael Stinson

Michael Stinson is a partner at Ramp Creative. With 20 years in the field of design, his identity and annual report work has been recognized by CommArts, Mohawk Paper, TDC, Graphis, etc. Conversely, he's served on the juries for the Ad Club, Graphis, the One Show Design and the Young Ones. In 2008, Michael was named as one of Graphic Design USA's "People to Watch." He is a lecturer in typography at Santa Monica College, the University of Southern California (USC) and Laguna College of Art and Design.



Greg Lindy

Greg Lindy has 20 years experience as a multi-disciplined artist, art director, IP visual development and team leader in console games, mobile games, film, marketing art and print art. He has developed original IP including *Darkwatch* and the *Appy Entertainment* portfolio of mobile games. Lindy was fundamental to the visual development of the *Oddworld* series of console and PC games. He also developed concept art for films including *Jumanji*, *Aliens Vs Predator* and *Race To Witch Mountain*.

Free and open to the public.
For info call 714-997-6729

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CHAPMAN UNIVERSITY | DEPARTMENT OF ART
GRAPHIC DESIGN PROGRAM



VISUAL THINKER
LECTURE SERIES



Chapman wins NSAC Regionals

Fueled by a bittersweet spirit to honor the memory of their beloved faculty advisor, a team of Chapman University advertising students won first place in the recent National Student Advertising Competition (NSAC) regional competition.

Students who led the 32-member team from the Dodge College of Film and Media Arts said their heartbreak at the passing of Professor Cory O'Connor, who founded the student NSAC club more than 10 years ago, complicated their project but they rallied nonetheless to create the kind of ad campaign that would have made him proud.

"His death really hit us hard, but it also gave us fuel. We won this for him," says Ethan Hausser, one of the two account executives who led the team, together with account executive Emily Senses.

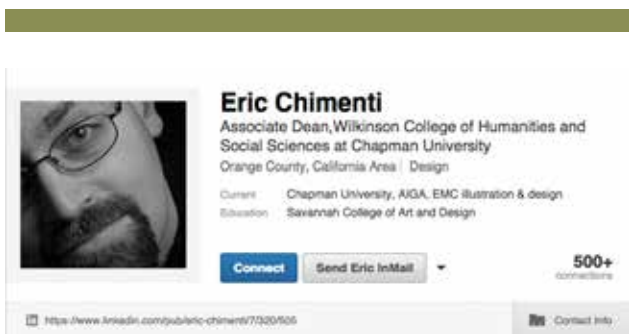
Likewise, Senses said, "All 32 members dedicated their heart and soul to this campaign and we were thrilled that it paid off. Cory would be so very proud."

With guidance from their new faculty advisor, lecturer Damien Navarro, the students prepared a 27-page campaign plan that beat out 9 other schools in the area district, including UCLA, last year's district winner. Now the Chapman team is preparing for the May 4 semi-finals, which will narrow down 15 regional winners from across the United States to the final eight teams that will complete at the June nationals in Anaheim, Calif.

This year's team included the following graphic design majors and minors: Emily Senes, Ethan Hausser, Gretchen Grage, Keanu Davis, Nick Oeffling, Julia Ramirez, and Brendan Baz.



Full-Time Professor Update



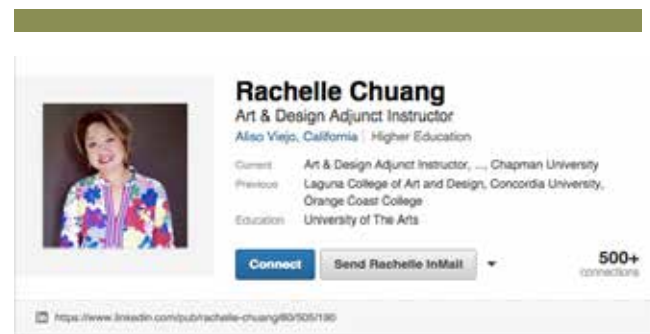
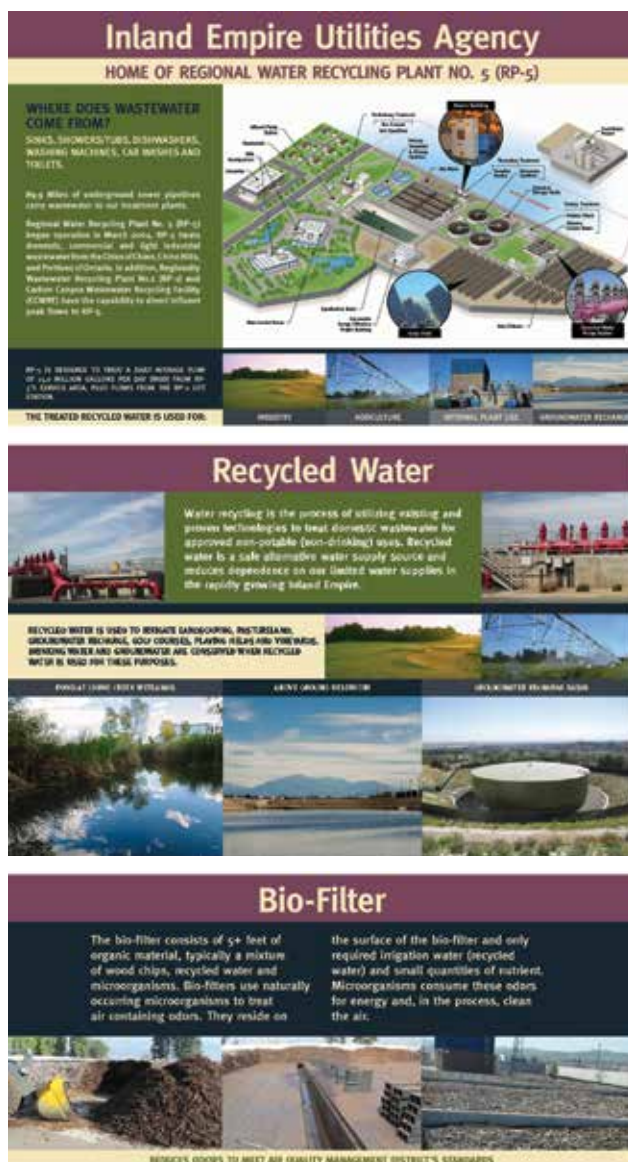
Service – Eric continues as the Associate Dean for WCAHSS, IS&T Faculty Technology Group Wilkinson College representative, and the co-head of the Graphic Design Program. This semester he is finished chairing the search committee for the new Tenure Track Graphic Design Professor. He is the Creative Director 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 still the AIGA OC Director of Education and worked on finalizing the 13th annual AIGA portfolio review.

Teaching – Eric taught Art 392 and 495 Portfolio Workshop over Interterm 2016. In the Spring he taught Art 132 Visualization while also overseeing many Art 490 Internships and a couple independent studies.

Creative/Scholarly – Eric’s redesigned FIXDAPP.com product brochure – which is tentatively set to go out with the next iteration of the product. He continued work for Successful Innovations in VA, the Center for Demographics and Policy at Chapman, and the Center for Opportunity Urbanism in Houston. Eric also finished his Christmas Chronology and began working on his Passover/Easter chronology.



Claudine is in the final stages of a sign system for the Inland Empire Utility Agency’s Water Recycling Plant No. 5 (RP-5). The plant treats and recycles water from domestic, commercial, and light industrial use in the City of Chino, Chino Hills and portions of Ontario. Water not pumped into the recycled water distribution network is discharged into Chino Creek Wetlands, down the Santa Ana River to Orange County for groundwater recharge.

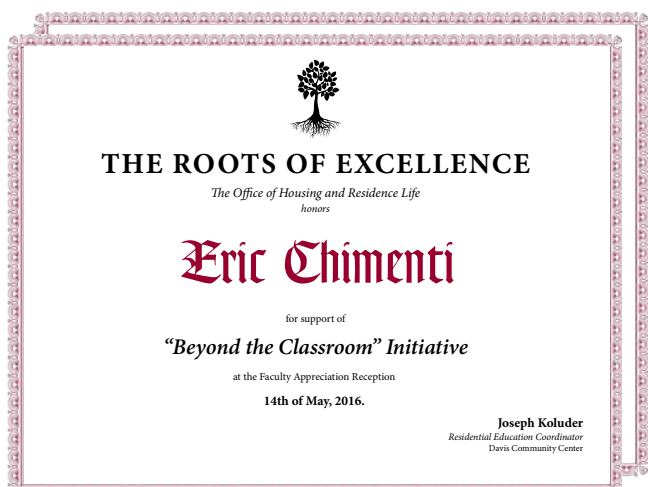


Rachelle W. Chuang continues to serve as a one-year faculty appointment at Chapman for the 2015-2016 year. She also teaches 2D Design & Color Theory at Irvine Valley College, and Advanced Typography at Biola University. Her work is featured on the cover of Ladies of Letterpress: A Gallery of Prints and was exhibited at Asheville Bookworks earlier this year. Her recent edition of woodtype letterpress prints entitled ‘Four Que En Cie’ was selected as 1 of just over 40 works being featured in the Random Spectacular publication and 1 of around 25 being included in the exhibition at The Jointure Studios at Ditchling Museum of Art + Craft in the U.K. in April. She is writing an article for UPPERCASE magazine interviewing Briar Levit and her upcoming film Graphic Means which covers the tools and processes used in the Cold Type era.



Art Department Professors Recognized

In an awards ceremony honoring professors for outstanding work, The Office of Housing and Residence Life awarded professors Eric Chimenti and Claudine Jaenichen both the “Beyond the Classroom” Initiative and “My Favorite Professor” awards, and Gail Griswold was awarded the “My Favorite Professor award.



ART 438 Graphic Design Studio C

This course is an on-campus studio oriented workshop with a focus on the development of finished portfolio-quality design work. Professional designer/art director environment involves actual projects with clients, budgets and deadlines. Students are responsible for all project phases from design to production, print supervision and completion. This semester, clients included Siskiyou Brew Works, Eldo Race Series, Bid Happy, Heaven's Mandate And Law Enforcement Torch Run.



bid happy



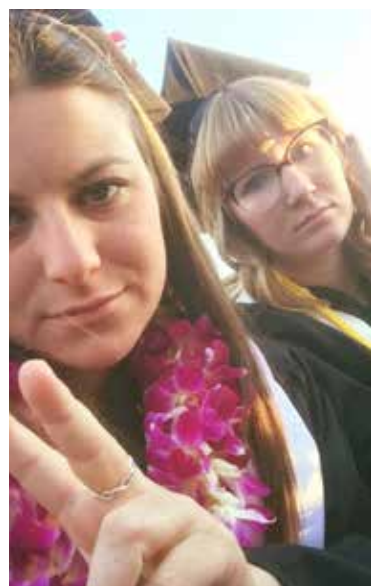
Congratulations to our 2016 Graduates!

The Commencement ceremony for Wilkinson College of Art, Humanities and Social Sciences took place on Saturday, May 21, 2016 at 7:00 p.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.

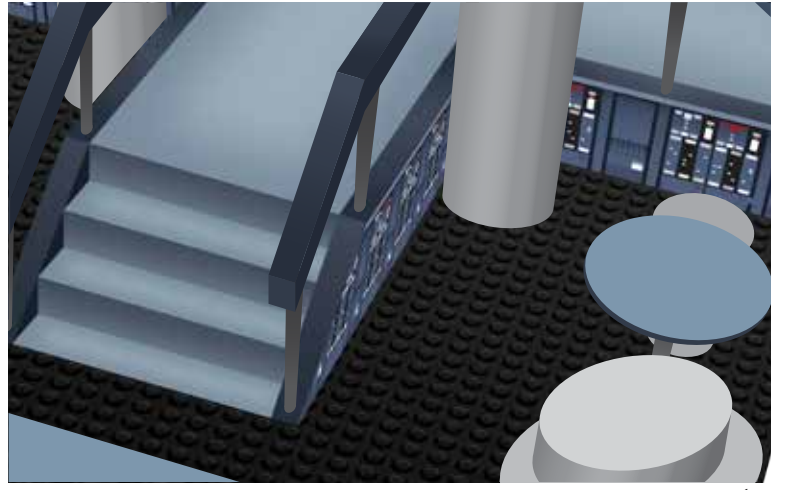
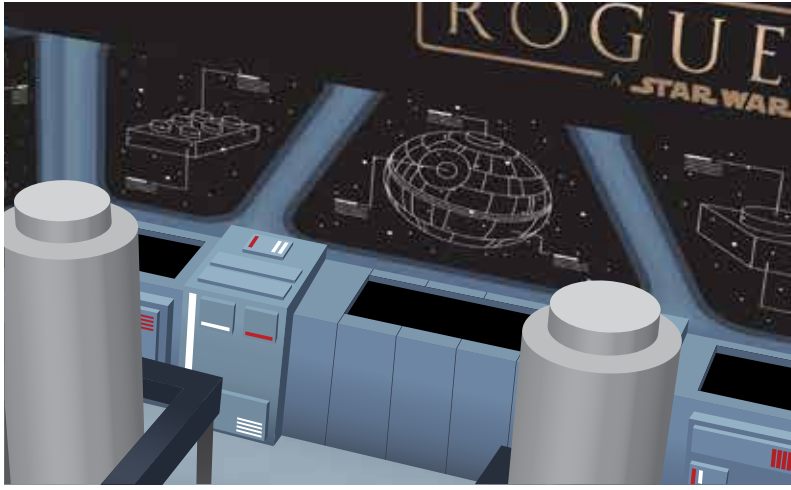
The 2016 graduates included: Kaitlin Bailie, Brendan Baz, Gino Belhassen, Codyanne Cornwell, Thomas Danielson, Dominique DiPilla, Joseph Dolack, Marie Fitch, Sarah Herzog, Megan Holloway, Bridget Jacobs, Page Kastner, Sophie Lerner, Lindsey Meyer, Anna Milioutina, Elizabeth Mule, Stephanie Nyairo, Zachary Oransky, Elizabeth Plumb, Sarah Pratt, Lisa Royere, Patrick Schlesselmann, Kelsey Schott, Melanie Wells, Spencer Wierwille, and Jared Woods.

The following graduating seniors received Outstanding Academic Achievement in the Graphic Design Program: Brendan Baz, Codyanne Cornwell, Thomas Danielson, Sarah Herzog, Lindsey Meyer, Sarah Pratt, Patrick Schlesselmann, Melanie Wells, and Spencer Wierwille.

Melanie Wells was honored with The Virginia Purcell Award and The Margo Pawell award. Sarah Herzog was honored with The Margo Pawell award.



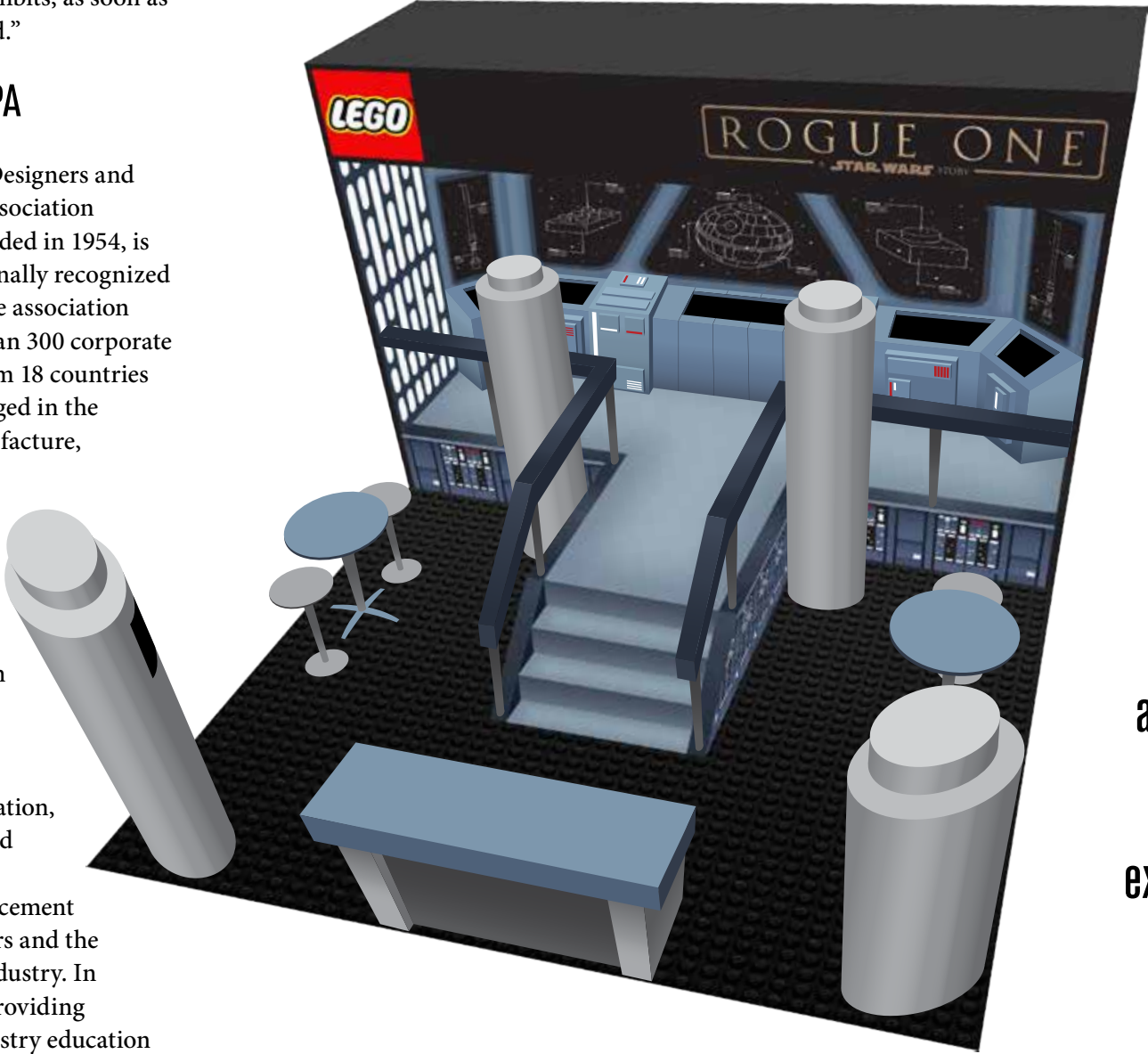
Our goal is to develop a program whereby designers can graduate with a EDPA Certified Designer designation”, said Steve Riches, EDPA SoCal Vice-President & Principal at Laguna Displays. “This will provide a great resource for our exhibit producer members and allow new employees to start designing exhibits, as soon as they are hired.”



Keanu Davis, '17

About EDPA

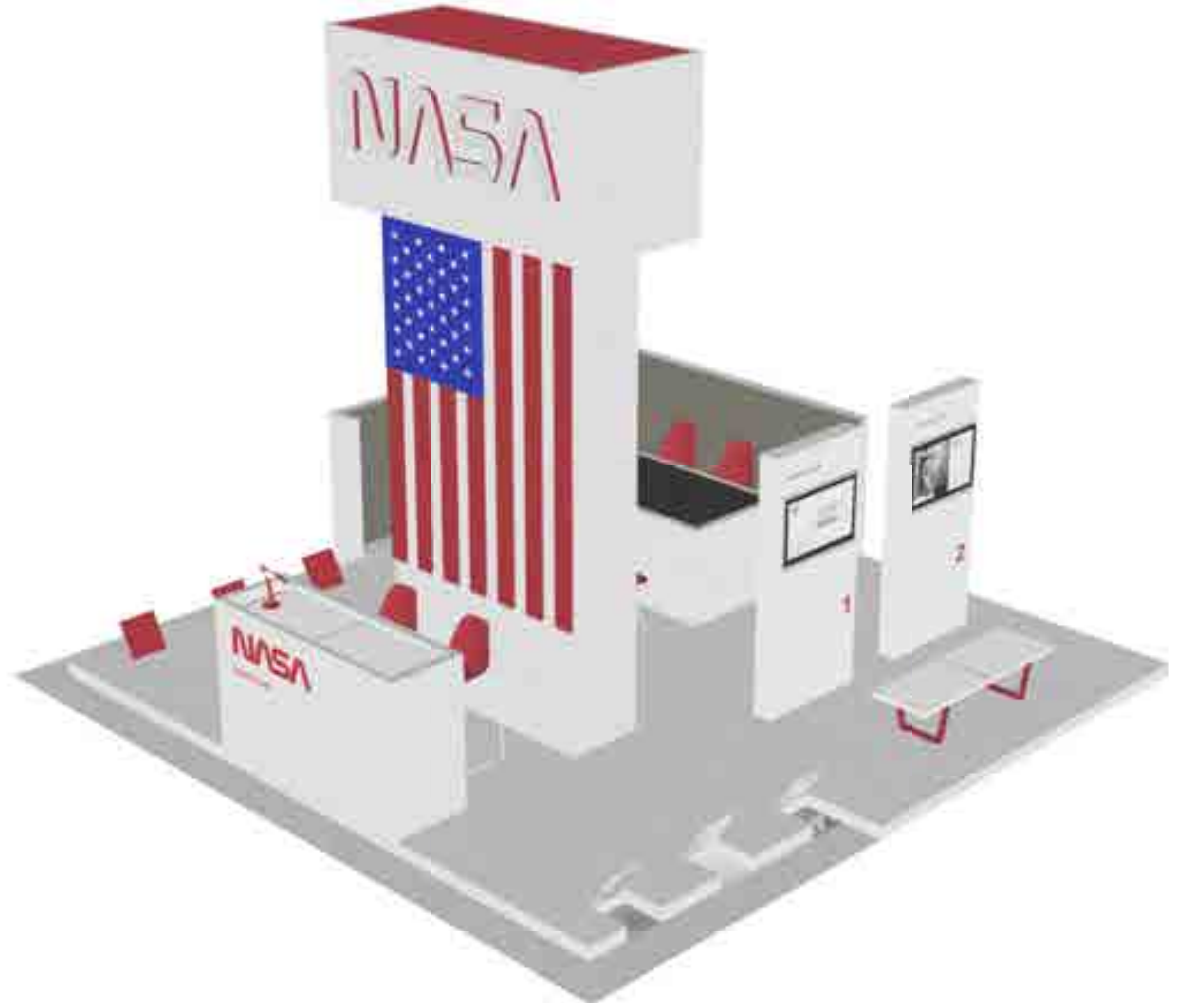
The Exhibit Designers and Producers Association (EDPA), founded in 1954, is an internationally recognized national trade association with more than 300 corporate members from 18 countries that are engaged in the design, manufacture, transport, installation and service of displays and exhibits primarily for the exhibition and event industry. Its purpose is to provide education, leadership and networking for the advancement of its members and the exhibition industry. In addition to providing regional industry education programs through its six chapters, EDPA organizes one annual meeting, trade show and golf tournament in a resort location for industry members and their suppliers.



“I had great fun teaching this project. My hat is off to all the students”, said Doug Young EDPA SoCal Board Member & Creative Directive at InternetLink. “They came a long way in 4 weeks, from having no experience in exhibit design to producing a 20x20 exhibit”



Gretchen Grage, '17



Sophie Lerner, '16



Graphic Design Alumni

Updates of what our alumni have been up to

GREG COLOSIMO, BFA in GD '15
Lead of Creative for Hawke Media

HALEY O'BRIEN, BFA in GD '13
Technical Artist at Oceanhouse Media, Inc

KEIRA HOEFLE, BFA in GD '15
Designer at Marine Lane, NYC

IAN SWANSON, BFA in GD '03
Graphic Designer at Independent Trading Co.

LISA HORN, BFA in GD '12
Creative Designer at scripsense

LAUREN BUTORI, BFA in GD '05
Design Director at Keeco, LLC

LILIT ALEKSANYAN, BFA in GD '07
Design Admin at Starbucks

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

ANDREW LE, BFA in GD '15
Graphic Designer at MachinaTek

SCOTT SAGUD, BFA in GD '04
Senior designer at Fox Head, Inc.

PAUL SWEENEY, BFA in GD '05
Front-end Web Developer at Atomic Online

SARA BURKE, BFA in GD '05
Senior designer at Perfectholiday Design

SARAH DONAHUE, BFA in GD '09
Graphic Designer at Halftone bodyworks

GENNIFER LEWIS, BFA in GD '08
Web Marketing Specialist at Vans

ASHLEY HAWTHORNE, BFA in GD '13
Web Designer at urban Decay Cosmetics

LEAH DEMETER, BFA in GD '06
Designer at IBM Austin

MAREN CHEN (KELLY), BFA in GD '05
Owner of Maren Kelly Design

TONY MURPHY, BFA in GD '15
Junior Art Director at Square 1 Partners



LUCAS COBB, BFA in GD '02
Senior Interactive Designer III for Blackbaud, Inc. along with being the design principle for Guide Creative.

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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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

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