

GD Program Ranked #1 in CA

February 2018, Chapman's Graphic Design Program was ranked first for the best graphic design colleges in California. The award reads as follows, 'Chapman University offers 1 Graphic Design Degree program. It's a medium sized private university in a mid sized city. In 2015, 29 students graduated in the study area of Graphic Design with students earning 29 Bachelor's degrees. For more information, visit <https://www.universities.com/find/california/best/graphic-design-degrees>.



INSIDE

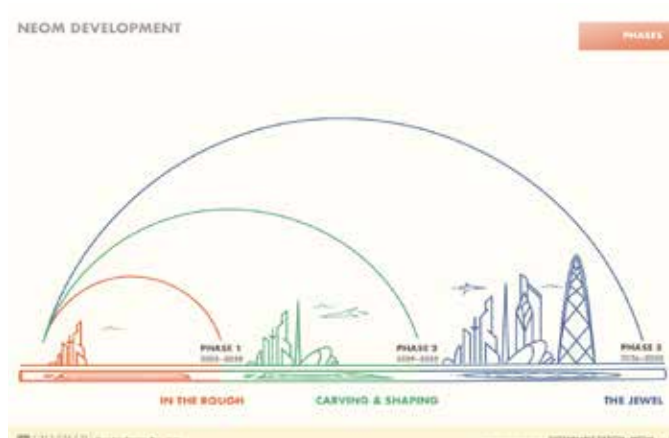
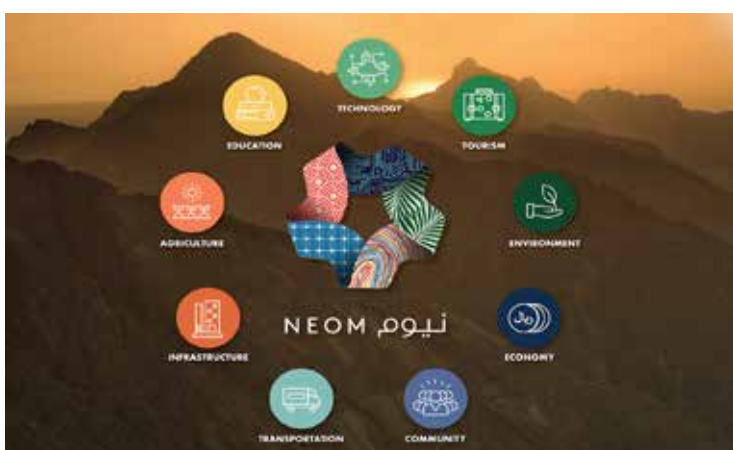
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Introducing GD Program *vimeo* Channel

This October, Chapman's Graphic Design Program got a Vimeo! Check it out for an inside look at the progress of our students' projects, such as our recent design for Neom Technology on our London trip. In our Motion Design class, students created short movie trailers and music videos that will also be uploaded.



vimeo.com/chapmangraphicdesign



Visual Thinker Lecture Series Fall

The Graphic Design Program hosts a Visual Thinker Lecture Series every semester. This fall semester, we had the honor of having the mayor of Naraha, Japan, Yukiie Matsumoto, as our VTLS speaker. The 2010 earthquake and tsunami that caused the Fukushima Daiichi Nuclear Power Plant disaster destroyed 125 homes and killed 13 people in Naraha. Mayor Matsumoto's presentation amplified the importance of utilizing design strategies to communicate evacuation plans to the public when an unexpected catastrophe strikes.



PRESENTS

Yukiie Matsumoto

Yukiie Matsumoto is the mayor of Naraha, Japan. In April 2012, the entire town of Naraha was under evacuation orders because of the 2011 Fukushima Daiichi Nuclear Power Plant disaster. Matsumoto has been taking the lead in the town's recovery. In September 2015, the evacuation order was finally lifted, which made Naraha the first municipality to repatriate residents to the town since the accident.

This year's Graphic Design VTLS stems from the perspective that creative work can be an agent of advocacy. For students exploring creative scholarship, the story takes an emic perspective as Matsumoto provides his testimony from crisis to recovery of an entire town impacted by a nuclear accident. His narrative will enable us to make connections to viewpoints, systemic contexts and the possibilities of how art and design can be a part of public service before, during, and after crisis situations.

This interterm, the GD program and Professor Claudine Jaenichen will be hosting a workshop, Design for Emergency Management, here at Chapman, which will touch further on this topic of design thinking and emergency planning.



Wednesday
NOV 14 | 7 PM
Argyros
Forum 209A



**VISUAL THINKER
LECTURE SERIES**

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

CREATED BY THE
IDEATION LAB 2018

Graphic Design Internships

Graphic Design majors are required to complete one internship during their time at Chapman. Partnering with the Career Development Center and a Graphic Design faculty member, students are given a variety of options to suit the specific area of study they feel is most important to them, ranging from design firms to advertising agencies to bigger industries with in-house design departments. Check out where past students have interned during their time in the Art Department.

STEPT STUDIOS

THE SHIFT CREATIVE STUDIO

NEWPORT BEACH FILM FESTIVAL

USCAPE APPAREL

WOODEN WICK CO.

BEACH HOUSE PUBLIC RELATIONS

ROGUE CREATIVE DEVELOPMENT

SPIRIX MUSIC

FAM BRANDS



Arrival of Glowforge Printer

This fall, we were excited to receive our new Glowforge 3D laser printer. The printer is able to produce layers, engravings, and cuts into all kinds of materials; we're currently experimenting with etching logos into chocolate bars and marshmallows! In the classroom, Eric Chimenti's GD 200 class was given the assignment of creating a mascot for a hypothetical university of their choice. Students had the opportunity to use the Glowforge to engrave their mascot labels into wooden key chains for their final projects, as seen below. We hope to integrate the use of the Glowforge into future design classes as well as make it available as a resource for students as we continue to learn the ropes of the printer. With the Glowforge, printing possibilities are endless!



Graphic Design Alumni Alumni Updates

BRENDAN BAZ, BFA in GD '16
Graphic Designer for the Academy of Motion Picture Arts and Sciences

THOMAS DANIELSEN, BFA in GD '16
Product Designer at Microsoft

SUMMER WOODWARD, BFA in GD '15
Senior Graphic Designer and Copywriter at Munchkin

VALERIE GEIGER, BFA in GD '15
Freelance Graphic Designer

LISA ROYÉRE, BFA in GD '16
Designer at Citrus Studios

LINDSEY DORIS MEYER, BFA in GD '16
Designer at H2O+

DILLAN WATTS, BFA in GD '16
Freelance Graphic Designer

JOSEPH DOLACK, BFA in GD '16
Graphic Designer at Pilot Ventures

RACHAEL MORELLO, BFA in GD '12
Freelance Graphic Designer

KATE EGMEN, BFA in GD '12
Senior Art Director at INNOCEAN USA

KELLY LONERGAN, BFA in GD '12
Graphic Designer & Art Director at Flipleven

JACOB KINCAID, BFA in GD '15
Mid-Level Designer at CharacterSF

ELIOT SPAULDING, BFA in GD '12
Visual Display Coordinator at Anthropologie

NOAH FELL, BFA in GD '12
Marketing Art Director at InMobi

KIRSTEN WORRELLS, BFA in GD '17
Graphic Designer at Artelexia

LEAH DEMETER, BFA in GD '07
Visual and UX Designer at Spiegel Design Group, Inc.

ROGER DUMAS, BFA in GD '13
Freelance Graphic Designer

MARIA REISINGER, BFA in GD '13
Design and Communications Manager at BNBuilders



ACADEMY OF MOTION PICTURE ARTS AND SCIENCES



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

FT Professor Update



ERIC CHIMENTI

Associate Dean, Wilkinson College of Humanities and Social Sciences at Chapman University

Current – Chapman University, AIGA, EMC illustration & design

Education – Savannah College of Art and Design

TEACHING — This fall, Professor Chimenti taught GD 103 Visualization and GD 200 Intro to Graphic design. He also oversaw five graphic design internships. The fall semester also begins the yearly planning for GD 308 Sustainable Design London – Summer 2019 edition.

SERVICE — Eric was the advisor for 58 majors and minors in the program and continues to oversee the Ideation Lab. This semester the Lab employed 12 students and they worked on as many as 20 jobs per week. Professor Chimenti continues to head the Graphic Design program and as one of two Associate Deans for Wilkinson College.

CREATIVE/SCHOLARLY – Professor Chimenti continued his work with the Center for Demographics and Policy – this time just helping oversee - Feudalism: The Squeeze on the Middle Class publication. (get artwork from Cassandra) He completed a preliminary logo Design for Castle 387 in VA, designed a timeline for the Remembering War Exhibition in Argyros Forum, and continues working on an expanding series of illustrations to be included in the InterVarsity Press Apollos commentary on the book of Exodus and the book of Numbers.



CLAUDINE JAENICHEN

Associate Professor and Design Consultant

Current – International Institute of Information Design, Chapman University

Education – California Institute of the Arts

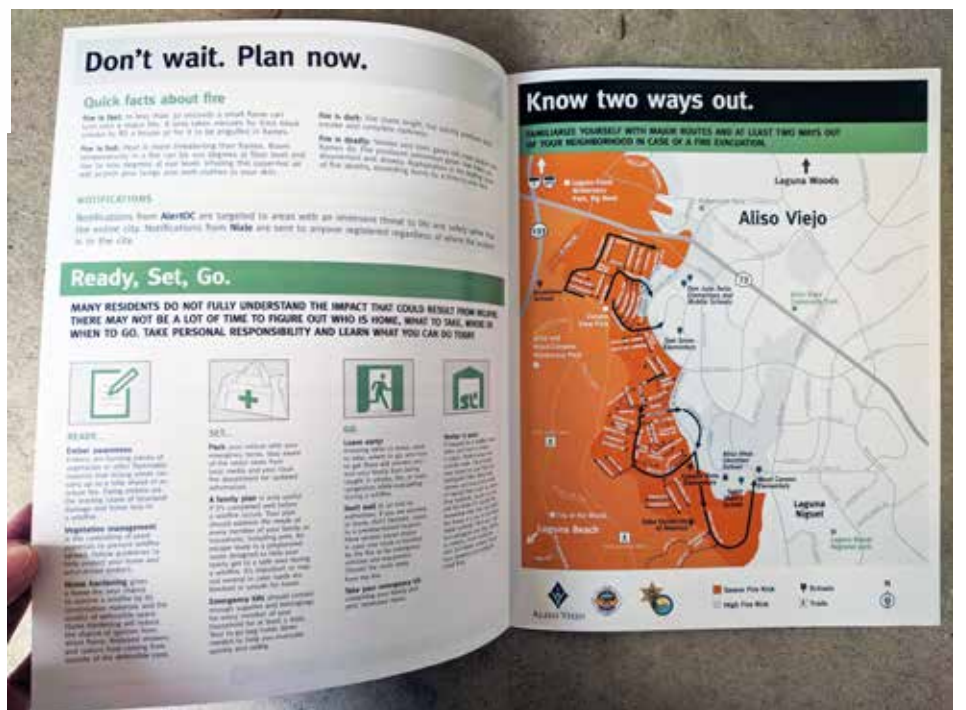
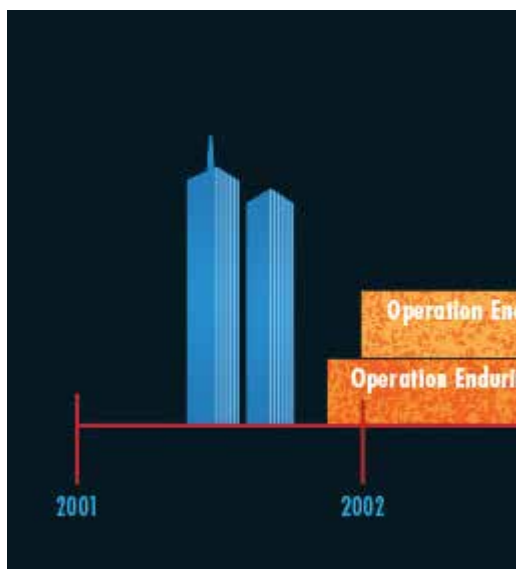
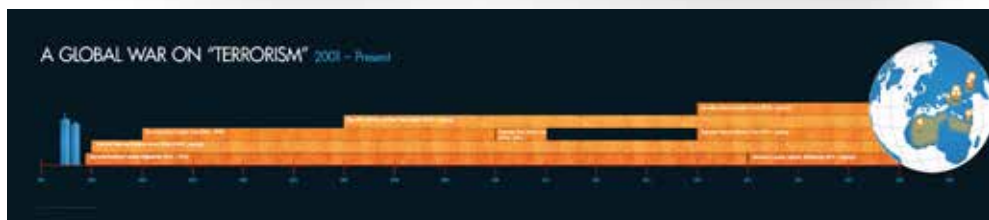
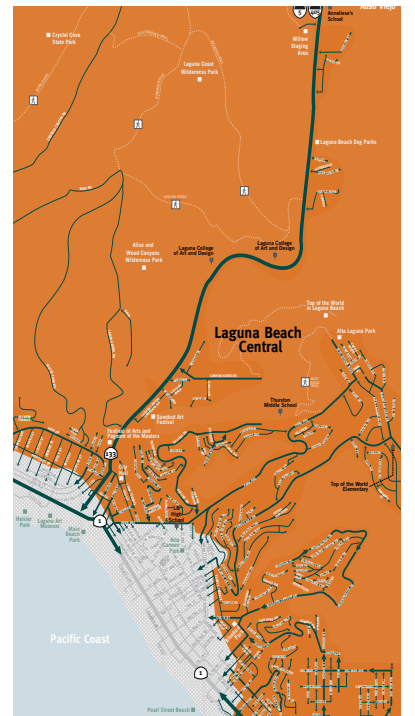
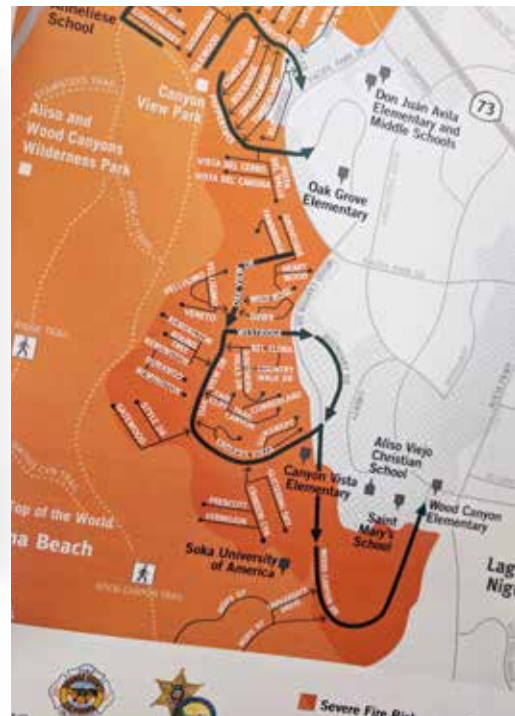
TEACHING — This fall, Professor Jaenichen taught GD 102 Research Methods for Designers and GD 201 Typography.

SERVICE — Professor Jaenichen's university service for this semester includes the Women's Leadership Committee.

CREATIVE/SCHOLARLY — Professor Janeichen launched FireClear for Laguna Beach and Aliso Viejo.

Design for emergency management is an emerging field, the goal of which is to explore academic and practice based systemic approaches for evidence-based design in the specialized area of visual communication for emergency planning and disaster risk reduction. To date, official collaborations in this area of visual and human-centered design, public communication, and emergency planning have been nonexistent.

Due to the recent wildfires, Professor Jaenichen has been hired by local and state authorities to improve their wildfire evacuation maps.



PT Professor Update



ANDREW SHALAT
Graphic Design Professor

Current – Chapman University,
sessions.edu

Education – Brandeis University

TEACHING — This past summer, Professor Shalat joined Professor Chimenti and 17 students on GD308, Sustainable Design Travel Course in London. After completion of the 5-week course, which researched and considered the proposed city of NEOM in Saudi Arabia, he and several students from the course, produced a narrated overview video of the final presentation made while in London (which can be viewed here at <https://vimeo.com/292206390>). During this past Fall, Professor Shalat once again taught GD103 Visualization and Rendering, and GD202 Interactive and Web Design. During the Fall courses, Professor Shalat was frequently joined by the 13-year old canine, Sandy, who took in both courses as an auditor. Sandy has as yet to produce a sketch or web page.

SERVICE — Professor Shalat headed the Bensussen Speaker committee, lining up speaking candidates to visit campus in the upcoming two years.

CREATIVE/SCHOLARLY — Professor Shalat is on the last leg of his own graduate study, completing his MFA in Graphic Design and Visual Experience from Savannah College of Art and Design. His thesis is entitled “INTENTIONISM AND ARTIFACT IN CONTEMPORARY GRAPHIC DESIGN: A Unifying Design Principle from Dadaism and Its Irony to Stencil Art and the Absence of Authorship”. This thesis explores and uncovers a methodology toward a unifying principle in modern and postmodern graphic design. The principle is Intentionism. Modernism, as it pertains to Graphic Design, gets its meaning from the modernism of painting and sculpture. Within the modernism and its postmodern siblings, authorial intent is an ingredient in any design work. Consideration of intentionality (which comes after the author has left the scene) is a necessary foreground for any work of design to commence. Intentionality is separate from, but alternately informed by intent, and can be considered the invisible element that helps define and is thereby defined by the context of the design artifact. Intentionism is simply an approach to looking at this process, as a unifying principle.



TRAVIS KEITH
Graphic Design Professor

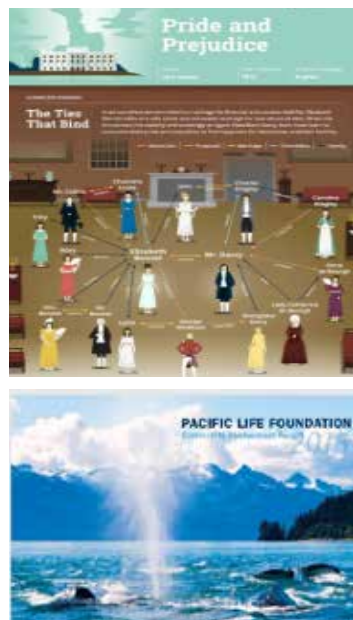
Current – Column Five Media,
Chapman University

Education – California State University-
San Bernadino

TEACHING — Travis Keith is so excited to be joining the adjunct staff here at Chapman. This is actually his first teaching job, and teaching GD 401- Business Practices has been such an enjoyable experience for him. Keith has been in the design and advertising agency world for 10 years, and thinks that it is great to share some of that knowledge with future graphic design students. He is so proud to be a part of that vision here at Chapman.

CREATIVE/SCHOLARLY —

In his free time, Keith volunteers with high school students as a "mentor" of sorts. He has a passion with helping students get to the next level. Outside of his mentorship, Keith has been working at Column Five Media as the Account Director for 3 years of his 7 seven years with the company. His job involves content creation strategy and working with clients and designers to produce high quality infographics.



ELLEN SHAKESPEARE
Studio Art Professor

Current – Academy of Art Unoversoty, Chapman
University, Freeklance Copywriter

Education – Art Center College of Design, School
of Advertising

TEACHING — Ellen Shakespeare was an instructor in a Fall Graphic Design 302 Branding class. The four comprehensive projects required the students to solve extensive design problems, across platforms. The most complex project “Selling Green,” required students to consider how to frame a green vehicle, or other green transportation method, to gain greater visibility with a larger audience. The solutions clearly demonstrated the students’ advanced ability to take creative risks while generating practical and engaging solutions in real world situations.

SERVICE — Ms. Shakespeare’s students were senior designers, and business majors or minors as well. Bridging the disciplines was an ideal opportunity to extend professional best practices across two fields of study that could substantially inform one another.

CREATIVE/SCHOLARLY — Ellen Shakespeare is a Freelance Copywriter. Her project list includes healthcare, fashion, destination, financial and athletic work for national clients.



London 2018

Graphic Design Summer Course

GD 308 is a 5 week summer program that focuses on sustainable design principles in the context of a real-world assignment. Previous projects include the London Olympics, Living Cities, and Lunar Mission One. This year, GD 308 worked with Buro on the city of Neom in Saudi Arabia. The class designed city including accounting for all components of a livable civilization: technology, economy, environment, education, community, transportation, infrastructure, agriculture, and tourism. At the end of the course the class presented their work to the client and received enthusiastic feedback.



Twenty Years of ISS and ISSAP

Student Poster

Sophomore Graphic Design student Cassandra Taylor designed a poster and slide for the International Space Station's 20 Year event. Her designs were well received by both the participants and audience members. Former Director General of the European Space Agency (2002-2015) Jean-Jacques Dordain even requested one of the posters! In GD 100, students were given the assignment to design a logo for the International Space Station Archaeological Project, which happens to be led by head of the Art Department Justin Walsh. Freshmen Sarit Ash, Lucy Guyer, and Cameron Mannen, as well as sophomores Taylor Johnston and Meira's concepts were selected to be refined and digitalized as the ISSAP continues narrowing their options down to find their final logo.



Twenty Years of ISS Poster - Designed by Cassandra Taylor, BFA Graphic Design 2019



Alternative Option



Student Logos



Designed by Cameron Mannen, BFA Graphic Design 2022



Designed by Lucy Guyer, BFA Graphic Design 2022



Designed by Sarit Ash, BFA Graphic Design 2022



Designed by Taylor Johnston, BFA Graphic Design 2021



Designed by Mira Thekdi, BFA Graphic Design 2021

Advanced Typography GD307

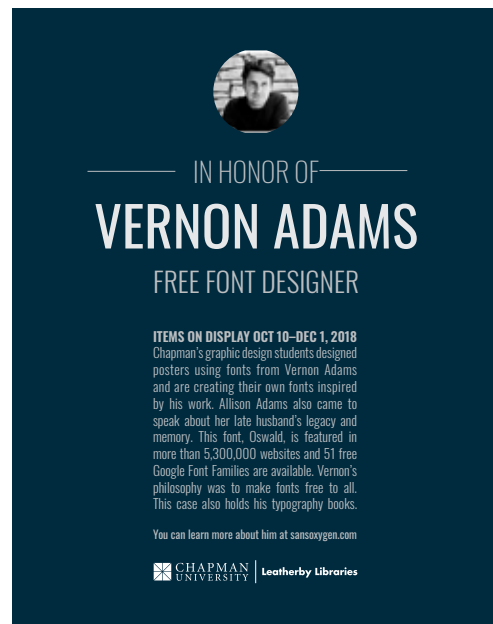
Fall 2018 Events and Projects

Rachelle W. Chuang's GD307 Advanced Typography Fall 2018 class worked on three important projects.

Their first project was with Patty Randall and Chelsea Pero from CHOC Children's to propose new marketing and design collateral using their brand standards. Students created social media campaigns, posters, folders, event flyers, products and other "out of the box" marketing strategies. One student, Sanjay Joshi, is continuing to work on CHOC projects as a result.



Their second project was to honor the legacy of Vernon Adams, free font designer. His wife Allison Adams came to speak showing his many sketchbooks and typography books. Students designed posters using fonts from Vernon Adams for an exhibition at the Leatherby Library and created their own fonts inspired by his work.



Finally, Kyle Richter and Suzanne Schwartz of RSM Design came to speak and showed their "international projects ranging in scale from packaging and logo design to large mixed-use entertainment developments and urban planning." Kyle also took the class on a tour of Pacific City Huntington Beach as RSM created specialty graphics ranging from a wood block 3D map, parking lot signage, "graphics under and on top of the stairs and wayfinding elements on the walls, and little moments of whimsy throughout the site." Students then designed graphics for a proposed eatery at Pacific City as well as a typographic mural. These projects were designed for students to have live interaction with professionals and work in a variety of typographic contexts.

Students in the class were Aimee Bowen, Andrew Bowman, Sanjay Joshi, Casey Kwan, Nikki Nguyen, Cassandra Taylor and Ivy Zhou.



GD 407

Studio C

Studio C is an on-campus studio-oriented workshop by invitation of instructor only. The course focuses 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 fall, Studio C was hard at work on designing skiing, snowboarding, and cycling gear for Oakley and Beachbody. These companies looked over students' concepts and decided on winning designs that will later be produced into snow goggles and cycling jerseys sold to Oakley and Beachbody customers.

OAKLEY SNOW GOGGLES

The objective of the Oakley Snow Goggles project was to create a strap collection and Microbag for a series of Lineminer goggles that can merchandise together and cater to the alpine, big mountain, and park ski/snowboarder. The collection of three were to reflect the different tastes of each segment. Kelly had the winning design and is thrilled to watch her concept come to life in Oakley stores around the country!



BEACHBODY RADIAL SPORTS FORTE SPORTSWEAR

The objective of the Beachbody Radial Sports Forte Sportswear project was to design a Classic Men's Cycling Jersey for Beachbody to be distributed to Independent Bicycle Dealers and sold to bicyclists around the world.



Ban.do and Starbucks Latest Collection

Overseen by Chapman Alumni Ali LaBelle

2012 alum Ali LaBelle is currently the creative director of art and design at the popular LA based design house, ban.do. In her recent work, she had the opportunity to oversee the design and production of a collaboration with Starbucks. The holiday line, launched on November 27th, features a variety of floral mugs and pencil pouch. The collection is available in select US and Canada stores and internationally in Australia, Cambodia, Indonesia, Singapore, Taiwan, and Vietnam.



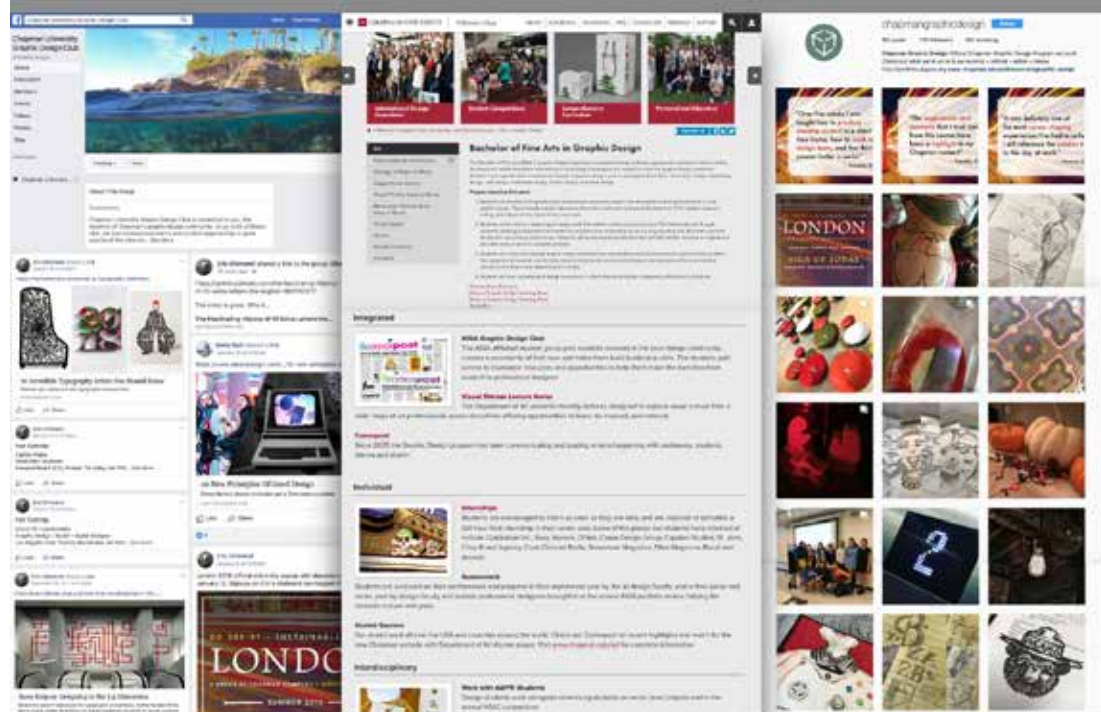
Chapman's 2019 Holiday Mug

Designed by Annie Brennan, BFA Graphic Design 2021

Every year Chapman University has an annual Holiday party in which each faculty member receives a holiday mug designed specially for that year. This year one of the Ideation Lab students had the opportunity to design the mug for the Chapman faculty!



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www.chapman.edu/wilkinson/art/graphic-design/



[@chapmangraphicdesign](https://www.instagram.com/chapmangraphicdesign)

Graphic Design Program, Department of Art
Chapman University
send an email to chimenti@chapman.edu

For further details and more events, check our website
chapman.edu/wilkinson/art/graphic-design/

 **CHAPMAN UNIVERSITY** | Graphic Design Program

Publisher:

Chapman University Department of Art

Executive Editors:

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Cameron Mannen, '22
Lucy Guyer, '22

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