



commpost

The biannual Graphic Design program communication composition

for students, alumni, friends, and supporters.

GD Program Ranking

We were thrilled to learn that Chapman University's Graphic Design program ranked #1 according to multiple studies over the years, including Universities.com, Study.com, AnimationCareerReview.com, and the Art Career Project. We could not be prouder of our ranking, but we know that these don't mean nearly as much as the happiness and success of our students, past, present, and future!



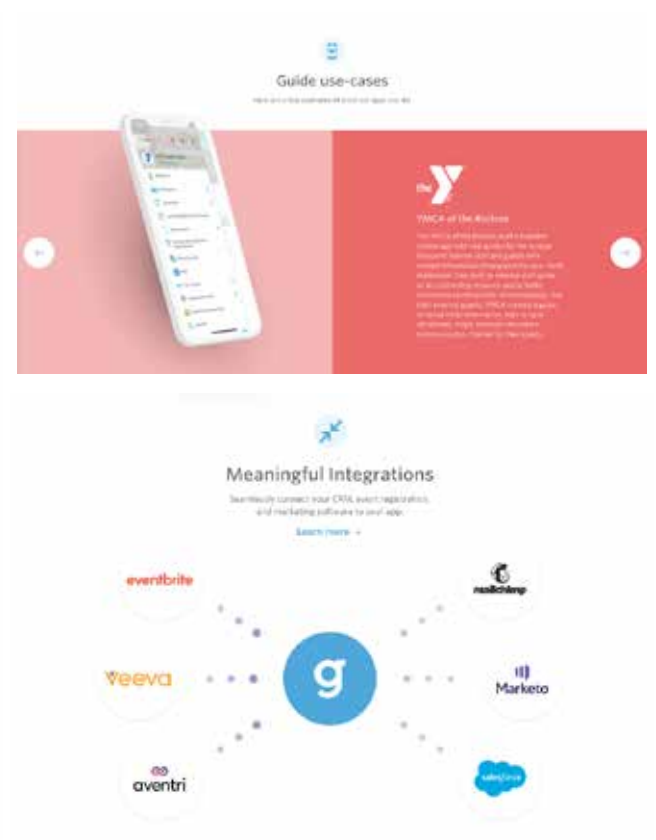
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Alumni Spotlight

Emily Suh, Class of 2018

Recent Chapman graduate, Emily Suh has hit the ground running in her first year after college. She is currently a Marketing Designer at Guidebook Inc and had the opportunity to redesign the home page of her company's website! She thanks her professors for her skill in web design and is so excited to see her first web page live.



Alumni Spotlight

Nicole Santo, Class of 2011, and Jen B. Peters, Class of 2010

In February, GD 100 gave a warm welcome to guest speakers Nicole Santo and Jen B. Peters! Nicole Santo, a 2011 Graphic Design alumna, recently published *By Hand: The Art of Modern Lettering* and *The Kids' Book of Hand Lettering: 20 Lessons and Projects to Decorate Your World*. Nicole is an incredibly talented hand lettering artist, author, and teacher, and she greatly opened the eyes of our Book Arts and Lettering students to the endless possibilities of careers in modern calligraphy! Jen B. Peters, a 2010 Graphic Design alumna, is a graphic designer based in Los Angeles who now focuses on freelance branding and pattern, aiming to make the world a little more cheerful.



Simon Blockley, Class of 2011

Simon Blockley is a 2011 alumni who has been making his impact on the design world. His work includes the US Open logo, Rolling Stone cover art, and various projects done for Pentagram, most of which he held the role of Lead Designer. Having made quite a name for himself right out of school, Simon currently works as a freelance designer in the San Francisco Bay Area. Congrats, Simon!

Pentagram

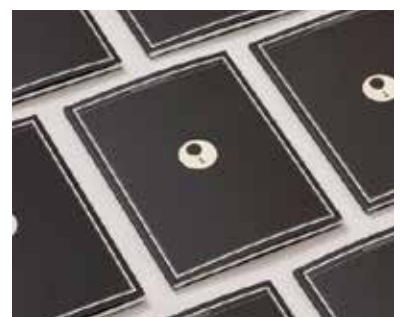
CHASHAMA

Rebranding for ChaShaMa, a network that partners with property owners to support artists, transforming unused real estate in spaces for artists to create and present.



PENTAGRAM PAPERS 47

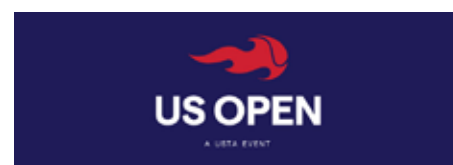
The Pentagram Papers are a series of documents containing a different curious and provocative theme in every edition. The 47th edition features Brent Birnbaum's 10-year spanning global collection of museum coat check keys.



Independent

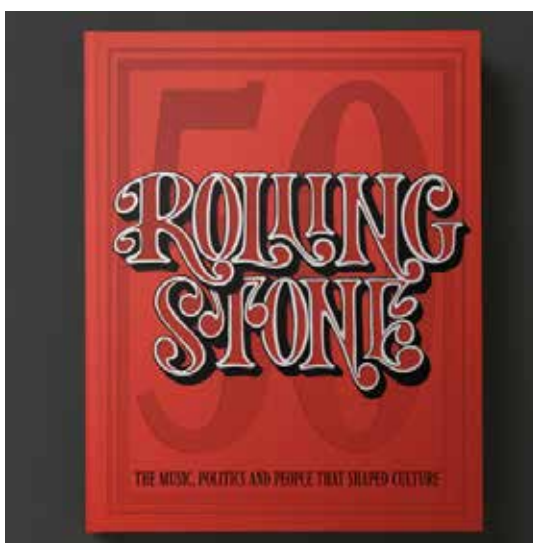
US OPEN

Rebranding for the 50th anniversary of the US Open in 2018.



ROLLING STONE 50

Book cover for a commemorative Rolling Stone Book that documents fifty years of the magazine's rise in prominence.



RAAKA

Rebranding for Raaka, an innovative chocolate factory in Brooklyn. This project was designed in partnership with Andrea Trabuco-Campos.



MATTER

Branding for Matter, a digital magazine devoted to long-form journalism about topics from technology to politics to pop culture.



CAKE

Rebranding for Cake, an animation and video production studio.



Margo Pawell Design Symposium VTLs

Designing a Brand in the Social Era

The Graphic Design Program hosts a Visual Thinker Lecture Series every semester. This spring semester, we heard from Meena Kothandaraman, Stefan Mumaw, Von Glitschka, and Tug McTighe, who demonstrated the research, strategic, identity, and campaign processes that are used to create an effectively unique and memorable brand. Students learned that a brand is so much more than a recognizable logo; humans naturally associate emotions with brands they like and dislike, and these impressions can begin to form at the first sight of a brand's color scheme and typeface. As designers, it is our job to convey the message of a company to their clients, and this research process allows us to relate to our target audience and create a lasting identity for a business in the minds of the public.



PANELISTS



**Moderator -
Stefan
Mumaw**

Chapman Class of '96,
Parent of Student, Class of '20

**Creative Director
at First Person**

Stefan Mumaw has had extensive experience as a Creative Director for numerous agencies, authored six books, is a frequent speaker at creative industry events, and has written for popular creative industry rags, as well as Lynda.com.



**Von
Glitschka**

Designer, Illustrator, and
Author

Von is creative director of Glitschka Studios a small two-person boutique design firm located in the Pacific Northwest. They creatively collaborate with ad agencies, design firms, in-house corporate art departments, and small businesses to produce engaging visual narratives.

Von has authored six books on design and branding and is the creator and producer of design courses for LinkedIn Learning.



**Meena
Kothandaraman**

Researcher, Strategist,
and Founder at
twig+fish

Meena has consulted to emphasize the strategic value of qualitative research in the design of product, space and service. Meena is a founding member of twig+fish, a research and strategy practice based in Boston, MA, that espouses these research beliefs, while maintaining a utopic work-life balance.

She holds an M.S. in Information Resources Management from Syracuse University and a B.Com. in MIS from the University of Ottawa, Canada.



**Tug
McTighe**

Executive Creative
Director at DEG

In his role as Executive Creative Director at DEG, he leads the direction of DEG's creative team from ideation and strategy to the publishing of that meaningful output. Tug has amassed a portfolio that features projects for brands like Sprint, Pizza Hut, Sonic Drive-In, AMC Theatres, the Salvation Army, and the Coleman Company. Of further interest (perhaps) is the fact that Tug co-created American Copywriter, one of the first and most-popular advertising-themed podcast-blog-things ever.

FT Professor Update



ERIC CHIMENTI

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

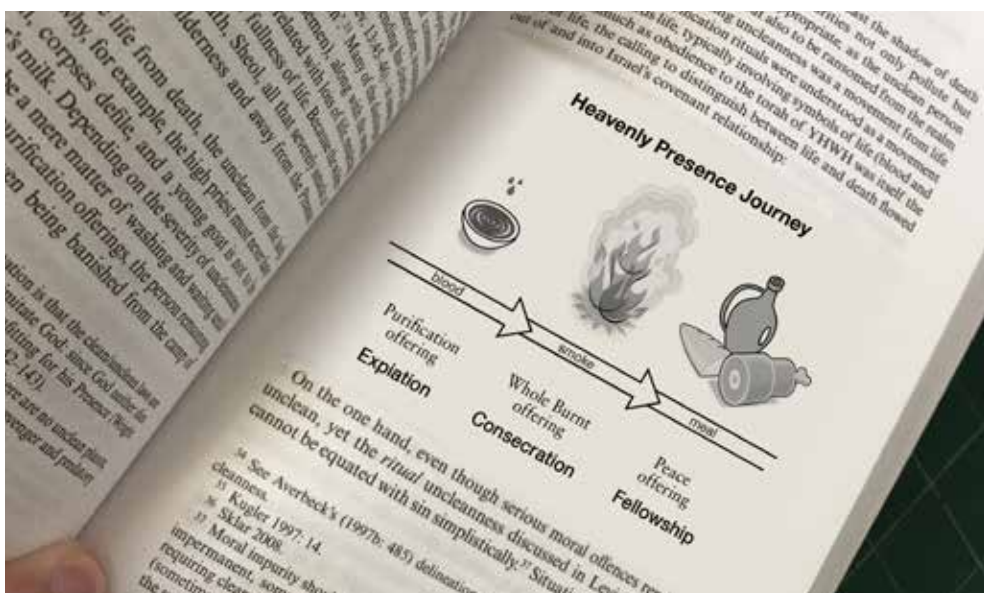
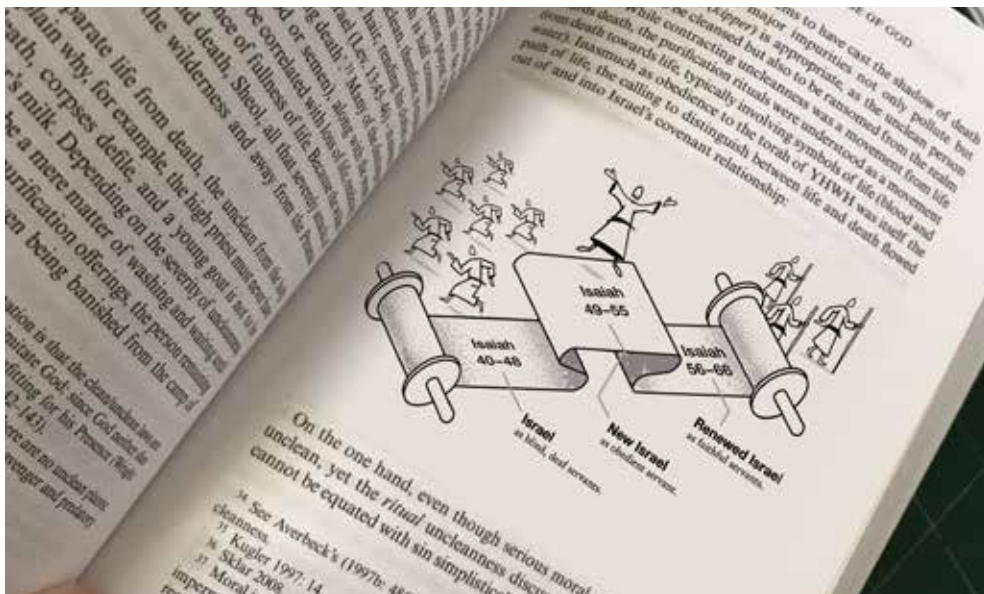
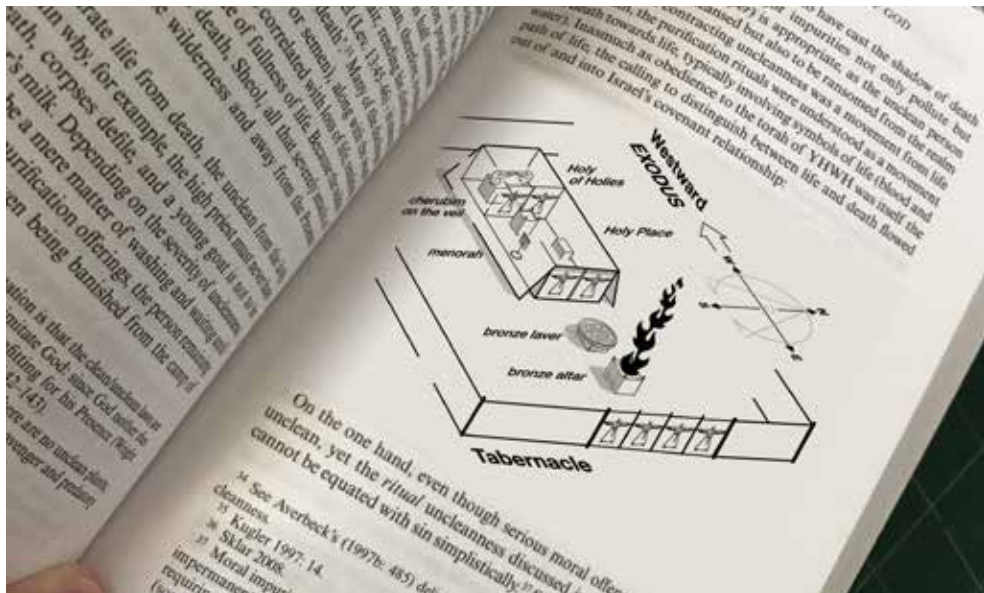
Current – Chapman University, AIGA, EMC illustration & design

Education – Savannah College of Art and Design

TEACHING — Professor Chimenti taught GD 309 Illustration and prepared for GD 308 Sustainable Design. The latter is the London Travel course – celebrating its ten year anniversary this year! He also oversaw seven graphic design internships and one independent study.

SERVICE — Eric was the advisor for 60+ majors and minors in the program and continues to oversee the Ideation Lab. This semester the Lab employed 14 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 finished a series of illustrations to be included in the InterVarsity Press Apollos commentary on the book of Exodus and continued working on the illustrations the commentary of the book of Numbers. He also continues working on a chronological timeline synthesizing the Old Testament Passover feast and the New Testament Easter week.



CLAUDINE JAENICHEN

Associate Professor and Design Consultant

Current – International Institute of Information Design, Chapman University

Education – BFA at California Institute of the Arts, MFA at the University of Reading in the UK

TEACHING — This spring, Professor Jaenichen taught GD 303 Information Design and GD 204 Objects and Space II

SERVICE — Professor Jaenichen's university service for this semester includes serving on the Diversity Leadership Award committee, running the first design for emergency management workshop at Chapman University with an international design team, and Chairing the Faculty Research Committee. She also continues to serve on the Executive Board of Directors for the Design Network of Emergency Management, the Executive Board for the International institute for Information Design and the Board of Governors for Communication Research Institute.

CREATIVE/SCHOLARLY — Professor Jaenichen was invited to participate at the Federal Emergency Management Agency (FEMA) Prep Talks. Prep Talks are given by subject-matter experts and thought leaders to spread new ideas, spark conversation, and promote innovative leadership for the issues confronting emergency managers now and over the next 20 years. She was also invited to speak to leaders from FEMA, FBI, journalism and military at the Center for Homeland Security and Defense in May on the importance of visual standards and evidence-based design advocating on behalf of the public for clear and understandable information from the government.



PT Professor Update



ANDREW SHALAT

Graphic Design Professor

Current – Chapman University, sessions.edu

Education – Brandeis University

TEACHING — This past year Professor Shalat worked on and completed his Master's Thesis for MFA. While working on his second Master's, he continued teaching courses in interactive design and visualization, as well as portfolio preparation and 4D design. In the fall, Professor Shalat will stretch his arms from digital to analog, as he takes on both sections of GD202, Interactive and web design, and continues teaching GD103 Visualization and Rendering.

SERVICE — Professor Shalat's university service for this semester includes heading the Bensussen Speaker Program committee.

CREATIVE/SCHOLARLY — In the upcoming months he will be doing research and writing on an upcoming book, centered around design theory, as well as two other writing projects.



BERNIE DICKSON

Graphic Design Professor

Current – Chapman University

Education – San Francisco State University

TEACHING — Bernie Dickson has taught Photography at El Modena High School and lead designers in Photoshop and illustrator tutorials.

SERVICE — When Bernie is not teaching, you can typically find her volunteering at her children's school, TLC, where she helps guide children of all abilities in yoga and meditation exercises or find her creating social media assets for her church, Mosaic.

CREATIVE/SCHOLARLY — Bernie Dickson is a freelance Graphic Designer, Photographer and co-owns/branded a healthy popsicle company called "Mom and Pop Shop". Her current experience in designing wrapping paper and stationery for stores such as TJ Maxx, The Container Store and Tuesday Morning has helped guide the curriculum for current projects in teaching Color Theory.



AMY SARGEANT

Studio Art Professor

Current – Lecturer

Education – Oregon College of Art and Craft/ Central St. Martins College of Art and Design, University of the Arts London

TEACHING — Amy Sargeant was an instructor of Art and Text, a course that brings together studio art, graphic design and art history majors. Art and Text focuses on critical thinking within the scope of art and design issues as well as issues of semiotics in the context of applied arts writing. Students are challenged to objectively analyze historical and contemporary works, and in an array of projects and papers, develop their own opinions and solutions.

SERVICE — Amy Sargeant is pretty certain art can change the world. She is a cross-disciplinary artist who encourages students to invest themselves into art-making and critical thinking as a way of engaging and problem-solving. She believes in inclusive education and teaches to and supports all levels of skill set and abilities.

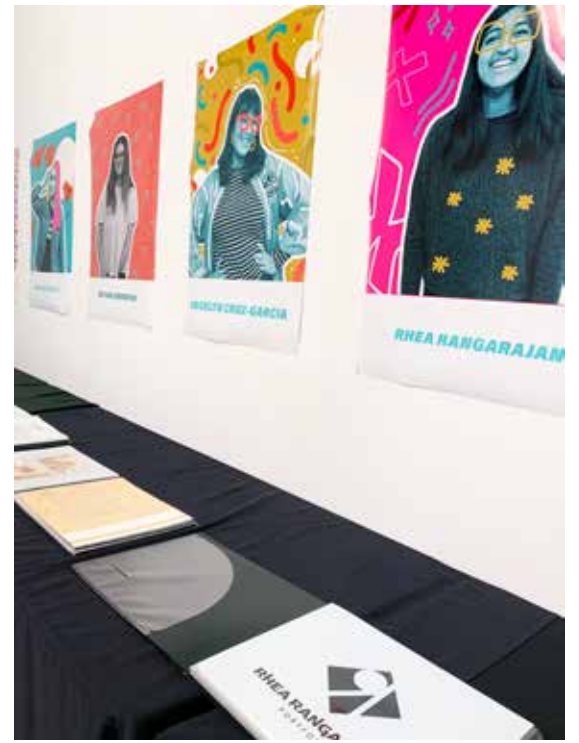
CREATIVE/SCHOLARLY — Amy Sargeant is currently developing a new endeavor in Old Towne Orange! The Treasury, will be a creative studio space hosting art workshops by freelance artists, mindfulness based stress reduction (MBSR) art workshops as well as a variety of ceramics classes and commissioned custom ware. Housed in the historic old treasury house for the citrus packing plant next door, The Treasury will be bringing a vibrant new arts scene to the nostalgic history of Orange. Amy Sargeant is also an arts writer whose work is found on artshambles.com.



Sophomore Portfolio Assessment

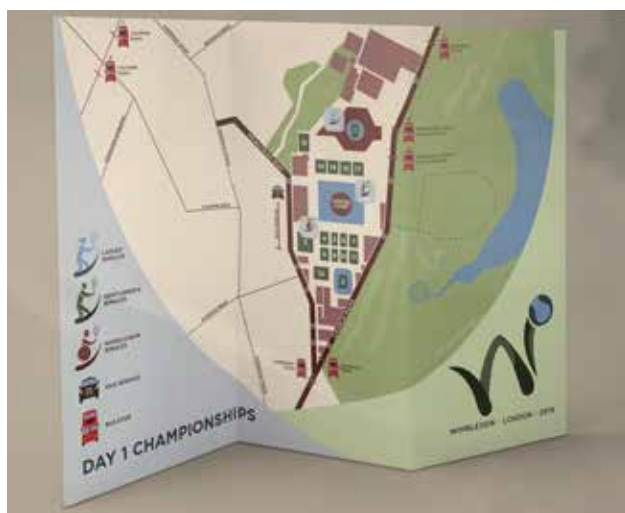
Spring 2019

Our sophomore graphic design students have been working hard all year to compile their pieces in preparation for the sophomore portfolio review. Parents flew in to see what their kids have been learning in the graphic design program, and everyone who visited the Guggenheim Gallery was amazed at the level of professionalism, creativity, and uniqueness of each student's portfolio. We were in awe of our sophomores' branding, pattern, and informational designs for clients such as Mercedes Benz, 2019 London Wimbledon, and hypothetical college mascots. Nice work, sophomores!



Eva Huzella Mercedes Benz Project

This project introduced GD 200 students to Adobe Illustrator by challenging them to design an enticing and aesthetically appealing advertisement for Mercedes Benz. Eva Huzella succeeded in an incredibly eye-grabbing poster that upholds the old-fashioned class on which this brand prides itself.



Santina Busalacchi Wayfinding: Wimbledon 2019

The Wayfinding: Wimbledon 2019 project required GD 303 students to design an informational map guiding athletes and audiences around this year's tennis championship event. Through color, hierarchy, and stylization of graphic elements, Santina Busalacchi achieved an easily understandable map of London's 2019 Wimbledon Tournament.



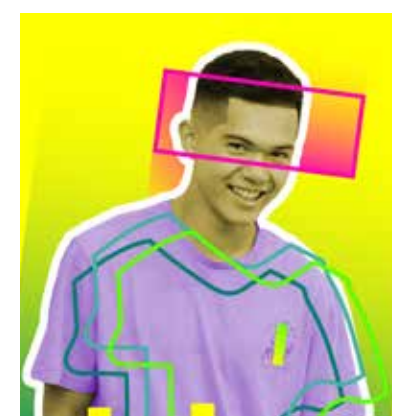
Bryn Wieking Pattern Branding

In GD 203, students were challenged to develop their own unique styles of branding by creating three packaging patterns for a product of their choice. Bryn Wieking highlighted her eclectic and colorful style in the form of wine labels for a hypothetical vineyard with eye-catching patterns that would encourage any consumer to buy this brand!



Elon Grobey Gyro House Logo and Menu

In GD 201, students were given the task of designing a logo and menu for a hypothetical restaurant of their choice. Elon Grobey decided to create the branding for a Greek restaurant called Gyro House. The blue color scheme, Greek font, and decorative flourishes effectively contribute to a Greek ambiance, preparing customers for the delicious cultural food they're about to enjoy.



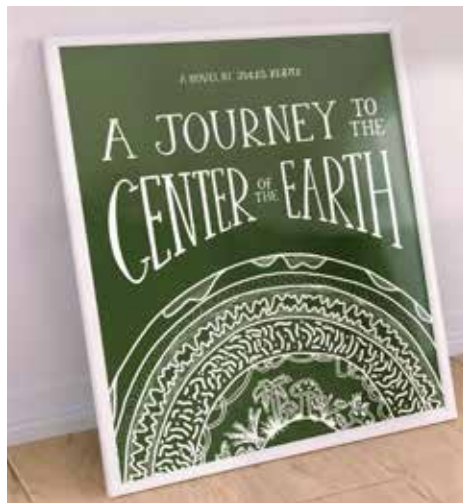
Junior Portfolio Assessment

Spring 2019

This year's junior show poked fun at the countless computer problems our students run into when frantically trying to finish, print, or save a design project. Our junior show consisted of book covers, packaging, information design, and more for our 300 level classes. Students were challenged to further explore their individual styles through color scheme, typography, and design layout. Well done, juniors!



"Portfolio_final_FINAL.indd not found"



Alexandra Mogelvang

Wise Up Logo

Kaeyln Lustig

Journey to the Center of the Earth Posrter

Genevieve Geller

Womens Puma Advertising

Jaycie Frank

Mawell House Coffee Packaging and Branding



Caitlin Mumaw

Goo Burr Type Design

Jamie Smith

Loca Website and App Design



Genevieve Geller

Dunkin' Donuts Annual Report 2019

Jaycie Frank

Peter Pan Book Cover Design

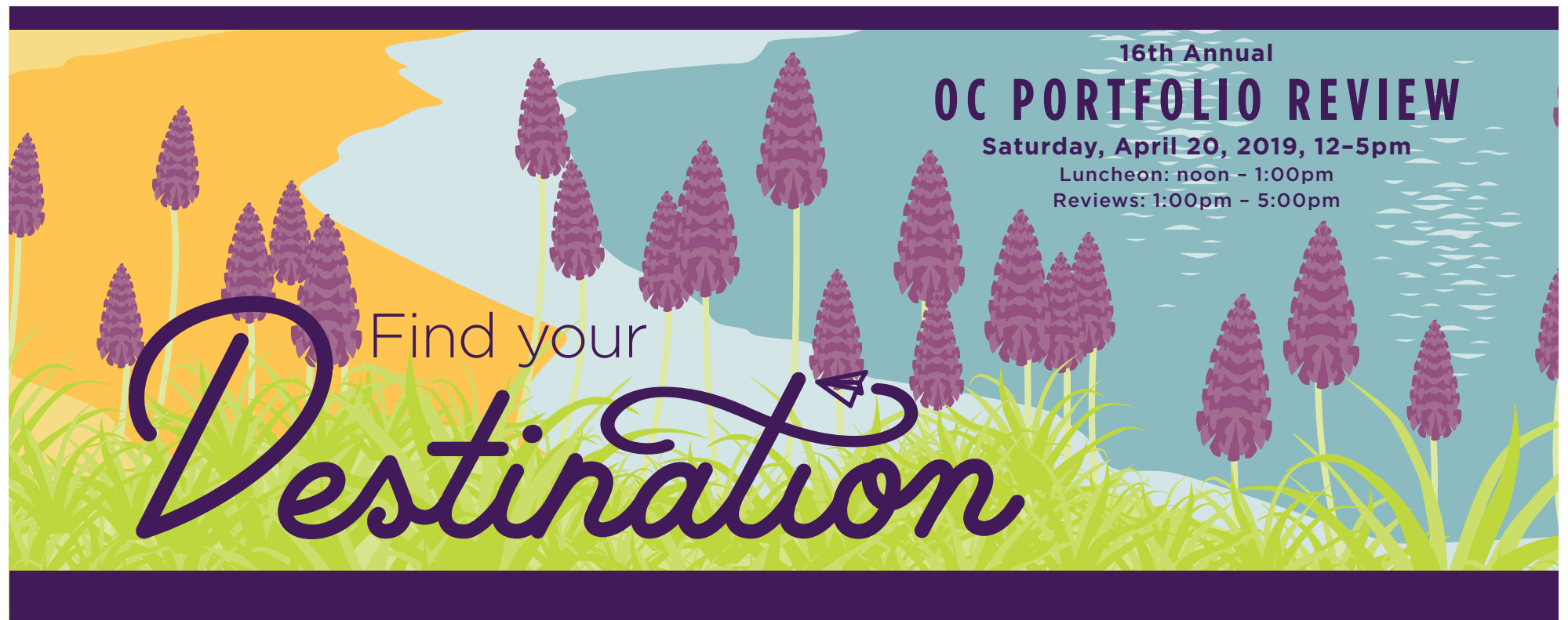
Aimee Bowen

American Swedish Historical Museum

OC Portfolio Review

Spring 2019

The 16th Annual OC Portfolio Review was a huge success! We had the privilege of welcoming reviewers from Leverage, PXL, ListReports, Playboy, and more. This was valuable practice for our students to confidently share their portfolios with professionals from various creative industries in the Orange County area and receive helpful feedback on their design styles and presentational techniques. Our students were able to ask questions and form connections for future internship and job opportunities within these companies. We are thankful for the opportunity to integrate our students into the design world and allow them to get a better feel for the working environment and creative talent in the area!



Hello!

On behalf of Professor Claudine Jaenichen, Professor Andrew Shalat, Associate Dean & Professor Eric Chimenti, we extend an invitation for you to participate as mentors and reviewers at the **16th Annual OC Portfolio Review**. We seek professional designers to share their experience and time with our Graphic Design students and wish to include you in our team of reviewers.

"Destinations" our annual portfolio review, is where professionals from various creative industries give back to schools and the community by providing helpful and critical feedback to the next generation of designers and entrepreneurs. Every student who participates in this event appreciates your willingness to give valuable critique and business ideas necessary to enter the professional field.

"Destinations" will be held on Saturday, April 20th, 2019, at Chapman University and reservations are required by March 28, 2019.

If your schedule permits, we would be honored and pleased to have you participate in this event.

We will host a luncheon at noon - 1:00pm for you to meet and mingle with fellow professionals.

Student review sessions will run from 1:00pm - 5:00pm in 30 minute increments. Refreshments will be provided during this time.

Immediately following the review, we invite you to join us at a reception with fellow reviewers and faculty. We will provide more information once your reservation is confirmed.

If you know of fellow creators, designers, illustrators and photographers, who would be interested in volunteering for this event, please let us know.

For questions or concerns, please contact **Drew MacKay, BFA Graphic Design '19** at: drewmackay.chapman@gmail.com

Our Goal for You?

- Become part of the Chapman University community and family.
- Network with over forty design and art industry professionals.
- Help guide and prepare the next generation of designers for the workforce and opportunities available to them.
- Recruit students and guests as interns or employees.

We look forward to sharing the day with you.



Find your
Destination

EXCHANGE FOR ONE **\$5** ADMISSION

OC PORTFOLIO REVIEW

16TH ANNUAL
ART REVIEWED BY
7 DESIGN PROFESSIONALS

CHAPMAN UNIVERSITY

ARGYROS FORUM
FOR INFORMATION VISIT
OCPORFOLIOREVIEW.COM

APRIL 20, 2019

SATURDAY
12:00pm - 5:00pm

04202019

WITH SUPPORT FROM AIGA ORANGE COUNTY

C
COUPON

Communication Arts Magazine

Sophomores Work with CA Magazine



This spring, the students in GD 300 were given the task of designing a special edition for top art and design magazine, Communication Arts. In groups of 4, the students worked together to produce a cover, back, table of contents, and article spreads depicting a style of their choosing from a preexisting list of design eras. Some of the eras included Art Nouveau, Bauhaus and New Typography, International style, Post-modern design, and more. Each student wrote an article about a design icon from their era in time period accurate style. The articles were then printed and compiled into one copy of the magazine including the work they designed for the cover, back and table of contents and presented to the client. Student were able to develop their ability to work in design teams and produce a collective product.



ART 336 Illustration

3D Student Sculptures

Meanwhile, students in ART 336 have been hard at work on three-dimensional sculptures that compliment a poster portraying hypothetical branding in situation. Students played with fantasy worlds, clay caricatures, and restaurant advertisements to effectively solve this design problem and create beautiful, detail-oriented sculptures for this elective course.



ISSAP Logo Designs

Freshmen Design Logo for International Project

Last month, Justin Walsh and the team of the International Space Station Archaeological Project narrowed GD 103 logos down to two finalists, freshman Sarit Ashkenasi and sophomore Mira Thekdi. Our students took the notes given to them by ISSAP and made their last design adjustments before sending them in for a final decision. Just this past week, the team came to the consensus of using Sarit's logo for all future branding. We are incredibly proud of both of these students for all of their hard work on these logos and can't wait to see Sarit's logo come to life as the face of the ISSAP!

First Choice

Sarit Ashkenasi



Second Choice

Mira Thekdi



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.

CONFLUENCE GROUP

BOMANI INC

DO LAB INC

AVONNI

PENCIL BOX STUDIO

KORE LIMITED

LIONSGATE ENTERTAINMENT

KEEP A BREAST

USCAPE APPAREL

PROJECT ROOM

ANTHROPOLOGIE

ORANGE LABEL

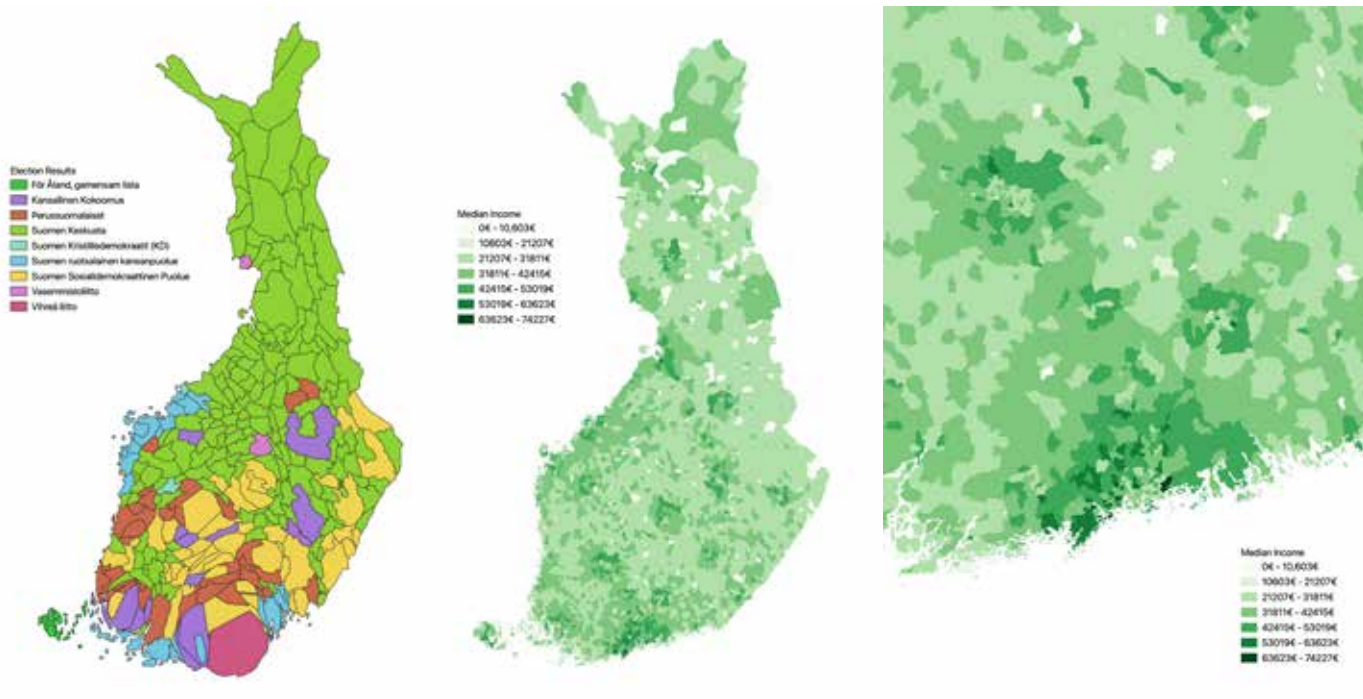
NEWPORT BEACH FILM FESTIVAL



Derek Shafer, Class of 2020

Student Invited to Attend National Design Conference in Finland

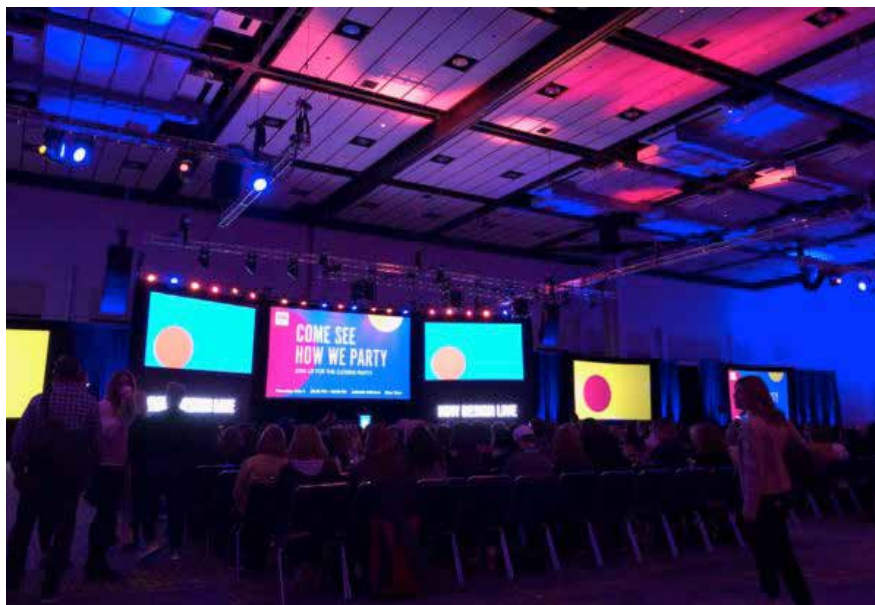
Derek Shafer, a junior in the Graphic Design program, just arrived in Finland to gain experience in the branch of informational design. He just arrived this week and has already explored the Design Museum and attended a workshop called "Creative Mapmaking & Experimental Cartography with QGIS," where he learned how to develop geographic visualizations using QGIS, an open source geographic information systems software. Derek is thrilled about this opportunity, saying that visualizing data is a "great thing to add to (his) workflow and improve the capabilities of this software." He is excited to explore the software even more this summer!



Caitlyn Mumaw, Class of 2020

Student Represents Chapman at Professional Design Conference in Chicago

Caitlyn Mumaw, a junior in the Graphic Design program, had the opportunity to represent Chapman as a Student Ambassador for the HOW Design Live conference in Chicago. This was her first year as an ambassador but her 5th year attending the conference. She attended sessions lead by professionals such as the executive creative director at Taco Bell, a partner at Pentagram, and even the famous designer Chip Kidd. Learning from the best, she took away tips on how to market yourself to new clients, how to incorporate the development of AI into design thinking, and even how to "exist loudly" as a designer. Caitlyn is incredibly excited about where the design field is heading towards, and is eager to see where the connections she made during her time there can take her.



Graphic Design Alumni

Alumni Updates

KEANU DAVIS, BFA in GD '17
Graphic Design Intern at the LA Clippers

GRIFAN FAIR, BFA in GD '17
Portfolio Manager at Toyota

GRETCHEN GRAGE, BFA in GD '17
Parks and Resorts Designer at Paramount Pictures

TAYLOR COLE-WHITE, BFA in GD '16
Photo Imaging Lead at Disney

MEGAN HOLLOWAY, BFA in GD '16
Graphic Designer at UV Skinz, Inc.

PATRICK SCHLESSELMAN, BFA in GD '16
Graphic Designer at Hawke Media

BRENNA BUTLER, BFA in GD '15
Graphic Designer at Pravana

ALEXIS MORGAN, BFA in GD '15
Creative Director at Elite Global Solutions

CHARLOTTE SPERLING, BFA in GD '15
Product Designer at Yahoo!

GRACE LAVERLY, BFA in GD '14
Marketing Content Director at Thoughtfully

DEENA EDWARDS, BFA in GD '14
Digital Designer at WeWork

CANDACE LARSON, BFA in GD '14
Digital and Social Media Graphic Designer at Carbon2Cobalt

ASHLEY HAWTHORNE, BFA in GD '13
Senior Digital Designer at Sourceability LLC

JOSH SOROSKY, BFA in GD '13
Mobile Product Designer at Udemy

LIZANN MULE, BFA in GD '13
Graphic Artist at Forever 21

MARIAN HUANG, BFA in GD '12
Graphic Designer at The Honest Company

ASHLEY OSTER, BFA in GD '12
Production Designer at Urban Decay Cosmetics

GARRETT BURK, BFA in GD '12
Creative Lead at Betts Recruiting



TOYOTA

carbon²cobalt

UD
URBAN DECAY

elite
Global Solutions



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

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Graphic Design Program, Department of Art
Chapman University
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For further details and more events, check our website
chapman.edu/wilkinson/art/graphic-design/

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