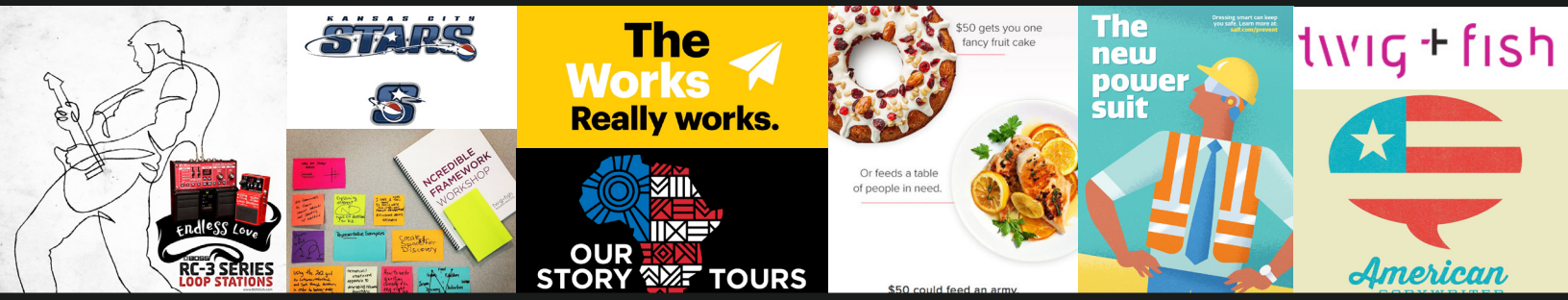


the *maggo parwell* '15  
**DESIGN SYMPOSIUM** | **BRAND NEW**  
 2019 | **Designing a Brand in the Social Era**



What does it mean to design a brand? Historically, it meant designing a logo, working papers, maybe a brand standard guide. But today is very different. Brands are consumed at light speed. Marketing spreads across more digital platforms than in any time in history. If the brand isn't "socially relevant," it's

not relevant at all. How do designers approach branding in a modern culture? At the 2019 Chapman Design Symposium, you'll hear from four industry creatives who are doing just that, each taking a part of the design process and breaking down what it means to design a brand today.

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

TUESDAY  
**MARCH 26** | 7:00 PM  
 BECKMAN HALL 404

## 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.

