

Students speed into design with Mercedes Benz MB Classic Center poster contest builds skills, great work, and a new love of cars

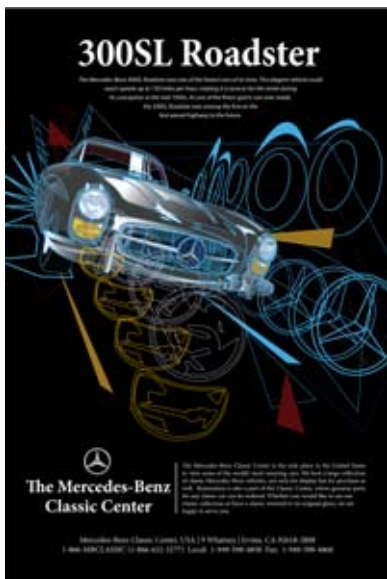
Story and photography by Alison Conners, class of 2010; artwork as credited

As a way to learn how to work with Illustrator and how to turn a photo into a vector image, Eric's section of Intro to Graphic Design took a field trip to the Mercedes Benz Classic Center in Irvine as research for a poster project. The poster had to be inspired by a specific art movement and include a rendering of the car, a blurb about the car, and a blurb about the museum.

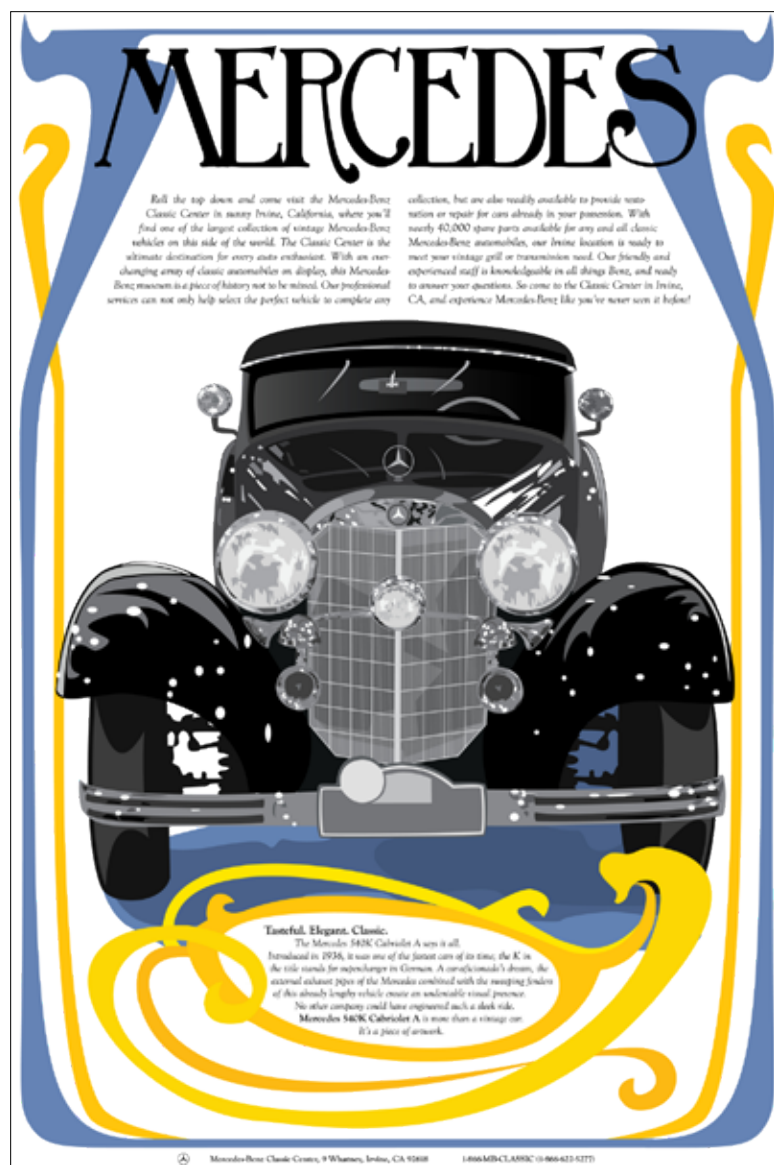
On the tour of the center, the class looked at the cars, the showroom, and the shop in the back where cars are restored, repaired and refurbished. Pictures and notes about the cars were jotted down in preparation for the poster project and contest, and yes, it was a contest. The Classic Center judged at the end of the project which posters were their favorites and awarded one first place and two second place awards.

Announced over winter break, Madeleine Pisaneschi, class of 2010 won first place for her Art Nouveau-inspired poster of the 1936 Mercedes 540K Cabriolet A. "I really appreciated the chance to learn about Mercedes Benz in an hands-on field trip. Getting to see all of those classic, gorgeous

cars up-close was pretty inspiring: I hadn't thought of cars as works of art before that. I wanted to balance the stereotypically masculine car illustration with influences from the more organic, feminine Art Nouveau movement. Bringing in only minimal color, I tried to keep the Mercedes 540K Cabriolet A as the focus of the poster." The Classic Center awarded Madeleine her very own Mercedes Benz Cabriolet A. Just kidding, but I'm sure she wouldn't have minded. She actually received a commemorative Mercedes Benz annual of the history of the company complete with plenty of car photos and illustrations. "I felt very honored that my poster was recognized by the Mercedes Benz Classic Center. The awards



Left: art by Brooke Brisbois. Below Right: art by Jen Peteres. Right: art by Maddie Pisaneschi. Below Left: Brooke Brisbois, Maddie Pisaneschi, Jen Peters.



were given out during Winter Break, so it ended up being like a mini-Christmas present." The two second place prizes went to Brooke Brisbois, class of 2009, and Jen Peters, class of 2010. Brooke's futurist poster for the 300 SL Roadster brought together the speed and reputation of the car with an art movement that celebrated the very same speed and movement. Jen's car, the 300 Cabriolet D

was represented through minimalism, which put all the attention on the car and its elegance. "This was a really rewarding project because we got to see the cars first hand, pick on, research it, and then seeing the final piece was exciting." Not only did Brooke and Jen win model cars, but along with the rest of the class, they have great pieces for Junior Show, which is right around the corner.

Faculty member and alumni win at 23rd Annual Admissions Advertising Awards

Story by Jessica Becker, class of 2011; Photography provided by Professor Eric Chimenti

Congratulations are due to Chapman's winners in the recent Admissions Marketing Report competition. This prestigious annual national competition honors exceptional quality, creativity and communication effectiveness in the field of admissions marketing and advertising.

The Admissions Marketing Report has held the Annual Admissions Advertising Awards for the last 23 years. This year, there were two thousand entries from over one thousand colleges, universities and secondary schools from across the nation and several foreign countries. As stated

on the website, "the judges for this competition were comprised of a national panel of admissions' marketers, advertising creative directors, marketing and advertising professionals and the editorial board of Admissions Marketing Report." Award winners associated

with Chapman:

Total public relations program: Gold Award for the College of Performing Arts collateral package, designed by Eric Chimenti (EMC Illustration & Design), assistant professor of art and graphic design program head.

(continued on page 6)



Majors leave Italy with unique artistic experience

Design students enjoy inspirational, classical environment while studying overseas

Story by Madeleine Pisaneschi, class of 2010; Photography provided by Sarah Buczek, class of 2009



Clockwise from top left: a piece on display at the Purgina Chocolate Factory in Perugia; Sarah Buczek ('09) holding freshly picked grapes during the September wine harvest in Umbria; frescos in the Italian opera house where Chapman students had the opportunity to see the opera *Il Barbiere di Seville*; the entrance to Italy's National History Museum

As one of the culture, cuisine, and art capitals of the world, it's no surprise that Italy attracts an endless array of foreigners every year. Tourists arrive hungry to try the Italian lifestyle and take in the endless sights.

Among those venturing to Florence, Rome, and Perugia are Chapman University's own undergrads. Whether to examine Michelangelo's sculptures, learn to capture the città through a camera, or take an edible tour of Tuscany, design students have been exploring the Mediterranean since Chapman first established its study abroad program.

Having returned in January from a fall semester in Perugia, graphic designer Sarah Buczek ('09) was glad

that she chose to make the trip overseas. "I went to Italy with my family in high school for a vacation and loved the culture, food and scenery. I [had] always wanted to study abroad and experience a culture while not just being a tourist. I felt Italy would be interesting because of the vast collection of art there."

Once across the Atlantic, Buczek missed the familiar. "I was very used to Chapman's campus, the teachers, and the places in Orange County," she said, "I had to create a new life, make new friends, and find new passions from scratch, [but] it was a great self-discovery adventure to adjust to the change, and I feel I am stronger for being able to do so."

For design majors Sara

Hahn, Kimmy Kirkwood, and Madeleine Pisaneschi, Florence was the ideal destination.

"I chose Florence because I wanted to go somewhere I could be surrounded by art and creative people," explained Hahn. "I figured that the birthplace of the Renaissance would be my best bet. As a designer, [it's] such a valuable experience to draw inspiration from."

Kirkwood concurred, saying, "I wanted to pick a place where I could take design classes that would give me a different perspective on things, so it would make my work more diverse."

Look for more on the Fall 2008 Italy students in future issues of *CommPost*.

Chapman community designs books for AIGA

Membership books to be used for design association's recruitment across the nation

Story by Kristen Entringer, class of 2001; Photography provided by Alison Conners, class of 2010

Chapman University's graphic design department recently joined forces with AIGA to create new membership books for the national design association.

AIGA, the professional association for design founded in 1914, allows design professionals to exchange ideas, participate in critical analysis and research, and advance education in the field. It represents 22,000 designers through national activities and local programs developed by 59 chapters and 240 student groups.

In the summer of 2007, graphic design professor and chair Eric Chimenti attended an AIGA national leadership conference in Miami, Florida where he attended break-out sessions with fellow board members and educators to discuss strengths and weaknesses of each branch. One problem continued to surface in these sessions.

"We were arguing that one of the hardest things with students is to explain why it is worthwhile for students to spend money, of which they have very little, to be a member of this group that seems so big and foreign," Chimenti said. "[At the convention], I said that it seems to be a huge problem, and the information exists

but it is in several different places where it is not easy to find. I volunteered to come up with something for educators and AIGA National to recruit student members."

When Chimenti returned in the fall of 2007, he asked Alison Conners, class of 2010, to design two small booklets, one for students and one for educators, that help explain the many benefits of student membership including price discounts for AIGA events, design information, and opportunities to network with other members.

The work began in August, and by October, Chimenti sent the booklets to his AIGA chapter education chair colleagues from the Miami convention as well as AIGA Member Experience Manager, David Hall. As the Member Experience Manager, Hall is always investigating ways to increase member benefits and enhance the member experience, and he knew he had found just the right thing.

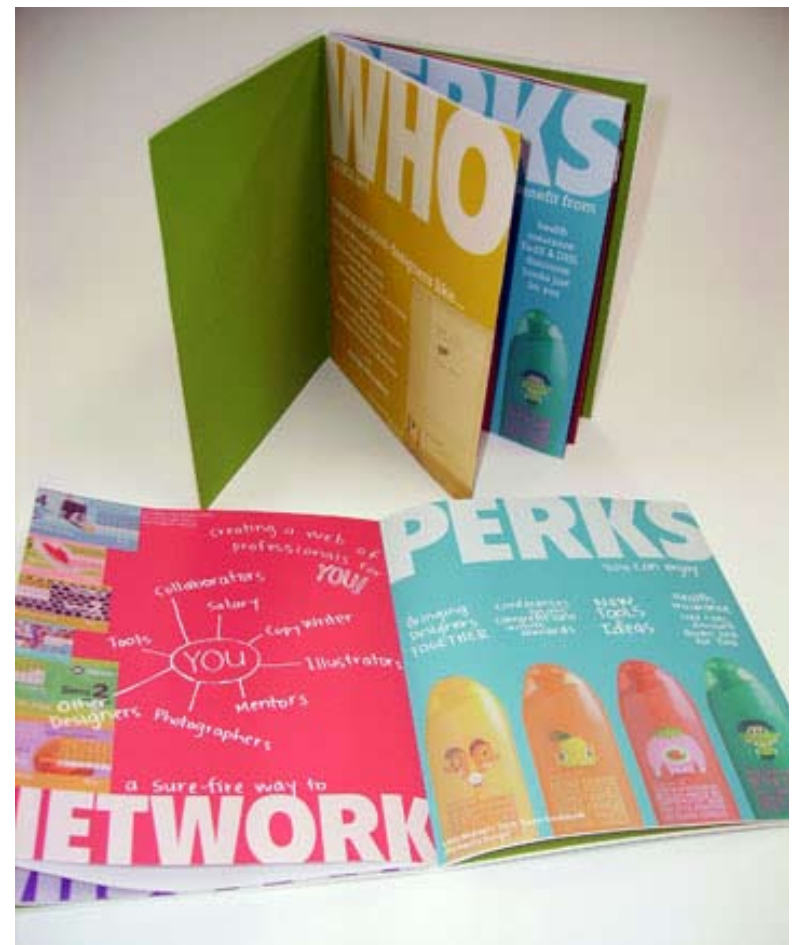
"I responded to [Chimenti] by saying that with a few minor changes, the booklet would be great to have posted on the AIGA website," Hall said. "In

the four years I've been on AIGA's staff I haven't seen a piece like these, so I can't wait to put them to use."

Hall's news came as a surprise to Chimenti and Conners, who had originally only intended to fill a need as expressed by teachers and design professionals. After the two adjusted the booklets to the organization's corporate standards, Hall was very pleased.

"I think the books clearly show the AIGA benefits that students and educators will be interested in. I think they'll be very effective," said Hall. "AIGA has so many benefits that cater to the wide spectrum of designers that make up its membership. The books narrow them down for [students and educators] and do so in a fun, colorful way that I think will really appeal to them. Not only do the books help members and potential members learn about the benefits that will interest them most, but they also demonstrate how members can get involved and help the profession in fun, creative ways."

Due to the success of the two booklets designed last fall, Hall has already approached Chimenti and



Chapman's graphic design students about revising the AIGA student group resource book. This resource currently contains information for both local chapter leaders and student groups on how to start and run AIGA student groups.

"I thought the information written for chapters really doesn't apply to students in a student group, so we should make a book just for students. I look forward to see what

[Chapman's program] comes up with," said Hall.

Chapman, as a small graphic design program within AIGA, is honored to have the hard work of Chimenti and Chapman design students published on AIGA's website in the near future.

For online viewing of the brochures, visit <http://www.aiga.org/content.cfm/membership-student> and click on the "Mission" thumbnail.

Faculty design wetland park elements

Two professors create signage, architecture for California project

Story and Photography provided by Professor Claudine Jaenichen



The term “wetlands” means those areas that are inundated or saturated by surface water or ground water at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, marshes, bogs, and similar areas.

Recent policies and laws adopted by the governor and the legislature underscore the importance of protecting and restoring California’s wetlands. During the past fifteen years, actions taken by the state and federal governments demonstrate an increased awareness of both the broad public benefit of wetlands

and the need to protect and enhance wetland habitats.

Working in close collaboration with Inland Empire Utilities Agency, the team of Richard Turner and Claudine Jaenichen designed art and architectural elements and signage for the Chino Creek Wetlands Park. The Chino Creek Master Plan and Surface Wetlands Project focuses on water quality, flood control, environmental restoration, urban development, recreation, and water conservation. Additionally, the project will address ways to decrease sources of pollution in the watershed.

The comprehensive signage program comprises 75 individual signs printed on aluminum plates. Content includes a time line of water use in the area dating

from prehistoric times to the present, water conservation information, habitat identification (local plants and animals), explanations of the workings of each of the different demonstration wetlands in the park, and directional signage.

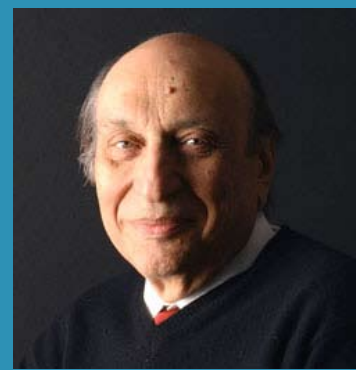
The art and architecture program for the park is an expression of the client’s desire to employ recycled materials in an imaginative fashion. Park visitors first encounter a larger-than-life human figure made from pipe sections similar to those used in the adjacent water treatment facility. The main information kiosk, which houses the water-use time line is a 20’ by 40’ stainless steel structure made from a section of a water purification tank shaped like the hull of a

boat. The second piece of recycled equipment, which resembles a water tower, is used as an elevated observation platform from which visitors can see the entire park. Along the path parkways, visitors walk through 20’ diameter sections of concrete pipe containing signage about the local habitat. A “pipe garden” featuring signage supports made from recycled valves, elbows, and straight sections of a pipe is a focal point for water conservation information. Visitors exit the park through a nearby gate also made from recycled pipe.

Above: Signage, architecture, and structures designed by Richard Turner and Claudine Jaenichen help visitors navigate the Park.

Historic Graphic Designer Profile:

Milton Glaser
(1929 - Present)



What you know him from:
“I Love New York” logo, Bob Dylan poster, bullet logo used by DC Comics from 1977 to 2005

Where he went to school:
High School of Music and Art, Cooper Union Art School in New York, Academy of Fine Arts in Bologna, Italy

What he did in his career:
Co-founded Pushpin Studios in 1954 with Seymour Chwast, New York Magazine with Clay Felker in 1968, and Milton Glaser Inc. in 1974; co-founded WBMG with Walter Bernard in 1983

Why he’s important:
When most design was clean and modern, Pushpin studios was revolutionary in creating and producing eclectic and eccentric designs and illustrations. Milton Glaser is the designer and illustrator of more than 300 posters in all areas of entertainment and industry. He’s one on a small list of designers whose work is featured in permanent museum and gallery collections. He currently teaches at the School of Visual Arts in New York.



What he tells us:
“Let the designer be bold in all sure things, and fearful in dangerous things; let him avoid all faulty treatments and practices. He ought to be gracious to the client, considerate to his associates, cautious in his prognostications. Let him be modest, dignified, gentle, pitiful, and merciful; not covetous nor an extortionist of money; but rather let his reward be according to his work, to the means of the client, to the quality of the issue, and to his own dignity.”
(Glaser’s AIGA Design Legends Speech October 2004)

Exposing the autumn junior show: GD and Studio

Graphic Design ladies place a whirl of colorful designs out on display with Studio Art

Story by Madeleine Pisaneschi, class of 2010; Photography by Kristin Hinkley, class of 2011, and Professor Eric Chimenti, Faculty Advisor Graphic Design Club.



It was a brisk evening, the last Tuesday in November, but that wasn't about to stop anyone from braving the weather for the sake of great artwork.

The Guggenheim Gallery's doors were opened yet again and it was time for the simultaneously exciting and exhausting process of presenting a new Junior Graphic Design Show.

With style and sophistication, the five leading ladies of the junior design show, "Exposed," brought their talents to the forefront. Gennifer Lewis '08 of San Diego, Veronika Pavlov '08 of Prague and Torrance, Jennifer Puckett '08 of Moraga, Brittany Rosenblatt '08 of Newport Beach, and Kristina Swenson '08 of Coto de Caza produced an array of remarkably innovative and striking pieces for their winter exhibition.

The reception on opening night filled all of the modern space with family and friends, several of whom had traveled to Orange from out of state to witness fresh graphic design from fresh artists.

The night was shared with magnificent studio

art displays and installations as well from Kristi Collacott '08 and Arias Collins '08 in the upstairs project room.

This all-female, seven-person troupe of creatives had started slaving away and perfecting earlier pieces months beforehand, and each young lady had stayed focused on making "Exposed" a success all the

way through Chapman's recent Thanksgiving break.

Displayed in the Guggenheim Gallery were row upon row of their imaginative designs, ranging from updated Intro to Graphic Design projects to creations from Advanced Typography scrutinized up until the very last moment.

Featuring a sleek gold dragon-like creature,

Swenson's series of self-named wine labels would have looked at home in an upscale restaurant. Across the gallery, one of Pavlov's colorful posters advertised the Pixar film "Monster's Inc."—her sophisticated re-imagining appeared as if it belonged in a movie theatre instead of a student show.

From wall to wall, the

four graphic designers had hung stunningly professional artwork, and though the "Exposed" Junior Graphic Design Show was a clear success, by the end of the day each student was relieved to be finished.

Double coverage of double shows from Spring 2008 Junior Graphic Design BFA Shows in the next issue.



Top Left: Jennifer Puckett, Brittany Rosenblatt, Christina Swenson, Veronica Pavlov, Kristi Collacott, Arias Collins, Gennifer Lewis. Lower Top Left: Christina Swenson, Professor Chimenti and his son Daniel enjoy the show. Far Left: Brittany Rosenblatt and Gennifer Lewis pose after a long weekend of setting up the show.

NoGo Logo and HOW Self-Promotion awards show Guggenheim Gallery contrasts the creative side of rejected design losers with winners

Story by Madeleine Pisaneschi, class of 2010; Photography by Kristin Hinkley, class of 2011.

Long live the loser!" the poster sarcastically commanded. Was Chapman's Graphic Design Program suddenly lowering its standards? What was going on in these hallowed halls of academic integrity?

Presented with help from AIGA Orange County, the Guggenheim Gallery opened its doors to a plethora of design rejects: logo rejects, that is.

Students, alumni, and professionals in the local graphic design community dusted off their favorite un-used logos, those pieces of inspired art that the client foolishly shot down.

"Time to dust it off, bust it out, and let it shine," the entry form implored. The humorous tone may have been prevalent, yet the submitted products were seriously innovative.

Including an awards ceremony that gave tribute to the trashed, the evening included enough beautiful advertising material to make any artist proud. This was especially true for those such as alumni Emy Zettner, who received a bronze for her innovative logo design.



Ranging from the tongue-in-cheek clever to the intricate and ornamental, each piece (and creator) was able to finally attain the respect that was so thoroughly deserved.

Yet these were not the only works in the Guggenheim Gallery. Elegantly displayed below abandoned corporate logos

were the winners of How Magazine's 20th Annual Self-Promo Show.

The exhibit included the best artwork from graphic designers throughout the country who had submitted their creations to the highly respected How Magazine for judging.

Having traveled a long way to be viewed at Chapman, the designs were eye-

catching and an inspirational example for students in the crowd.

A stylized poster for the band The Long Winters lay next to business cards printed on colorful fabric. On the other side of the gallery slinky sketches of models on recycled paper laughed "Cut me. Score me."

Vibrant scatterings of

miniature buttons brought whimsical design down to the micro level.

The content may have varied significantly, from posters to apparel to even the odd facemask, but each design in the Guggenheim Gallery was definitely worth multiple viewings.

HOW Self-Promo show is now an annual event.



What is the Graphic Design program at Chapman?

A fresh perspective on the various definitions and explanations of the design field

Story by Kristen Entringer, class of 2011. Photography courtesy of Chapman University.



Each incoming freshman and transfer student is faced with the decision of choosing a major and often, each has a different perception of what graphic design is at both Chapman University and in the career field.

Because graphic design is a creative process that combines art and technology to communicate ideas, it is a realm of interpretation, artistic vision, and subjective work, making it difficult to learn from a book or even a professor. It takes creativity and lots of practice.

The graphic designer is a professional who works with a variety of communication tools in order to convey a message from a client to a particular audience in several areas such as administrative information design, illustration, product design, advertising, multimedia design, packaging, entertainment, print, and web design, among others.

The Chapman graphic design curriculum prepares

students for all of these areas by stressing conceptual design methods, appropriate aesthetics, and an understanding of the history of these techniques and concepts.

The rigorous curriculum emphasizes different areas of design such as traditional drawing and illustration techniques, 3D design, and modern computer graphics with the use of industry-standard software.

Pentagram, one of the world's leading design firms, advocates the contemporary idea that graphic design is not only an art but a means by which communication problems can be solved.

A client, such as a company that sells a product or service, utilizes the expertise of a graphic designer to achieve an understanding and reputation among its target audience.

Designers help define the client's corporate image in the consumer's mind and communicate the company's methodology

by developing images to represent the client's ideas and desired emotions.

The first step to effective visual communication is a thorough understanding of the message to be conveyed. As Chapman teaches, the designer must be able to not only conceive of designs and have the skills to create them, but he or she must also have the ability to successfully communicate and articulate their work on paper and in person. In order to do this, Chapman helps its students develop written and verbal communication skills.

These skills also help designers in their role of the link between the client and the target audience. On the one hand, a client is often too connected to the message to envision ways in which it can be presented, but on the other hand, the audience is often too diverse to have any true impact on the message.

At this juncture, the graphic designer steps in to often collaborate with market researchers and other

specialists and understand the nature of the audience. Then, the designer explores the creative solutions to the communication problem using words (typography) and images (photography, illustration, and fine art). Once a design concept is chosen, the designer works with other artists such as illustrators, photographers, typesetters, and printers to create the final product.

In order to provide each design student with feedback and direction, each Chapman graphic design major's progress is individually reviewed several times within the course of a four-year BFA degree.

At the end of the sophomore year, during the second semester of junior year during a group show in the school's Guggenheim Gallery, and during senior year as the students complete a semester-long internship and participate in a required portfolio review.

This senior portfolio review is jointly sponsored

by the Orange County Chapter of the AIGA (American Institute of Graphic Arts) and Chapman's graphic design program to offer the widest range of views and advice possible.

Due to the artistic, subjective nature of graphic design, Chapman's art faculty feels it is imperative to receive constructive criticism often.

So what is graphic design? Graphic design is an artistic yet scientific discipline. It is a part of every individual and everything ever built by mankind.

Graphic designers give a face to commercial and cultural enterprises as well as create and produce meaningful visual form in all media for all purposes.

Graphic designers have a unique ability to convey a message using a manipulation of typography, images, symbols, and structures. Chapman University's design program prepares students to become the next generation of artists, problem-solvers, inventors, and most of all, communicators.

Where do GD students want to go? And what will we do when we get there?

In a survey conducted of the Graphic Design majors, we asked them what fields they were interested in after graduation. Thirty-five students responded and they were allowed to select multiple areas. The choices were Advertising Design, Web Design, Packaging Design, Apparel Design, Publication Design, Corporate Branding, Book Design, Entertainment Design, Art/Creative Directing, or Other. Looks like the tie is showing many students would be interested in apparel design, art directing, and advertising design.



Top: sourced from <http://lineartpaintmarker.wordpress.com/>;
Above left and right: sourced from designarchives.aiga.org

Apparel Design & Art Directing 48.6% (17 votes)

Advertising Design 45.7% (16 votes)
Entertainment Design 40% (14 votes)
Book Design 34.3% (12 votes)

Publication Design 31.4% (11 votes)
Packaging Design 28.6% (10 votes)
Corporate Branding 17.1% (6 votes)
Web Design 11.4% (4 votes)
Other Surf/Skate 2.9% (1 vote)

Chapman wins awards for design

continued from page 1



Imprinted material: Merit Award for "Chapman Water packaging," designed by Ryan Tolentino (Class of '02, BFA in graphic design) senior graphic designer, for the admission office. Ryan currently works for Chapman University in the Publications Department.

New Media: Merit Award for the International Viewbook, designed by Selita Limatico (Class of '03, BFA in graphic design), graphic designer, and the publications and creative services staff, designed for the admission office. Selita currently works for St. John Knits.

Award certificates will be distributed to both the winning schools and agencies. Framed plaques will be sent to gold and silver winners, one plaque per winning school or agency.

Returning to Chapman as the new web professor

Conducted by Alison Conners, class of 2010; Photography provided by Selita Limitiaco

In an email-conducted interview with part-time professor Selita Limitiaco, who taught Web Design last fall, I found that it would be impossible to convey who Selita is by not giving you her word-for-word answers. So instead of synthesizing all the information into a coherent mini-bio, I'm going to give it to you interview style.

Commpost: When did you decide you wanted to be a graphic designer?

Selita: As a child I always enjoyed art and technology. I doodled all the time and enjoyed playing computer and video games. In grade school I made some business cards for my grandmother's

beauty salon using Corel Draw and Adobe Photoshop. It was fun, but I had no idea you could do stuff like that for a living. Later in college I decided to take an art class (Intro to Design). My instructor really liked some of my work and suggested that I look into the graphic design program. I did and liked what I heard, so I changed majors and was on my way.

C: What's your favorite area of graphic design and how and why did that become your favorite?

S: I've worked in many areas of print from identity branding to packaging, but now I find that my interest in web has been rekindled.

There are many great things about print work, but I enjoy the almost instant results you get when working on a web site. It goes from your computer screen to "the web", where people all over the world can instantly see it. Plus, you can incorporate motion and sound into your work, adding to the viewer's experience.

C: Can you elaborate on expanding the viewer's experience with sound and motion? How do you like to go about that?

S: Well, as with any medium, there are elements that you can go overboard with. Sound and motion are amongst these in the web world. Too much flashiness can turn a potentially good site into a barrage of sensory overload when the main purpose is always to inform the viewer in a purposeful manner. Depending on the site, motion can be used to draw in the viewer by initially piquing their interest, or it can serve to create smooth transitions between different sections of the site. Sound can be used in similar ways, but also serves as a subconscious stimulus that has an effect much like a soundtrack to a movie does. Music helps the viewer to emote and perhaps

relate to the information or service that the site is selling. I don't really have any "favorite ways" of using sound and motion, but I do know that I still have a lot to learn. That's one of the cool things about the design world—it never gets old, and there is always something new and interesting to learn.

C: What have you been doing professionally since graduation?

S: I've done a bunch of freelance work, along with working in a global branding and packaging firm. Last year I had my first crack at teaching, and I really enjoyed it. It helped that I had a great class; I look forward to teaching again. I currently work in the in-house design department for St. John Knits. I still freelance when not preparing for my wedding, and I hope to continue studying web media.

C: What was your experience teaching like? Was it your first time? Would you teach again?

S: My first teaching experience was incredibly nerve-racking, but I eventually got used to it and really enjoyed the ideas that were created during

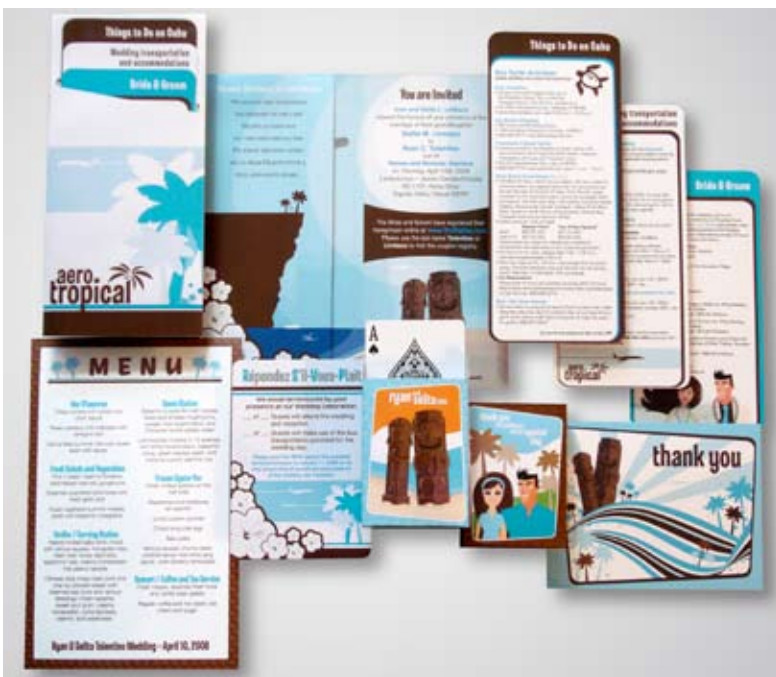


my class. I learned a lot about the process and plan on implementing some new things the next time I teach. I've always wanted to teach, and find it incredibly fulfilling, so I know that more teaching is in my future.

C: Are there any really fun facts about yourself that relate to graphic design, Chapman or teaching?

S: Well, I'm a bit small in stature, so I'm commonly mistaken for a student when on campus. It took many people by surprise when I mentioned that I was a teacher.

Watch for interviews on the part time faculty from Spring 2008: Erin Fry for Color Design and Melissa Fischer for Web Design II.



Feel the power of typography Professor share her history & experience with type

Story by Nicole Santo, class of 2011; Photography provided by Gail Griswold



Love for drawing as a child evolved into a passion for typography for Gail Griswold.

"I am very interested in typography because to me, the printed world is so beautiful and powerful," she said. "As graphic designers, our role is to effectively communicate through paper or web using text and visuals. Since typography is the art of

converting language into the printed word, it is absolutely the cornerstone of good design."

Gail entered art school thinking that she would pursue illustration as a career, but discovered corporate identity and fell in love with it. She graduated from the Colorado Institute of Art in 1976 with a diploma in Communications Design.

She now has her own small design studio where she specializes in corporate identity and communications. She has designed for over one hundred local and national clients and currently has clients in the areas of healthcare. She also designs for software and aerospace companies, financial institutions, and casinos, as well as cities, counties,

colleges, museums and symphonies.

After being a guest lecturer at Chapman University for Claudine Jaenichen's typography class, Gail was offered the adjunct position. She currently teaches Introduction to Typography.

"I know this business is highly competitive so I am concerned with giving my students the edge; one very effective way of distinguishing themselves from other designers is to practice good typography," she said.

After 30 years of designing, Gail enjoys being able to pass on her tips to students who share a passion for design. She is hoping to instill a passion for typography in students also, as an integral and vital part of design.

Quick 5 for Carole

Conducted by Maddie Pisaneschi, class of 2010; Photography by Alison Conners, class of 2010

As the new secretary for the Art Department, we feel that Carole McCartney should be introduced.

Where did you go to school? What did you major in? Right out of high school I attended FIDM (The Fashion Institute of Design and Merchandising) and studied Interior Design. After that I decided to get a teaching credential for elementary school teaching from Cal State Long Beach. I have not finished this degree, leaving shortly after having to student teach in an actual 2nd grade classroom—it takes more patience than I can ever hope to have. Elementary school teachers have their work cut out for them.

What led you to working in the Chapman art department? I heard of the job opening and I could think of nothing



more fun than working in the Art Department located on the Chapman University Campus.

What is your favorite part of working here? I love the location and the campus and the students! You guys are so much fun!

Do you create works of art in your spare time? Yes, all of the time that I am not here I am making things – clothes, music, and Gumby sculptures. I also crochet and knit.

What would be your ultimate dream job? I would love to read books for a living – is that a job?

Some news and notes from Fall 2007 and Spring 2008



The 2nd Annual Dwiggin's Award was awarded to 8 students at the All Department Art Show Awarded in May for outstanding service to the Graphic Design Program. The winners were:

- Class of 2008:
Kristen Adams & Peter Fiek
- Class of 2009:
Laura Crosswaite & Ann Kong
- Class of 2010:
Brooke Brisbois & Alison Conners
- Class of 2011:
Kristen Entringer & Kristin Hinkley

This year's Purcell Award, the most prestigious award offered by the Art Department, went to Peter Fiek, for consistent excellence through four years in the

Graphic Design Program. Congrats Peter!

The Graphic Design Club gathered together for some holiday cheer and typographic knowledge in December. Current students, alumni, faculty, and friends viewed an informational and unexpectedly humorous film on the revolutionary font Helvetica while munching on holiday goodies.

Department chair Eric Chimenti's work was featured in a juried alumni show at Biola University from January 28-February 21. Seven pieces of his best graphic design and illustration was showcased in the exhibit Zeroing In On Design.

Student design from Art 430 was featured in the Henley Gallery on the second floor of Argyros Forum. Several types of work were featured including packaging and information design. Most work featured was made for other divisions in The College of Performing Arts. These works included promotional material for theatre and dance productions. The design students worked in teams with senior Marketing, Advertising and Food Science students on various real world projects.



The 5th Annual AIGA Portfolio Review and Job Fair took place Saturday, April 26 on the second floor of Argyros Forum alongside the 3rd Annual Design Contest. Several industry leaders including Disney Imagineering, Hurley, Oakley, Trader Joe's, GASP Company, Menagerie Creative, Capstone Studios, Cross Grain Creative,

We're Goin' Down Unda'



It's getting closer...Summer 2009 Travel Course "Book Design"

Figurehead Design, On The Edge Design, Red8Studios, Silver Lion Design, Balboa Water Group, Marty Smith, Siverado Senior Living, Brand Strata, John Kleinpeter of Cal State Long Beach, and Xtine of Cal State Fullerton arrived to view student and professional design. Chapman's Melissa Klotz was awarded for marketing and branding design and Peter Fiek for corporate brochures.



In the coming fall, three more graphic design majors will be travelling to Italy

for a semester-long study abroad program in Florence. Look for reviews of their semesters in future editions of Commpost.

International study opportunities are expanding every day for GD majors who can't or don't want to rearrange all their design classes to fit into study abroad options. AIGA has now partnered with our design counterparts in China. What does that mean for Chapman? It means possible GD specific study abroad opportunities to China. Also, the plans for a semester-long option with Parson's Paris and summer trip to Australia are still in the works for students who want international exposure.

Plug-In

Let us know what you are 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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For further details and more events, check our website
www.chapman.edu/art/programs/graphicDesign.asp

Credits:

Publisher:
Chapman University Art Department

Executive Editor:
Professor Eric Chimenti
Professor Claudine Jaenichen

Contributing Writers:
Alison Conners '10, Maddie Pisaneschi '10, Jessica Becker '11
Kristen Entringer '11, Kristin Hinkley '11, Nicole Santo '11
Professor Eric Chimenti, Professor Claudine Jaenichen

Art Director:
Professor Eric Chimenti

Commpost Graphic Designers:
Alison Conners '10
Maddie Pisaneschi '10
Kristen Entringer '11
Kristin Hinkley '11

Photography Provided by:
Sarah Buczek '09, Alison Conners '10
Kristen Hinkley '11, Professor Eric Chimenti
Professor Claudine Jaenichen, Selita Limitiaco
Gail Griswold, Chapman University

The College of Performing Arts Mission Statement:

We bring together Chapman University's Conservatory of Music and the School of the Arts, comprised of the Departments of Art, Dance, and Theatre. This partnership strengthens each discipline, while positioning the College of Performing Arts as the cultural and aesthetic center of the university.

commpost

is published bi annually by the Art Department
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