

1 commpost

The biannual Graphic Design program communication composition for students, alumni, friends, and supporters.

Art 393 London Course

Graphic Design students work on the Lunar Mission One Project

Chapman professors Eric Chimenti and Ron Leland, began the London Sustainable Design course, where students would spend two weeks at Chapman and three weeks in London working on a real-world project with a real-world client. They have had the opportunity to take students sixtimes now. In the summer of 2015 13 students traveled to london.

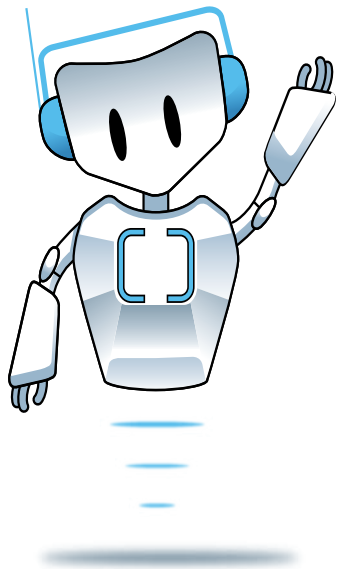
This year, the client was Lunar Mission One, a kick-started space company, now supported internationally, with plans to drill a core sample of the moon for research and place a time capsule of Earth's digital information in its place. Thus far they have rallied a team around the cause, and have plans to launch sometime around 2024. Students challenge was to help Lunar Mission One build a larger group of supporters from the United States by developing a communication tool to create emotional interest and encourage professionals, and the general public, to get involved.

At first, students were charged with naming this communication tool, branding it, and implementing it within a "launch kit." Creating logos and using them within branded materials were challenges they were very accustomed to, having completed countless classroom projects with these goals. But as they delved into these challenges, they began

to realize that, in order for Lunar Mission One's ultimate goal to be achieved, they needed to think bigger, adventuring outside the scope of their original charge. It was decided to create Lunar Mission Everyone, a program that gives young adults and children ages 4-24 the once-in-a-lifetime opportunity to contribute their stories to the digital archive on the moon.

They knew that to reach students, Lunar Mission Everyone will need to gain acceptance from their administrators, who will then develop a way to incorporate the project into their curriculum. As students from these initial pilot schools contribute their written stories, videos, and voice recordings using Lunar Mission Everyone's upload website, the project's recognition will grow. They strategized that the program would then grow from pilot schools to any schools wishing to contribute, and then anyone wishing to contribute.

See page 3 for the exhibition.



Meet the Summer 2015 London Lunar Mission One team. From left to right: Steven Karrnn, Joe Dolack, Sophie Lerner, Sarah Pratt, Codyanne Cornwell, Melanie Wells, Ron Leland, Sarah Herzog, Val Geiger, Katie Bailie, Lindsey Meyer, Dominique DiPilla, DeAdra Renee', Eric Chimenti.

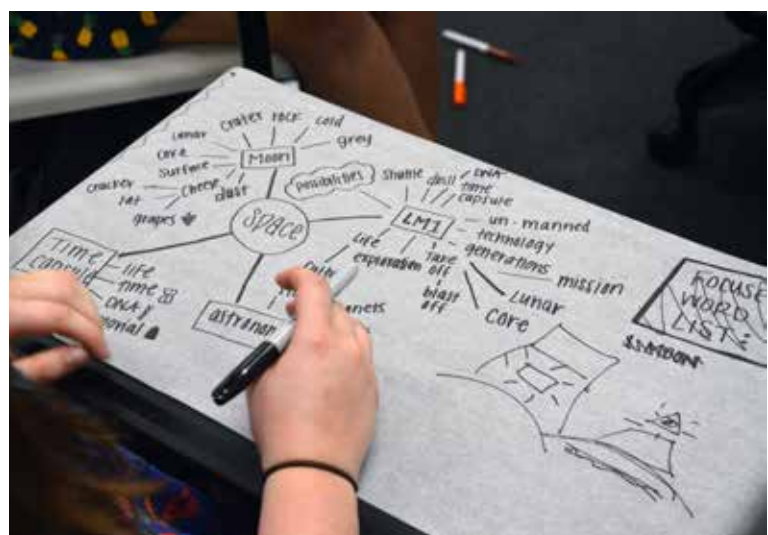
Not all work.

The weekend was free days to soak up as much London Culture as possible before going back to the project on Monday. It was a time to sightsee, explore, and experience London and the surrounding areas.



Food Along the Way

There was never a shortage of both traditional and new food to try along the way.



INSIDE

- Check out this years Commemorative Poster Design winner. *page 2*
- Glen Schofield from Sledghammer Games speaks as part of the Visual Thinker Series. *page 3*
- Students present their work at the Portfolio Proficiency Show. *page 4*
- Get updated on the latest news about our full-time professors *page 6*
- See what our Graphic Design alumni have been up to *page 8*

Commemorative Poster Design

Client: Chapman University Commemorative Poster & Holiday Cards

Every year, the Advanced Graphic Design class is assigned the task of designing a commemorative poster for Chapman University. The students work with Chapman University's President Doti to design a poster around a specific topic that differs every year.

This years topic:

Musco Center for the Arts

2015 WINNER



Stephanie Nyairo
B.F.A. in Graphic Design



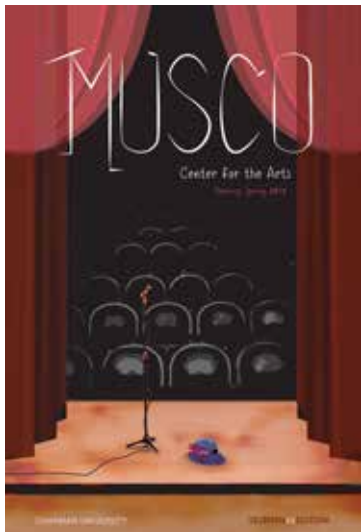
Jared Woods
B.F.A. in Graphic Design



Brendan Baz
B.F.A. in Graphic Design



Sarah Herzog '16
B.F.A. in Graphic Design



Elizabeth Plumb
B.F.A. in Graphic Design



Spencer Wierwille
B.F.A. in Graphic Design



Dominique DiPilla
B.F.A. in Graphic Design

2015 Holiday Cards

Design students were able to design Chapman University holiday cards, based off of the Class of 2014 commemorative poster finalists featured in the last issue of Commpost. Deans and various academic units sent the beautiful cards to donors, friends and faculty of Chapman.



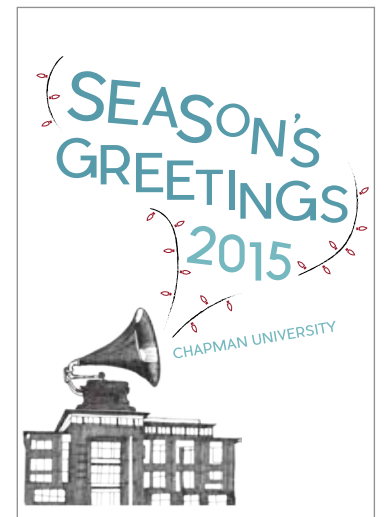
Tommy Danielsen
B.F.A. in Graphic Design



Lindsey Mayer
B.F.A. in Graphic Design



Sarah Pratt
B.F.A. in Graphic Design

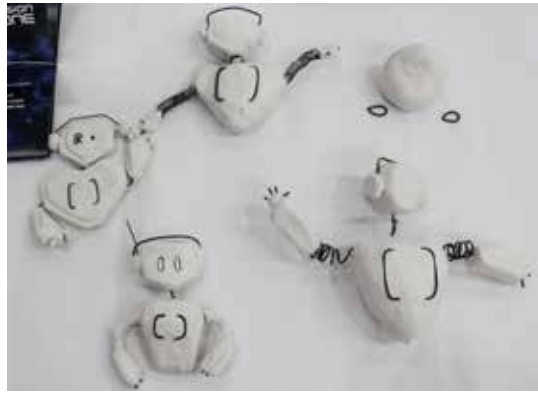


Lisa Royere
B.F.A. in Graphic Design

Over the Moon

Lunar Mission One Exhibit in the Guggenheim Gallery

Three months after returning from London, the final results from the Art-393 travel course were showcased in Guggenheim Gallery. Each of the solutions could be seen, as well as the initial sketches, hanging on walls and covering the tables. The team re-branded Lunar Mission One, and branded Lunar Mission Everyone to reflect one another and their goals, mission and vision. They also created Archie, the LM1 brand ambassador, a launch kit for pilot school administrators (which included e-mail blasts, direct mail pieces, and posters), concepts for both branded promotional items and Lunar Mission Everyone's website and content portal. The work done inspired the praise and support of many. David Iron, the creator of Lunar Mission One, after having seen the



“Chapman has created a wonderful branding for us that we look to use from next year”

- David Iron, creator of Lunar Mission One

lifelong friends and taught me some kick-ass skills along the way.”

work, stated “Chapman has created a wonderful branding for us that we look to use from next

year.” And Allan Fraser-Rush of Lunar Mission One’s Marketing Team, said “we love the new design.... Just about ready to run with, a great effort by all.” One of our team members, who wrote anonymously on our What Would You Contribute? interactive wall, said, “I want the world to know that the Chapman University Graphic Design program gave me some of my best

Since returning from the summer study-abroad project, the Chapman team has heard from Lunar Mission One that several elements of their graphic design package for their moon project will be rolled out on the organization’s website starting in 2016. “Potentially that’s very special,” said Eric Chimenti, associate professor. “They’re not actually going to go to the moon until 2024, so our artwork is going to stay with them for decades. That’s a huge feather in our cap to be able to have done this and provide this.”



Fall Visual Thinker Series

Featuring Glen Schofield, Sledgehammer Games



PRESENTS

Glen A. Schofield

CEO, Co-founder Sledgehammer Games

Glen A. Schofield is the co-founder, CEO and Game Director of Sledgehammer Games where he was the developer of Call of Duty: Modern Warfare 3 and Advanced Warfare. Glen has been creating games for 25 years and earned a BFA from Pratt Institute, and an MBA and Honorary Doctorate from Golden Gate University. Starting his career as a freelance illustrator in New York, he illustrated for clients including IBM, Exxon, Parker Brothers, Toyota, and Pepsi. He was Vice President and Executive Producer for Electronic Arts during which he made Return of the King, Knock out Kings, James Bond, and The Godfather. Glen is also the creator and visionary of Dead Space, the award winning Sci-Fi survival horror franchise.

Glen also worked at Absolute Entertainment, Capcom and Crystal Dynamics and has developed over 40 video games that have won hundreds of awards worldwide including back to back “Action Game of the Year” honors. His games have grossed over 4 billion dollars. Glen also draws and paints, recently exhibiting his work in a solo show in San Francisco. He has lectured all over the world, appeared on The Tonight Show Starring Jimmy Fallon and worked with many celebrities including Sean Connery, Kevin Spacey, Idris Elba, James Wan (Saw) and Mark Boal (academy award winning writer-Hurt Locker, Zero Dark Thirty). Glen lives in Northern California with his wife and three children.



TUES
NOV 3 | 7PM
AF 209B&C



VISUAL THINKER
LECTURE SERIES

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

CREATED BY THE
IDEATION LAB 2015

Portfolio Proficiency Show

Each year the students within the sophomore and junior graphic design class are required to compile a portfolio of their best work to be evaluated on their progress in the BFA program. From November 11th to the 20th the sophomore and juniors family, friends, and Chapman staff were welcome to come view the student's work in the Guggenheim Gallery. Participants presenting their work in the Fall 2015 sophomore or junior review were: Audrey Chang, Dominique Dipilla, Codyanne Cornwell, Amy Higgins, Page Kastner, Karissa Ogawa, Sarah Pratt, Catherine Foster.



Art 230 Halloween Fun

Professor Chimenti's section of Art 230 has some Halloween fun by dressing up for extra credit. You can see the excitement in their faces after custom designing a font that is a mix of Comic Sans and Papyrus just to show their teacher how much they learned.



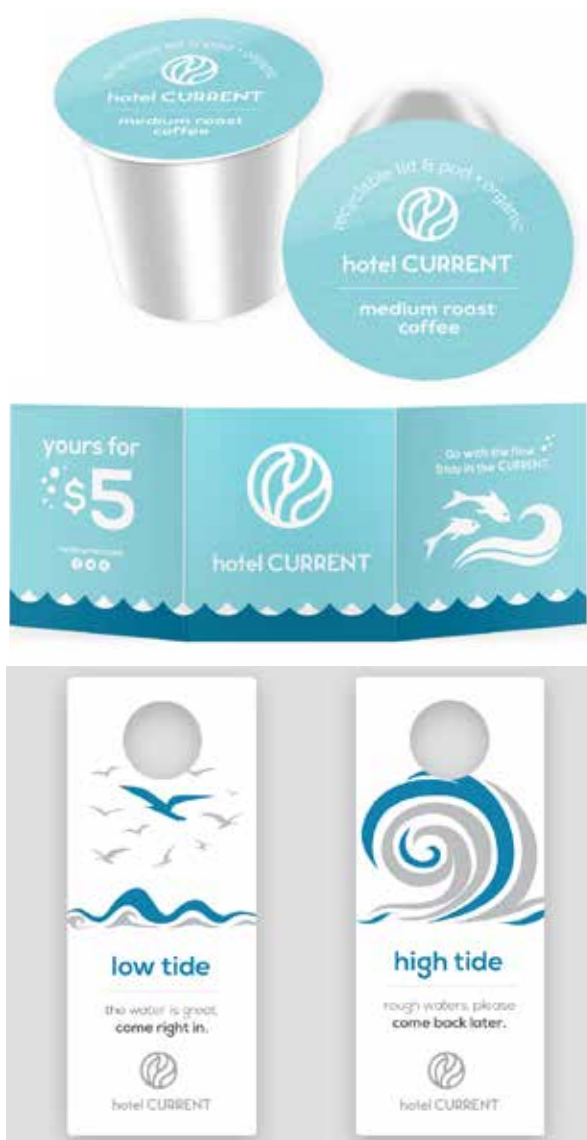
Chapman Shines at Orange County Design Awards Chapman Faculty, Students and Alumni Win at the AIGA OCDA

It was a fun evening of great community, food and libations, and all-things design. Thanks to all who celebrated with us and participated in the design competition. We would like to thank Joseph Banuelos, Orange County's first (and only) AIGA Design Fellow, and Dean Gerrie, Orange County's first President and man responsible for setting up the chapter, for joining us on this momentous occasion.

Our Chapman winners are: Justin Nassie - adjunct professor. Dominique DiPilla - graphic design student. Jovenville - Alumni Kirstin Hinkley.



Student Award for Advertising in a Print Publication; *No Pollution is Too Small* by Dominique DiPilla Chapman Student



Agency Award for Packaging; *Hotel Current Package Design* by Justin Nassie, Brandastic Inc. Chapman Faculty



Agency Award for Direct Mail; *July Fore* by Jovenville By Kirstin Hinkley. Chapman Alumni

Freshmen/Transfer Class Pizza and Welcome Reception

On Tuesday August 25th incoming Art Department students gathered in Chapman's Guggenheim Gallery for the Fall 2015 Freshman and Transfer Welcome Reception. These incoming students got the opportunity to meet each other as well as the Art Department faculty, while enjoying fresh made pizza cooked right in one of the departments very own kiln ovens. There was even an appearance made by President Doti himself. All and all everyone had a great time, and you could see the excitement on everyone's faces to bring in the new semester.



Design Seniors Make a Clean Sweep Art 430 Presents to Perspective Branding

In the Fall Semester Graphic Design seniors enroll in Art 430, Advanced Graphic Design. One of the three client based projects was a cleaning product design for Perspective Branding. They are an independent, branding, and packaging firm based in the San Francisco Bay area. This project was to create and design a line of multi-surface cleaning products targeting young people living away from home for the first time. They had to create a brand and product name, packaging for three-scented sku's, and a product store display. One representative from each group then present the design solution to Perspective Branding.

The timeline from creative brief to delivery was very tight. Students had two weeks to thoroughly research, design, and mock up their product line. The pressure to create something with out a backstory is great. Student designers can sometimes get caught up in making a design look nice, but loose sight of the function it needs to have.

The day of the presentation, 6 selected students arrived at Chapman at 4:45 am, and set off for the airport, travelling to Perspective Branding office in Emeryville, NO. California. Simon Thorneycroft, co-founder and Creative Director, was the main contact for the presentation. He gave our students a tour of the design studio, introduced them to his team, and after a quick breakfast, began deliberations of the presentations. After each of the six presentations, feedback was given. It was constructive, and well accepted. They brought an industry prospective to students who would not have considered it in their designs. Overall, our students had a great time, and brought back a variety of lessons learned. Because of this opportunity they are armed with more appreciate knowledge to make changes to their projects and designs, including adding this experience to their portfolio. This opportunity would not have been possible without the generous support from the Chancellors office.



Full-Time Professor Update



Service – Eric stepped down from being the department of Art chair after 7 years. He 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 academic year he is 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.

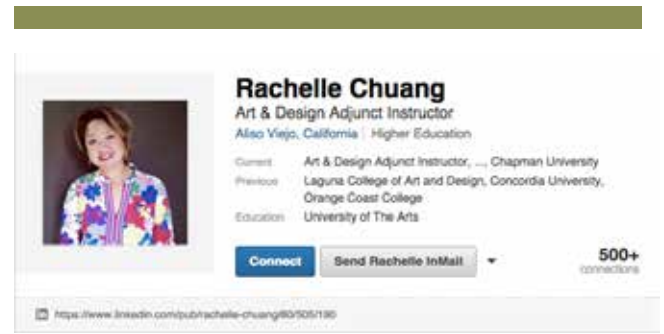
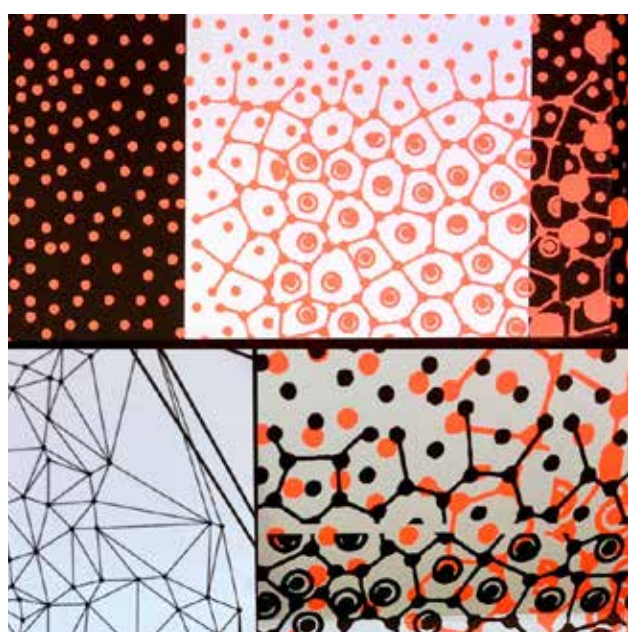
Teaching – Eric taught Art 393 Sustainable design in London over summer 2015. In the fall he taught Art 230 Introduction to Graphic Design and Art 331 Branding and Advertising Design (an overload for him) while also overseeing many Art 490 Internships.



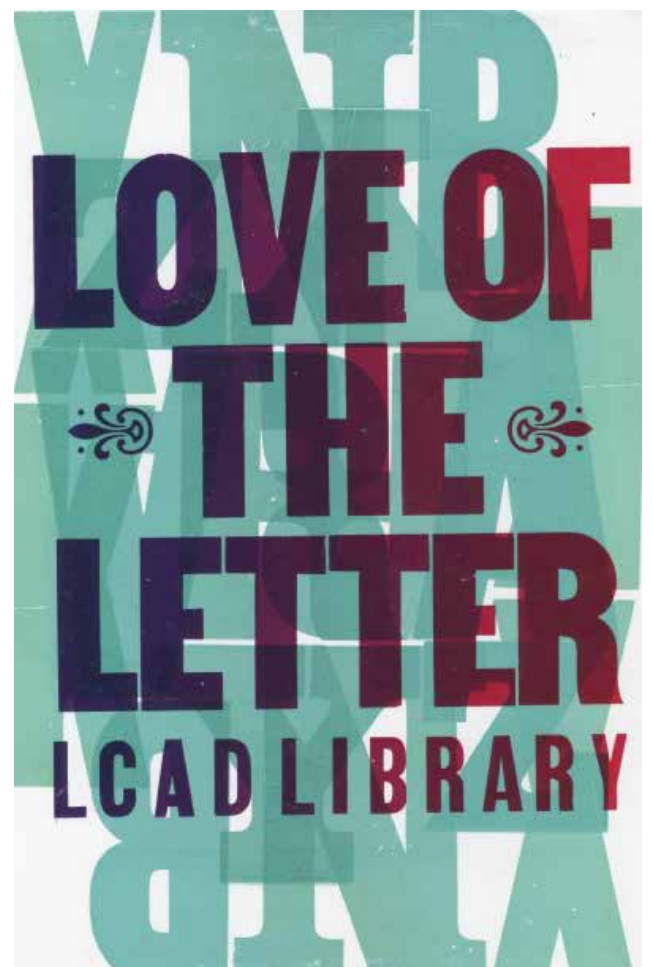
Creative/Scholarly – Eric’s logo design was selected to be included in the LogoLounge Volume 9. He continued work for Successful Innovations in VA, the Center for Demographics and Policy at Chapman, and the Center for Opportunity Urbanism in Houston. Eric created new logos for Daily Dose of Greek and Daily Dose of Hebrew websites and daily email blasts. He was asked to create the branding for the American Visions American Voices collaboration between Chapman and the Pacific Symphony. Eric also continued finalizing his Christmas Chronology.



The fourth annual print issue of Tab: Journal of Poetry and Poetics was released January 2016. The 2016 print issue explores the representation of energy. Energy is best conveyed by experience, in context, generating an emotional effect. Yet, we learn energy in 2-dimensional static visual representations like weather system reports, combinations of molecules, and diagrams like the ones used to explain the energy forces of how the Twin Towers collapsed during 9/11. This issue contains four energy panels (movement, connection, destruction, sustaining) dedicated to the exploration and relationship among diagrammatic representations, the expression of energy, and poetry. Diagrams interact with text and visual compositions that occupy the space and create new visual representations of energy. The contrast and radiance of the back panels is a complete manipulation of diagrammatic language, returning movement, and chaos that leaves an emotional imprint to the experience of the viewer. Perforated panels empower the reader to redirect energies, recreate sequence and narrative.



Rachelle W. Chuang serves as a one-year faculty appointment at Chapman in addition to teaching at several other schools in the area. She printed a series of monthly letterpress posters for an exhibition of handmade books and original typographic alphabets from her class “Words, Images & Ideas” at Laguna College of Art + Design. The exhibition was titled “For Love of the Letter” and held at the LCAD Library during the entire fall semester. Rachelle’s letterpress fine art piece was selected as one of five covers for UPPERCASE’s Craft Compendium, published in December 2015 which was a juried collection of international artists and designers. Her work is also included in the same volume as a featured article.



GRAPHIC DESIGN STUDENTS WIN EXHIBITION AWARDS

Graphic Design students win recognition in the Art Department's Exhibition "The Assignment". Keanu Davis, Julia Ramirez, Eric Stigna, Erin Hiromoto, Lauren Filzenger, Ivana Orozco, Katie Bailie, Bobbi Stalnacker, Sarah Pratt

Graphic Design students win awards in the Art Department's Exhibition "The Assignment". Best in Show: Keanu Davis, Julia Ramirez, & Eric Stigna Best Drawing: Erin Hiromoto Best Graphic Design: Julia Ramirez Runner-Up Drawing: Keanu Davis Runner-Up Graphic Design: Lauren Filzenger Best Sculpture: Ivana Orozco Best Book Art: Katie Bailie Runner-Up Sculpture: Bobbi Stalnacker Runner-Up Book Art: Sarah Pratt

Best in Show

Keanu Davis

Julia Ramirez

Eric Stigna

"The 90's"

"The slang dictionary"

"Cryptozoology"

Best Drawing

Erin Hiromoto

"Hybrid Body"

Best Graphic Design

Julia Ramirez

"The slang dictionary"

Runner-Up Drawing

Keanu Davis

"Freedom"

Runner-Up Graphic Design

Lauren Filzenger

"Flower Sans Font"

Best Sculpture

Ivana Orozco

"Picture Frame Chair"

Best Book Art

Katie Bailie

"The Descendants Book Jacket"

Runner-Up Sculpture

Bobbi Stalnacker

"Always"

Runner-Up Book Art

Sarah Pratt

"Alice in Wonderland Book Jacket"

Best Assignment

Sidney Kaye

Lauren Ross

Elli Kantola
Andrea Oxley



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 silkscreens t-shirts at Spring Sizzle. GDC also hosts design competitions and small seminars for supplemental learning.

Graphic Design Alumni

Updates of what our alumni have been up to

JEN B. PETERS, BFA in GD '10
Works for Mattson Creative in Irvine.

AMANDA NORRIS, BFA in GD '14
Graphic Designer at A7D Creative Group

KATRINA ALONSO, BFA in GD '13
Graphic Designer at the Engine is Red

EMILIE CHRIST, BFA in GD '12
Jr. Graphic Designer at Clever Creative

ASHLEY OSTER BFA in GD '12
Visual Designer at Pacific Sunwear

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

ANDREW BAIN, BFA in GD '09
Principle Designer at Andrew Bain Design

MELISSA KOLTZ, BFA in GD '07
Owner of Loschy Designs

STEFAN MUMAW, BFA in GD '96
Creative Director, Callahan Creek

CANDACE LARSON, BFA in GD '14
Graphic designer at SwimSpot

DWIGHT BLAIR, BFA in GD '08
Owner and Designer: Marvesa Creative Studio

KELLY SMITH, BFA in GD '14
Designer at Element Skateboards

MAREN KELLY, BFA in GD '05
Freelance Graphic Designer: Fox Racing Inc

MICHELE JONAS, BFA in GD '14
Assistant Designer at Paper Crowns

LOGAN MERRIAM, BFA in GD '13
Visual Designer at Kinsa, NY

KELSI MATHEY, BFA in GD '13
Graphic Designer at Brands Ignited

KARA SCOFIELD, BFA in GD '13
Graphic Design Assistant at
Shaun Barker MGMT, CA

RACHEL MORELLO, BFA in GD '12
Art Director at Neighbor Agency
in Los Angeles

swim spot
BRANDS

THE
ENGINE
IS RED.



MELISSA HOFFMAN, BFA in GD '10
Graphic Designer at the
Learn To Be Foundation.

DWIGHT BLAIR, BFA in GD '08
Owner and Designer at
Marvesa Creative Studio.w

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.

Name: _____
Phone: _____
Home Address _____
City _____ State _____ Zip _____
Business Title _____ Company _____
Email Address _____ Web Site URL _____

Stay connected and celebrate the creative and intellectual promise of today's aspiring students and alumni by joining **commpost**

- I'd like to receive Commpost electronically (PDF)
- I'd like to receive other announcements from the Graphic Design Program
- I'd like to be a GD volunteer to help the current program and students
- I'd like to support the Graphic Design program with a gift of:
Please make check payable to Chapman University, and note on the memo line: Graphic Design Program.

Please send your selections along with this form to:

Graphic Design Program,
Department of Art
Chapman University,
One University Drive, Orange, CA 92866

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

commpost

Publisher:

Chapman University Department of Art

Executive Editors:

Professor Eric Chimenti
Cheyenne Gorbitz '17

Contributing Writers:

Professor Eric Chimenti
Cheyenne Gorbitz '17
Anna Milioutina '16

Art Director:

Professor Eric Chimenti

Commpost Graphic Designers:

Justin Pineda '18
Cheyenne Gorbitz '17
Jamey Siebenberg '17
Kelsey Schott '16
Sarah Pratt '16