

# 2 commpost

for students, alumni, friends, and supporters.

## Professional Projets for Real Clients

Client: Orange International Street Fair Project

Inspired by the original fair in 1910, The Orange International Street Fair has been a tradition in the community since 1973. For the second straight year the nonprofit event has partnered with Chapman University Art 430 Advanced Graphic Design students and Adjunct Professor, Clint Woesner, to develop the theme and visual campaign for the iconic festival held on Labor Day weekend in The City of Orange. The project begins with the students visiting the event and meeting with President, Mike Winger, and Vice President, Adam Feliz. The students record information about the event experience and objectives, interview attendees and vendors, and take a photographic audit of existing event graphics.

The class divided into three groups, each selecting leaders and assigning tasks. Separately, the groups spend several weeks developing theme and visual campaign concepts for the Street Fair. Beyond visual design, the students explored ways to improve the event experience and provide additional value the attendees. The groups present their solutions to the Street Fair committee. After further development and refinement the final solutions are presented to the OISF Board of Directors and one theme and visual campaign is selected to be used for the upcoming fair.

The campaign for the 2015 Orange International Street Fair, “Local Cravings Global Eats”, was designed by Art 430 Advanced Graphic Design students, Erik Holtan, Annie Unruh, Lauren Armenta, Katie Benedikt, Brenna Butler, Sean Imayanagita, Kelly Smith, Maddie Switzer, Tara Vasvani.



Event Poster



2015 Orange International Street Fair Visitor Brochure. “Local Cravings Global Eats Menu”



Wayfinding landmarks.



Team Leaders, Paige Carmichael and Summer Woodward presenting on behalf of their group to the OISF Board of Directors

## INSIDE

- Art 430 takes on Street Fairs, Gourmet Food Product Packaging, and helps President Doti. See their work from [page 1-2](#)
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## Client: Modern Gourmet Foods Product Packaging

Modern Gourmet Foods is a local business specializing in “provide consumers with creative and affordable entertaining solutions.” In need of fresh new ideas in beverage and food packaging for the 2016 product lines, the Modern Gourmet Foods marketing team turned to the Advanced Graphic Design class to provide solutions.

Modern Gourmet Foods presented three challenges for the 430 Advanced Graphic Design Class. One challenge was to re-brand an existing line of adult beverage mixers targeted at young women and provide two packaging

solutions — one for a single bottle and another for a set of three small bottles for the holiday season. A second challenge was to design a new contemporary package for a Mrs. Fields large cookie skillet with ingredients and a pallet retail display. The final challenge was to design a holiday themed gift box package for Godiva chocolates.

Four groups of students prepared many design concepts for each food category along with one round of final design refinement. The student designs were presented to Modern Gourmet Foods Senior Marketing Manager, Laura Gorringer.



Suerte: Paige Carmichael, Annie Unruh, Erica Loewy, Laruren Armenta, Sasha Netchaev, Stephen Levin.



Mrs. Fields Cookie Mix: Jake Kincaid, Henry Kuckens, Danica Hays, Kiera Hoefle, Dhay Dinwindle, Valerie Geiger, Kelly Smith.

# ART 430 Continued...

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:

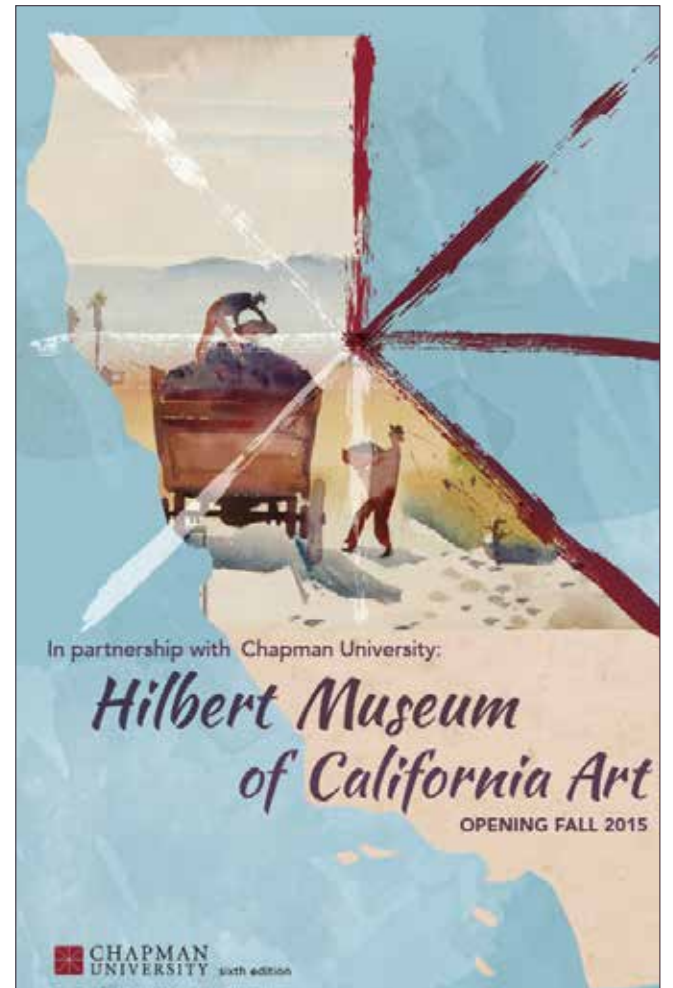
Celebrating the Hilbert Museum of California Art  
on the Chapman Campus



Jake Caid  
B.F.A. in Graphic Design



Danica Hays  
B.F.A. in Graphic Design



Annie Unruh '15  
B.F.A. in Graphic Design

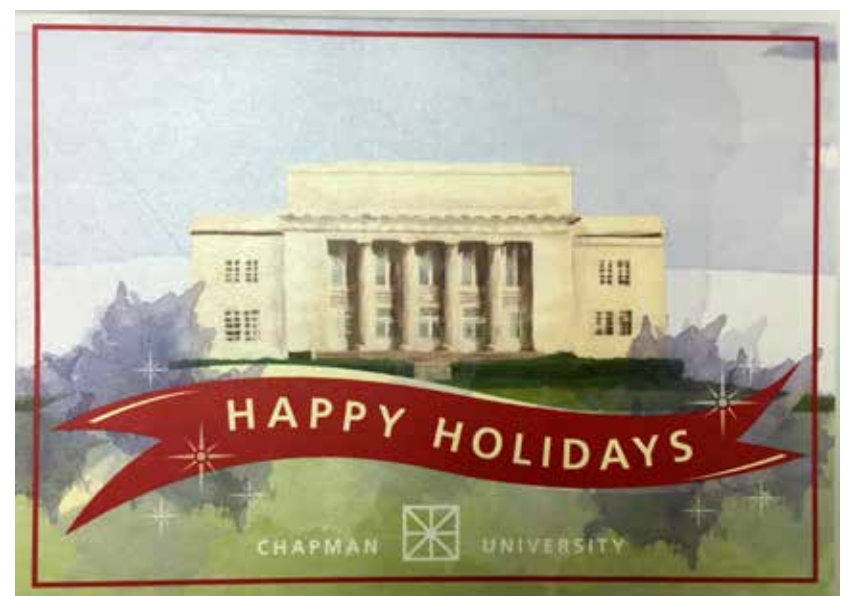
2014 WINNER

## 2014 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.



Summer Woodward  
B.F.A. in Graphic Design



Alexis Morgan  
B.F.A. in Graphic Design



Lauren Armenta  
B.F.A. in Graphic Design

# Student Internships

Sasha Netchaev- Hearst Magazine in New York City



**Where did you intern? How many hours a week did you work?**

I interned in the International Art Department at Hearst Magazines in New York City. I worked 8 hours a day Monday through Friday.

**What made you decide to intern there?**

The past couple of years I have developed a passion for editorial design, fashion photography, and engaging with different cultures, so I thought it would be an amazing opportunity to explore these overlapping interests in one place. I had also never been to New York, so that was definitely a huge influence on my final decision to intern there!

**What did you have to do/make/design?**

On a daily basis, in the morning we would get international covers and layouts for upcoming issues of Harper's Bazaar, Cosmopolitan, and Esquire, and I would join the Art Directors and Creative Directors in critiquing the work from each country, writing down feedback, and responding to Art Directors in those particular countries. During the afternoons, I got to work on some pretty fun side projects for each of the brands. I created layouts for Cosmopolitan's 2014 brand book, new logotypes for Cosmo's upcoming perfume line, and worked on the 2014 Harper's Bazaar Media Kit as well as their 2014 fall conference invitations.

**What did you gain from this internship?**

I sincerely believe interning forces you to learn the importance of details, good communication, and networking. I was exposed to how detail-oriented layout design is and how things like type size, font choices, and correct leading are reinforced day in and day out. The magazine industry prints absolutely everything to see if all these type applications are working effectively on paper. Whether I knew it or not, it definitely became engrained in me by the end of my internship, and it proved to me that practice really solidifies good typography practices. I also think internships are a fun way to figure out how to communicate and network with people effectively. It taught me to be more proactive and often offer help to anyone that needed it in the department. I got involved in a lot of projects this way that I thought I would never get to work on, and that was really rewarding!



**Advice to students who want to intern for companies?**

Go for it. Never in a million years did I think I would get a response from a huge magazine corporation, especially one in another state that happens to be on the other side of the country. But this type of stuff happens, and it can totally give you a realistic perspective on an industry that interests you and of course, will most definitely get you out of your comfort zone, which automatically forces you to learn and grow. It only takes one creative director to see and like your work on Behance for you to get the opportunity of a lifetime. At the end of the day, I think it is a good mix of hard work, the right timing, and visible, persistent passion that will get you the internship over another great candidate. So, apply away – you really have nothing to lose and everything to gain.



## MMBC Poster Winners



Keanu Davis '17  
B.F.A. in Graphic Design

Every fall, the sophomore level graphic design students in Art 230 Intro to Graphic Design are invited to visit the Mercedes Benz Classic Center located close-by in Irvine, CA. They are taken on a guided tour of the show room, repair facilities, and gift shop, while taking pictures and noting the style and class for which Mercedes Benz is so well known. Soon after, the students begin work on creating posters for the Center. They had to design a poster that displayed the beauty of the classic Mercedes cars found at the Classic Center and pay homage to either Art Deco style or Art Nouveau style. The challenge was to successfully unite strong visual imagery with compelling use of language in an interesting and dynamic composition to promote the Mercedes Benz Classic Center, rather than the just the car itself. Professors Eric Chimenti and Tony Pinto worked with the Classic Center to craft the poster assignment into a competition where the Center would actually choose their favorite posters in the end. The winning poster designers would receive a small model replica of a classic Mercedes Benz automobile. Most of the students were relatively new to the software, so the poster is a true test of inherent design ability and problem solving techniques.



Cheyenne Gorbitz '17  
B.F.A. in Graphic Design

# Fall Visual Thinker Lecture Series

Every semester the Department of Art invites professional designers to come speak about their experience and work in the design world. This unique series aims to intellectually stimulate undergraduate students to think in an innovative way about the inter discipline of creativity, inspiration, and the practice of art.

CHAPMAN UNIVERSITY | DEPARTMENT OF ART  
ART • ART HISTORY • GRAPHIC DESIGN

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

## INNOVATION AND DESIGN THINKING

“Designers always act with intention... when they look around the world, they see opportunities to do things better and have a desire to change them.”

The 2014 symposium will focus on Design Thinking and Innovation. We want to explore and showcase those who create new solutions using the tools and mindsets of design practitioners who address a wide variety of personal, social, and business challenges in creative new ways.

## 2014 DESIGN SYMPOSIUM

\* Creative Confidence: Unleashing the Creative Potential Within Us All.  
By Tom Kelley & David Kelley. © 2013 Crown Business

Featuring:

**Mr. Todd Belle**  
CCO, Co-Founder at Carbon Project Inc., Co-Founder, Shareholder at URB-E/Ecological Mobility Solutions Inc., Strategist, Principal at ideapiphany LLC, Former Global Brand Image Director at Disney Consumer Products, Brand Experience Manager at Ford Motor Company, Senior Designer at Nike Inc., Assoc. Professor at Art College of Design, Visiting Professor at INSEAD.

**Dr. Richard Matthew**  
Professor of Planning, Policy and Design and Political Science at the University of California at Irvine

Also Scheduled to appear:

**Mr. Farzad Varahramyan**  
Creative Visual Director for the film and gaming industry

**Dr. William England**  
Technology Director and Strategist, Innovation, Consultant



WED OCT 1 7PM AF 209 B&C



VISUAL THINKER LECTURE SERIES

Co-Sponsored by  
AIGA Orange County  
CONNECT • INFORM • INSPIRE

CHAPMAN UNIVERSITY | DEPARTMENT OF ART  
ART • GRAPHIC DESIGN • ART HISTORY



PRESENTS

## Andrea Bowers

Andrea Bowers will lecture about her work as an internationally renowned artist and activist who promotes and supports empowerment for women, immigrants, and laborers.

Andrea Bowers is a Los Angeles based multimedia artist who explores the intersection between activism and art. Her main focus is the necessity of nonviolent protest and civil disobedience in the lives of women. Her intricate photorealistic drawings, large-scale graphic works, videos and ephemera pay homage to activists and movements dedicated to social justice, feminism, workers rights and climate justice.

Recently she has been incorporating aspects of social engagement and performativity into her practice. Bowers just completed a four-month residency at Espace Culturel, Louis Vuitton in Paris, France. She has exhibited in museums and galleries around the world. In September she participated in the Gwangju Biennale, South Korea. She is represented by Susanne Vielmetter Los Angeles Projects, Andrew Kreps Gallery in New York, and Captain Petzel Gallery in Berlin.



WED OCT 8 7PM AF 209C



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CHAPMAN UNIVERSITY | DEPARTMENT OF ART  
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PRESENTS

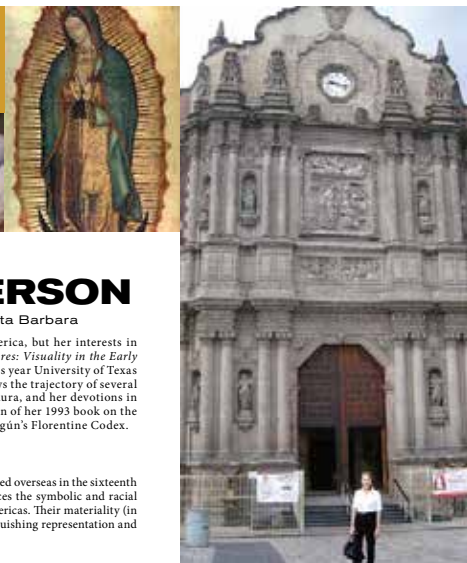
## JEANETTE FAVROT PETERSON

Professor, History of Art and Architecture at University of California, Santa Barbara

Peterson's teaching is focused on the visual culture of Precolonial and colonial Latin America, but her interests in theories of vision, visuality, and color perception inspired a co-edited volume, *Seeing Across Cultures: Visuality in the Early Modern Period*, (Ashgate, 2012) in which she has a chapter on the Black Christs in the Americas. This year University of Texas published *Visualizing Guadalupe: From Black Madonna to Queen of the Americas*, a book that follows the trajectory of several devotions to the Virgin of Guadalupe, from the 12th-century Spanish Black Madonna in Extremadura, and her devotions in Bolivia and the well-known Virgin of Guadalupe. Currently she is working on a new Spanish edition of her 1993 book on the sixteenth-century murals of Malinalco as well as a study of the "three texts" in Bernardino de Sahagún's Florentine Codex.

LECTURE: *The symbolic and racial implications of darkness: Guadalupe from Spain to the Americas*

The peripatetic Virgin of Guadalupe is an object of devotion in Extremadura, Spain, that was transferred overseas in the sixteenth century to South America and, in a new manifestation, appeared in New Spain (Mexico). This talk traces the symbolic and racial implications of the shift from the Spanish Black Madonna to the dark-skinned Marian effigies in the Americas. Their materiality (in color, gems and cloth) will also be a focus, raising provocative questions about the conundrum of distinguishing representation and presence, idol and icon, in images that are intended to simulate, but not participate in, the holy.



THURS NOV 13 7PM AF 209C



VISUAL THINKER LECTURE SERIES

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# Graphic Design Club

## Who, What, Where, When, Why?

### 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.

### 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.

## 2014 Executive Members

### President:

Melanie Wells, '16

### Vice President:

Anna Milioutina, '16

### Events:

Megan Totah, '18

### Social Media:

Kirsten Worrells, '17

### Treasurer:

Cheyenne Gorbitz, '17

# Full-Time Professor Update

## Professor Chimenti

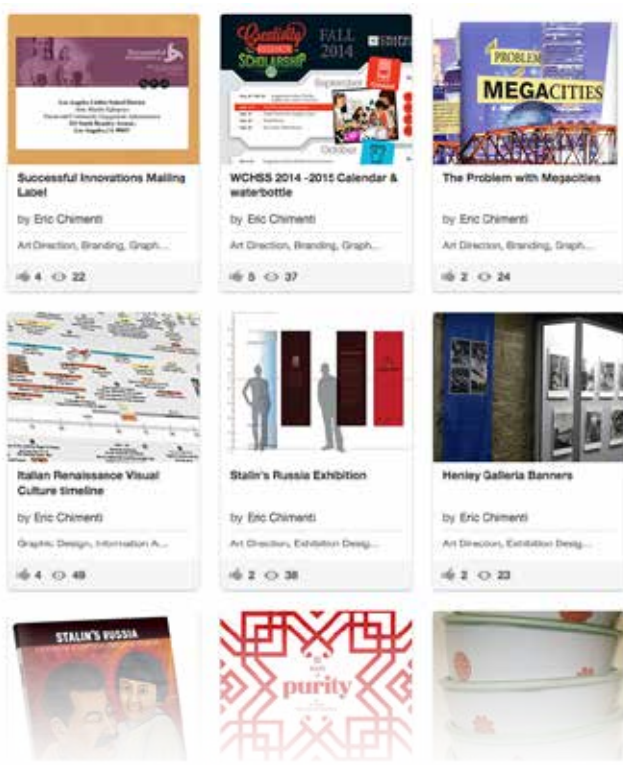
Professor Chimenti and Professor Jaenichen are now co-chairs of the Department of Art and continue to co-head the graphic design program. This past summer and fall 2014 semester he worked on a Hinano Beer table tent design for Young's Market Company. A mailing label, social media graphics, and updated nine DVD disc & package graphics for Successful Innovations.



He also continued working on four illustrated informational Kyros-Chronologies.



Professor Chimenti also redesigned the masthead for the website Daily dose of Greek, designed information graphics for a survey of American Fears, and a 30 page booklet for the Center for Demographics and Policy. These and more can be seen at [www.behance.net/ericchimenti](http://www.behance.net/ericchimenti).



## Professor Jaenichen

Professor Jaenichen has been nominated and now serves on the Executive Board of International Institute of Information Design (IIID)

She is working with two design students and one alumni of the GD program, tsunami evacuation maps for 4 cities in Los Angeles have been developed (Long Beach, Santa Monica, Venice/Marina del Rey, and Harbor City), including a through walking map system for Marina del Rey.



Professor Jaenichen has been nominated by the U.S. Geological Survey (USGS) and now serves on the California Tsunami Steering Committee.

The third annual print issue of Tab: Journal of Poetry and Poetics will launch January 2015.

The 2015 print issue explores mapping as place, location, and orientation. The journal's design this year encourages reading mindfulness with the intention of getting lost, disoriented, having to navigate a way through as someone might navigate a journey and encourage discovery. The journal emphasizes the iconic ritual of unfolding and refolding maps and also the visual weight of traditional street maps in order to communicate credibility and an authoritative source of being an actual place. But this place is no place.



We examined work by Jacques Bertin, a French cartographer and a visual semiotician. In his book, *The Semiology of Graphics*, he synthesized design principals with rules applied to writing and topography. His work was dedicated to the study of visual variables (shape, orientation, color, texture, volume, and scale) of maps and diagrams to code visual combinations that would create successful map-reading objectives. We challenge these guidelines by employing visual variables associated with illegibility, including graphic density and angular illegibility. The front side of the map, which contains the poems, tightly compresses layers between text and texture, eliminating hierarchy and contrast. There is no right side up so disorientation is part of the reading experience. This is further emphasized by orientation conflict in which each poem is placed on its own angled baseline.

The other side of the map provides information about the authors. In order to discover the author of a poem, the reader must flip between the front and back of the map to determine its placement on the latitude and longitude grid. This side of the map uses photography of places so specific that the reader is excluded from knowing the place. With the common use of GPS and everyday devices that lead the way rather than show the way, this print issue empowers the reader to lead their own way.

# Graphic Design Alumni

Alumni Updates- Where are they now?

**KATRINA CHEN**, BFA in GD '12  
Senior Marketing & Communications  
Manager, House of An

**CANDACE LARSON**, BFA in GD '14  
Junior Designer, Broadcom

**ZAC ORANSKY**, BFA in GD '14  
Contract Graphic Designer, Boon Design

**JENNY LEICESTER DAVIS**, BFA in GD  
'09 Graphic Designer, JLeicester Design

**REBECCA SHEAD**, BFA in GD '12  
Junior Designer, 160over90

**IVANA WONG**, BFA in GD '12  
UX/UI Designer, LJG Partners

**BROOKE MOFFETT**, BFA in GD '07  
Strategic Marketing Manager, Capital One

**RACHEL BECKER**, BFA in GD '14  
Freelance Designer & Artist, Spiritroom

**ALISON CONNERS**, BFA in GD '10  
Graphic Designer, La Jolla Group LLC

**MATTHEW NEWMAN**, BFA in GD '03  
Adjunct Professor- Intro to 3D Game Art,  
Golden West College

**JENNIFER SHARP**, Minor in GD '13  
Marketing Coordinator, Dougherty + Dougherty

**ROGER DUMAS**, BFA in GD '13  
Graphic Designer, OSHIN

**AMBER HEDRICK**, BFA in GD '11  
Junior Graphic Designer, Apex Energetics

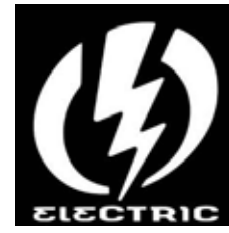
**KRISTIN HINKLEY**, BFA in GD '10  
Graphic Designer, Jovenville

**MICHELE JONAS**, BFA in GD '14  
Graphic Design Intern, Billabong

**DIANA ODERO**, BA in Art w/ GD emphasis '13  
Associate Editor, UP Magazine Kenya

**MIKE GEMBARSKI**, BFA in GD '13  
Graphic Designer, Ainsworth Design Group

**JIN FURUYA**, BFA in GD '07  
Marketing Manager, Jetstar Airways



**BREANNA RAWDING**, BFA in GD '12  
Marketing and Recruitment Coordinator,  
Hope International University

**ZACH GUENTHER**, BFA in GD '14  
Art Director, King Tide Creative

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: \_\_\_\_\_

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- I'd like to receive other announcements from the Graphic Design Program
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Please make check payable to Chapman University, and note on the memo line: Graphic Design Program.

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Chapman University,  
One University Drive, Orange, CA 92866

Or send an email to [chimenti@chapman.edu](mailto:chimenti@chapman.edu)

For further details and more events, check our website <http://www.chapman.edu/wilkinson/art/calendar.aspx>



DEPARTMENT OF  
**ART**

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