

2 commpost

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

Art 130 Research Methods

Teams up with Orange Home Grown and the Old Towne Orange Farmers and Artisans Market



In Art 130, Research Methods for Designers, students were asked to visit the Old Town Orange Farmer's and Artisans Market. After visiting the market, students took part in research methods in order to create 3 prototypes for products sold under the Old Town Orange Farmers and Artisans Market brand. They were supposed to logically, develop products based on their own research. What would shoppers purchase at the market? How does your product fit in with the other products currently sold? The students spent a few weeks researching, developing, and creating their products. Once finished, students took their products to the market to be displayed for shoppers to look and vote on which they would want to see as a product at the market.



ART 438 Graphic Design Studio C

This course is an on-campus studio oriented workshop with a focus on the development of finished portfolio-quality design work. Professional designer/art director environment involves actual projects with clients, budgets and deadlines. Students are responsible for all project phases from design to production, print supervision and completion. This semester, clients included Siskiyou Brew Works, The Oct Group, Spark Wheel Works, and Dave Freitas Racing.

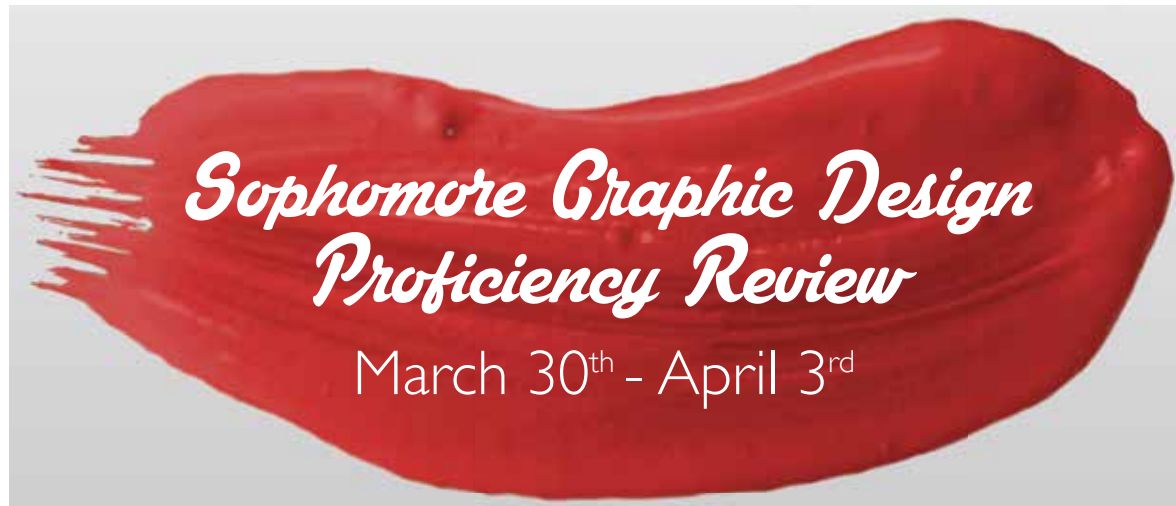


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Sophomore Portfolio Show



Each year the students within the sophomore graphic design class are required to compile a portfolio of their best work to be evaluated on their progress in the BFA program. Family, friends, and staff are welcome to come view the student's work in the Guggenheim Gallery. Participants presenting their work in the 2015 sophomore review were: Gretchen Gage, Dominique Dipilla, Annie Woodward, Kirsten Worrells, Erin Hiromoto, Jamey Siebenberg, Briona Baker, Codyanne Cornwell, Keanu Davis, Sarah Pratt, Molly Peach, Cheyenne Gorbitz, Sadie Goff, Dillian Watts, Stefanie Shoemaker, Ari Dicker, Nick Oeffling, Jessea Keller, Jordan Patao, Shayne Bock, Severina Worthington, Francisco Lugo, Elizabeth Bayardo, Grifan Fair, Sheila Balaji, Mike Plantamura, and Catherine Foster.

Junior Portfolio Show

From April 6th to the 10th, the Junior BFA Graphic Designers presented their portfolios to friends, families and potential employers in the Guggenheim Gallery. The 23 majors that presented their works were: Katie Bailie, Brendan Baz, Gino Belassen, Jessica Bergmann, Taylor Cole-White, Thomas Danielsen, Joseph Dolack, Marie Fitch, Sarah Herzog, Megan Holloway, Bridget Jacobs, Page Kastner, Sophie Lerner, Lindsey Meyer, Anna Milioutina, Stephanie Nyairo, Elizabeth Plumb, Lise Royere, Patrick Schlesselmann, Kelsey Schott, Melanie Wells, Spencer Wierwille, and Jared Woods.



12th Annual AIGA Portfolio Review Huge Success!

On Saturday, April 11th Chapman University organized and proudly hosted the 12th annual AIGA OC Portfolio Review. This portfolio review helps design students from Orange County and the surrounding areas network with professionals from branding and design studios, advertising agencies, and in-house design departments, including Ben Applebaum from Colangelo, Jeff Girard from The Surfer's Journal & MacGillivray Freeman Films, and many more. This year 43 scheduled reviewers showed up.



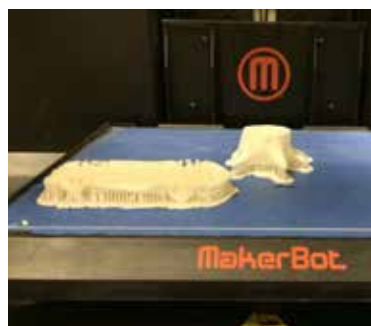
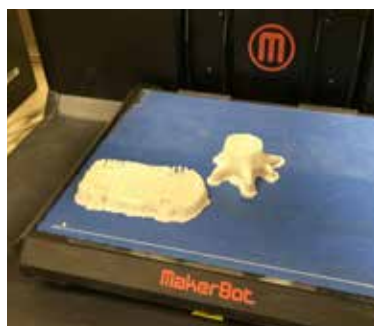
Together, they totaled 260 individual reviews of student work. They gathered in Chapman University's Argyros Forum to give critiques to students' growing portfolios. These reviewers gave back to the community and helped prepare future generations of professional designers. Some reviewers were even looking to recruit interns, which provided students with good connections in design network. Approximately 80 students attended from Chapman University, Cal State Fullerton, USC, and UC Irvine, averaging 3 reviews each. There were also 30 professional photographs taken of head shots and products of student work.

Graphic Design student Cheyenne Gorbitz, Jamie Siebenberg, and Briona Baker were the event planners and designers. With help from 7 student volunteers and professors the event was even better than anyone had hoped. We hope to continue to gain reviewers, as well as students, to make next year an even bigger success.



Art 122 Objects and Space Now available with 3D Printing

Now introducing the MakerBot Replicator Desktop Printer. This 3D printer greatly expands the limits to what students are able create. Art 122 Objects and Space is an introduction to fundamentals of design, materiality and presentation of sculptural objects. Fabrication methods in a variety of materials (wood, metal, plaster, found objects) will be explored.



Spring Visual Thinker Series

Featuring Jason Adam, Co-Founder of Hexanine



On Wednesday, April 8, 2015 at 7pm, Jason Adam, an independent creative director, strategist and designer with 15 years experience crafting brand stories and visual experiences for organizations that shape our culture, came to speak at Chapman University. Beginning his career in publication and web design, Jason has since provided strategic direction and design in brand development, logo/identity design, consumer packaging, print/posters and promotional materials for a wide variety of clients such as Kia, Sony, Disney, Mattel and Live Nation, and many

more. His commitment to thoughtful communication and appropriate aesthetics is rivaled only by his think-outside-the-rhombus outlook.

Jason spoke for HOW Design Live, AAF and UCLAx, and serves the design community as the President of the Los Angeles chapter of AIGA, the country's largest non-profit design association, where he seeks to advance design as a respected craft, strategic business advantage and vital cultural force.



Students Use Minecraft to Recreate Greek Cities

ART 347 Poets, Philosophers, and Citizens: Life in the Ancient Greek City

In the course "Poets, Philosophers, Citizens: Life in the Ancient Greek City" (ART 347), students not only learn about life in antiquity by reading primary texts such as plays, history, and poetry, and examine the physical remains from the Mediterranean 2500 years ago, but they also reconstruct the urban experience of ancient Greeks by building virtual cities in the video game Minecraft. The main project for this course asks students to apply the principles developed by Greek urban planners to their own towns. They choose the site and time period, design and build the city plan, determine where different groups of people live and work, develop a backstory for the city, and create buildings for the city's political, economic, and religious activities. In the end, students learn to contend with the same problems faced by Greek city planners and citizens, and to invent their own solutions.



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.

ART 234 Objects and Space II

Partners with Perspective Branding for a Unisex Razor

The Spring semester presented an interesting opportunity for the students in the Objects In Space II class. The Chapman Design Program has forged a new relationship with Perspective Branding, an independent branding and packaging design firm located in the San Francisco bay area. To initiate this relationship, the firm's principals, Cal Walters and Simon Thorneycroft worked with instructor Rick Schank to develop a project for the students and then they introduced it to the class via Skype on February 26. The project involved developing the brand identity, packaging, and retail display for a unisex razor being brought to market by Virgin. Over the course of the next four weeks (including Spring Break), the students worked in teams to design solutions and develop a presentation. Cal and Simon

came to campus on April 2 and listened to the each team present their ideas. Each team researched the Virgin brand, the audience segment, retail options, and packaging solutions for both razors and a shaving kit. To pitch their solutions, the teams created a digital presentation and prototype packages. After each presentation Cal and Simon critiqued their work and gave valuable feedback on the strengths and weaknesses of their solutions. "To have Cal and Simon's professional input on our project deliverables was a great experience," explained Melanie Wells, "They had critical eyes about the smallest details, and gave us insight as to how our work would (or wouldn't) add value to a business or brand. They helped us to consider aspects of our work that we commonly overlook, and

urged us to think critically about how important a strong concept is as the foundation of a campaign." Cal and Simon were very generous with their time; they stayed around after the last presentation and talked with the students, answered questions, and expanded on their critique. "I think the students did a great job of presenting their work," commented instructor, Rick Schank. "Cal and Simon were very direct and provided a good taste of the type of real-world feedback these young designers can expect after graduation." Tommy Danielsen had a strong reaction to the advice he received, stating; "The feedback was extremely helpful. Both Simon and Cal engrained in my mind as well in the minds of my fellow group members that it is important to understand the brand explicitly prior to



engaging in the design process. For instance, in hindsight I wish that we had explored further the design styles of the Virgin brand far more critically. Personally, as a designer got too caught up in my own design endeavors in making a design look cool rather than accurate to the needs of Virgin. Through their critique, Simon and Cal's advice really spoke to me in terms of the emphasis on

research and how important it is to create something that is sellable." The participating students included: Biona Baker, Codyanne Cornwell, Tommy Danielsen, Keanu Davis, Ari Dicker, Grifan Fair, Catherine Foster, Sadie Goff, Cheyenne Gorbitz, Erin Hiromoto, Julia Lambright, Alexis Morgan, Jordan Patao, Molly Peach, Elizabeth Plumb, Sarah Pratt, Kelsey Schott, Jamey Siebenberg, Dillan Watts, Melanie Wells, Kristen Worrells, and Sev Worthington.



Wilkinson Community Soccer Game

CHAPMAN UNIVERSITY | WILKINSON COLLEGE
of Humanities and Social Sciences

5th Annual Wilkinson College Community Soccer Game

OPEN TO ALL FACULTY, STAFF, STUDENTS, AND GRAD STUDENTS

FRIDAY, MARCH 20th
2:30PM—4:00PM
@ Wilson Field

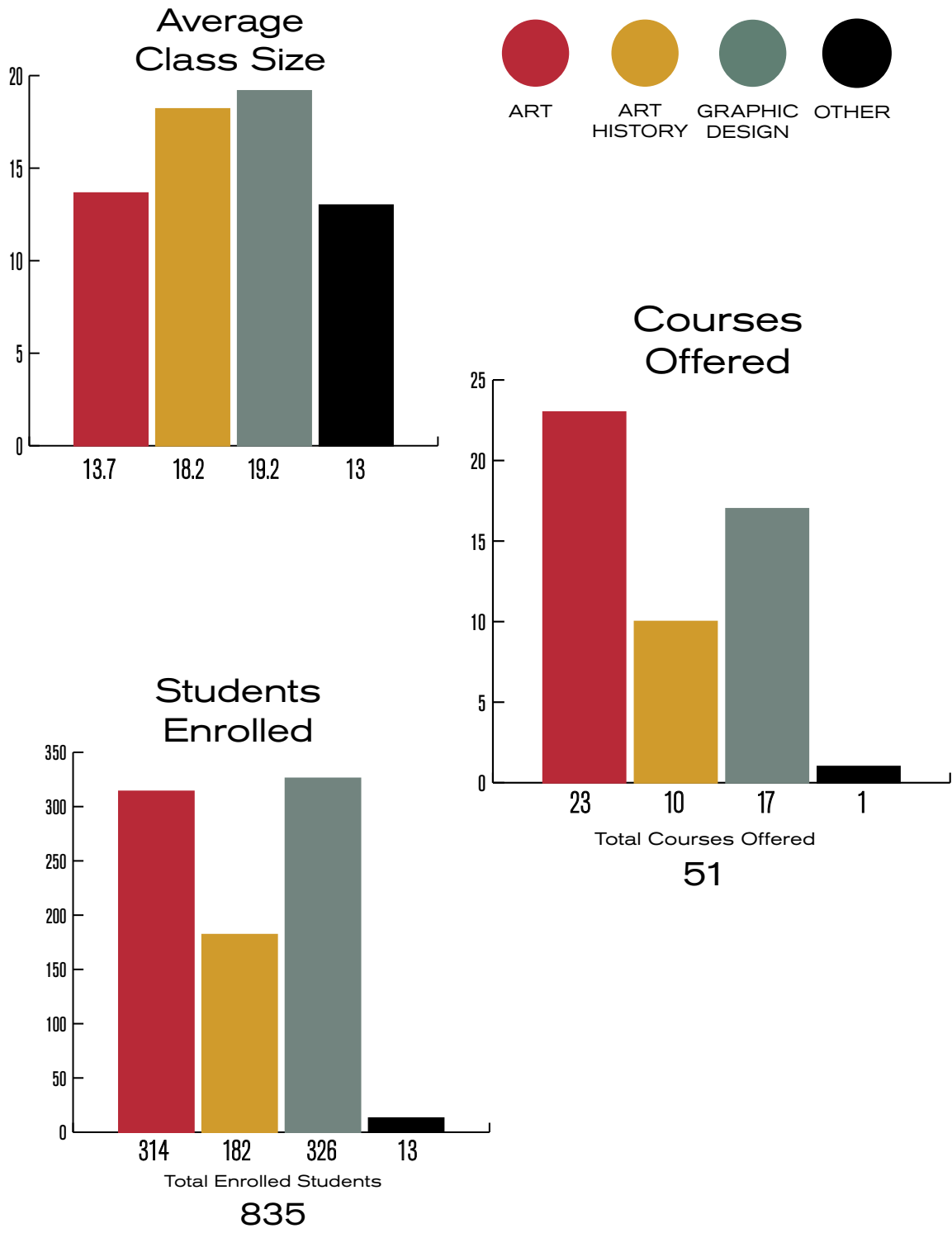
FOR MORE INFORMATION OR TO SIGN UP,
Contact: Professor Chimenti - chimenti@chapman.edu
Dr. Lehnhof - lehnhof@chapman.edu

Please bring a dark and light t-shirt to help identify teams!

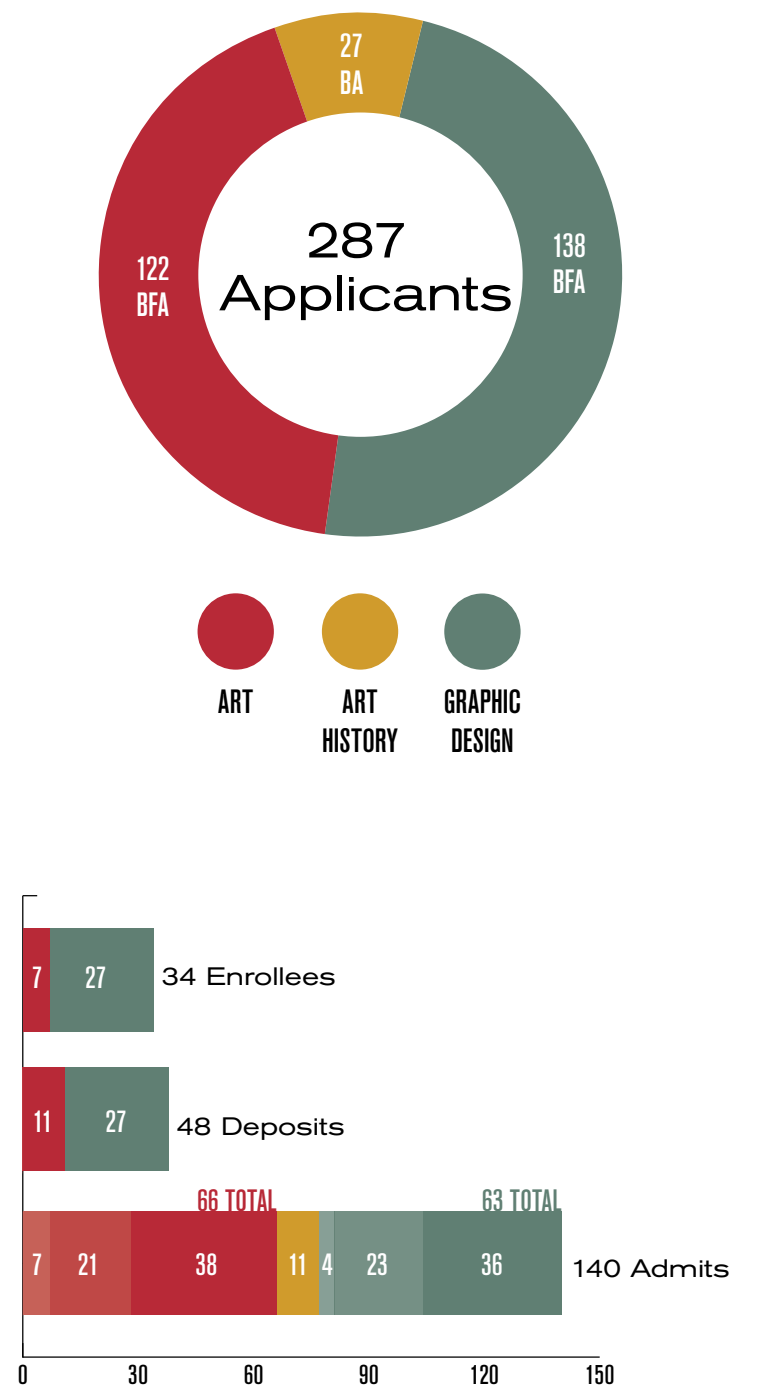
Professor Eric Chimenti, adjunct Faculty member Andrew Shalat, and graphic designs students came out to the annual Wilkinson College soccer match to play soccer with the Chapman community. Students that participated included Annie Unruh, Sasha Netchow, Lauren Armenta, and Katie Benedikt. Wilkinson beat Schmid College 4-3.



Spring 2015 Enrollment Statistics

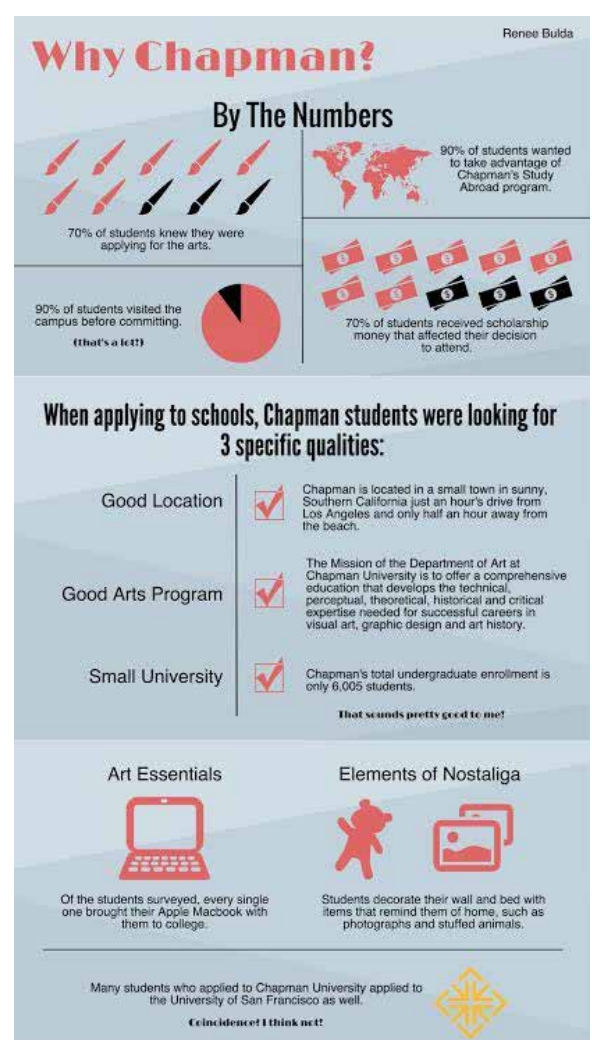
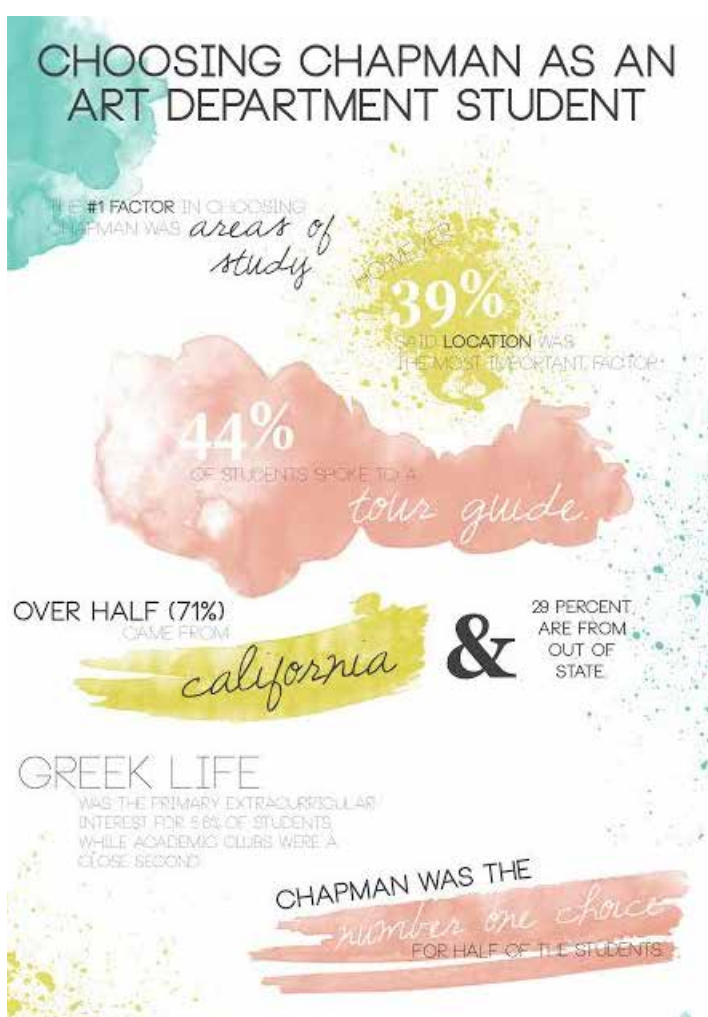


Fall 2015 Freshman Selectivity



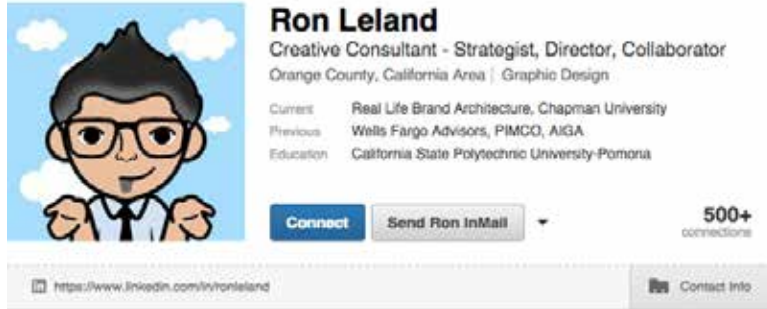
Why GD Students Chose To Attend Chapman

Choosing a college is one of the most important decisions one makes. The process can be highly complex and pressurized. Students in Art 130 Research Methods for Designers researched and visualized "How Current Art Department Students made their choice to attend Chapman University." A secondary feature of this project investigated student objects that are commonly brought to college. Students designed an aesthetically pleasing, accurate and clear presentation answering the Design Problem, while including statistics that were gathered during the research phase.



Meet One of Our Part Time Professors

Ron Leland



Why did you choose to teach at Chapman?

Top University for the Communications fields - graphic design and film - both of which will be key players in the future of start-ups and corporate communications.

What do you consider some of your greatest artistic accomplishments?

1. Pushing clients beyond their expectations or comfort zones to communicate more effectively with their brands.
2. Building my own design studio - and getting it published. Along with acquiring a very respectable list of clients who believe in what we provide.
3. Developing a design course for Chapman University that exposes their students to an international marketplace with real clients, real projects and giving the students a real studio experience so they'll be more prepared to work after graduation.

What major brands have you designed for?

Lots in the financial space: PIMCO, Pacific Life, Russell Investments...etc. With the Chapman/London program: 2012 London Olympics and Lunar Mission One ("British NASA")

What do you find prepared you most for the design world?

A solid college education.
Working with design firms that mentor young designers.
Hanging out with design professionals that get together to solve the problems of the world (socially).
Time to read...a lot...I mean A LOT.
Time to keep your head clean...for me, that's cycling.

What important lessons do you expect your students to execute in their career?

I want them to never lose their desire for continuous learning. I want them to fail once or twice - with a job, with a client, with a design execution. And hopefully they won't be discouraged - rather they'll dig deeper to learn about what went wrong, and how could they improve.

Are there any interesting projects you are currently working on?

Yeah - at the moment, a fair amount;
Rebranding an international architecture firm who specializes in hospitality design (think killer resort hotels in exotic locations) and urban mix use (think of those cool hi-rise buildings that mix retail, residential, commercial and hotel all in one building).

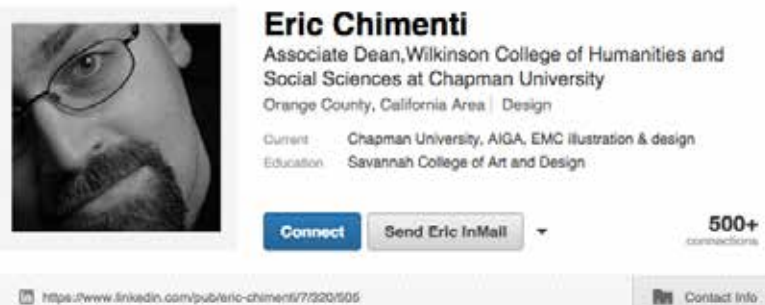
Place naming, branding and way finding development of a significant piece of property in the SF Bay area.

The design of a monograph book for one of my design clients - think Tachen level.

There's another, but I've signed too many NDAs to talk about it. :)

Full-Time Professor Update

Eric 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.



Claudine 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.

Professor Jaenichen took a family leave this semester in order to be a wonderful mother for her daughter London and her newborn son Julian (pictured).

Saied Farisi



Assistant Professor Saied Farisi has been teaching undergraduate and graduate courses of Graphic Design and multidisciplinary design in various southern California universities and internationally, UAE, Qatar, Iran, since 2001. Professor Farisi is currently a tenure track faculty at Chapman University. His research interest spins around the topics of the Semiotics, linguistics, discourse analysis, Deconstructionism, creative process, and cultural dimension of design.

At the end of the Spring 2015 semester, Professor Farisi left Chapman University. We wish him well and thank him for everything that he brought to our program and students.

WWI Exhibition

February 2 – June 15, 2015
Doy and Dee Henley Galleria • Argyros Forum



TO ARMS

The Western Front, 1914-1918

Graphic Design students and the History Department teamed up for an exhibition about World War I. The exhibition reveals the everyday realities of soldiers on the Western Front and the shifting roles of women during the war.

To mark the centenary of World War One, it is fitting that Chapman University hosts this unique and introspective exhibit highlighting collections belonging to the Leatherby Libraries. This rare collection of posters, memorabilia, artifacts, and letters even includes correspondence between C. Stanley Chapman, who fought in the war, to his father, Charles C. Chapman, our university's namesake.

Created by: Cheyenne Gorbitz, Briona Baker, Jamie Siebenberg, and Annie Woodward



Professor Richard Schank Wins OCDA Award



Rick Schank
Marketing and Communication Design Professional
Greater Los Angeles Area | Marketing and Advertising

Current: Purple Cough, Chapman University, Irvine Valley College
Previous: nonprofits, CSULB College of Continuing and Professional Education, Orange Coast College
Education: California State University, Fullerton

Connect Send Rick InMail 136 connections

Professor Richard Schank, who teaches Art-234 Packaging Design and Art-338 Advanced Typography, won the OCDA award for his identity design for Live Love Pet Care & Animal Rescue this past year.



Graphic Design Alumni

Updates of what our alumni have been up to

KRISTEN ADAMS, BFA in GD '08
Graphic Design Manager, Spellbinders
Paper Arts

JESSICA BECKER, BFA in GD '10
Freelance Designer/Blogger, Becker Creative

EMMA DIENER, BFA in GD '12
Junior Graphic Designer, American Apparel

SARAH DONOHUE, BFA in GD '09
Graphic Design Intern, Blue

KIM DWORAK BFA in GD '11
Graphic Designer, Luis Alvarado Design

KATE EGLEN, BFA in GD '11
Art Director, Omelet

BOBBY EVERS, BFA in GD '12
Junior Art Director, tbd advertising

KYLE FLOYD, BFA in GD '10
Graphic Designer, Siege Media

RACHEL BECKER, BFA in GD '14
Graphic Designer, UX Designer

AMANDA GIARAMITA, BFA in GD '10
Graphic Designer, Too Faced Cosmetics

DIANA GOLDBERG, BFA in GD '13
Graphic Designer, Perspective: Branding

ASHLEY HAWTHORNE, BFA in GD '13
Web Designer, Urban Decay Cosmetics

KATIE KLAND, BFA in GD '14
Designer, Album Agency

KERI KUBOTA, BFA in GD '12
Graphic Designer/Co-Owner, Deluca
Group Printing

MELISSA LOSCHY, BFA in GD '07
Art Director, Nuts and Bolts
Training Company

ALANA, BFA in GD '13
Freelance Graphic Designer, Alana
Michaels Designs

RACHAEL MORELLO, BFA in GD '12
Art Director, Freelance



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

HALEY O'BRIEN, BFA in GD '12
Technical Artist, Oceanhouse Media, Inc.

MARIA REISINGER, BFA in GD '13
Marketing Coordinator, BNBuilders

ALEX RINKER, BFA in GD '03
Principal, Rinker Design Co.

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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Please send your selections along with this form to:

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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>



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commpost

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