

CHAPMAN UNIVERSITY AND THE GRAPHIC DESIGN PROGRAM PRESENTS

## INTERTERM INTRO TO INFO DESIGN

BEGINNING WINTER SESSION IN **2007** PROFESSOR CLAUDINE JAENICHEN

VISUAL DISPLAYS OF INFORMATION DEMAND UNDERSTANDING AND SENSITIVITY IN A WORLD OVERFLOWING WITH DATA AND MESSAGING. THE NEED FOR CLARITY, USABILITY AND INCLUSIVE DESIGN IS PERSISTENT & SPECIALTY IS NOW REQUIRED.

### SCHEDULE

**8:00AM-NOON**

TUESDAY LECTURE / EXERCISE  
WEDNESDAY SEMINAR / STUDIO  
THURSDAY STUDIO / LAB

### GRAPHIC DESIGN CAN SAVE THE WORLD

Recommended for sophomores, juniors and seniors in the graphic design program. Three credits with no prerequisites required. Projects developed during studio will be up to standard for junior show and portfolio review content.

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**THREE CREDITS**

## New Professor Comes Aboard bringing with her knowledge from across the ocean

Story by Professor Eric Chimenti • photo by Amanda Bell, class of 2008

After a two year nationwide search we found each other. Claudine Jaenichen has joined the Art Department and Graphic Design program. The students and faculty have welcomed her with great enthusiasm. Here is a portion from her page on the Chapman site:

*"My background in design has been nurtured and educated by experimental visual implementation and function-sensitive design approaches. After obtaining a BFA in graphic design from the California Institute of the Arts and working as an independent freelancer and senior designer in professional practice, I moved to England to pursue my graduate degree in information design. As a graduate student, I was*

*inspired and motivated by the work from the Department of Typography and Graphic Communication at the University of Reading and began my experience in teaching graphic design, typography, design methodology and theory.*

*My professional experience includes print, web and system design developments including: brand identities and its coherent collateral, advertising campaigns, education and non-profit social campaigns, city branding development, annual reports, catalogs for government and high-end technology, on-site photo shoots, marketing, web-interface development, design through the user experience, campus signage, environmental graphics, music packaging, science data representation and wayfinding."*



Professor Claudine Jaenichen is already moving the program forward offering an Interterm class in Information Design (see advertisement at left.) She is also planning a Summer Study Abroad trip beginning in 2007.

For more information and samples of her research as well as her design projects please visit... [www.jaenichenstudio.com](http://www.jaenichenstudio.com).

## Design Program and Students Continue to Solidify Can the students and professors gel together any more? IT IS ALL IN THE PLANNING!

Written by: Timothy Van Atta, w class of '07 and Professor Eric Chimenti, Faculty Advisor Graphic Design Club

Since 2000 Chapman University's Graphic Design Program has talked of having a club. Or at least Eric has talked about having a club. Finally Miss Emily Zettner, class of '08, took up the challenge and did what needed to be done to set up an official and AIGA sponsored Graphic Design club in the spring of '05. She then promptly left for a semester of Study Abroad in Germany. Miss Leah Demeter, class of '06, took on the job of being the first club president and did a marvelous job in the fall of '05. She presided over the first ever Graphic Design Alumni Show. (Read more on this elsewhere in CommPost.)

On a beautiful Friday evening, September 9, '05, the Graphic Design Club Officers and Advisors held a fun kick off picnic in the Davis Apartment quad. This event allowed lower class men and upper class men to mingle, and feel more connected to the program. There was a barbecue, Eric graciously cooked hot dogs, burgers, and veggie burgers. Participants played catch, socialized, and ate. The main event was a scavenger hunt that sent small groups of students comprised of freshman and upper class men to various parts of campus to photograph themselves at a variety

Graphic Design club officers and advisors are meeting regularly during the summer of 2006 to plan the following academic years events. Left to right: Professor Claudine Jaenichen, Melissa Simonian (treasurer and AS Rep.), Melissa Loschy (Vice President), Lauren Godlove (Publications Chair), Emy Zettner (President), and Professor Eric Chimenti.



of landmarks. To cap off the event the photos were put on display via projector where everyone could enjoy the hard work and humor of each groups adventure.

Emy returned from Europe and assumed the presidency and presided over two quest speakers (read more on these elsewhere in CommPost) and an end of the year picnic.

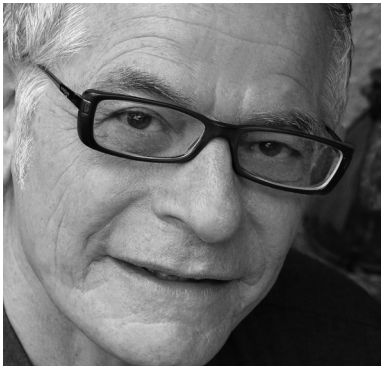
### The club and Graphic Design Program are planning great things for the Fall:

1. Weekend Camping Trip
2. More guest speakers.
3. How Magazine Self Promo Show will be on exhibit in the Guggenheim Gallery
4. AIGA and Adobe Boot Camp
5. Internship Panel discussion
6. Study Abroad Panel discussion

### Other upcoming events:

1. Fall 2006 Junior Graphic Design show
2. Spring 2007 Graphic Design show
3. Fall 2007 CU Graphic Design Alumni show

Please sign-up to be kept informed on all the goings on and plan on participating in many of the events.



# Joseph A Banuelos: One Idea is Never Enough.

By Sarah Smetana, class of '09

**Committed to a creative life, the part time professor balances 41 projects at a time.**

Most people don't stop to think about the masterminds behind the many familiar icons that represent contemporary America.

Who designed Starbucks Coffee's infamous mermaid princess, appearing on coffee cups all over the country? What genius envisioned that the simplicity of Mac's apple would come to represent the rise of technology in our current society?

Although these accomplished graphic designers tend to remain behind the scenes as professionals, one such designer has emerged this school year as a part time professor at Chapman University, and his name is Joseph A. Banuelos.

After spending much of his career as a graphic designer and illustrator, Banuelos was invited to help brand America by creating a symbol that hamburger lovers would come to know and love for decades thereafter: The Carl's Jr. star.

"In 1985, the ad agency for Carl's Jr. called me with an assignment," said Banuelos. "They were re-branding Carl's Jr. and needed a new star."

Working in an industry where technology is constantly changing and advancing, the ability to adapt meant survival for Banuelos, who remained confident by thinking conceptually and understanding the dire importance of great typography.

"I have a three-hundred and sixty degree philosophy on design. Look at

the problem from every conceivable angle- get all around it," he said. "Explore all the approaches, even the bad ones. One idea is never enough"

He also chose to constantly put conceptual skills above technical skills.

We've all heard it time and time again, but must not refute the facts: the fundamentals of design make up the most crucial aspect of successful work.

For Banuelos, education in the principles of design and gaining the ability to think conceptually prepared him aesthetically for a career in the design industry.

"I believe the principles of good design are universal and are locked in the human aesthetic," stated Banuelos. Outside perspectives are imperative as well in a graphic design career, and Banuelos learned early on to not take another's opinion of his work personally. Conceptualization tends to be solo work, but "working to get the design right is a team effort," he admitted.

The initiation into a career in graphic design was

not necessarily smooth for Banuelos, yet it provided him with the proper mindset for his profession. One must always stay accountable in the work environment. Some cunning students may be able to procrastinate and get away with it, but bosses and clients deserve to be treated properly with sufficient time management and realistic expectations.

"I was taken by surprise at the pace," he said. "I was given ten things to do on my first day, none of which I was educated for. Needless to say, my deodorant failed by noon."

Banuelos has paid his dues and knows the business. He currently teaches perspective and rendering at Chapman, in addition to working as a Creative Director for a mid-sized advertising agency.

At the ad agency, he conceptualizes, writes, and supervises a staff of six. He is responsible for every piece of work that leaves the agency, as well as a design director, art director, presenter, and keeper of the client's brands.

"I am currently involved

in forty-one projects that require my attention," said Banuelos.

With such a tight schedule, deadlines remain crucial. "Keeping your deadlines means keeping your clients and vendors," he said. On a typical project, a piece of collateral can take between five to fourteen days to produce and an entire process can take from two weeks to three months.

Not only can students learn by example from a professor like Joseph Banuelos, they can also expect a tough, yet highly rewarding, class.

**"I was taken by surprise at the pace... I was given ten things to do on my first day, none of which I was educated for. Needless to say, my deodorant failed by noon."**

## Box Top Trauma.

By Ken Camastro, Part-Time Faculty

Ken Camastro has been working as a creative in advertising and marketing for twenty-one years. Currently a V.P. Creative Director at the Newport Beach offices of Doner Advertising (An agency based in Southfield, Michigan), Ken is primarily responsible for elements of the Mazda and Black&Decker accounts.

Due to a traumatic childhood experience involving two cereal box tops and an

order form, Ken wanted to go into advertising from an early age. Leaning heavily toward the "art" side, he graduated California State University Fullerton with a B.A. in graphic design and illustration.

He has worked on over 150 brands in areas ranging from business-to-business to retail to general consumer and has been recognized with various industry awards. Ken has also been



recognized at various post offices throughout the country but has thus far managed to stay one step ahead of the law.

In addition to working in

the field, Ken has had the privilege of teaching in the art departments of both Fullerton Community College and Chapman University.

In his off-time, Ken enjoys regularly missing the center of the target at the archery range, is attempting to learn how to play the piano with both hands and, due to a short attention span, has a tendency to get involved with several books at one time.

Ken lives in South Orange County with his much more talented wife and daughter who both enjoy performing musically in various community and church stage productions. Living with the Camastros is the family pet, Sandy, who doesn't do much of anything except lie in the sun, eat and bark at kids riding their bikes. Ken jokes that he considers Sandy to be the family's smartest member.

## Design Professor Wins Award.

By Dr. Myron Yeager, Dean of the School of Arts and Communication

Graphic design program coordinator Eric Chimenti was one of three faculty members to receive the university's prestigious Valerie Scudder Award at the annual spring Faculty Honors Convocation May 12. Recipients are selected annually by their peers for outstanding teach-

ing, scholarly or creative activity, advising, or service. "Prof. Chimenti has distinguished himself by his excellent teaching evaluations, the innovative and creative materials he has designed professionally, and his effective leadership as a senator and program coordinator," said School of Arts and Communication

dean, Myron Yeager. "Prof. Chimenti's work clearly defines him as one of the university's most outstanding faculty members. This honor is well earned," Dr. Yeager added. In addition to a framed certificate and his name appearing on a plaque in the Provost's Office, Prof. Chimenti received a cash award.



# Two Super-Size Junior Spring Shows!

Written by Amanda Bell, class of '08

The first installation of the Junior Graphic Design shows entitled Design Cycling featured Jin Furuya, Melissa Loschy, Tiffany Bijou Vann, Tim Van Atta, and Jeff Werner. The opening reception gathered the perfect sized crowd, the room was full but not so cramped that viewing the art work was difficult or unpleasant. This group of designers set a high bar for the following show. All of the work produced was very well done and cleanly displayed. There was so much to see, an extra wall was placed in the middle of the gallery to allow more work to be shown without overcrowding the existing wall space. The gallery was buzzing with excitement and discussion over the wonderful work done by this group of students. Over all the show was very successful, business cards were handed out, food was consumed, and most

importantly art was seen and admired. The second Junior show was entitled Invisible Inc. and featured Val Ito, Autumn Schabert, Melissa Simonian, Emy Zettner, Lauren Godlove, Leah Demeter, Christina Leong, and Alyson Yee. People were lined up outside the door waiting for the show to start. Once let in it still took a while for everyone to get into the gallery, it turns out this was due to a video of the featured design-



Jin '07 DJed both events.



Lauren Godlove '07 discusses her work with visitors.

ers that played through out the reception. This show was completely different from the one before, the quality of the work was just as fantastic but the way it was displayed was different which gave the show a different edge. The artwork was literally popping off the walls. This year Freshmen and Sophomores were left quaking after seeing the magnificence of these Junior shows. The time and work that everyone put in really paid off and produced something wonderful to be seen by all.



Melissa Loschy '07 had work that was beyond the computer.

## Junior Year Internship.

Written by Tiffany "Bijou" Vann, Class of '07

My internship experience has been nothing less than memorable. I feel that I've gained a wealth of knowledge that just can't be obtained in a classroom. In just the first week I learned how a client meeting works, what to and not to say during one, and how to quickly deal with any of difficulties that may arise. The professional world also moves at a

much faster pace than what we're used to in college. Instead of being given a month to finish a project, a client will demand it by the end of the day. And using the excuse of "the printers aren't working" just won't do. Being able to create a great design in as short a time as possible is a crucial skill. And, and revisions that need to be made

are lightning fast. There's no time to let a project sit or think about it later, everything moves in the now. Such a fast paced job though requires employees with not only impeccable skills, but amazing senses of humor. This in part, leads to a firm full of some of the most enjoyable people to be around. With all the business that is constantly being attended to,

the sound of laughter, jokes, and great music is constantly in the air. As a result of being in such a positive environment, the working at Doner was more enjoyable than anything else. I found myself eager to go to my internship, and even went extra days. My incentive wasn't just the humor in the air, but also the wisdom that I gained every time I got off the elevator at

the tenth floor. A combination of joy and knowledge came with everyday that I went, and I'm most grateful for the experience.

**"There's no time to let a project sit or think about it later, everything moves in the now."**

## A Week of Alumni Graphic Design Glory.

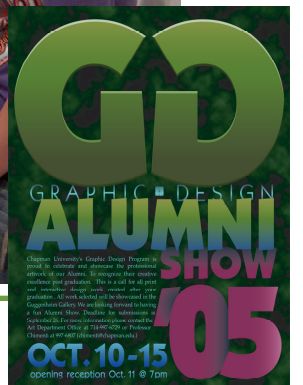
Written by: Professor Eric Chimenti

October 2005. Guggenheim Gallery. Over a dozen Graphic Design graduates showcased their work in the first Graphic Design Alumni Show. The participating alums ranged from 1996 to the present and their work was a well rounded mix of packaging, advertising, apparel, web, and print. The opening reception was packed with current students, alumni, and family. The evening concluded with an Alumni Panel Discussion where student questions were answered and valuable "real world" feedback was

given. The next Alumni Show is scheduled for Fall 2007.



Above (left to right): Stephanie Rubin '06; Dr. Wendy Salmond; Leah Demeter '06; Lauren Godlove '07; Melissa Loschy '07 enjoy the show.



# Guest Speaker Jonathan Good of WunderMarx

Written by: Sarah Smetana, class of '09

Jonathan Good, part founder and CEO of the public relations and advertising company WunderMarx, may understand the importance of a relationship between design and business better than most others in the field.

Are you communicating visually what you are saying verbally? Are the colors appropriate to the content? Do you know your market value and do you make use of contracts? These issues

and various others were key in Good's presentation at Chapman University.

"Agencies can double over night depending on a campaign," he told a group of graphic design students, "but we do not believe the success of your idea should rest on one ad or one tagline or one product launch."

Good related to the students of Chapman the necessity of meeting deadlines in order to improve their work and status in the

career community. Over time, each individual will develop his or her own style and eventually learn to complete assignments at faster paces to meet quick deadlines. One must also be flexible with clients and poor art direction.

Another essential area for Good involves the ability to draw sketches and put together an original, exciting portfolio.

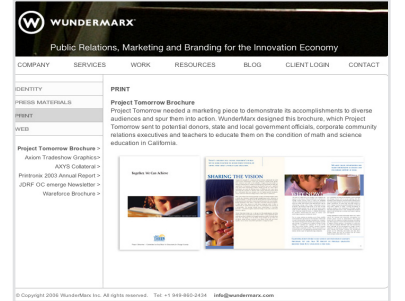
"Get experience now to get hired later," Good said.



Jonathan speaks to a class about his experiences in the field.

"Always have passion, persistence, and punctuality- and remember to always spell check!"

Visit the WunderMarx website:  
[www.wundermarx.com](http://www.wundermarx.com)



# Guest Speaker Teresa Fritzler of Fritzler Design: Deadlines, Revisions, and Multitasking

Written by: Sarah Smetana, class of '09

Although CSULB graduate Teresa Fritzler of Fritzler Design stressed these points to Chapman design students, she also reminded students that while the graphic design industry can be demanding and strenuous, one must merely remember the fundamentals of design to succeed.

"Nothing can prepare you totally for the real world," said Fritzler. "The best prep-

aration is knowing that you can figure anything out by being resourceful, patient, and willing to work."

In order for a prospective designer to create a name for him or herself, they must constantly call agencies and show a sense of persistency, as well as a unique portfolio.

"I kept calling and finally the best agency gave me a chance," remarked Fritzler.

Because Fritzler currently works through herself rather than a larger agency, she has the ability to take on many projects at any given period and still have time for the gym, looking at emails, and happy hour.

She also understands, however, that to please clients the most creative results are not always achieved. Real world design is never completely

free of restrictions.

"Enjoy what you do and do it well," Fritzler said finally. "A good student makes a good designer in the real world. Give more than you get."



Visit Teresa Fritzler's website:  
[www.fritzlerdesign.com](http://www.fritzlerdesign.com)

## 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/sac/art/gd/events.asp](http://www.chapman.edu/sac/art/gd/events.asp)

# commpost

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The School of Arts and  
Communication Mission:

To provide the students, faculty and the university community an intellectual environment where scholarship, research, and creative endeavors can occur in order to celebrate the diverse forms of human expression through communication, art and performance.

**commpost**

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