

Design students study abroad in trip of a lifetime

Students study the branding of the 2012 Olympic Games with three companies in London, England

Story and photos by Kate Eglan, '11

Two and a half months of summer is a long time when there is nothing to do. It becomes even longer after coming off a semester packed with numerous projects, assignments, and club meetings. Luckily, before interterm even began I heard of an opportunity too amazing to possibly resist. So I signed up for a study abroad course that would send me to London for a month while studying the branding of the 2012 Olympics, not entirely sure what I was in for. Before departure, we spent a week at Chapman brushing up on our brainstorming and sketching skills with our professor for the trip, Ron Leland. After that, and a twelve-hour plane trip across the Atlantic, we found ourselves in London, and about to embark on one of many trips in the



London underground, only this time with 50-pound duffle bags and a subway system designed without wheels in mind.

During our three weeks, we visited three companies involved in the London Olympics. The first was EDAW, and urban planning company. They were kind enough to show us their plan for the Olympic site, with much emphasis on the legacy site, or what is going to happen to the land after the games end. Wolff Olins was the second company we got the chance to see.

The company was chosen to create the brand mark for the games, and dealt with the aftermath and the controversy that ensued after the debut. The assigned project was to create a campaign using to Olympic logo.

Burro Happold, the last company we met, were kind enough to talk to us about the structures being built on the site. Later on in the week, we saw the stadium and other buildings that are in progress, on a tour of the Olympic site, which was an

amazing thing to see.

In between and around office visits and working on projects, we wasted no time in completing our attempt to see absolutely everything possible to see in the city. This included trips to Hampton Court Palace, Oxford (including Christ Church where parts of the Harry Potter movies were filmed), and the Design Museum located on the Thames.

I could write pages and pages about our experiences, what we saw, and



what we learned. But, truth is, it would never fully translate. So let me end by saying that never in my life have three weeks been so exhausting, or so fulfilling.



The groups of student travelers pose for a quick snapshot in the London Underground.

Three design students help in first place NSAC win

This June, Chapman's Advertising Club students qualified and competed in the National Student Advertising Competition (NSAC). The NSAC team placed fourth overall — the highest place ever achieved by Chapman, and returned to Orange County with national recognition.

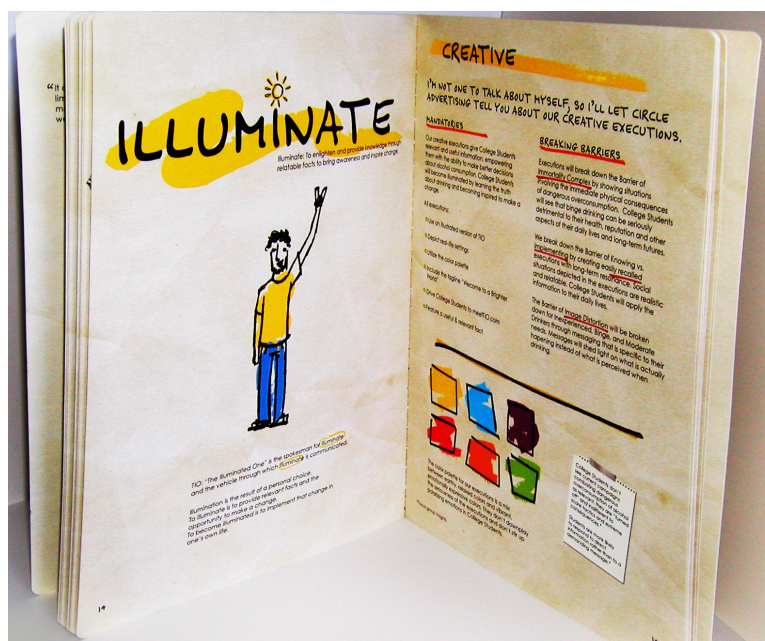
As far as Chapman graphic designers are concerned, the school left with the top prize. The Chapman team was also the recipient for the Best Use of Imagery Award from Getty Images, rewarding Chapman with the gold prize design-wise.

While the majority of the 40-student advertising team was more excited for the 4th place overall prize, the team's designers Kimmy Kirkwood, Kate

Eglan, Simon Blockley, and Brian Chandra were more pleased with receiving the highest advertising design recognition in the nation for college students.

The designers had even more to celebrate as Eglan, whose illustrations were the basis for the campaign, received an MVP award from the judges. Kate Eglan was also personally congratulated and complimented by the CEO of The Century Council, the campaign client.

Working as a graphic designer for the team was quite a different experience than one might expect. Through the duration of the eight-month campaign, only about one month was spent "designing." The rest of the time, the designers got a full look into the



Winning campaign book that shows the winning illustrations and layout design.

non-creative portion of the process. This included helping the rest of the team with four months of research followed by organizing promotions, working on public relations events and finally in

conceptualizing the "big idea" for the campaign.

Once these processes were organized and executed, the designers began to produce the 32-page long campaign plans book that included

Story and photos by Simon Blockley, '11

all design elements of the campaign: print ads, storyboards, web sites and guerilla executions. The designers were constantly strained in balancing intensive design projects for school with NSAC work during the heavy production phase. However, the reward of holding the completed plans book in hand far outweighed the stress and work that was endured.

This fall, the Chapman NSAC team will build a campaign for State Farm Insurance. So, when you see a NSAC graphic designer muttering small nothings about life and car insurance costs, or walking in a zombie-like fashion to the design lab, please, give them a break, or even just a cup of coffee.

Chapman receives \$25 million for performance center

Anonymous gift will have significant impact on contraction of new theater in Chapman's near future

Chapman's College of Performing Arts was proud to announce a bright future for the departments of music art, theatre, and dance after two anonymous Orange County residents donated \$25 million to help build what will become the second largest performing arts center in all of the county. The donation is second only to a \$26 million gift that the campus received from an anonymous donor in 1998 and it is the fourth largest individual gift ever made to a local university.

The gift is a matching grant that will require Chapman to raise roughly \$25 million. University officials are confident that Chapman will match this. "We are very grateful that in the midst of this economy, there are visionary supporters of higher education who are making Chapman and the future of our students their priority," said Chapman President James L. Doti, explaining the donation



Chapman President Doti and others accept a large check for \$25 million to go toward the new performing arts center, which will become the second largest performing arts center in all of the county. The gift is a matching grant that will require Chapman to raise roughly \$25 million. Chapman is already doing preliminary planning to design a building that may be built on Glassell Avenue or Palm Avenue

as extraordinary and transformational. "It will mean a new era for the arts at Chapman," he said. The gift comes at a perfect time to help fund a 1,200 to 1,300-seat performance center, which will cost around \$50 million, in the heart of the campus that will host everything from the renowned Chapman University Choir to professional theater productions. Plans are only in the concept stages

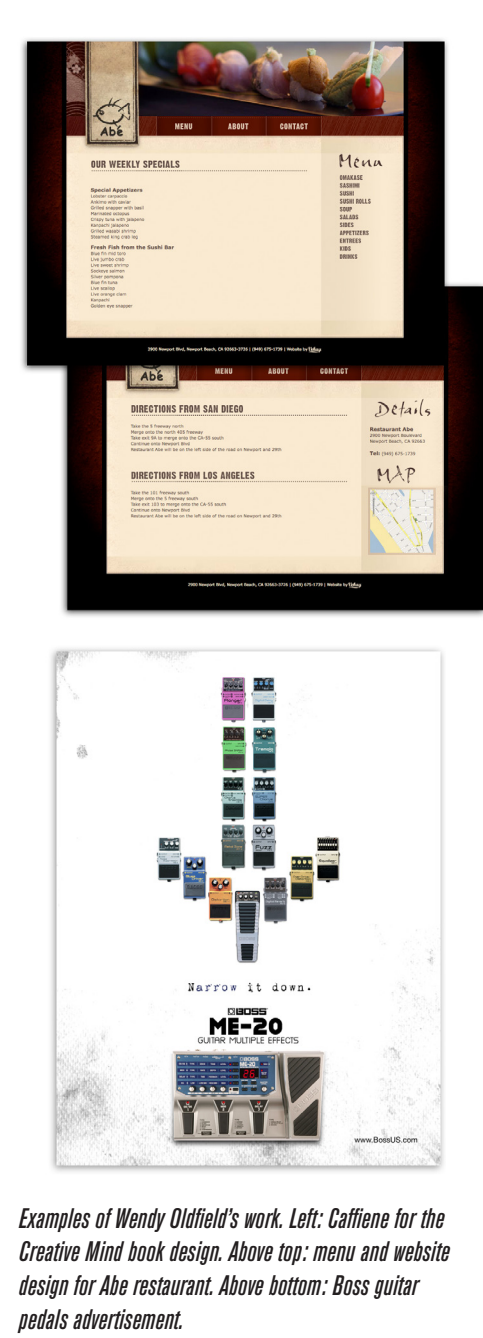
now, but the theater will most likely feature a mid-sized multipurpose performing arts center of 1,200 seats, with the option to expand to 1,300 seats for performances with no orchestra pit. The center will also include rehearsal space for the more than 700 students enrolled in Chapman's recently established College of Performing Arts. When completed, it would be the largest university

performing arts center in Orange County, and second in size among all halls in the county only to the Orange County Performing Arts Center. Chapman is already doing preliminary planning with Pfeiffer Partners Architects of Los Angeles to design a 75,000 to 80,000 square-foot building that may be built on Glassell Avenue or Palm Avenue near Chapman's Marion Knott Studios. It

Story by Kristen Entringer, '11 will feature an exterior that is meant to function well within the aesthetic of the buildings in Old Towne, Orange. The university is also negotiating with Yasuhisa Toyota, the famed Japanese acoustician who worked on Walt Disney Concert Hall, to serve as a consultant through it all. The hall will be used for university performances and productions, including concerts, recitals, operas, musicals, plays, dance performances and the College of Performing Arts annual American Celebration gala, which is a Broadway-style revue performed by students. "I've dreamed of building something like this all of my life," said William Hall, College of Performing Arts Dean and musician who has conducted symphonies around the world. "This would fill a niche, giving the county a mid-sized theater for productions in opera, musical theater, orchestral, chorus, dance and theater."

Wendy Oldfield: proud to be a Chapman alumni

Chapman alumni Wendy Oldfield, from the 2004 graduating class, left the university armed with a BFA in Graphic Design and several awards from her senior year, including Juror's Awards for Graphic Design (2004), Purcell Award for Graphic Design (2004) and the International Student of the Year (2004). Oldfield is currently the senior graphic designer for The Brainyard Clients, whose clients include The Brainyard Clients Coca Cola, Pioneer ProDJ, Roland, Boss, Carls Jr., Baja Fresh, Jesus Film Project, Elixir Strings and Fender Guitars. She owns a freelance business called Vekay Design, whose clients include F+W Publications (HOW Books), Trader Joes, ZOe Productions and The Heart Gallery of Orange County. Oldfield spoke at the HOW Conference in 2006 and the recent HOW design conference in 2009.



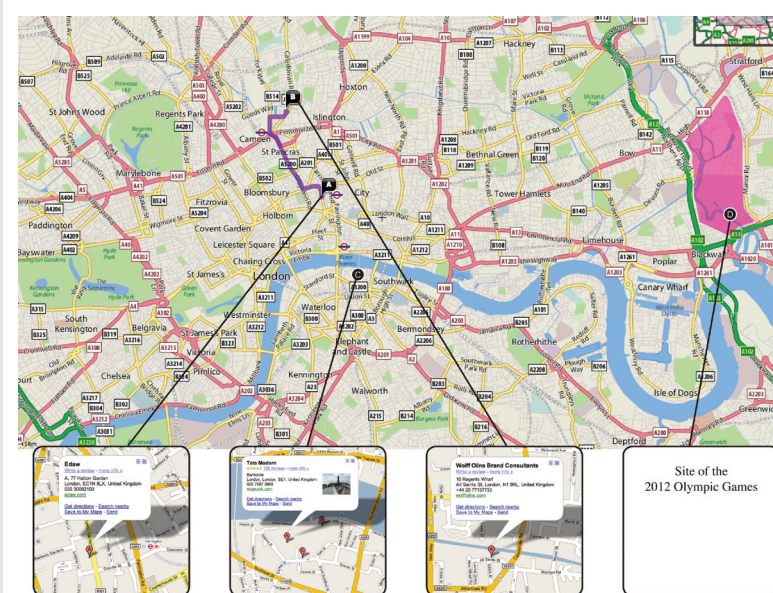
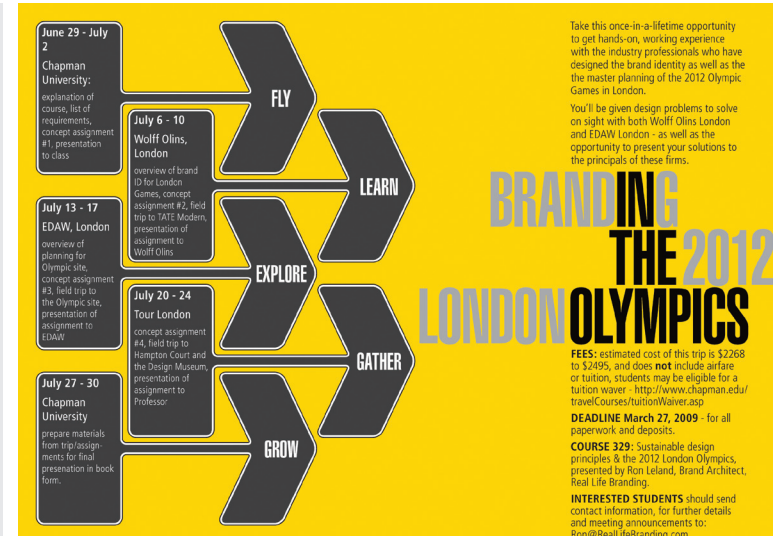
Examples of Wendy Oldfield's work. Left: Caffeine for the Creative Mind book design. Above top: menu and website design for Abe restaurant. Above bottom: Boss guitar pedals advertisement.

Design professor curates show

Exhibition brings artwork from international professionals

The background for graphic design professor Claudine Jaenichen's exhibition, *Visual Urgency: Visible Perspectives of Societal Crisis*, stems from her own research on semiotics and its effectiveness in evacuation maps. Her study in how visual variables impact the success or failure of a designed artifact also link issues in disaster psychology and the psychology of emergency egress and ingress. These two areas of psychology provide an understanding of decision-making challenges placed on people involved in distressed scenarios as well

as enable interdependence between semiotics and performance. *Visual Urgency* continues this investigation in other displays of art and design of objects, documentation or commentary, as in: the Q Drum and HippoRoller from South Africa which help transport clean water from miles away on foot; *The Landmine Prints* by John Risseuw which documents testimony of landmine victims; *Medicine in Action* by Eric Avery which displays enlarged linoleum prints to educate people on HIV and hepatitis; photographs by John Hackbarth documenting several disasters such as Katrina; *ClearRx*, a new



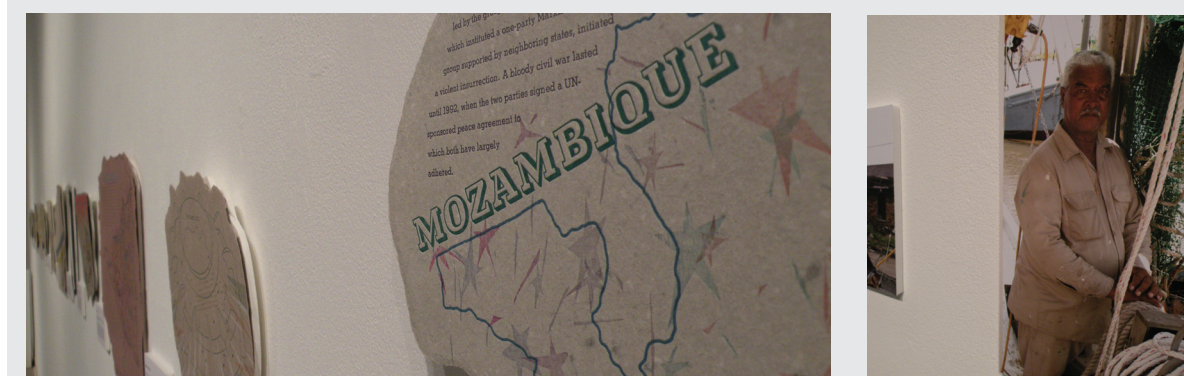
Chapman may revisit London 2012 Olympics

Possible summer 2010 study abroad

This summer, students from the Graphic Design program travelled to London for a unique opportunity to study the branding and building (design) of the 2012 London Olympics. During their three weeks in London, students interacted with the professional design agencies that are bringing the 2012 Games to life. This coming summer, Chapman may have another similar opportunity for students. The students may visit the same three companies as last summer that are involved in the London 2012 Olympics.

AECOM Design & Planning — designed the master plan for the Olympic site and is currently working on what the site will turn into once the Olympics have finished
Wolff Olins — the branding agency that created the logo mark for the London Games and in charge of how the brand communications are to be developed
Buro Happold — currently building the Olympic stadium and will be giving us a tour of the Olympic site as well as educating us on how the construction of the site

Story by Adjunct Professor, Ron Leland will have a zero-carbon-footprint
Each Monday, after the presentations from the design offices, students are assigned a visual communication problem to solve. They are given several days to test their design knowledge; concepting, sketching, and writing skills resulting in final art. On the following Friday the students are to present their solutions to the principals of the design firms.
Our goal is to expose the students to branding and brand communications at a multi-cultural scale, where they will learn from professionals how the design trade faces and solves communication problems that need to speak to a very large audience. They will have access to top end design agencies — so they might get a better view and understanding of what their careers might entail. They will gain insights on planning for an environmentally sustainable event, and valuable experience in developing their own environmentally responsible design decisions.



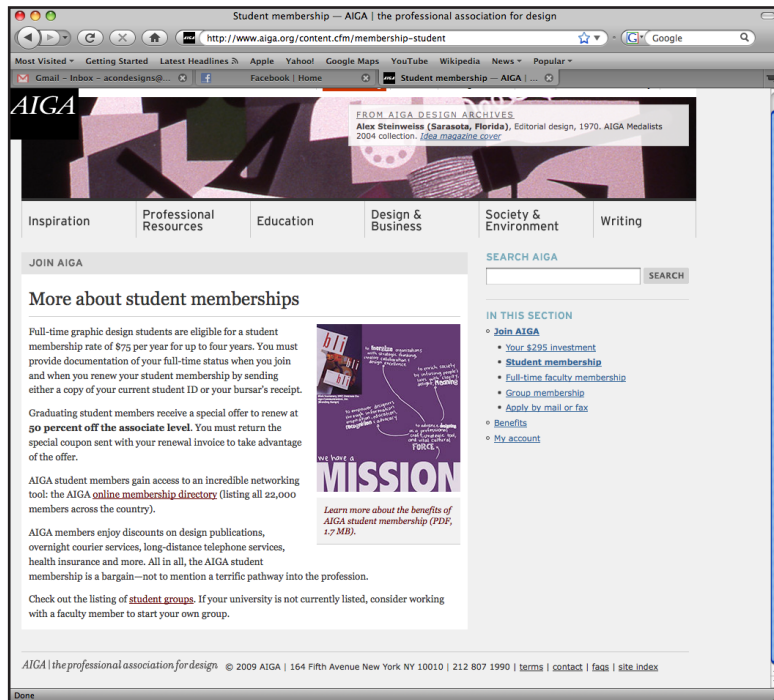
Above: Gallery shots of Claudine Jaenichen's show, *Visual Urgency: Visible Perspectives of Societal Crisis*. Designs include a case study of the American Red Cross branding guidelines (top left and bottom right), *ClearRx* (top right), the Q Drum and HippoRoller (second row left), *Medicine in Action* (second row right), and *The Landmine Prints* (third row left), photographs by John Hackbarth (third row right).

New success for CU student chapter, Orange County student groups grow

Story by Alison Conners, '10

Another camping trip, growing numbers, local board representation and more opportunities to interact with fellow Orange County design students all came to CU's student group this year. While we were the first student group affiliated with the Orange County Chapter of AIGA, we now have two other chapters, California State University at Fullerton and Art Institute of Orange County. Their participation at this year's Portfolio Review and Design Competition showed the growing recognition of the importance of being a part of AIGA as a student. Ideas are and have been floating around for various events and possibilities for exchange with these new chapters. There is even talk in the very beginning stages of an Orange County Student Design Conference, hosted on CU's campus, which would bring together these new student groups and bring in new ones. The stronger the student base of AIGA in Orange County, the more we'd be able to get out of it.

Further recognition



Above: Student and Educator membership brochures are available from the AIGA website. Pictured above are the original versions, which have since been updated. The newer versions will be available soon. Right: Advertisement designed by Madeliene Pisaneschi.

has come to CU's design program with the posting of membership books on the national website, which were designed by Alison Conners. The first draft has been posted for over a year, but when the books were redesigned as part of her Junior Show, new versions were sent to the national office and should be up soon. These books, one targeted toward the students and the other toward design educators, highlight the benefits of both being a

member being an educator of young design students. Designs are being worked on for another version, targeted toward designers in the Associate and Professional levels of membership, which will be added to the national website much like the student and educator versions are already on the site. Designs for student handbooks were also designed by Conners, but have not finished the editing phase.

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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. With a student ID, a student membership is \$75. For a group of 20 or more, memberships are \$50.

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