

## 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.

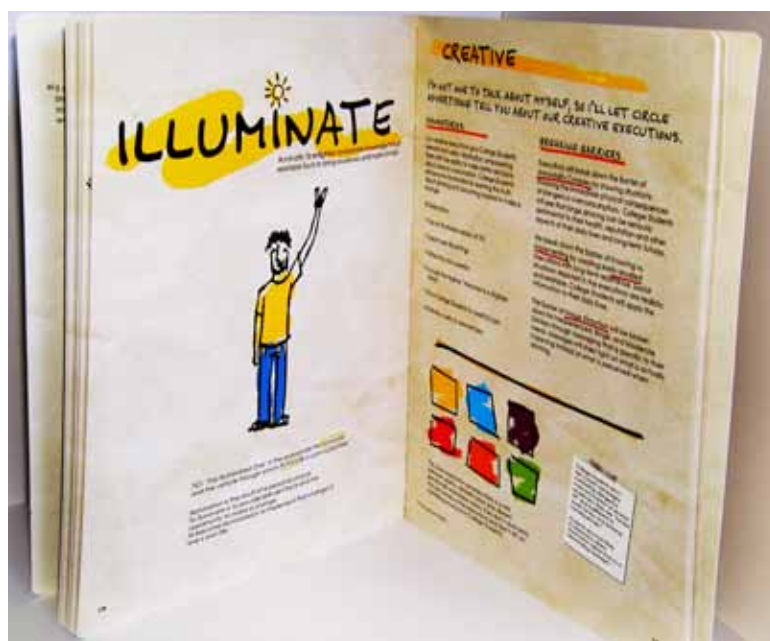
As far as Chapman graphic designers are concerned, the school left with the top prize. The Chapman team was also the recipient for the Best Use of Imagery Award from Getty Images, rewarding Chapman with the gold prize design-wise.

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.

# Leave Your Mark without a hitch

## First of spring 2009 junior shows nothing but smooth sailing

Story and photos by Alison Conners, '10

I think we can safely say that *Leave Your Mark*, the first of two Junior BFA Graphic Design Shows for the spring of '09, went off without a hitch (unless you count forgetting to turn the music back on after we made our little speech, or the shrimp cocktail plates still being frozen).

Junior shows are usually a time of chaos, injuries, plenty of expletives screamed out in the lab at 3 AM, bonding within the junior class, and lots and lots of coffee. In reality, it was peanut butter and jelly sandwiches, coffee, cookies, bonding within the class, and smooth sailing the weekend before the opening. There were still projects printing the day before, and plenty of time spent in the gallery, but I'd say the show went smoother than expected.

Friday before the show, we patched and painted walls, mounted projects, ate snacks brought to us by Brooke Brisbois, a senior design student, danced a bit in the lab and printed last-minute revisions and personal business cards. Saturday was a day of parents and friends helping, more dancing in the upstairs room of the gallery, and even some frustration at finding that what we mounted on the wall sometimes turned out to be crooked. Sunday found a few designers still touching up exhibits and displays, straightening and nitpicking their pieces and cleaning the production room. And for the first time in a long time, if ever, the lab and production room were cleaner the morning the show opened than before it.

*Leave Your Mark* drew crowds of people that blew

us away. We'd never seen the gallery so full of people for a student show, and proof of that was left on the wall. We invited guests of the show to sign the wall with the 20 Sharpie markers hanging from strings next to the banner we made. By the end of the week, it was covered in signatures, well-wishes, and congratulations, even from President Doti.

Most of us agree that our show was an up-and-down roller coaster of stress and fun. We are all proud of the work we accomplished, and proud of the experience we made it for ourselves as the culmination of more than two years' work. And lastly, a huge congratulations goes to Jen Peters, who showed her work in *Leave Your Mark* and won the award for the 2008-2009 Best Junior Show.



From left to right (middle photo): Sara Hahn, Alison Conners, Lindsay Taylor, Madeleine Pisaneschi, David Augustyn, Jessica Cardelucci, Jaylin Kauwale, Ramona Rose

# Second junior show *Black, White & Everything in Between*: Second spring 2009 junior show showcases students' full gamut of work from three years at Chapman

Story and photos by Maggie Lane, '10



From left to right: Amanda Giramita, Kelsey Chapman, Jen Peters, Kyle Floyd, Kimmy Kirkwood, Lindsey Messenger, Maggie Lane, Lauryn Bryant. The group put on their junior show dressed in black to go with their theme.

**B**lack, White, and Everything In Between was a collection of graphic design works from eight current juniors here at Chapman University. As a group, we chose this title to represent us because we felt that the eight of us were the "everything in between." The rainbow of colors that makes up our individual pieces and projects was the basis for this decision

and our way of uniting our distinctive styles into a cohesive show. This show was our way of presenting to the Chapman community what we have been doing for the past three years as we have been tucked away in the design labs.

Being a member of this group of designers really made me appreciate our chosen profession on a new level. Each of us had many of the same projects

but our way of solving the communication problems was vastly different and unique. As we went around the Gallery before our opening we were all in awe of this show we had created. All the long nights and title re-writes had finally paid off. The group walked through and saw the final pieces and how far we had come, we knew that this field was where we were supposed to be.

# CU hosts 6th Portfolio Review; attracts local designers

Story by Alison Conners, '10 and Professor Eric Chimenti

The 6th Annual Portfolio Review brought over 30 professional designers to review the work of almost 100 students and designers from the Orange County Area. For CU students, the review is the culmination of a semester of preparing their portfolios and getting ready for graduation. While waiting for their reviewing appointments, students got to mingle with other students from design programs across Orange County, comparing work, portfolios and stories of their time in school.

In addition to the review, students participated in the 4th Annual Student Design Competition. With more pieces entered this year than in previous years, winners came from the Art Inst. of CA Orange County, Cal State Fullerton, Cal State Los Angeles, and our very own Chapman University.

This year Junior BFA Graphic Design Student, Alison Conners, won best in show honors for her Telluride Film Festival book, "Welcome to the Show." This marked the first time a Chapman student won the top award at the show. Congratulations Ms. Conners.



(A) Professional jurors observe student art work (B,C) Snapshot taken of the reviews in session (D) Winning entry (E,F) Event posters created by Alison Conners



# Class Project a National Winner

Story by Alison Conners, '10 and Professor Eric Chimenti

As project three of the Color class taught by Erin Patterson, students have the choice to enter a national movie poster design contest, this year, for the summer blockbuster Ironman. This is the second year students have entered this contest, and already, a winner. Jessica Cardelucci, class of 2010, was chosen as a Semi-Finalist in the 8th Annual Key Art Awards Student Competition. The competition is held on a national scale, including work from all over the country, where students create either movie trailers or posters. Congratulations Jessica on your award-winning design!

In addition to Jessica representing Chapman University in this contest, Edward Mikasa of the Dodge College of Film and Media Arts was named a Semi-Finalist for his movie trailer.

CONGRATULATIONS

## 8<sup>TH</sup> ANNUAL KEY ART AWARDS STUDENT COMPETITION

WINNERS AND SEMIFINALISTS

Held in conjunction with The Hollywood Reporter Key Art Awards, the student competition provides the opportunity for full-time college students across the nation to create their own versions of one-sheets or trailers with the same materials that the professionals in the motion picture marketing industry receive. Their work is submitted for judging and recognition by the studio marketing and creative advertising group's top executives.

**MORE THAN EVER, A HUGE THANKS GOES TO OUR SPONSORS WHOSE GENEROSITY MADE THE COMPETITION POSSIBLE.**

**FIDM**  
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Marlene Morbill-Dunn

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Especially Mike Oh

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Rebekah Ross  
Cesar Torres

**THE HOLLYWOOD REPORTER**  
Rose Einstein  
Eric Mika  
Julie Plika  
Vicki Robles  
and THR Staff

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**TRAILER SEMIFINALISTS:** From left to right: Jeffrey Bacon - KAASC Chairman • Sean Hernandez (1st PLACE) - Inner City Filmmakers • Nima Shoghi - Columbia College Hollywood • Andrew Meacham - The Art Institute of California San Diego • Lindsey Bisher - Michigan State University • Garmen Izquierdo (2nd PLACE) - Columbia College Hollywood • Julie Douglas - Cal State Fullerton • Chi-Hao Cheng (3rd PLACE) - Cal State Fullerton • Greg Burke - Columbia College Hollywood • Evan Phan - Pasadena City College • Arman Sarkissian - Pasadena City College • Edward Mikasa - Chapman University • Lauren Kearns (Not Pictured) - Michigan State University

**ONE-SHEET SEMIFINALISTS:** From left to right: Aaron Avila (2nd PLACE) - FIDM • Bekim Bacovic (2nd PLACE) - Fashion Institute of Technology • Yookyung Min - UCLA • Jimmy Bish (1st PLACE) - Cal State Fullerton • Omar Rajpal - FIDM • Jordan Lee - Cal State Fullerton • Anja Douglas - Cal State Fullerton • Stephen Richards - The Art Institute of Philadelphia • Jessica Cardelucci (Not Pictured) - Chapman University • Nicolette Cornelius (Not Pictured) - Maryland Institute College of Art • Annie Marcotte (Not Pictured) - Maryland Institute College of Art • Peter Owen (Not Pictured) - Maryland Institute College of Art

# Chapman receives \$25 million for performance center

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

Story by Kristen Entringer, '11

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

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

Interview by Susanna Davidov, '13

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

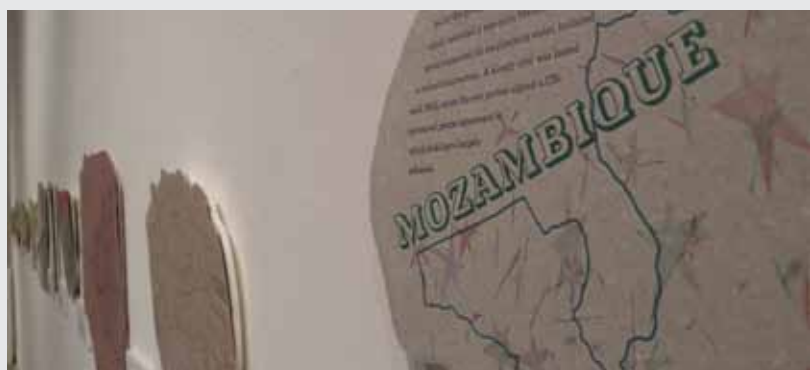
## Exhibition brings artwork from international professionals

Story and photos by Professor Claudine Jaenichen

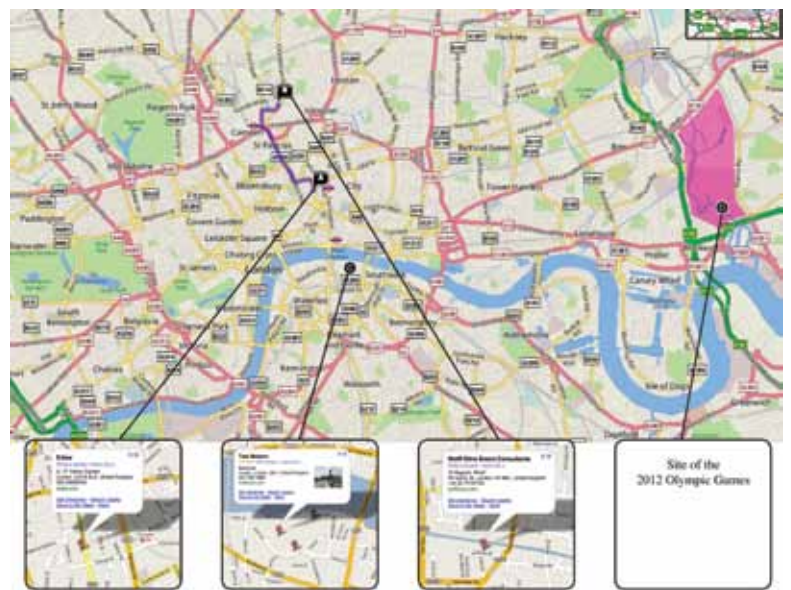
The background for graphic design professor Claudine Jaenichen's exhibition, *Visual Urgency: Visible Perspectives of Societal Crisis*, stems from her own research on semiotics and its effectiveness in evacuation maps. Her study in how visual variables impact the success or failure of a designed artifact 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

solution of prescription medicine packaging; and a case study of the American Red Cross branding guidelines. *Visual Urgency* explores an unexpected aesthetic, considers multiple uses of materials and examines visual taxonomy derived from an emotive response initiated by some level of environmental, cultural or societal crisis. Converging a diversity of disciplines and a body of work that would not otherwise be seen together, *Visual Urgency* attempts to connect commonalities rather than differences within work of designers, photographers, artists, architects, physicians and engineers.



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).



## Chapman may revisit London 2012 Olympics

### Possible summer 2010 study abroad

Story by Adjunct Professor Ron Leland

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

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.

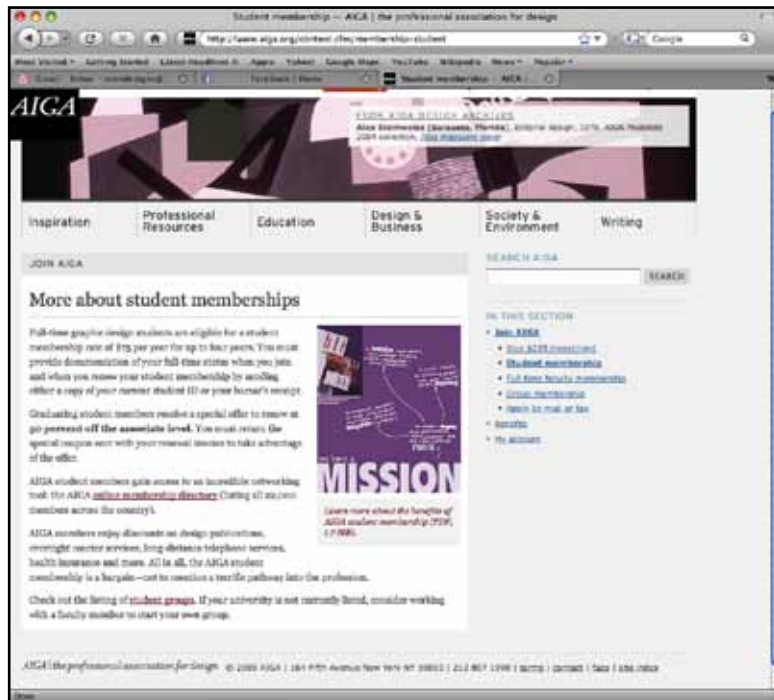
Our goal is to expose the students to branding and brand communications at a multi-cultural scale, where they will learn from professionals how the design trade faces and solves communication problems that need to speak to a very large audience. They will have access to top end design agencies — so they 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.

# 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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