

Three CU Graphic Design Students Take The Win Seniors Jen Peters, Marc Lu, And Kyle Floyd Win a Spot In The Flux '09 AIGA Poster Competition

Story by Susanna, '13

Jen Peters, Marc Lu, Kyle Floyd and many other Graphic Designers from CU entered a competition with hopes and dreams of being chosen as a winner. The competition was hosted by AIGA as a general "Student Design Competition". All three of the CU winners entered their own concepts and ideas in the Poster competition. Other options were Identity, Publications, Packaging, and Web/Interactive. Chapman stole the show with having three students win a spot in the competition. Part

of the reward for winning was the posters being featured in Frederick, MD. These posters are currently being displayed on the AIGA website (www.flux.aigablueridge.org). Once again, congratulations to Jen, Marc, and Kyle for a job well done and showing the design world that Chapman University Designers will always make an impact.

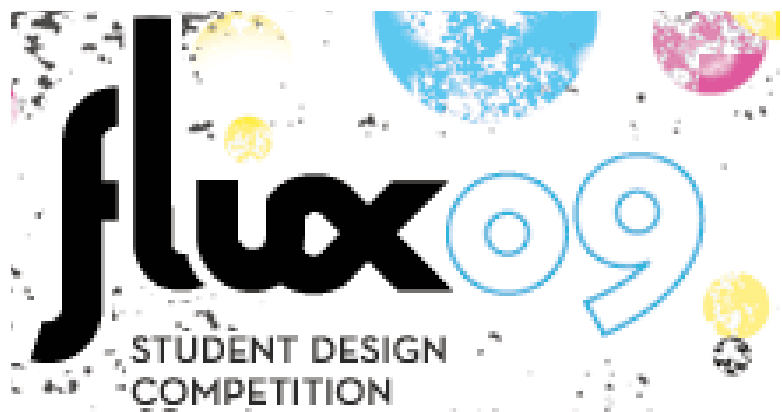


"The experience was one which began with developing a strong concept to represent the event which would work well on everything from a large poster to small promotional items. Once Kyle and I came up with the concept of merging the Hollywood Bowl with an old record player the design fell into place. Nothing was forced."
- Marc Lu

"This poster was a collaboration with another student, Marc Lu. It was the first collaboration project I've worked on. We got to alter our normal process a little, which was fun. Our goals were advertise both the event, Playboy Jazz Festival, and the venue, the Hollywood Bowl. We also wanted to take Playboy's "adult's only" feel out of the picture so that the event comes off as more family friendly. So we both went through our normal sketching phases individually and then brought our favorite concepts to each other. We picked what we liked most and what worked best out of each other's initial concepts and went from there. Marc submitted the poster to the competition, so I was pleasantly surprised when I found out it had made it to the final judging."
- Kyle Floyd



"I wanted to create a movie poster that was different from the traditional movie poster which normally feature actors from the film. I wanted the poster to be eye catching and allow viewers to understand what the movie is about without giving too much away."
- Jen Peters



CU Graphic Designers Marc Lu and Sophia Thomas "Look Deeper" in the '09 Fall Graphic Design Junior Exhibition

Story by Susanna, '13

"... palms are sweaty, knees weak, arms are heavy"

Eminem

Its that time of year again...

As Marc Lu and Sophia Thomas start to hang up their final work for their Junior Show they realize the time has finally come. The moment they have been working



for since the first day of freshman year is about to happen. The consistently talked about "Junior Show" is a turning point for Graphic Designers. It's their time to show how far they have come from basically nothing.
Marc Lu decided to show his award winning Poster along with his fantastic

Olympic campaign. Several other outstanding piece were also on display like logo design and packaging. Sophia also was able to produce a jaw dropping show with her creative approaches to info design, packaging, advertising campaign for a Jazz festival and Gorilla campaign, which included

unique coffee sleeves.
At the opening night of the show it was amazing to see the true happiness Marc and Sophia showed. They both had smiles from ear to ear and couldn't help but be content. The nerves they had for so long were completely gone as they embraced the moment.

Fernando Del Rosario and Parker Jacobs Speak

Designers Inspire Chapman Design Students As Part of the Visual Speaker Series

Story and Photos by Susanna, '13



Rosario

joined WCJ to work on the Taco Bell account. After working at Warner Bros. films and BBDO Advertising, Fernando joined Y&R Advertising to work on LMDA

(Lincoln Mercury Dealer's Association) and eventually on to Mattel Toys. His list of clients includes Chevy Car and Truck, Lucasfilm, Sony, Jaguar, Land Rover, Jenny Craig, and Southern California Edison.



Rosario engages the students with advice and tips Below: collection of work from various clients

As an Associate Creative Director at the Y&R brands, Fernando Del Rosario has background experience in advertising, promotions, POP, and direct response. Del Rosario began his career doing automotive advertising in The Motor City with Cambell Ewald Detroit, then packed up his car, headed west, and

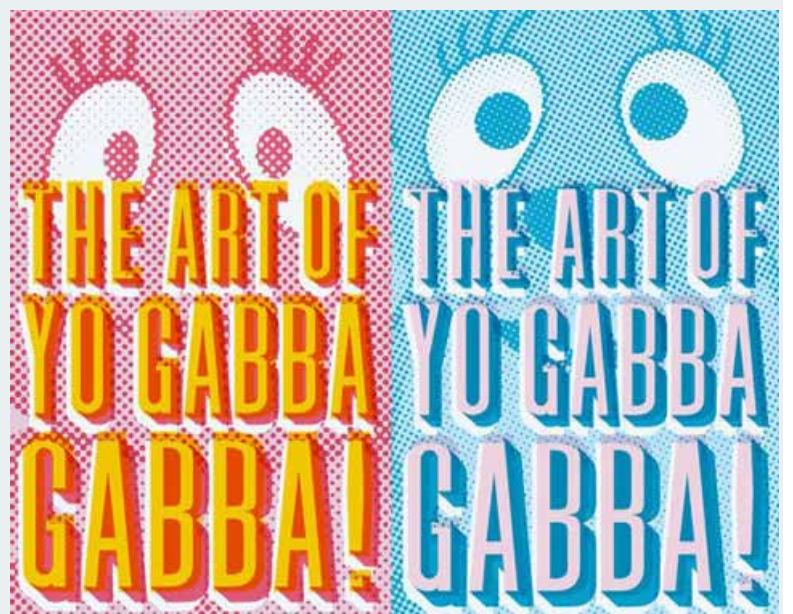


Jacobs

Make rad stuff!

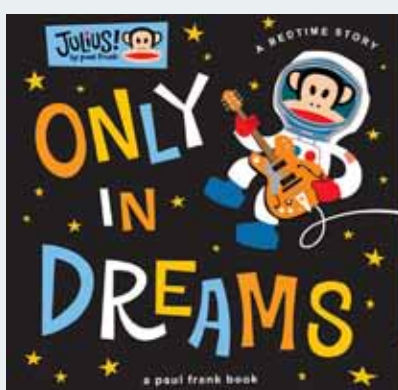
and has largely contributed to the company's cult following. Jacobs' designs can still be seen within their retail stores and on the PF Industries website. Jacobs currently holds the position of Animation Art Director/

Character Design for the hit Nick Jr. show "Yo Gabba Gabba!". His artistic touch can be seen everywhere: if it's animated, Jacobs had something to do with it. In addition to that, Jacobs has worked on projects for the Walt Disney Company and the popular band The Aquabats.



Parker Jacobs was the Senior Design Director of Paul Frank Industries between 2000-2007. His work at PF Industries helped shape the overall aesthetic of the company

Above: Parker Jacobs lets students interact with his work and ask questions face to face Below: A collection of work from clients, Paul Frank and Yo Gabba Gabba



Inspiration in Lifestyle, Music, Media and Style

Did You Ever Wonder What Goes Through The Mind Of A Graphic Designer?

Interview by Susanna, '13

What websites do you use for inspiration?

- designspongeonline.com
- urbanremainschicago.com
- blog.sub-studio.com
- istockphoto.com
- Stumbleupon.com
- Howdesign.com
- www.underconsideration.com
- abduzeedo.com
- booooooom.com
- gigposters.com
- so-me.coolcats.fr
- monsieurlagent.com
- altamontapparel.com/blog/
- blackboxdist.com/
- coolcats.fr
- colette.fr
- NOTCOT.org
- Etsy.com

What Magazines do you read for inspiration?

- Good magazine
- Colors
- Rea-dymade
- Dwell
- HOW Magazine
- Vegetarian Times
- Bon Appetit
- Better Homes & Gardens magazines
- iD
- Print
- Communication Arts
- Bl!ss
- Arkitip
- Skateboard mag
- Surfer mag
- I read more books than magazines.

What websites do you use for stock images?

- istockphoto.com
- vectorstock.com
- juniperimages.com
- Gettyimages.com
- sxc.hu



What "feeling" or concepts do you try to consistently use in your work?

- Empathy
- To give the viewer a sense of unity and intrigue. I want something pleasing to look at, complex enough to make the viewer want a second look, and for my work to have a purpose.
- Balance and organization
- Hand-done elements or clean lines, depending on the project. I try to use my favorite font, Century Gothic, as much as possible
- Simplicity, subtlety
- Finding perfection in the imperfections as well as embracing overall messiness
- Casual, vernacular, for the people, accessible (I DON'T LIKE "CORPORATE" LOOKING STUFF!!!)
- I like simplicity, humor (when appropriate), and using elements with a hand-done quality to stand apart from the purely digital look.

What websites do you look at for Style tips?

- cooking/food websites
- Vegetarian Times
- Better Homes & Gardens
- Eversave, etc
- Nylon
- etsy.com
- Vice
- PopSugar
- Complex



What music do you listen to?

- Everything
- French rap
- Alicia keys
- Mariachi
- Alternative
- daytrotter.com
- pandora.com
- hypem.com
- Taylor Swift,
- John Mayer
- Basically all kinds of music just not much screaming or hard rock.
- indie
- folk
- Dance electronic
- Slightly Stoopid
- Dispatch
- hip-hop

What brands define your life?

- Puma
- Starbucks
- Apple
- Target
- Piperlime
- Ed banger
- Dim mak
- Target
- Trader Joe's
- Burton

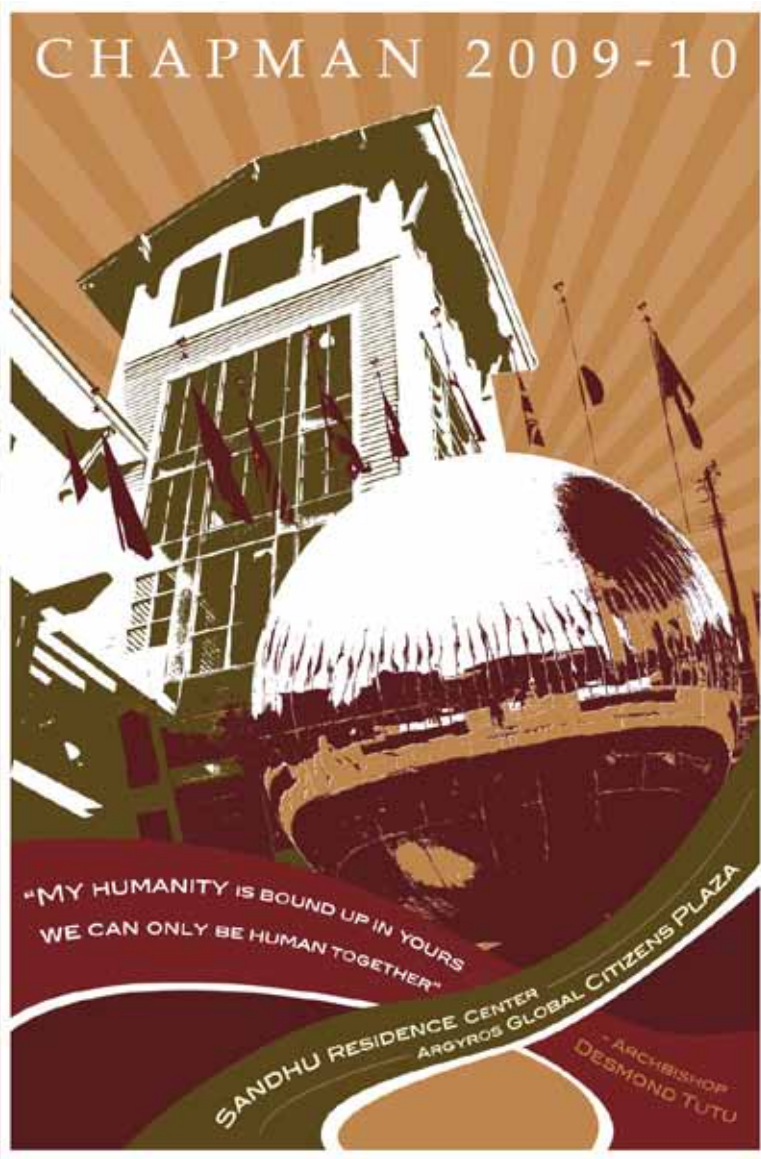


What clothing companies do you like?

- Which ones don't I like...I love clothes. period.
- PacSun
- Quiksilver
- Old Navy
- American Apparel
- Urban Outfitters
- Nordstroms
- Forever 21
- Wet Seal
- Guess
- paul frank
- jeffrey campbell
- Gap
- Insight,
- RVCA
- cool catszero
- fallen
- emerica

What in general inspires your artwork?

- Maps, museums and public transportation
- lots. i try to research as many brand design and identities as possible
- Other artwork of course, especially paintings. I am also very interested in packaging design like food products. My surroundings definitely inspire me too, like my garden/backyard. I'm a sucker for flowers :)
- raw materials, architecture, furniture, hardware, handmade crafts, art deco
- The object/person/personality I'm designing for. There is no one place I go to find inspiration.
- the skate scene
- good music
- COLOR!!!!!! generally color!!!
- Random ephemera I find, traveling to new places, looking through books, talking to people... anything really.



First CU Commemorative Poster

Kauwale's Poster Wins Out of Hundreds of Designs

Interview by Susanna, '13

After seeing work done by junior Graphic Design majors in Spring 2009, Chapman University President Jim Doti was so impressed that he suggested the students design a commemorative poster for Chapman each year. In Fall 2009, the assignment was given to the Advanced Graphic Design class as a project and friendly competition. President Doti then selected a design by Jaylin Kauwale ('10), a student from Kaneohe, Hawaii, with a double major in Graphic Design and Sociology. Ms. Kauwale intends to pursue a master's degree in social work and is specifically interested in helping homeless children

and the native community in Hawaii while continuing with her career in graphic design.

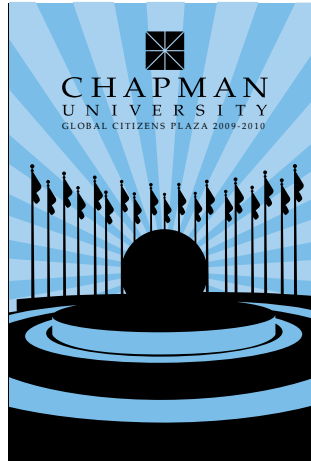
The commemorative silk-screened poster designed by Ms. Kauwale features renderings of the past year's additions to the campus, the Global Citizens Plaza and the Sandhu Residence Hall, with a quote from Desmond Tutu. The posters are available in both a four-color and special edition five-color version. Proceeds from the sale of the poster benefit the Department of Art. To purchase the poster, contact the department office at 714-997-6729, or visit their table during the commencement ceremony this May.

Below: Jaylin Kauwale ('10)

"My main goal in creating the poster was to feature Chapman's new Sandhu Residence Center and Global Citizens Plaza in a visually dynamic way. I was not only inspired by the architecture of the new additions, but also the quote on the ground of the Global Citizens fountain by the Archbishop Desmond Tutu, "My humanity is bound up in yours, we can only be human together."

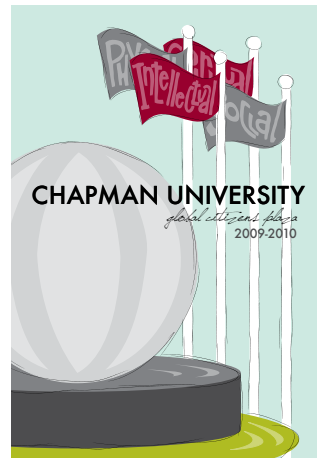
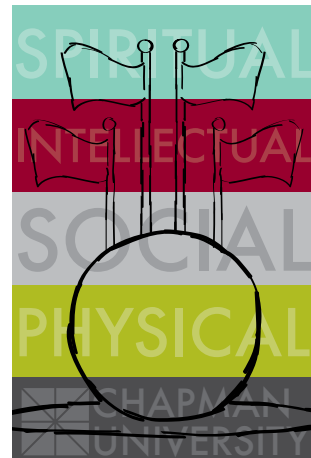
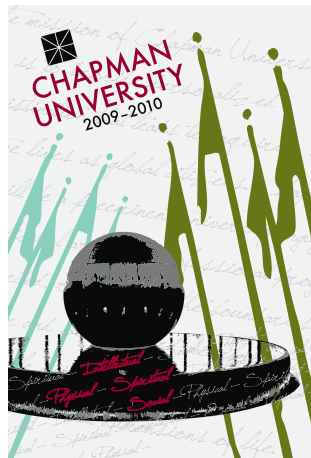


Below and next page: These are some of the various poster illustrations created by the CU Senior Graphic Design majors.



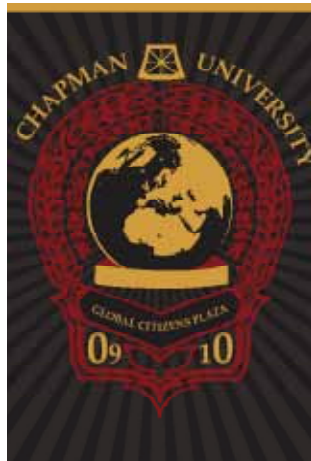
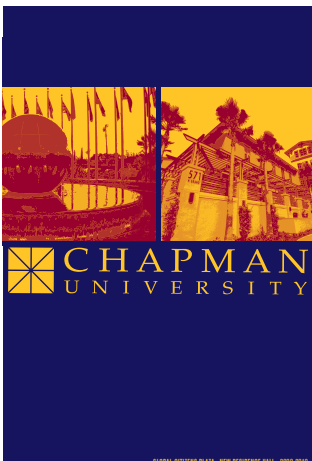
Augustyn

Cardelucci



Chapman(yes chapman)

Connors

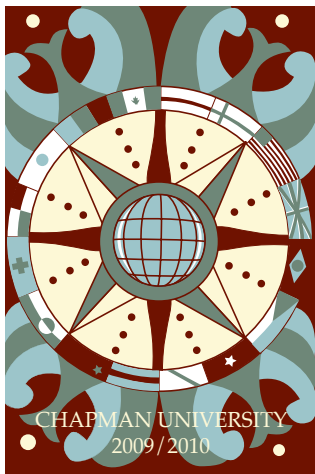


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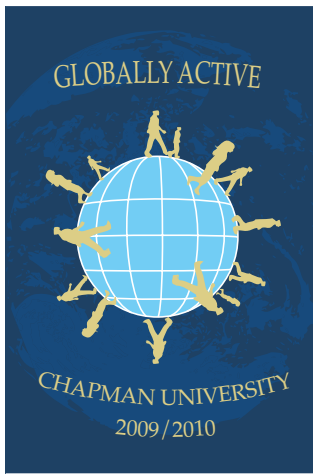
Kauwale



Floyd



Kirkwood



Lane



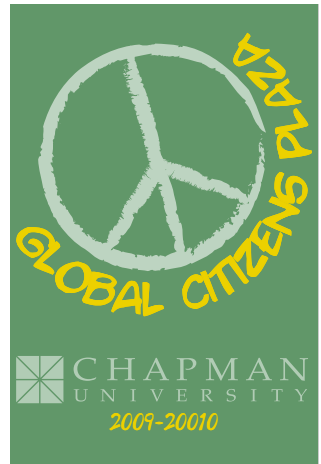
Peters



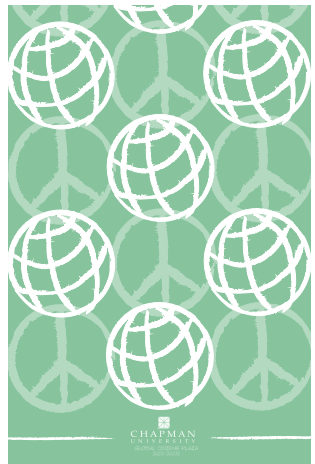
Rose



Thomas



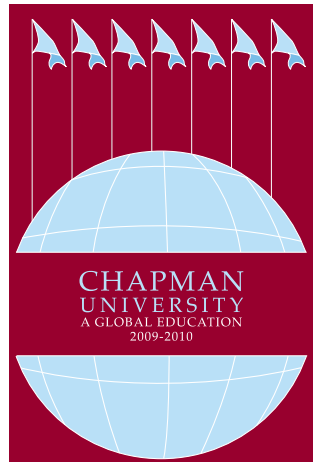
Taylor



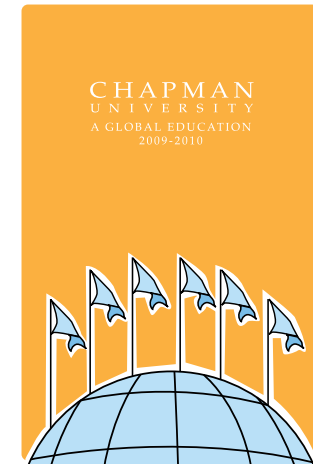
Giaramita



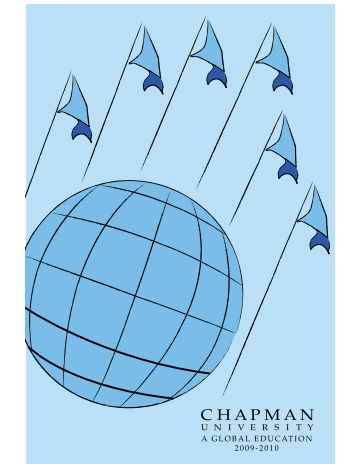
Lu



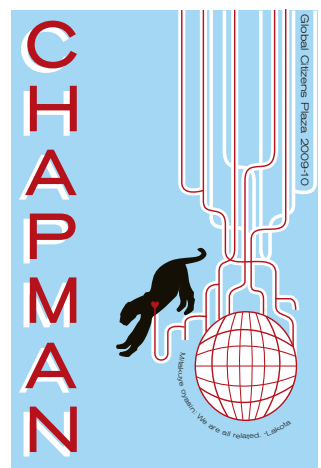
Messenger



Pisaneschi



Piper



Rose



Taylor



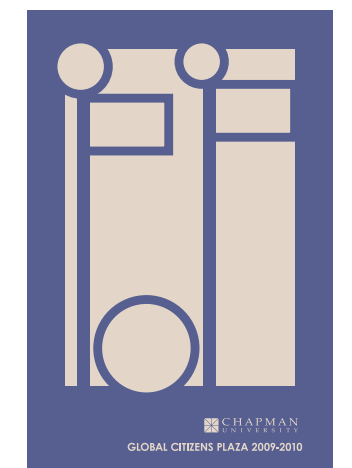
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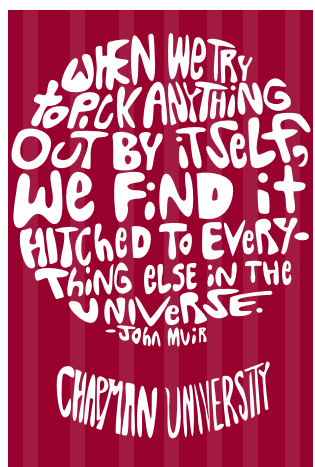
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Giaramita



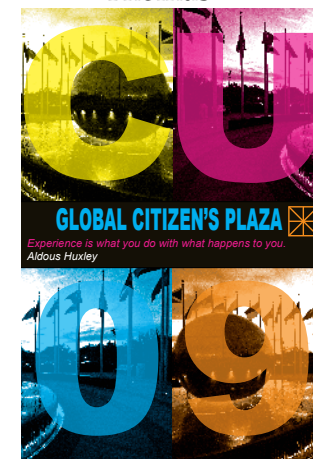
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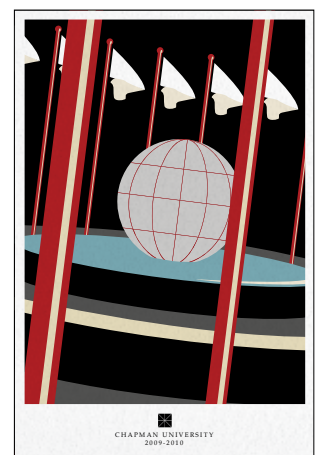
Lu



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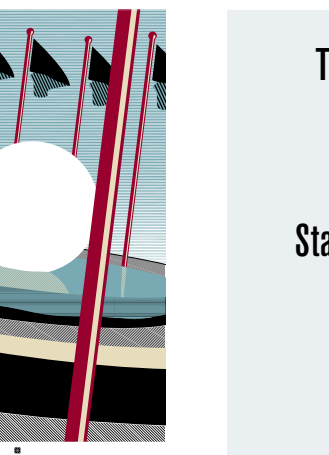
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To purchase posters, contact the art department at art@chapman.edu.

Standard Poster - \$15.00 + tax/shipping and handling

Limited Edition Poster (100 copies)

\$60.00 + tax/shipping and handling

First Graphic Design Freshman Portfolio Review

Interview by Susanna, '13



Katrina Alonso

How was the application process for CU for you? I was very nervous about the application process. Especially applying to Chapman and having to submit the portfolio. (the fact that we had to turn in a portfolio was a big deciding factor on Chapman being my first choice. I liked that our work had to be sufficient enough to make it into the GD program). I was worried about not having experience in "hand" work, and was afraid that I wouldn't be let in because I didn't have anything in that area to submit into my portfolio. Overall, the application process is just a stressful process and I'm glad it's over and done with and I got into the school that I wanted and the school that I feel is definitely right for me.

How did you prepare you portfolio for the faculty review? I've been doing my own graphics on w since I first got the program in middle school. I submitted what I thought were my best pieces and showcased a range of work from colorization to desktop wallpapers. I didn't know what to expect. I just went with my gut and what I thought looked good and put it in the portfolio.

What made you choose chapman? The Graphic Design Club, the Portfolio review, and being located in Southern California.

What are you looking forward to this year? I'm looking to improve on "hand" work. I'm only used to composing designs via computer, so the hands on classes, such as foundation in design and drawing, are what I'm looking forward to taking.

What is your dream job? I'd love to work for, or even intern for, Marky, the designer of Glamour Kills(GlamourKills.com), my favorite clothing line.



Melissa Murphy

What made you choose Chapman? I chose Chapman because I automatically fell in love with the school. I loved everything about it, from the campus, to the people I met. I liked the idea of a liberal arts school and I personally feel like its important to become a well-rounded person, not just only in the arts. Plus, being close to Disneyland doesn't really hurt that much either.

What made you choose Graphic Design? I have always considered myself a lover of the arts. I had no formal art training in high school, and originally I felt like I was going to do something in English. I ended up taking one Graphic Design class my Junior year in high school and fell in love with it, and now here I am!

How did you prepare your portfolio? I was really freaked out about making my portfolio. I didn't do anything in fine arts, so I wasn't sure if having everything in an advertising format was a good idea. I ended up submitting it anyway and holding my breath and hoping for the best. I added a really funny looking self portrait of myself I did on old Macromedia Freehand, that was very, very interesting.

How did you prepare for you portfolio review with the faculty? Lot's of deep breathing. I was kind of rushed for time, so I went to a printing store and got prints of all of my work and brought that with me to my interview. I remember seeing three other people there, with huge extensive portfolios and psyched myself out. I was so happy when it was my turn to go, I felt so relieved and excited to be there.



Tavish Keegan Ryan

What made you choose Chapman? Chapman was one of the only universities in southern California that offered a degree in Graphic Design as an option in a small-scale university setting. It wasn't an institute, and I wasn't forced to live in an art-only environment.

Why did you chose the GD major? Graphic Design ended up being a field where I saw a lot of opportunity. I had this preconceived notion that with a GD degree all I would be able to do is create logos and trademarks for people, when in fact it allows for an array of career paths.

How did you prepare you portfolio for the faculty review?

Sat still and tried not to sweat. All of the pressure went away right as I met Eric though. His friendliness and ease of interview conversation really made me feel comfortable expressing what I wanted to gain out of my college education. I feel as though I lucked out with the portfolio process. I was in an academy in my high school that focused on multimedia arts and design. We learned everything from simple digital animation to web design to filmmaking. Additionally I took photography courses at a nearby city college.

What are your hopes and dreams?

Find a job where I can get by with still being a kid
What is your dream job? I envision myself being an art director or something close to an art director for either a fashion campaign/magazine or for a major music/entertainment firm.

What are you looking forward to this year? Being more encouraged to do more artwork. I need the push!



Ivana Wong

What made you choose Chapman? I actually came in as only a dance major, so I was already at Chapman when I looked into a graphic design program. After all, dance is a very unstable career and I needed a backup. My roommate, Melissa Murphy, came in as a gd major and explained about the amazing faculty. Also, my friend Keely M, a sophomore double major in dance and graphic design, told me a lot about the program and how it's working out for her.

Preparing Portfolio: Preparing my portfolio was incredibly difficult because I left all my artwork from high school art classes at home in the Bay Area. I had to actually call my mother, walk her through using a digital camera to upload pictures of my artwork, and email them to me (a much more difficult process than you could imagine). Then, I looked through digital designs I had created, and chose a few websites from the non-profit Teens Turning Green's projects, which I had assisted in designing and had coded over the summer. It was really hard condensing my work down to 10 pieces, but I was pressed for time, so I just had to pick.

Why did i choose GD?: I mostly chose GD because I wanted to learn how to work in the website design field out of college. It seemed like a logical choice. Also, I felt like GD could be done part time, freelance, or even at home, which really complements a performance schedule. Plus, who doesn't love playing around in Photoshop?

Dream Job?: Senior Graphic Designer for Sephora. No joke. Makeup is another passion of mine, and working at Sephora would be incredible.



Ariel Roth

What made you choose Chapman? I chose Chapman because of the strong graphic design program and equally strong dance program. I ambitiously chose to double major in these two competitive fields and I found out that Chapman would support me on this path. I visited Chapman on a detour from my planned college tour and met with Eric Chimenti who convinced me to apply. I was sold right away. The small school, the friendly, knowledgeable professors, and the high standards of the art programs were perfect for me.

How did you prepare your portfolio for the faculty review?

For the faculty review last year, I printed out high quality pictures of my artwork, mounted it on black paper, and compiled the images in a nice folder. I also brought many of my smaller original pieces in a portfolio. I felt ready for the faculty review because my art teacher had made us participate in class critiques, so I knew how to present myself and my art.

Why did you chose the Gd major?

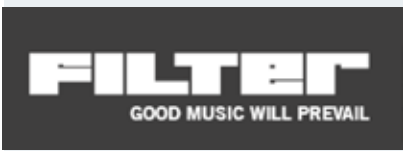
Initially I was hesitant to pursue graphic design. I stubbornly refused to touch a computer when it came to art. I could draw and paint and I didn't need the stone cold help of a keyboard and mouse pad, thank you very much. Then I realized that I wanted to do more commercial art and integrate myself into the marketing world. I wanted a steady job and couldn't be just an artist after seeing my parents struggle with that lifestyle.

Hopes and dreams?

I aspire to be a graphic designer plain and simple.

CU Graphic Design Alumni: Where Are They Now?

Look At Chapman Graduates Who Have Succeeded In The Field with a Design Degree



-Melissa Simonian (BFA Graphic Design '06) is working as a senior designer and the acting Art Director at Filter Magazine in Los Angeles.



-Darla Vietti (Nesbit) (BFA Graphic Design '04) is the owner & designer at Darla Marie Designs.



-Melissa Klotz (BFA Graphic Design '08) is Creative Director at Infuse Creative where she has been designing backgrounds for Twitter and YouTube, as well as designing and coding e-mail newsletters for two of their celebrity clients. Ms. Klotz maintains a host of freelance clients as well.



Stephanie (Rubin) Witherspoon (BFA in Graphic Design '06) is Owner/Lead Designer at Alterna.tif.



Jin Furuya (BFA in Graphic Design '07) is Graphic Designer/Coordinator at CONNECT INC. Tokyo, responsible for creating designs for major clients like Kenwood, Pioneer, Grand Hyatt, Unesco, Mitsubishi, and BMW.



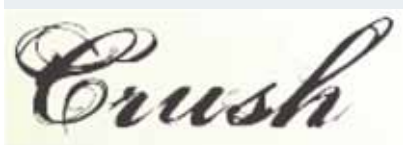
-Darren McArdel (BFA Graphic Design '09) is a Graphic Designer at The 5th Avenue Theatre.



-Rosario Rodriguez (BFA Graphic Design '09) is Graphic Designer at Castle Pacific Industries, Inc. and on the catalog design team at Volcom.



-Jenny Leicester (BFA Graphic Design '09) is a production coordinator for C&T Publishing.



-Brooke Dombroski (BFA in Graphic Design '07) is Creative Director at Crush Sunglasses (www.crusheyes.com <<http://www.crusheyes.com>>), a retail marketing specialist and event planner at Hurley, and does freelance photography (www.brooklynhawaii.com <<http://www.brooklynhawaii.com>>).



-Margaret Minnis (BFA in Graphic Design '03) is an in-house Designer for Hoag Hospital and going to graduate school at Pepperdine.



-Wendy Oldfield (BFA in Graphic Design '04) is Art Director/Designer at Brainyard, co-author and designer of two books on creativity, a recent How Conference speaker, and Owner and Principal at Vekay Design.



Jeff Werner (BFA in Graphic Design '07) is a Freelance Interactive Designer at Doner Advertising. He spends 75% of his time on Mazda and 25% on Roy's (www.roysrestaurant.com <<http://www.roysrestaurant.com>>). Mr. Werner has also freelanced at Lehman Millet advertising.



Peter Fiek (BFA in Graphic Design '07) is a Designer at Broadcom Inc.



Amanda Eisenberg (BFA in Graphic Design '09) is Designer for PhotoGraphic Creations, a small graphic design and photography company located in Las Vegas. Ms. Eisenberg is also doing freelance, under Eisenberg Designs, and is the Assistant Web Designer for Odds On Records & Studios in Henderson, NV.



Josh Gardner (BFA in Graphic Design '03) is Web Designer at White Ink Studio in Lake Forest.



-Erica (Fong) Cline (BFA in Graphic Design '06) is Design and Marketing Coordinator at Sloat Garden Center, and also Owner/Designer of Erica Cline Design.



Alex Rinker (BFA in Graphic Design '03) is Senior Designer at Ted Perez + Associates.



-Marina Garcia (BFA Graphic Design '05) is a Freelance Designer/Animator who currently works for Lifetime Networks and The CW.



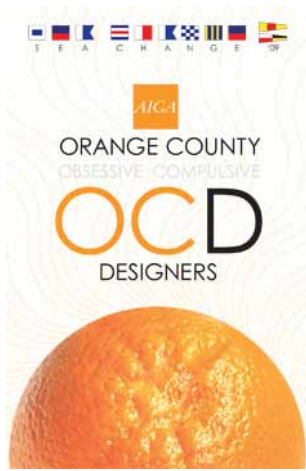
-Melissa Loschy (BFA in GD '07) I'm the Art Director at a company in the Salon and Beauty industry, Nuts and Bolts Training Company. Just finished redesigning 4 books and am responsible for all the company's print materials.



-Natalie Casey (BFA in Graphic Design '01) Chapman University, Graphic Designer. Pacific Coast Companies, Graphic Designer. NeoDesign, Senior Designer. Orange County Performing Arts Center (present), Publications Designer.

Professors Still Hard At Work

Eric Chimenti And Claudine Jaenichen Keep It Coming



Eric Chimenti, Art Department Chair and graphic design professor, was selected to design the AIGA Orange County placard and button for the National Convention and Retreat held in June 2009. He also was asked to present to the national constituents in a breakout session on Fostering the next generation of leaders and increasing participation in student groups and was the moderator for a lunch on Student Group Involvement. Professor Chimenti is the faculty advisor for the Chapman University AIGA Graphic Design Club and the Chair for Education for AIGA Orange County. In the 6 years as Chair he has worked to begin and foster AIGA student groups on the campuses of CSUF and AI as well as Chapman.

Eric Chiment was selected along with his students for participation in the book Caffeine for the Creative Team book. This is the second book in the series that Professor Chimenti has been included in by Chapman Graphic Design Alumni Stefan Mumaw '96 and Wendy Oldfield '04. The books are published by HOW books and are available nationwide and on Amazon.com.

Professor Claudine Jaenichen's design practice and research embraces the role of responsibility, accessibility, legibility and usability for diverse communities. Her current projects focus on cross-cultural understanding and sensitivity towards inclusive design. She currently serves as an Associate Research Fellow for the prestigious Communication Research Institute (CRI). Only five applicants were accepted worldwide and she was one of two applicants chosen to represent the United States. CRI is a world leader in design and research in the areas of information design, labeling and packaging design, and communication problem solving for large organizations in government and industry. She has worked for design firms in Los Angeles and Santa Barbara since 1997, and currently operates her own design practice while teaching as an Assistant Professor at Chapman University. Her current proposals include public education campaigns, wayfinding projects, and book design. She also serves on the Mendez v Westminster Exhibit Committee for the city of Santa Ana as a design consultant.

joining
AIGA
is smart for you

\$75 Student
[full-time student w/ a current i.d.]
*50 per student if you register a group of 20 or more.

Collaborators
Salary
Copy Writer
Illustrators
Mentors
Photographers
Other Designers
Tools

YOU

creating a web of professionals for YOU!

365: AIGA Year In Design book
comes free with your membership. **AIGA**

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.

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.

Name: _____

Phone: _____

Home Address _____

City _____ State _____ Zip _____

Business Title _____ Company _____

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Stay connected and celebrate the creative and intellectual promise of today's aspiring students and alumni by joining **commpost**

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Publisher:

Chapman University Department of Art

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