

Student Reflects on Addy Win and Future in Work Simon Blockley Wins Two Silver Addy Awards for Original Campaigns

Story by Susanna, '13

What project won the Addy?

I received 2 Silver Addy Awards for Chapman Radio (Logo, Mixed Media Campaign) and 4 Bronze Addys for Chapman Ad Club (Poster (3), Editorial Spread).

How did you get the opportunity to work on the chapman radio ad campaign?

At the end of the Spring 2009 semester the General Manager of Chapman Radio requested I freshen up the station's brand image. I spent the following summer working with Chapman Radio Marketing Director Anna Duffy to develop this "freshened up" brand. This led to our creation of the Chapman Radioman character. We then pinpointed specific events to introduce the character to the school over the following fall semester, which led to our print campaign released at

the end of the year.

Did you work with Peter (creator of Chapman Radio logo) at all?

I did not work with Peter, but I wanted to make sure not to change his iconic logo that has become extremely identifiable with Chapman Radio over recent years. This is why my new interpretation of the station brand made only minor changes to his icon so that it worked seamlessly with the Radioman character.

What was your inspiration?

Initial inspiration for the campaign was the logo, as it interpreted a character. It started out as just being a head that students could randomly put on and take pictures with, as if to say "everyone is a piece of Chapman Radio," but this developed into creating an actual character that students could interact with.

What did you want the viewer to get from your ads?

We wanted to communicate that Chapman Radio is everywhere that students are, and how it can be used in everyday situations where you would be listening to the radio. The image of the Radioman being "Your New Best Friend" by being playfully present in activities such as laundry, working out, playing pool, and cooking represents the act of listening to Chapman Radio in the same situations.

What was the creative process?

We wanted to figure out how we could get students to interact with the character, create something that could take that extra step further from the print ads, which the Radioman did successfully.



Blockley '11 poses with pieces of his award-winning campaign at his junior showcase.

How was it working with the chapman radio man?

The first semester I spent working for Chapman Radio was a bit of a struggle because there was no unifying element in all advertising materials, but after creating the Radioman character things definitely began to come together more fittingly.

When it came time to introduce Radioman to the Chapman population

during Orientation Week, we had yet to find someone to fill the Radioman suit, so I had to step in and play the part; basically I get to take pride in saying I was the original Radioman. Since then we've had various Chapman Radio staff members fill the suit, all of which play the part with extreme enthusiasm. Students always get a huge kick out of seeing the Radioman in person.

Chapman Graphic Designers Contribute to First Place National Win

Congratulations to Kimmy Kirkwood '10, Simon Blockley '11, Kate Eglen '11, and Nicole Santo '11

Somewhere between the biting competition of the Superbowl and the cool professionalism of a boardroom meeting is where the National Student Advertising Competition resides. Each year, students from more than 160 schools across the county are given a case study on a particular brand, such as this past year's sponsor, State Farm. For nine months, we devoted our life and our sanity to creating a comprehensive campaign, presented to industry judges by way of a plansbook and a twenty-minute presentation.

"Feel Free" was the big idea behind our campaign, which

highlights the feeling a State Farm agent can give you when you get in a car accident. From print ads to a full thirty-second commercial, we worked to show judges exactly how effective "Feel Free," would be in targeting independent young adults.

After winning our district this year, which includes schools

such as USC and UCLA, Chapman's Circle Advertising team traveled to Orlando, where we would meet 15 other teams in the battle ring. Over a period of two days, we sat in the Waldorf Astoria conference rooms and listened to many creative, insightful presentations.

Our time to present to the judges

came on Friday, the last day of presentations. Our five presenters, who had memorized the presentation and knew every facet of the campaign, hit every line perfectly and answered every question the judges asked flawlessly. Eager to see the reaction from other schools, we checked Twitter and saw a tweet from another student that simply read, "Chapman is good at this."

Feeling relieved, and extremely pleased with our presentation we waited with bated breath in the back of the luncheon room where the results would be announced. As fourth, third, and second place were announced,

I was clutching onto my friend for fear that I would pass out from the anxiety. Upon hearing the "Ch" in, "Chapman University," we exploded in the air like fireworks, crying in happiness and disbelief.

The National Student Advertising Competition reaches past just winning and losing. I have met friends with whom I will keep in contact with for the rest of my life, and nailed down precisely where I want my career to go in the future. Although gaining recognition feels wonderful, having a campaign that we are proud of and a year's worth of incredible memories might feel even better.

Story by Kate Eglen, '11

The Team Celebrates their Victory



Dan Wayland and Marjam Oskoui Speak

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

Story and Photos by Susanna '13



Above: Dan Wayland speaks to students about his experiences in the creative world, and gives students valuable advice.

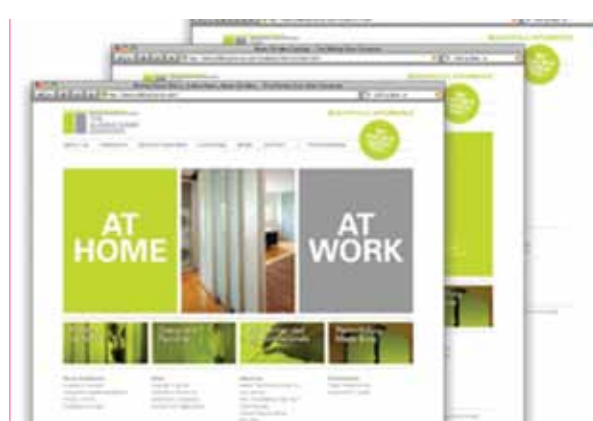
After graduating from Cal Poly Pomona, artist Dan Wayland (above) worked in a wide variety of graphic design jobs. Wayland gained experience designing everything from the layout and illustration of 747 cargo jet manuals to award-winning trade show booth design. His wide range encompassed working with everyone from in-house design teams, to design houses, and ad agencies. After hop-scotching his way through the creative world, Wayland is now the head of branding and graphics for a 4 billion dollar, multi-national, Fortune 500 corporation.



Marjam Oskoui (at right) is a graphic designer who works both within the realm of commercial advertising and in the fine arts. As the founder and principal of the advertising agency Oskoui and Oskoui, her clients include Adidas, Amazon.com, Burke Williams, McDonalds Corporation, Universal Music Group, Walt Disney Company, Warner Brothers, and many more. Originally from Glessen, Germany, Oskoui received her MFA from Cal Arts in 1998. She currently resides in Los Angeles. The lecture will be focused



on Oskoui and Oskoui, including the discussion of specific projects, and the ins and outs of running a commercial advertising company.



Portfolio Review 2010

Senior Graphic Design Students Face the Judges

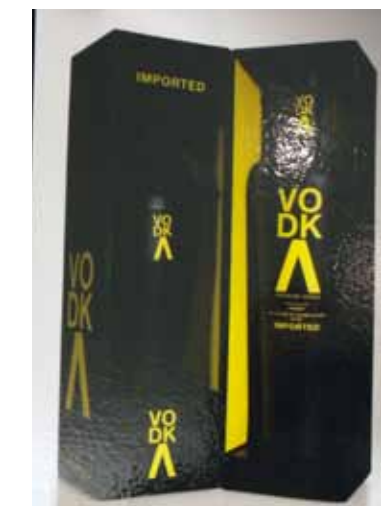
Story by Amanda Giaramita '10

Scary? No, not at all! The Annual OC AIGA Portfolio Review is nothing to be scared of. As a graphic design student, it is easy to be intimidated by design professionals who come to critique portfolios. The word critique is actually wrong. These professionals come from all over Orange County because they want to help young designers and give advice to improve the future generations of design.

"I understood reviewers do not come to tear apart designs. Instead they come to give compliments, as well as suggestions on how to improve design work..."

suggestions on how to improve design work, elaborate on a piece, and even how to better showcase work on pages. While they are not there to hand out jobs, many of the reviewers are looking

to get to know the students, and therefore can turn into useful connections for after graduation. For a senior, the Annual OC AIGA Portfolio Review is the last big step to going into the real world and showing their portfolio to potential employers. A successful review requires these seniors to be relaxed, gather as many different points of view as possible, and take advantage of the reviewers as informational resources.



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Poster design by Alison Conners '10

Celebratory Senior Dinner

Class of 2010 says "goodbye."

On the same night as the Portfolio Review many members of the senior class went to dinner with Professor Claudine Jaenichen, Ken Camastro, Mike Esperanza, Dr. Wendy Salmund, and Professor Eric Chimenti to celebrate their imminent graduation and reflect on the past years spent in the Graphic Design program.

The dinner was family style at a local Chinese restaurant and was filled with good conversation, laughter, and the consumption of way too much yummy food.



Class of 2011 Remembers being freshmen

In the fall of '07 Kristin Hinkley, Ian Hutchison, Kelsey Lounsbury, Simon Blockley and Garret Burk were interviewed for Commpost Issue 3. Read their recent interviews in this issue and see how far they have come.



Congratulations to Our Winners of the AIGA Student Design Competition

Outside Judges Selected Chapman Students as Winners



Finest Student Designs Showcased at Chapman University's Guggenheim Gallery

Story by Kristin Hinkley '11

The pinnacle of Chapman University's graphic design program is the highly anticipated Junior Show held at the Guggenheim Gallery.

Usually college students utilize their spring break to visit their friends and family and get a healthy dose of sun. Junior Laura Brewer and nine other design students spent their spring break tirelessly working on projects to showcase to the surrounding community and prove their worth as designers.

The junior design show is required for all third year BFA students in the major. It gives the students a chance to perfect their work, showcase their specialties, work

"This is a chance for students to get their work noticed and potentially add some clients to their network. It gives the students a chance to perfect their work, showcase their specialties, work with a group through event planning, and display everything in a professional manner."

with a group through event planning, and display everything in a professional manner. The students are also required to produce a conceptual statement for each piece of work and take part in a faculty interview.

According to the Chapman University Department of Art's mission statement,

the show is meant to reflect on the students' "depth of thought and creative ingenuity." Faculty member Dave Matea says that every year the junior shows get "better and better" and more "creative." Brewer will bring a pair of ball pythons to supplement the materials she designed to advertise her family's reptile store. Ian Hutchison plans on painting a mural around his designs to "tie them together" and showcase his distinctive, personal style.

The Department of Art also states that the mission behind exhibitions at the Guggenheim Gallery is to provide "a framework for an active interchange between artists, scholars, students, and the

community at large."

Many of Chapman's other academic programs such as marketing and film seek out design students to help them promote their projects. Old Towne Orange has a creative community that can benefit from student supporters and interns as well. Show president Kristin Hinkley found her first internship with a local studio, and took the time to advertise the event to others in hopes of increasing the department's recognizability.

Each student showcase consists of 7-12 pieces of design including everything from packaging, advertising, print collateral, T-shirts, book design, logos and websites. "This is a

chance for students to get their work noticed and potentially add some clients to their network," says Hinkley.

This spring the two design showcases were entitled "Obsessive Compulsive Design" and "The Juice Box". Both shows impressed the local design community. They each showcased fresh new design ideas and concepts.

The Designers from each show noted the tremendous amount of dedication put into each show. Many also described the showcase as being extremely rewarding, and a valuable learning experience.

See the following page for snapshots from the Spring 2010 Junior Shows.



Students Share Their Experiences

Two students who recently participated in the Spring 2010 Junior Shows, Jessica Becker and Laura Brewer, reflect on their memories, struggles, and personal accomplishments.

Jessica Becker

What did you learn from your Junior Show?
I learned a lot about my self as a designer and what my strengths and weaknesses are. It taught me a lot about time management, and working with strict deadlines, something that will be commonly found in our industry.

What was the most memorable part of the experience?

It was very memorable staying up late hours in the lab with all the kids in my show printing and producing our projects over and over. We all got closer from the late night food and Kinkos runs, as well as supporting one another when projects were just not turning out the exact way we wanted.

What was it like to design and produce pieces for a gallery showing?

Producing the pieces was harder than I expected. There are so many more factors that go into physically making all the pieces that you might not think



Above: Jessica Becker at the "Obsessive Compulsive Design" show opening.

about, and it is much different than laying it out in an InDesign document and mounting it on blackboard. It makes you think through your designs even more, now taking into account the different material you may print on and how it will look. I did enjoy watching my pieces come to life, and become tangible objects.

What was the hardest and/or most rewarding part of the show?

The most rewarding part of the show was showing my parents the work that I had been doing for the last several years. They were able to finally see, and really understand all that graphic designers do, and they were very proud.

Laura Brewer

What did you learn from your Junior Show?
I think I learned how

just to hang out. Through all the stress of finishing our pieces and rarely sleeping, only once was there any sort of dispute or lack of team effort to accomplish the larger task together.

What was it like to design and produce pieces for a gallery showing?

Actually a lot different and more challenging designing for the gallery. I had to think past the separate design of each piece consider how it would function as a unit. With the layout of my space I had to look at the scale, content and color scheme of the pieces and find a balance, so one piece wouldn't distract from the next. Installing the pieces was also a bit of a challenge. It truly forces you to think beyond the 2D space

Below: Laura Brewer poses with her work at "The Juicebox" gallery showing.

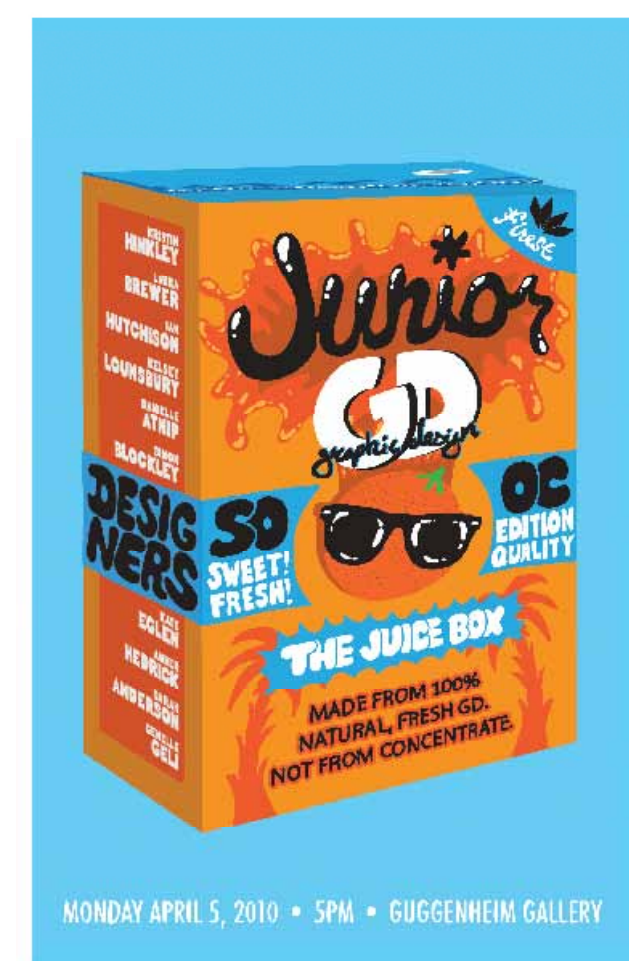


of the computer screen work with your hands in a 3D gallery space. P.S. When your matte board isn't cut perfectly, or your piece isn't screwed into the wall square its pretty obvious, there is no hiding those little details, which ultimately detract from your work.

What was the hardest and/or most rewarding part of the show?

The hardest and most rewarding part of the show was actually making it to the gallery opening in one piece. There were several times during the process I didn't see it all coming together. It was so rewarding to stand next to my work proud of what I had accomplished and share it with friends, professors, students, and family... it helped that they liked it too.

Interview by Emily Astbury '11



Students display their work at the Spring 2010 Junior Shows.



First Graphic Design Senior Portfolio Review

Senior Students Interviewed Once More to See How They've Changed and Developed

Interview by Susanna, '13



Kristen Hinkley



Ian Hutchison



Kelsey Lounsbury



Simon Blockley



Garrett Burk

What is your dream job?

As a double major in PR-Advertising I'd love to work for an ad agency or entertainment marketing group. I really enjoy the work of MOJO, DDB, and Two West. I also look up to boutique studios such as Papaya Art!, Yee-Haw Industries, and Blue-Q. **How do you think you have grown as a GD major since your freshman year?**

I've learned so much about design style and execution since then and I don't think I'd be anywhere near where I am now without my Chapman education. **What is your favorite GD class you have taken so far?**

I loved my Art of Southeast Asia and the Himalayas class a lot... I actually retained the vast majority of the information I learned in that class and used it to create a piece in my Introduction to Book Arts class; another favorite.

What is your greatest GD accomplishment thus far?

I think the variety of internships I was offered this summer let me know I was on the right track resume and portfolio wise. My resume has especially grown since last year.

Are you currently working on any new projects?

A lot at the moment... I'm currently working on four posters for Associated Students Welcome Week, a tote bag design for my screen printing class, and I just finished a last set of banners for my internship at Nettwerk Music Group

How do you think you have grown as a GD major since your freshman year?

I feel I have better ideas for solving design problems and I also feel I am better equipped to execute whatever it is I want to create.

What is your favorite tool to use in any of the programs?

I would have a very hard time living without my Wacom tablet so that's probably my favorite thing.

Has your view about your future as a graphic designer changed?

Not much...I just feel that it is more attainable now that I have more experience and a better sense of my personal style

What is your greatest GD accomplishment thus far?

Commercially it would probably getting to a flyer design for Dim Mak Tuesdays just because coming into college that was something that I always thought would be really cool to do. As far as school goes though definitely my Junior Show. I put everything I had into that and really wanted to get people excited about my work and graphic design in general which is something that I think I achieved.

What do you think about the GD program now?

It's at a good size and I think the quality of work coming out of the program is improving every year.

What are you looking forward to as a GD major now?

Doing more internships and just creating new things.

What are you looking forward to as a GD major now?

Senior year is going to be great. I'm looking forward to doing more advanced design as well as being with my friends for this last year.

What is your main goal as a GD major?

My goal is to be current on the latest programs.

How do you think you have grown as a GD major since your freshman year?

I loved getting to know all of my amazing professors and soaking up their "real world" knowledge.

Has your view about your future as a graphic designer changed?

When I started as a freshman I wasn't really sure what I wanted to do with it. But now that I've been exposed to different types of design I have a better idea of what I would like to do.

Do you have any jobs you are working right now?

Currently I am in charge of Marketing and Design for Mia Rose Products. They manufacture environmentally friendly cleaning products.

What do you think about the GD program now?

I think it is fabulous. It does a great job of balancing technical skills with real world application.

Are you currently working on any new projects?

My current goal is to get my portfolio, resume and business cards/branding finished for myself.

What is your dream job?

Creative Director of either a Design Firm or Ad Agency.

What are you looking forward to as a GD major now?

I'm looking forward to finalizing my student portfolio.

How do you think you have grown as a GD major since your freshman year?

The main thing I've noticeably improved on is my understanding of the design process. I've come to learn that successful design does not necessarily come from design "talent" but rather following the process that leads to that successful solution.

What is your favorite tool to use in any of the programs?

Photoshop has always been my most comfortable program, and aimlessly playing around with lighting tools is always fun.

What is your favorite GD class you have taken so far?

Graphic Design with Mike Esperanza because it included the projects that pushed me most and resulted with my favorite pieces, such as the non-traditional special edition video game packaging and Elvis photo shoot/poster projects.

Are you currently working on any new projects?

I just finished developing a 9 month campaign with fellow design and advertising students for State Farm for the National Student Advertising Competition, which is definitely one of my proudest pieces yet.

What is your dream job?

After studying abroad in London, my dream job would be to work for Wolff Olins in the heart of London and follow my dream of branding and corporate identity.

What made you choose Chapman?

I chose Chapman University because I was attracted to the small town feel, the reputable art program, and the small class sizes.

Why did you choose GD as a major?

I chose graphic design on a whim. I originally came to Chapman as a psychology major. However, the last week of high school my photography teacher gave me a copy of Photoshop and told me he thought I had talent that needed to be used. This statement stuck with me and over summer I experimented and found a love for design and creativity. I changed my major to graphic design the week before the semester started.

What is your main goal as a GD major?

My main goal as a graphic design major is to not get stuck in a rut. Design is constantly recycled, the same styles and aesthetics are seen everywhere. I try to create something new, something I have never experimented with every time I sit down to design.

Are you currently working on any graphic design projects?

I have been working on a lot of freelance design jobs which include the start up and branding of a yoga company and I am also working on invitations for a formal gala to raise money for Make-A-Wish Foundation coming this February.

CU Graphic Design Alumni: Where Are They Now?

Look At Chapman Graduates Who Are Succeeding in the Field with a Design Degree



Erin Fry Patterson

BFA Graphic Design '03
is working at Quiksilver Hang Ten in Huntington Beach, California.



Kristen Adams

BFA Graphic Design '08
is a Graphic Designer and Model for Ellison, creating for and selling to Michael's, JoAnn, ACMoore and other small businesses. (<http://www.sizzix.com/decorateyourlife>)



Scott Sagud

BFA Graphic Design '04
is working as the Men's Top Designer for Levi Strauss & Co. (Privately Held; Apparel & Fashion industry) from June 2009 — Present (1 year 1 month). He designs and manages the men's knit classification for the Americas' region including Canada, US, Mexico and Brazil.



Jessica Jarvis

BFA Graphic Design '08
is a Graphic Designer for 7 For All Mankind.



Matt Parker

BFA Graphic Design '04
is the Creative Director at Album Creative Studios (Marketing and Advertising industry) since 2002 - Present (8 years).



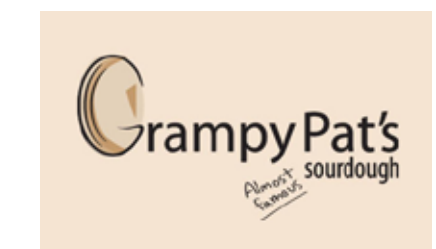
Sarah Buczek

BFA Graphic Design '09
is working as a Graphic Designer at Charlotte Russe clothing company in San Francisco. She is making packaging, templates, posters, mock ups, in-house designs, window displays, signs, and store concepts.



Maren Kelly

BFA Graphic Design '05
is working as a Freelance Graphic Designer for Fox Racing Inc. in Irvine, California since May 2010 - Present.



Sarah Donahue

BFA Graphic Design '09
created the logo and website for Grampy Pats Sourdough bread company. She also assisted with promotional ideas and designed business cards and bag stuffers.



Paul Sweeney

BFA Graphic Design '05
is the Front-end Web Developer at Atomic Online.



Autumn Schabert

BFA Graphic Design '06
works as an Account Manager at Agency Services at Walt Disney Parks & Resorts Online.



David Augustyn

BFA Graphic Design '10
is a Design Intern at Electric Visual.



Melissa Simonian

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



Melissa Hoffman

BFA Graphic Design '10
is a Graphic Designer at the Learn To Be Foundation.



Jin Furuya

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



Lindsey Messenger

BFA Graphic Design '10
recently finished a Corporate/Media Relations internship at the PR and Marketing firm, PMK*BNC in West Hollywood, CA.

Professors Still Hard At Work

Eric Chimenti And Claudine Jaenichen Keep It Coming

Professor Jaenichen's list of work in 2009-2010 included an installation of an exhibit (as part of an exhibition committee) at the Museum of Tolerance in Los Angeles. The exhibition is dedicated to the desegregation of public schools from the class action of Mendez v. Westminster. She also published her third paper, "From evacuation orders to evacuation instructions: Assessing public evacuation documents", from her scholarly work in applying issues in cognition and emergency psychology when assessing performance and semiotics used in public evacuation communication. The paper was peer-reviewed and published in an international journal "Design Principles and Practices".

As a way to close the year, Prof. Jaenichen designed, authored and published her first solo-book on a personal passion, camping: Camp-o-holic: checklists for indulgent camping trips. The book is being sold on Amazon.



Eric Chimenti, Art Department Chair and graphic design professor, had one of his logo designs selected for inclusion in the second book in the new Master Library series by LogoLounge. Animals and Mythology, The series focuses on very specific exemplary logo designs with examples from creatives around the world. The book was published in 2010 by Rockport.



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Publisher:

Chapman University Department of Art

Executive Editors:

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Susanna Davidov '13

Contributing Writers:

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