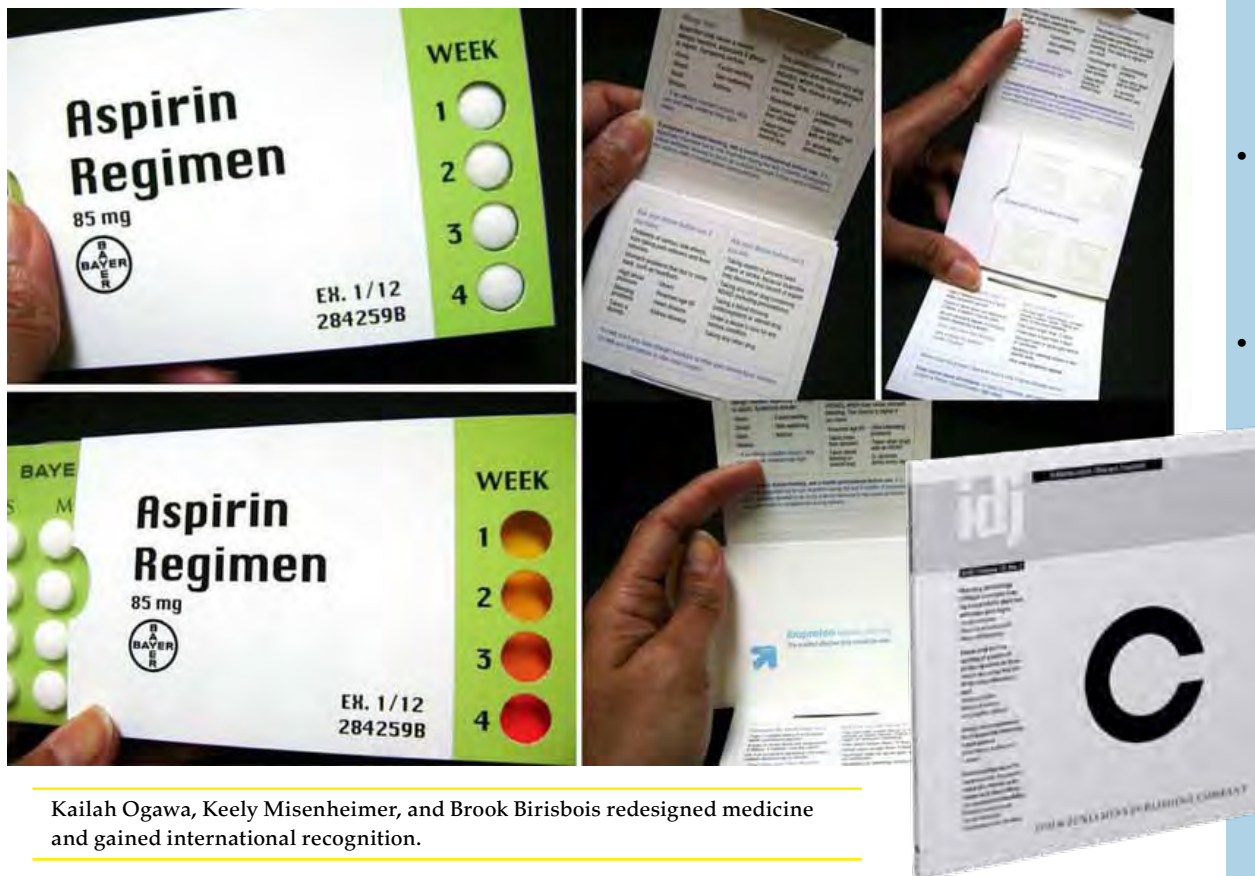


Graphic Design Students Published in International Journal

Story by Susanna Davidov, '13

Professor Claudine Jaenichen's Information Design students will be published in a special issue of the Information Design Journal covering topics in Health care. IDJ is a peer-reviewed international journal and an authoritative publication in the discipline of information design. Keely Misenhimer '12, Brooke Brisbois '11, Laura Croswaite '11, Kailah Ogawa '12, and Chase Conching '12 completed a 4-week benchmark and completed redesigned prototypes for over-the-counter medicine packaging. The objective was to test the performance of existing packaging and address issues in both written and



Kailah Ogawa, Keely Misenheimer, and Brook Birisbois redesigned medicine and gained international recognition.

visual language to better articulate the usability and accessibility of information and communication.

IDJ is a peer-reviewed international journal and an authoritative publication in the discipline...

Inside The Issue...

- CU Graphic Design students go across the pond to London to work on the branding of the 2012 Olympic and Paralympic games.
- Students didn't let the summer prevent them from getting exposure in the Graphic Design field.
- Prominent GD professionals, Angela Glenn and Brian Fisher, came to Chapman and share their insight on, life, work, inspiration, creativity and the tools you need to succeed. Sean Adams takes the voyage from Los Angeles to Fullerton to share his experience as a Graphic Designer through three key "F" words.
- See the winning poster design for Chapman's 150th Anniversary.

Sophomores Recognized For Achievements in Poster Design Anton, Becca, and Kailah Win The Mercedes-Benz Classic Center Annual Competition

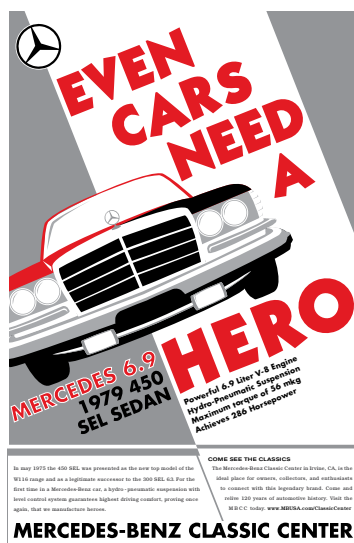
Story by Ariel Roth, '13



Kailah Ogawa



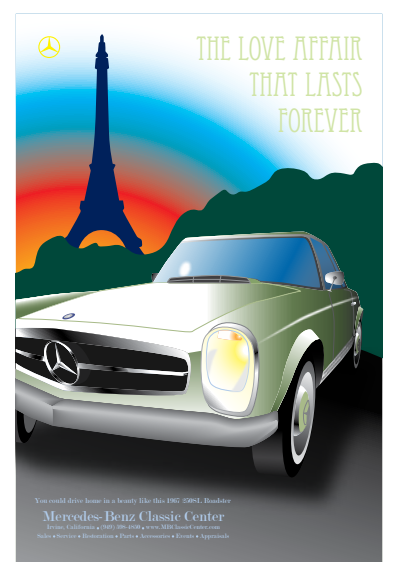
Every fall, the sophomore level graphic design students begin work on creating posters for the Mercedes-Benz Classic Center located close-by in Irvine, California. The students had to design a poster that displayed the beauty of the classic Mercedes cars found at the Classic Center and pay homage to either Art Deco style or Art Nouveau style. The challenge was to successfully unite strong visual imagery with compelling use of language in an interesting and dynamic composition to promote the Classic Center, rather than the just the car itself. Professor Eric Chimenti worked with the Classic Center to craft the poster assignment



Anton Warkentin



into a competition where the Center would actually chose their favorite posters in the end. Most of the students were relatively new to the software, so the poster is a true test of inherent design ability and problem solving techniques. Despite the added pressure, Kailah Ogawa, Anton Warkentin, and Becca Shead's true talents shone and they were selected as finalists. Apart from the recognition, for their efforts, the first place winner, Kailah received a special anthology of books from Mercedes, the second place winner, Anton received a deluxe pen set, and in third place, Becca received a collector item model car.



Becca Shead



London Gets A Taste of Chapman Graphic Design

Chapman Students Travel To London This Past Summer To Work On The London 2012 Games

Photos by Eric Chimenti
Roger Dumas, '12 (www.rogerdumas.com)



London Gets A Taste of Chapman Graphic Design

Chapman Students Travel To London This Past Summer To Work On The London 2012 Games

Story by Susanna Davidov, '13 and Ariel Roth, '13

This summer the Department of Art sent thirteen students from the graphic design program on a once-in-a-lifetime opportunity in London. The students were given hands-on working experience with the industry professionals designing the 2012 Olympic Games. Chapman University is the only school to offer this five-week program. The course was started by Professor Ron Leland in the summer of 2009 for students to learn about the behind the scenes process that goes into branding a worldwide event.

As the second group, the students met with three different companies over the course of three weeks including, AECOM, The London Organising Committee of the Games (LOCOG), and Buro Happold. Six weeks prior to the course start date, the students received a packet of creative briefs describing the design problems they would solve in London. During the first week, Professors Eric Chimenti and Ron Leland met with the students at Chapman University for a



Last year, thirteen lucky students traveled to London including Lisa Horn, Ivana Wong, Roger Dumas, Becca Shead, Keri Kubota, Katrina Chen, Ali Labelle, Susanna Davidov, Gabby Davis, Justin Herron, Ashley Oster, Ariel Roth and Kelly Lonergan (not pictured) with professors Eric Chimenti and Ron Leland (not pictured). On the last Friday in London, the group presented their final campaigns to Buro Happold and received the best critique of the whole trip.

preliminary crash course in concepting, working in groups, learning the brand identity of the Games, and presenting professionally. At the end of the week, everyone boarded the plane, prepared for the design challenges ahead.

Once in London, the students quickly explored and settled in before meeting with the first company Monday morning.

In teams of about four people, they developed campaigns considering the larger message of the Games. At the end of each week, a representative from each of the groups presented the design solutions to the principals of these firms and received real world professional critiques of their work. Because the students' work was well received by

the international offices, Chapman University has been asked to return again next summer. At the end of the course, each student created several portfolio-worthy pieces such as a book recording their experiences and summarizing the trip. The firsthand knowledge of the business and creative confidence gained from London was indispensable.



GRAPHIC DESIGN MAJORS

Branding the London 2012 Olympics

In this 5-week course, Graphic Design students will spend three activity-filled weeks in London, working with the leading design firms directly involved with preparing for and staging the Olympic Games in 2012.

JULY 5- AUG 5 2011

Gain valuable exposure to real-world ad agency challenges. See first-hand what it takes to stage an international event. Build your design portfolio and resume.

Chapman University is the only school offering this program, so take advantage of this unique opportunity!

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CANARY WHARF
STRATFORD
CHARING CROSS
KEW GARDENS
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CHALK FARM
GOODGE STREET
LEICESTER SQUARE
TOTTENHAM COURT ROAD
EDGEWARE ROAD
OXFORD CIRCUS
PICCADILLY CIRCUS
REGENT'S PARK
KING'S CROSS / ST. PANCRAS



Sean Adams Come to SoCal With Three “F” Words

The Prolific Designer Offers Wit and Wisdom to both Students and Professionals

Story by Ariel Roth '13



a solo exhibition at The San Francisco Museum of Modern Art. Adams has been cited as one of the forty most important people shaping design internationally in the ID40.

Sean is President ex officio and past national board member of AIGA, and President ex officio of AIGA Los Angeles. He is a Fellow of the Aspen Design Conference, and AIGA Fellow. He teaches at Art Center College of Design. Sean is a frequent lecturer and competition judge internationally. Adams is the co-author of Logo Design Workbook, Color Design Workbook, and the series, Masters of Design. AdamsMorioka's clients include The Academy of Motion Picture Arts and Sciences, Adobe, Gap, Frank Gehry Partners, Nickelodeon, Sundance, Target, USC, and The Walt Disney Company.

Sean Adams is a partner at AdamsMorioka, Step, Communication Arts, Graphis AIGA, The Type Directors Club, The British Art Director's Club, and the New York Art Director's Club. AdamsMorioka has been exhibited often, including



teenager, he got roped into creating posters for theatre shows and found it was an easy way to get out of class. After high school, he broke the family tradition to go to Harvard and instead applied to CalArts to take a chance with design. Adams smartly accepted his first job working for the New York Public Library because he wanted to be exposed to the incredible collection of art and design knowledge that was “better than the Met.” On his account, choosing a job should be based on more than salary but to the accessibility of other resources and the environment itself. In 1994, Sean Adams and Naureen Morioka founded their own design firm, AdamsMorioka, to separate themselves from the current design trend and focus of “clarity, purity, and resonance.” From the beginning, the company received a lot of press from bold self promo campaigns and witty branding. In his company, Adams relies on the three F's of Design and he revealed that they stand for fun, fame, and fortune. Good jobs need to have at least two of the three characteristics to be a success. For example, in a recent job with the Academy of Motion Picture Arts and Sciences, he established their branding which was fun to do and earned him a fortune by spreading his name further. The conservative simple identity has a



creating such a terrible mix of design for high-end Mexican food. After presenting the laughable success of the Mexican restaurant, Adams became serious again when returning to the importance of AIGA. Design is a who-you-know type of business and building a network early is vital for young designers. According to Adams, good work is everywhere good designers are. Generally good designers attract other good designers and bad designers know other bad designers in the way that murderers are friends with bank robbers. The design celebrity was brimming with ideas that he had to have outlets outside of the office to unleash all his ideas, such as a homemade wallpaper project and a complex family tree chart for his niece. When he claimed that he didn't really come up with great ideas, a student in the crowd caught him and said, “I don't believe you don't have good ideas.” He laughed humbly and confessed his secret brainstorming techniques, such as always working in the context of a larger program, identifying the audience, thinking of primary words and being logical. In the end, there should really be only one logical conclusion to the project. How could it be anything else? While not all of us can be as confident or assured of our work, Adams' creative genius gives us reason to hope.

Fun, Fame, or Fortune: According to Sean Adams, a good design opportunity offers at least two of these.

powerful gravity to it that is characteristic of his work. In another project that he shared, Adams purposely went in the complete opposite direction proving that designers should and can be chameleons. He created

the branding of his friend's new Mexican restaurant on a low budget for fun and fame because as he says, “you have to do work that makes you feel good.” Pretending he was an elementary designer, he exaggerated the cheapness

of the venue by using weird letterforms, overcrowded decoration, and cheesy colors. Surprisingly the horrible clash of colors and elements worked together and caught attention for his client and himself. Adams immensely enjoyed

On Tuesday, September 28, Sean Adams spoke passionately about the “Three F's of Design” at Cal State Fullerton. A group of Chapman graphic design students attended to hear the celebrity designer speak and absorb some of his potent creativity. Adams launched into his life story as if he were organizing it in a brochure with proper hierarchy and balance.

As a former board member of AIGA, Adams stressed the importance of having made his first connections through AIGA after graduating from CalArts and going on to becoming a true visionary in the design world. He was cited as one of the forty most important people shaping design internationally. Adams answered the popular question on his start in graphic design with an anecdote from high school. As an unmotivated



Visual Speakers Come To Chapman To Inspire:



ANGELA GLENN

GRAPHIC DESIGNER

Angela Glenn is the President and Chief Creative Officer at The Gasp Company, LLC, a Los Angeles-based design studio focused on strategic corporate communications and entertainment branding systems. A graphic designer with 20 years of industry experience, Glenn has produced award-winning campaigns for Isuzu Motors, Pioneer Electronics, Warner Bros., Miramax and 20th Century Fox. Glenn graduated from Cal State Long Beach in Visual Communication and Marketing and is now in her 9th year as a design instructor at Cal State Long Beach and Cal Poly Pomona. Glenn is the co-founder of The Institute for Advanced Practices in Advertising in Los Angeles and a member of the Program Advisory Committee at The Art Institute of Orange County.

“It's not about the constraints. It's about the commitment to the project. Either you do it right the first time, or you watch it become a missed opportunity.”

Working Design Professionals Come Speak to Chapman Students

BRYAN FISHER

GRAPHIC DESIGNER

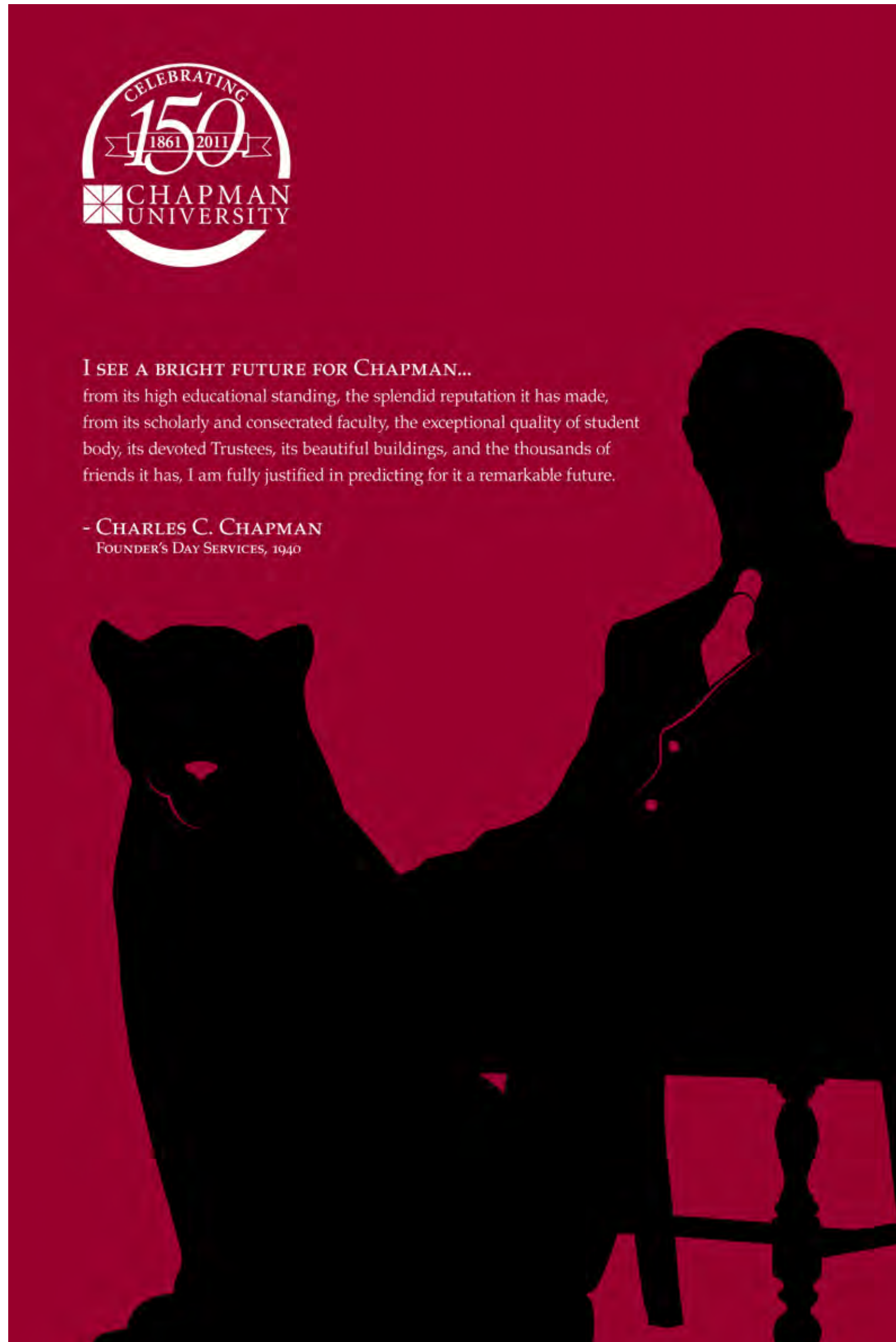


As creative director and owner of Perfectholiday brand design and creative director of retailer PACSUN, Bryan Fisher works to define new genres of modern branding. Perfectholiday is most driven by what's next in the fine art of design, communication and tastemaking and its experience has brought creative direction, design and core experience with a youth-minded approach to ad agencies and brands such as McElroy Communications/FCB, Young & Rubicam, Quiksilver, Roxy, Volcom, Vans, PACSUN, Salt Optics, Mountain High Resort, DC, Burton, Gravis Footwear, Boost Mobile, Oakley and many others. Bryan's work has been recognized by leading design competitions and magazines but his latest life venture—parenting his two sons—has created a quantum leap of fresh perspective to the creative process and human relationships.



2nd Annual Chapman Commorative Poster Selected

Senior Kyle Pidot Awed President Doti With Unique Commorative Poster Design

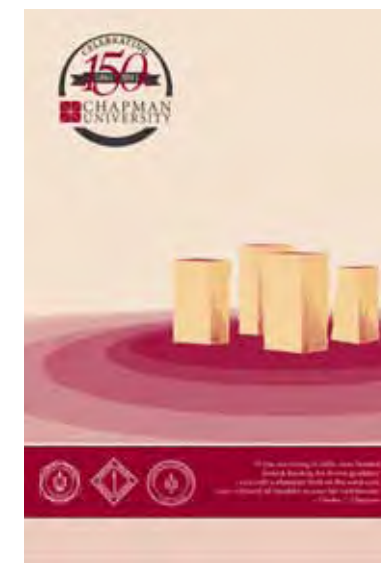


Kyle Pidot is a current senior Graphic Design major with a minor in Advertising. He is also an active member of the Pua'ikeana Hawaii Club, Disciples on Campus, and a resident advisor in Sandhu Residence Center. Outside of school, Kyle has recently been working with the Clark Little Gallery in Laguna Beach on materials for his November gallery opening.

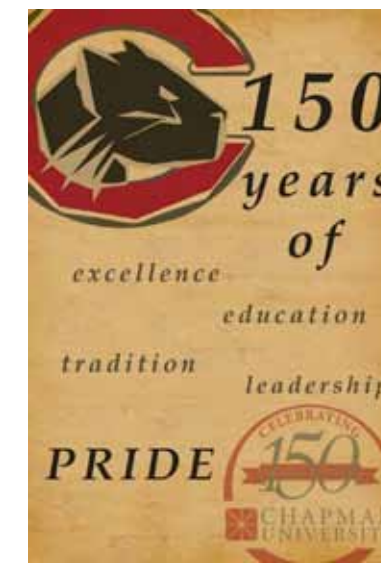
In the future, Kyle is not sure where in the field of design he wishes to be, nor does he know where in the world. To him, design is everywhere. If you really think about it, anything you can read, anything that has a picture, someone has designed it. Whether it's logos, websites, packaging, layouts, apparel, stationary, everyone appreciates quality design, and every business needs quality design. That's where people like us come in.



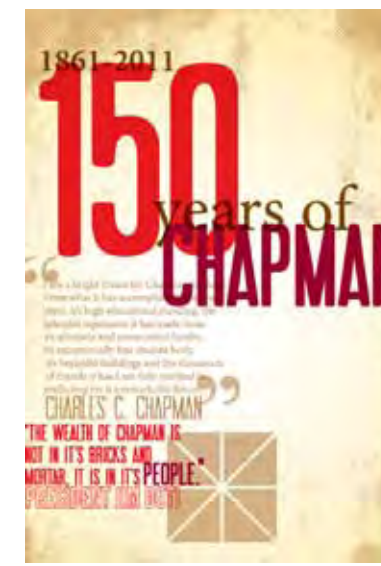
Emily Astbury



Nicole Santo



Jenna Nakasu



Sarah Anderson



Rachel Becker



Garrett Burk



Laura Brewer



Dana Quardi



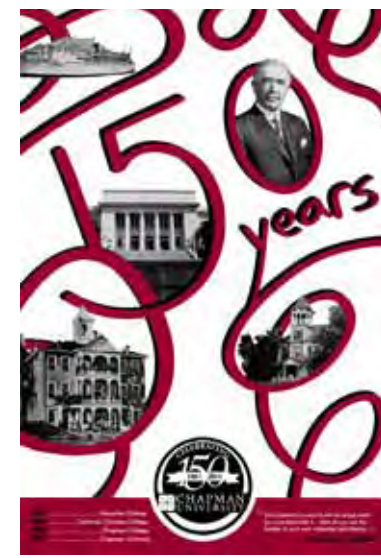
Bryce Feliciano



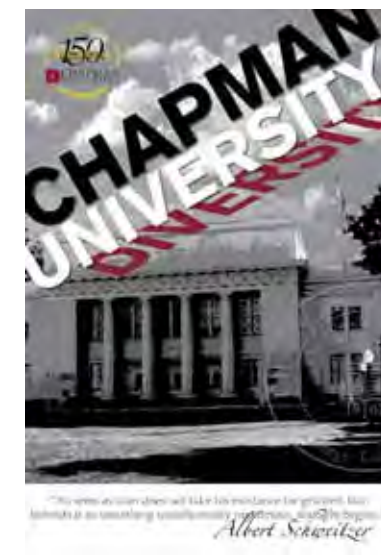
Simon Blockley



Kailee Quinn



Kristin Hinkley



Kelsey Lounsbury



Amber Hedrick



Bobby Evers



Beth Phillips



Danielle Atrip



Kim Dworak

Commemorative posters for sale

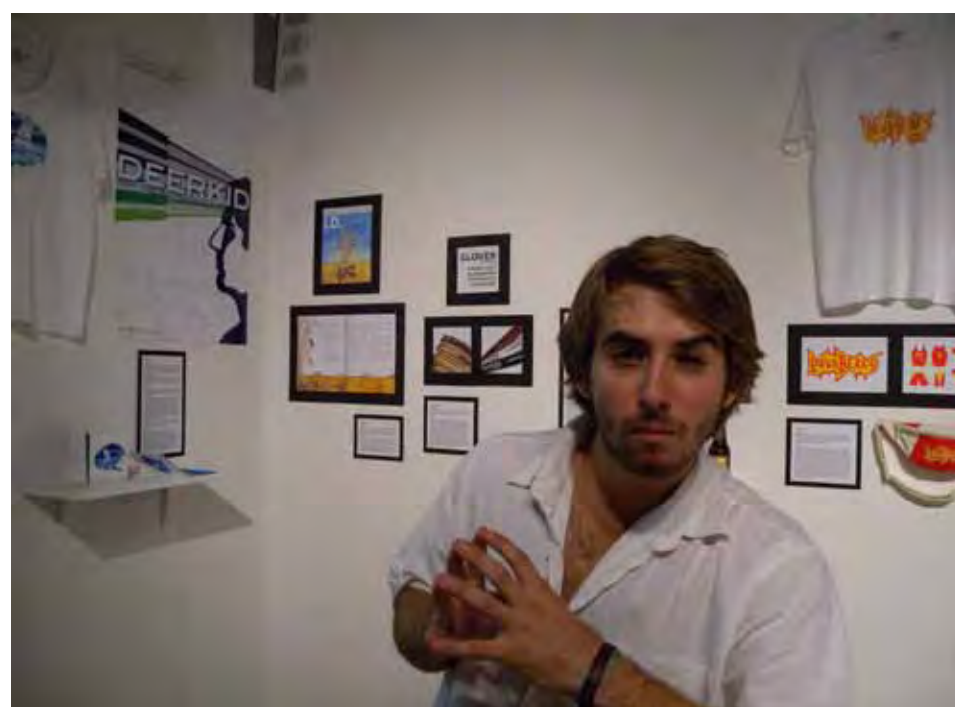
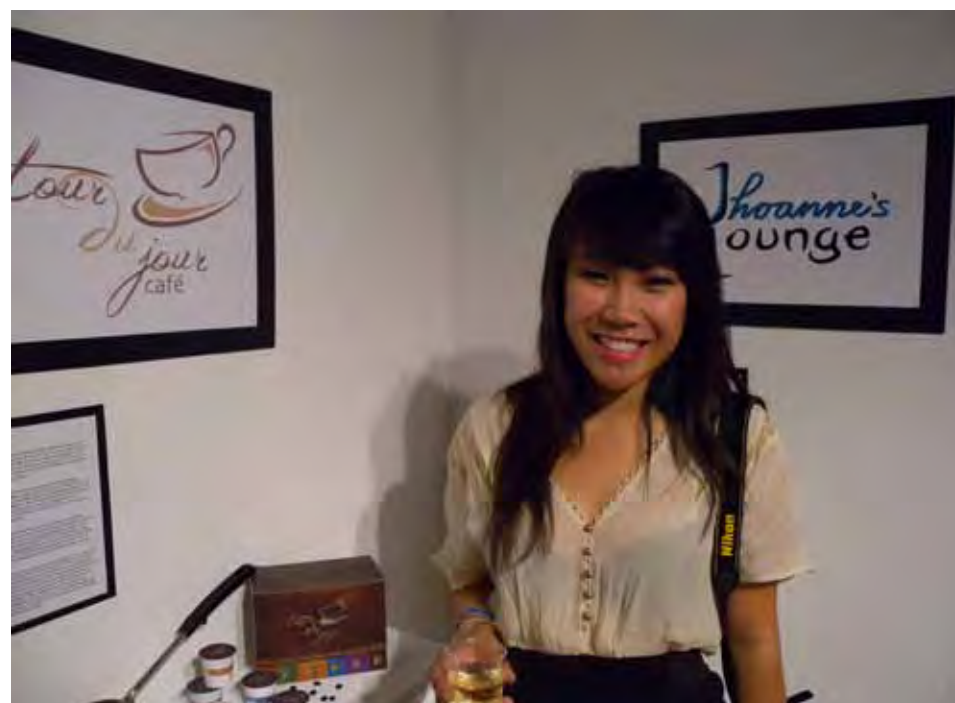
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5 Seniors Execute On on Their Fall Junior Shows

Bryce Feliciano, Megan Rollo, Lailee Quinn, Jhoanne Mecija, and Bobby Evers



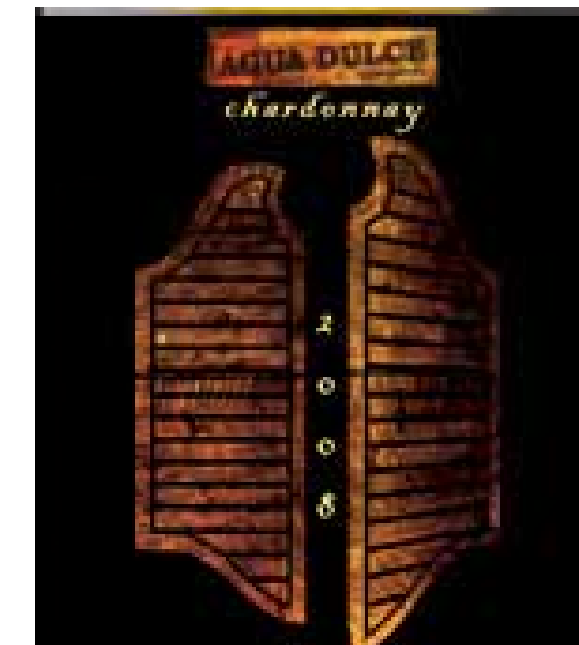
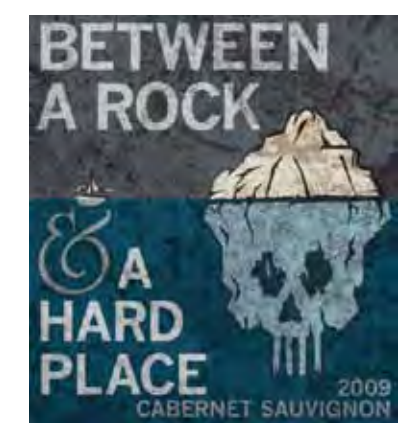
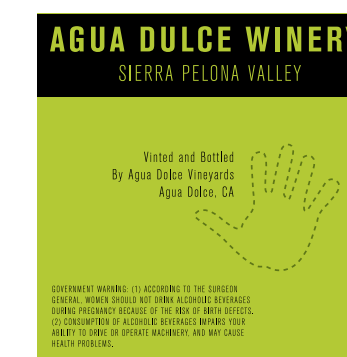
Last November, several students participated in what is considered to be one of the most decisive moments in the college career of a graphic design student at Chapman University, the Junior Show. Usually this event takes place in the spring, but for some students, the show date is pushed back to the fall to accommodate an alternative course schedule. The "Junior show no-showers fo sho", as they came to call themselves due to the extended date, included Bobby Evers, Bryce Feliciano, Jhoanne Mecija, Kailee Quinn, and Megan Rollo. They chose to title the exhibition, which would include 7-12 pieces of their best work to date, "Warning: Contains Graphic Content". The title not only included a play on word for graphic design, but also expressed the quirky and humor driven attitude the group maintained throughout the time it took to prepare for the much-revered occasion.

The Junior Show is required for all junior level BFA graphic design students. Its purpose is to gauge the level of preparedness each student demonstrates for the real world as a graphic designer. At the end of the show a faculty evaluation is conducted where each student has the opportunity to present and defend their work in regard to aesthetic as well as conceptual choices they made for each piece. The student showcase included print pieces, packaging designs, apparel design, digital presentations, and advertising design. Many long nights, which often turned into early mornings, were had together by the group of young designers, and the difficulties they encountered in putting together a body of work they would be proud to display seemed endless. In the end, though, the show was a success with a wonderful turn out and a sense of accomplishment shared by all.

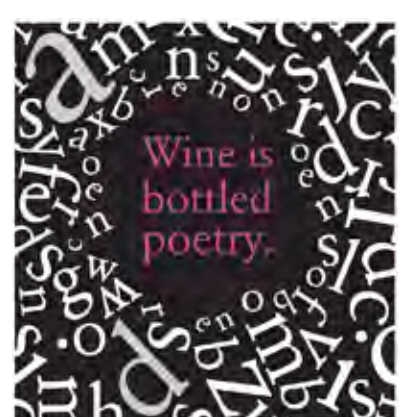
Seniors Create Professional-Quality Wine Labels



Trustee Barry Goldfarb owns three wineries and upon hearing about the excellence of the design work produced in our program, invited the senior students up to Aqua Dulce winery to taste, see, and then design labels for some of the varietals. Kailee Quinn, Laura Brewer, and Simon Blockley had the top 3 entries. Mr. Goldfarb and his associates were very impressed with all of the student work. To show their appreciation each student was awarded a monetary gift for their efforts. Aqua Dulce Winery plans to use many of the designs on a limited basis and see which labels do best in stores to generate sales. The students also designed a sales brochure for the new winery. It is tentatively planned that this project will reoccur every fall.



The top3 entries were Simon Blockley '11 (top left), Kailee Quinn '11 (middle left), and Laura Brewer '11 (bottom left).



Professors Still Hard At Work

Eric Chimenti And Claudine Jaenichen Keep It Coming

Professor Chimenti worked with Physics Professor Dr. Jeff Tollaksen on a cover design idea for his article in Physics Today magazine. He also worked on book cover design comprehensives for Language Professor Dr. Roberto Buranello's translation of Angelina's Lips for Guernica Press. Finally, Professor Chimenti designed the departments new "mark" and envisioned, art directed, designed, and produced, with the help of his Graphic Design assistants, the Department of Art's first ever Annual Report.



Professor Jaenichen continues her design research in evacuation materials. Her current project is due to publish in The Parsons Journal for Information Mapping produced by the New School of Art and Design in New York. She is also working in collaboration with hydrologists developing data visualization measuring nitrate levels found by tracers in public water supplies and local groundwater.

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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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