

House Industries Presentation Attracts Hundreds Fanatical Mechanical Exhibit in the Guggenheim Gallery

Rnown throughout the world as a prolific type foundry, House Industries has made a considerable impact on the world of design. House Industries fonts scream from billboards, wish happy whatever from tens of thousands of greeting cards, serve as the basis for consumer product logos and add elements of style to a wide range of mainstream media. In their illustrious career, House artists have mastered a large cross-section of design disciplines. Their typography deftly melds cultural, musical and graphic elements. What ultimately shines in the House Industries oeuvre is what always conquers mediocrity: a genuine love for their subject matter.

Monday, February 6, was the opening of the exhibit, Fanatical Mechanical, in the Guggenheim Gallery. The opening ended up one of the greatest turnouts in Gallery history with 300+ in attendance. After the opening, crowds of people went to hear Rich Roat, the Co-Founder of House Industries, speak about the company's process, projects, and passion for what they do.



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MBCC Poster Design Winners 2011



Valerie Rustad



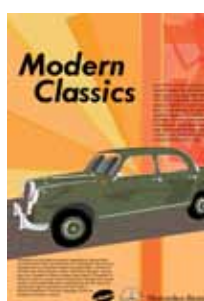
Taylor Peck

"The challenge was to successfully unite strong visual imagery with compelling use of language..."

Every fall, the sophomore level graphic design students are invited to visit the Mercedes Benz Classic Center located close-by in Irvine, CA. They are taken on a guided tour of the show room, repair facilities, and gift shop, while taking pictures and noting the style and class for which Mercedes Benz is so well known. Soon after, the students begin work on creating posters for the Center. They 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 Mercedes Benz Classic Center, rather than the just the car itself. Professors Eric Chimenti and Tony Pinto worked with the Classic Center to craft the poster assignment into a competition where the Center would actually choose their favorite posters in the end. The winning poster designers would receive a small model replica of a classic Mercedes Benz automobile. 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.



Wes Eramo



Michelle Jonas



Ryan Mick



Spencer Thordarson

The winners for 2011 were:
Valerie Rustad and Taylor Peck

Other finalists included were:
Spencer Thordarson, Michelle Jonas, Wes Eramo and Ryan Mick.

Interterm in New York City

with Ambitious, BFA in Graphic Design student, Susanna Davidov



During the 2011 Winter holiday vacation break, my mother decided to take my little brother and I to Cuba. We spent two amazing weeks exploring the country, meeting amazing people, eating delectable food and embracing every single aspect of the Cuban culture.

As I was sitting on the beach one day with my family talking about the semester to come, I had an epiphany. "Hey Mom, what if I don't want to go back to Chapman for interterm?" My mom thought the relaxed Cuban vibes were making me lose my mind. I was soon able to reassure her that I was not losing my mind, but ambitious to try something new. I have a crazy obsession with traveling and experiencing new and exciting things. I decided that I didn't want to go back to Chapman's Interterm, but I would rather experience a winter in New York City.

On the beach that day, I remembered that a friend of mine who goes to New York University has the same schedule we do here at Chapman. Immediately after returning to the hotel in Havana, I logged onto the internet, which is extremely dis functional in a communist country, to see if I could attend NYU for their interterm, or winter session. After sending several e-mails, and going through a special application I was finally accepted. It was official...I was going to attend NYU and take a silk screening and print making course.

In a weeks worth of time, I found a living arrangement, bought a one way ticket to New York and had my father ship a box of clothes from Los Angeles to New York for me. Late at night on January 2nd I got onto a plane leaving Cuba...January 3rd I landed at JFK and took a cab straight to my first day of class. Still only in jeans, sneakers, and a light sweatshirt in 12 degree weather, I had to totally immerse myself in the Big Apple at full speed. Yes, I am a Graphic Design student, but I consider myself a "creative". A creative to me is someone who has a certain type of mind-set and is capable of using

multiple different tools to aide their expression. I thought silk screening and print making would be a great tool/knowledge for me to have to help my understanding of design and give me an edge in my list of skills. After my first day of class, I knew this was going to be an learning experience that I would enjoy and would greatly benefit me in my future.

"I was constantly surrounded by creatives of every sort."

In this course we examined several well known and obscure silk screen and print making artists as well as developed a great understanding of the techniques they used. We were taught how to create silk screens from the most basic way of using a paint brush and drawing fluid to registering and photo emulsion.

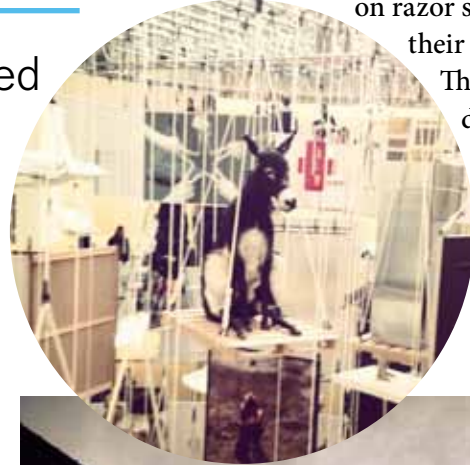
Most of my pieces that I created were inspired by visuals or lifestyles that I had the opportunity to observe in my month in NY. Living in Alphabet City, I was constantly surrounded by creatives of every sort. I found silk screening and print making a very enjoyable artistic process. I found a happy medium between mass produced graphic design prints and one of a kind hand done pieces. Silk screening and print making still gave me the opportunity to develop a series of prints from my designs, but also gave me the satisfaction that each and every piece is somehow going to be different in one way. I took it upon myself to make the most of my month in New York.

While I was not in class, I forced myself to become more familiar with the professional/design community. With help from friends in NY and pushing myself to meet people, I was able to meet unbelievable people. Some of the people I met have their own clothing lines, lifestyle shops, branding companies, and several other ambitious careers. I took the time to talk to each one of these people, ask them questions about themselves and also ask personal questions that would guide me in the right direction. Every single person that I met gave me valuable and logical advice. I also showed these professionals some of my work which led to internship opportunities for this upcoming summer.

In my short month I also had the unbelievable experience of going to the NY Google office building. My cousin is a very important person with Google and asked me to come eat lunch with her. While eating lunch at the food truck...ON THE 6TH FLOOR...I had a chance to meet Craig, the editor of the creative lab at Google. The creative lab is where

anything that requires a graphic designer comes from. Craig was able to give me amazing advice as to how to get a job at Google, and how to find my true passion in life. After a great lunch, I got the full tour of the office building that is a full avenue. While thinking how tiring it would be to have to walk through this building every day, a clan of workers on razor scooters zoomed by me on their way to a meeting.

That is when I solidified my decision that I want to one day become a Googler. Towards the end of my month in the city, my bosses and coworkers of where I work in Costa Mesa, ERGO Clothing,



came to New York for a fashion/lifestyle trade show. Not only was it amazing to see people from back home, but it was also an unbelievable experience to be able to work with these guys at a trade show where some of the top clothing brand were present. ERGO is considered to be part of surf/skate and street wear clothing section, so big names like VANS, LRG, Brixton, Insight, WESC, The Hundreds and Levis were some of the hundreds attending the show. I took the time to go to every booth and network, network, network! I made sure I printed business cards for that day. My 7 hours of networking paid off when I ended up with a bag full of business cards of people I had met and that I should stay in contact with.

Somehow I was also able to take the time and explore the city. I forced myself to try to walk everywhere I went to try to see as much as I could. I ate amazing food, saw great nightlife, visited incredible city monuments and overall experienced the city to its fullest.

Even though I only got a little taste of New York, its not the last that they will see of me. I plan on going back the Summer of 2012 to fulfill one of the design internships I was offered and hopefully continue to experience the city where ANYTHING is possible

Written by Susanna Davidov

New Visiting Professor

Branding Specialist Yasmine Say

The Graphic Design Program is pleased to announce that Yasmine Say, from London, will be joining us in the Spring and Fall of 2013 to bring her Olympic branding expertise to teach graphic design at Chapman. She is a strategy-focused Brand Communications Specialist and Graphic Designer with over seven years experience in marketing communications, branding and design. We are excited to be the only school in the United States to have an innovative international branding perspective in our own department.

Pictured right is Yasmine competing in her first marathon. She is excited to take on another marathon in O.C. next May.



Holiday Cards



Design students were able to design Chapman University holiday cards, based off of the Class of 2012 commemorative poster finalists featured in the last issue of Compost. Deans and various academic units sent the beautiful cards to donors, friends and faculty of Chapman.

The cards featured were designed by:

ALI LABELLE BFA in GD '12

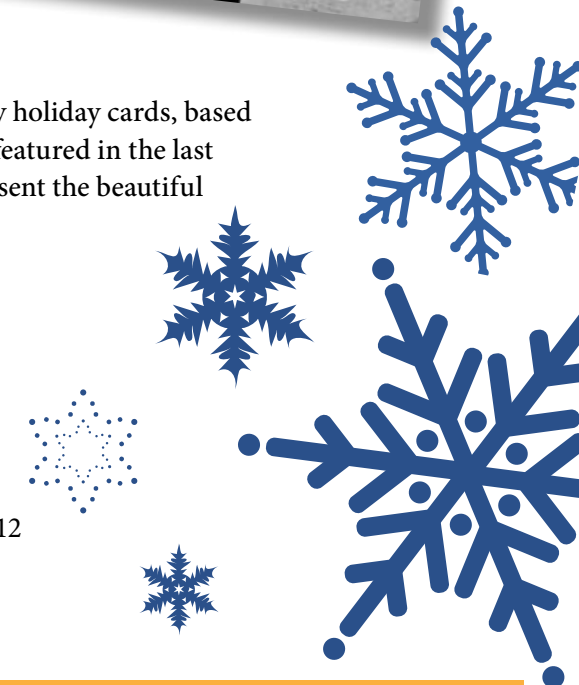
IVANA WONG BFA in GD '13

ANTON WARKENTIN BFA in GD '12

BREEHN SASAKI BFA in GD '12

REBECCA OLIVIA SHEAD BFA in GD '12

MARIAN HUANG BFA in GD '12



Spring Visual Thinkers Series

Jeff Campbell & Scott Avery

Every semester the Art Department invites professional designers to come speak about their experience and work in the design world. This unique series aims to intellectually stimulate undergraduate students to think innovatively about the interdisciplinarity of creativity, inspiration, and the practice of art. We were lucky enough to have Jeff Campbell from Lithographix, Inc. and Scott Avery from Cenveo to lecture at our Visual Thinkers Series this spring.

JEFF CAMPBELL



Jeff has worked for 25 years at Anderson Lithograph as a production manager and sales executive. Jeff has produced many award winning print pieces for companies including Exxon Mobil, Hewlett-Packard, HJ Heinz, Pfizer, PepsiCo, General Motors, Nissan/Infiniti, Amgen, Fraser Papers, Univision, Chevron, UPS, Fedex, California Water Service, Disney, and Chivas Regal. He currently sells high-end printing for Lithographix.

SCOTT AVERY



Scott worked as a Proofer/Platemaker before becoming an apprentice as a 4 color film stripper, working on electronic stripping devices such as Gerber, Sytex and Macintosh computers. He has over 20 years of experience in pre-press and is responsible for managing projects through the entire manufacturing process. Avery currently works at Cenveo.

WED MAR 07 7 PM MC 213



SPRING 2012
VISUAL ARTS
SPEAKER SERIES

Free and open to the public.
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HELLO
my name is

Second Year students now evaluated by all Graphic Design faculty to see if they are qualified to continue in program.

For the first time in the history of Chapman's Graphic Design Department, the sophomore BFA class prepared a design show in the Guggenheim Gallery. Opening at 5:30 on Monday, March 19, the show entitled "Hello My Name Is.." was the students' introduction to the design world. The show featured portfolios from: Elizabeth Wright, Will Schoenfeld, Diana Goldberg, Rachel Becker, Taylor Peck, Sheryl Alway, Wes Eramo, Zac Oransky, Chris Stiles, Spencer Thordarson, Michael Regan, Casey Wyman, Amanda DeFrancis, Michele Jonas, Nicole Pawloski, Grace Lavery, Katie Kland, Amanda Norris, Ryley Schlachter, Gracie Wilson, Valerie Rustad, Deena Edwards, Kathryn Ferons, Victoria Wong, Zach Guenther, Mike Gembarski, Liz Mule, Candace Larson, Margeaux Pawell.

Sophomore Portfolio Show



Designer Career Paths

Featuring Dani Bartov, Adrienne Grace, Amy Jo Levine, and Leo Circo

Wednesday, April 25 7:00 PM in the Irvine Lecture Hall

Moderated by Chapman instructor Tony Pinto, the Designer Career Paths lecture, for the second year in a row, featured four designers who spoke about the different areas of design that they work in. Designer Career Paths was created to show design students the various paths they can take in the design world. The featured presentations provide knowledge of the designers' background and current professions, advice to get to the professional level, and also allows students to network and make contacts with influential figures in the interested profession. Admission was free and anyone was welcome to attend. This year's speakers were:

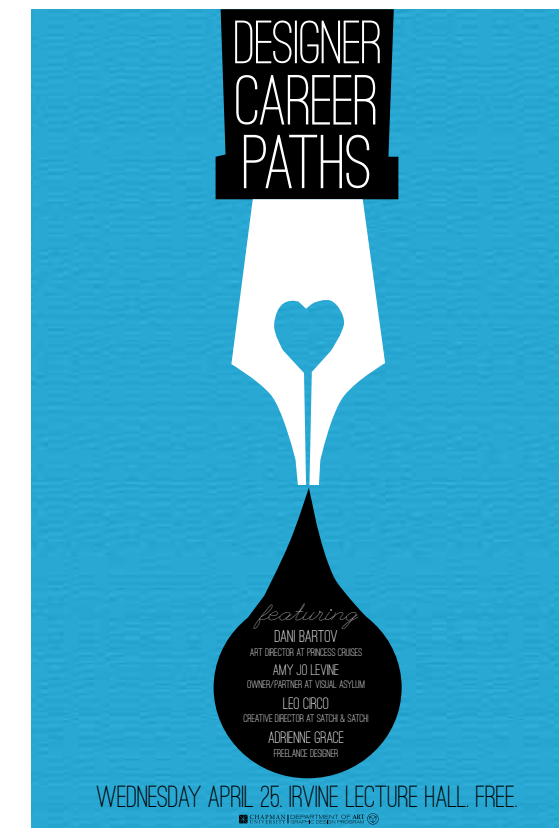
In-House
DANI BARTOV Creative Director, Princess Cruises

Design Firm
AMY JO LEVINE Owner/Partner, Visual Asylum

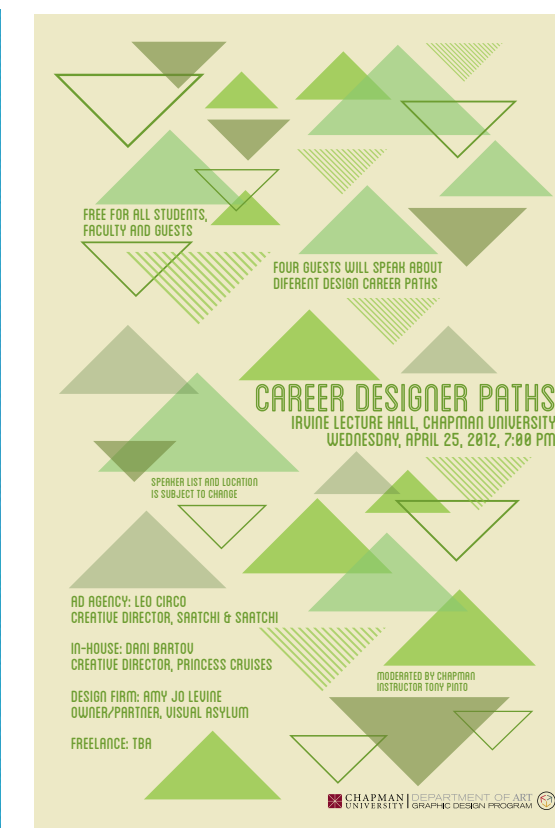
Ad Agency
LEO CIRCO Creative Director, Saatchi & Saatchi

Freelance
ADRIENNE GRACE 10 Year Freelance Designer

All sophomores in the Graphic Design program designed a poster for the event. The winning poster was designed by Diana Goldberg.

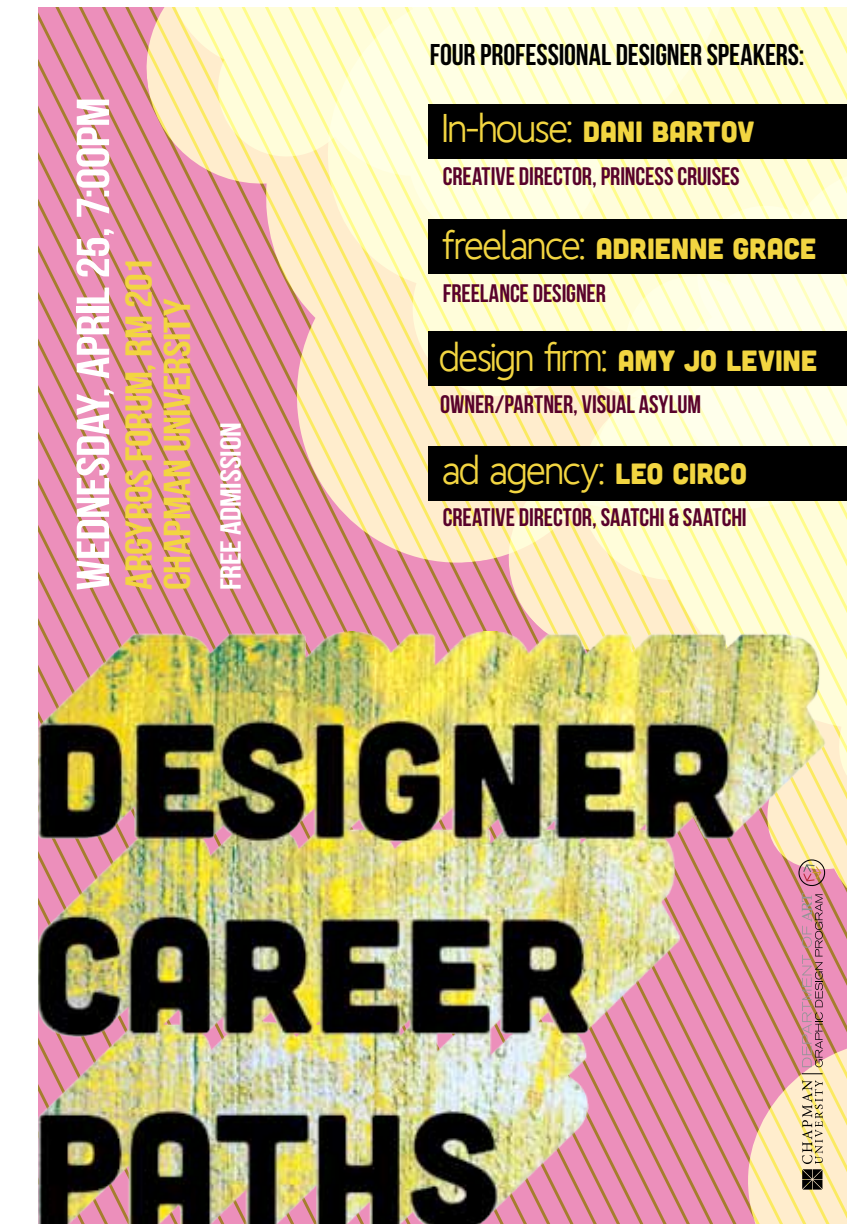


Grace Lavery



Taylor Peck

"... allows students to network and make contacts with influential figures in the interested profession."



Diana Goldberg

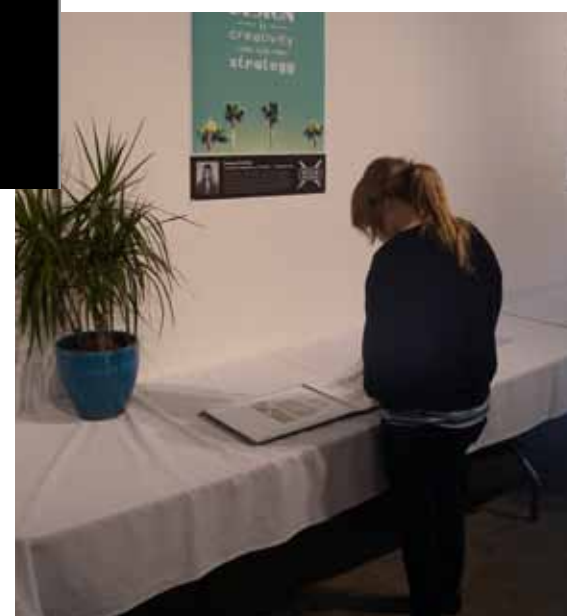
"...was created to show design students the various paths they can take in the design world."

Junior Show: Portfolios Only

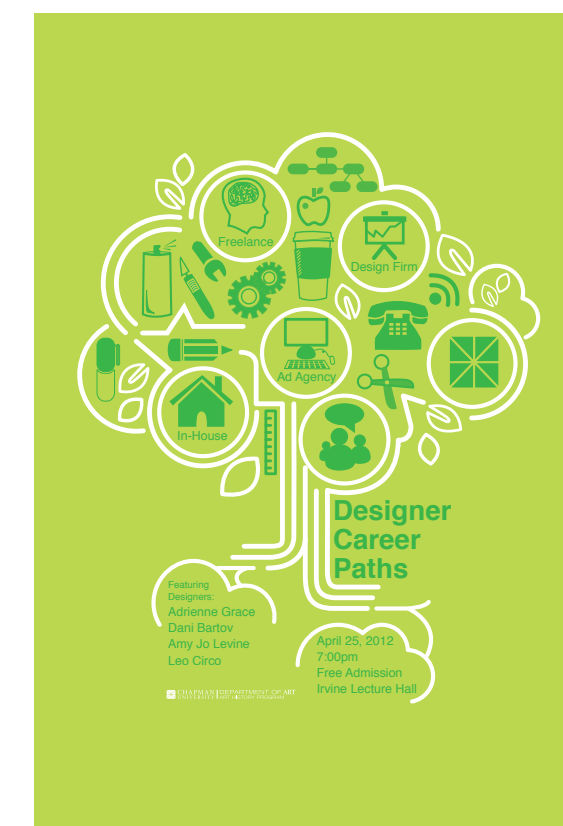
Preparing for the "Real Life" While:
Saving the World from Bad Design.



Chapman University's Guggenheim Gallery hosted its Spring Graphic Design BFA Portfolio Assessment Show, Rogue Designers, the week of March 26-30. This was the first year that the students design work was presented in professional portfolios prepared to industry standards. The portfolios presented were produced by: Alana Michaels, Ariel Roth, Ariel Ximenes, Ashley Hawthorne, Chase Conching, Emma Diener, Ivana Wong, Katrina Alonso, Logan Merriam, Maria Reisinger, Marisa Scirca, Susanna Davidov, and Tavish Ryan. Along with the switch to portfolios only, the juniors are now required to participate in the AIGA Portfolio Review in late April.



Gracie Wilson



Mary Petrie



Kathryn Ferons

Design Student is Awarded Assistantship

One of our own has been honored with a prestigious Fulbright award. Sabrina Davis, who is earning a BFA in Graphic Design with a Minor in Nutrition, was notified earlier this week that she will be the recipient of a Fulbright English Teaching Assistantship in Spain. For 10 months she will be living in Spain and working as a teaching assistant at a secondary school. She will be assistant-teaching in various subjects (in English), as well as leading American studies classes and conversation groups. In addition to her ETA responsibilities, she will be doing her own independent study/research to develop her career path.

“The Fulbright Program is the flagship international educational exchange program sponsored by the U.S. government and is designed to “increase mutual understanding between the people of the United States and the people of other countries.” With this goal as a starting point, the Fulbright Program has provided almost 300,000 participants—chosen for their academic merit and leadership potential — with the opportunity to study, teach and conduct research, exchange ideas and contribute to finding solutions to shared international concerns.”

In the application process, Ms. Davis asked two of our design professors for references. Both Associate Professor Claudine Jaenichen and Adjunct Professor Andrew Shalat were more than happy to oblige.



Sabrina Davis stands in the Randall Dining Commons where she designed daily menus and nutrition signage for the cafeteria

AIGA Portfolio Review



On Saturday, April 28 the 9th Annual AIGA Portfolio Review was held. Over 30 reviewers from professional agencies and firms attended, as well as 60 students participating from a variety of local schools. The students had the opportunity to sit down with up to 7 reviewers and get valuable feedback on their work and presentation throughout the day. Each review was 20 minutes long. Adobe sent a trainer to the event to talk about and demonstrate the new CS 6 and Muse software. Many of the reviewers were extremely impressed with Chapman students portfolios. Reviewers praise included “Outstanding work! Great future professional!,” “Obviously ready to work,” “... [they] had the best portfolio I’ve seen in a while, and that included people I’ve interviewed three to four years out of school.” Congratulations to Senior BFA in Graphic Design Major Noah Fell on winning the raffle for a full version of CS 5.5 from the Adobe representative.



End of Year Student Awards and Show Winners



Outstanding Senior Portfolio and Purcell winner, Anton Warkentin

At the end of each Spring, the Art Department holds the Departmental Student Show in the Guggenheim Gallery. This year it was a celebration including a live band and kiln baked pizza, as guests mingled and admired the artwork. Many students were recognized for their great work through awards given out by the Art Department staff. Graphic Design awards and winners included:

JUROR AWARD
Margeaux Pawell

OUTSTANDING PORTFOLIO
SENIOR: Anton Warkentin (Runners-Up Kailah Ogawa and Emilie Christ)
JUNIOR: Ariel Roth (Runners-Up Logan Merriam, Tavish Ryan and Ivana Wong)
SOPHOMORE: Valerie Rustad (Runners-Up Deena Edwards, Rachel Becker, Kathryn Ferons)

DWIGGINS AWARD
Summer Woodward, Dominique Yhamel, Deena Edwards, Diana Goldberg, Alana Michaels, and Hannah Cates

DEPARTMENTAL HONORS
Hannah Cates, Emilie Christ, Sabrina Davis, Marian Huang, Alexandra LaBelle, Kristen Lee, Kelsi Mathey, Keely Misenhimer, Rachael Morello, Kailah Ogawa, Rebecca Shead, Eliot Spaulding, Katherine Spencer, Devin Valdivia, and Anton Warkentin

PURCELL AWARD
Anton Warkentin and Kailah Ogawa
(Pictured right)



Outstanding Sophomore Portfolio winner, Valerie Rustad

Alumni and Student Success



Chapman Graphic Design alumni continue to excel since graduating, as well as current students still attending. Many former students are starting to have their designs displayed around the world, as others are accepting numerous job offers and research grants to further their learning and design capabilities outside of school.

SARA BURKE (BFA in GD '05), senior designer at Perfectholiday design, won a category in The 2012 Communication Arts Design Annual, a prominent international design competition. It is one of the most influential design magazines around and her name's going to be printed in it (along w/ the book we designed)! Over 8,000 entries were submitted from around the world, and only 175-200 were selected in various categories. The Andrew Southam Portrait book will appear in Design Annual 53, the September/October 2012 issue of Communication Arts.

SIMON BLOCKLEY (BFA in GD '10) designed the Dynasty Edition packaging for the video game NBA2k13 for US and international distribution.

ALISON CONNERS (BFA in GD '10) designed the “Totally” bag for international surf company O’neill.

TAVISH RYAN (BFA in GD '13) was awarded an undergraduate research grant for a design and cognitive research collaboration which will take place in Santa Barbara, CA this Spring. The study will measure cognitive recall performance on a wayshining evacuation map designed by Professor Claudine Jaenichen for the Santa Barbara Emergency Management Department.

Recently graduated **HANNAH CATES** (BFA in GD '12), accepted a graphic design position at McCarthy Building Companies in Newport Beach. In an email to Eric Chimenti and Jeanie Randazzo she stated how “It is such a great opportunity with benefits and the whole package! I am very excited...” She went on to say she has had “great success with the Chapman connection,” including her internship at Laureltree to her new position at McCarthy.



Graphic Design Alumni

Taking the Design World by Storm

ANDREW BAIN, BFA in GD '09,
Principle Designer, Andrew Bain Design

DWIGHT BLAIR, BFA in GD, '08,
Owner and Designer, Marvesa Creative Studio

SERA BURKE, BFA in GD '05,
Art Director, Perfectholiday brand design

KELSEY CHAPMAN, BFA in GD '10,
Graphic Designer, Audigy Group Portland

MICHELLE GUILMET, BFA in GD '07,
Head Graphic Designer, Ocen Inc.

SARA HAHN, BFA in GD '10,
Marketing Art Director, Palm Springs Life Magazine

MICHAEL HAIN, BFA in GD '01,
Senior Designer, Zther Interactive

MIKAEL HEDMAN, BFA in GD '04,
Graphic Designer, Chapman Walters Intercoastal Corp.

MOLLY HERVEY, Minor in GD '03,
Art Director, PSB Integrated Marketing

ELIZABETH (LEWIS) HODSON, BFA in GD '03,
Art Director at Hungry Girl, Inc.

JESSICA JARVIS, BFA in GD '08,
Designer, VDIO

GENNIFER LEWIS, BFA in GD '08,
Web Marketing Specialist, Paul's TV

IAN SWANSON, BFA in GD '03,
Graphic Designer, Surfrider Foundation

PAUL SWEENEY, BFA in GD '05,
Front End Web Developer, Atomic Online

SELITA (LIMTIACO) TOLENTINO, BFA in GD '03,
Graphic Designer, Lakeshore Learning Materials

JEFF WERNER, BFA in GD '07,
Freelance Interactive Designer

EMILY ASTBURY, BFA in GD '11,
Graphic Designer/Production Artist, Williams-Sonoma, Inc. San Francisco Bay Area

DANIELLE ATNIP, BFA in GD '11,
Designer, Kneadle

DAVID AUGUSTYN, BFA in GD '10,
Designer, Electric Visual

LAUREN BUTORI, BFA in GD 05, Junior Designer, Simply She. San Francisco Bay Area

SHELBY HAYDEN CRAIG, BA in Art emphasis in Photography and Graphic Design '09, Creative - MediaCom Beyond Advertising. Sydney Area, Australia

LUCAS COBB, BFA in GD '02, Quality Control (Art Director) Officer, Blackbaud. Design Principle, Guide Creative. Charleston, South Carolina

VALERIE ITO, BFA in GD '07,
Graphic Artist, Quiksilver

DARREN MCADEL, BFA in GD '08,
Designer, Sonnsyde Up



ERIN MORINAKA, BFA in GD '02,
Designer, Motta Advertising

MATTHEW NEWMAN, BFA in GD '03,
Chief Creative Officer / Partner, Mad Menace Entertainment, LLC. Owner, Subscience Studios

LINDSEY NIELSEN, BFA in GD '02,
Graphic Designer, Fluidmaster, Inc.

RAMONA ROSE, BFA in GD '10,
Graphic Designer, Modnique

DARLA (NESBIT) VIETTI, BFA in GD '04,
Owner/Designer, Darla Marie Designs

LILIT (NOVRUZYAN) ALEKSANYAN,
BA in Advertising/PR, BFA in GD '07,
Creative Coordinator for Screen Gems, Sony Pictures
Entertainment. Freelance Graphic Designer

NATALIE CASEY, BFA in GD '01,
Head of Brand Management, Princess Cruises

PARATH CHADHA, BFA in GD '99,
Owner of Design Coalescence

BROOKE DOMBROSKI, BFA in GD '07,
Independent Photography Professional, Hawaii.

PAUL SWEENEY, BFA in GD '05,
Senior Front End Developer, BeachMint

SARA HAHN, BFA in GD '10,
Marketing Art Director, Palm Springs Life Magazine.

ELIZABETH PHILIPS, BFA in GD '11,
The Creative Group in Newport Beach, CA

ROSARIO RODRIGUEZ, BFA in GD '09,
Senior Catalog Production Artist, Volcom

KRISTEN ADAMS, BFA in GD '08,
Graphic designer, Ellison in Orange County

NINA TORINO, BFA in GD '09,
Freelance designer and illustrator.

JOSHUA GARDNER, BFA in GD '03,
Designer, Modal Design Agency in Irvine, California.

KIMMY KIRKWOOD, BFA in GD '10,
Junior Art Director, VOX. Associate Owner/Design, Kimmy
Design.

KYLE PIDOT, BFA in GD '10,
Graphic Designer, prAna Living

DARREN MCADEL, BFA in GD '08,
Typeface Designer

KYLE FLOYD, BFA in GD '10,
Graphic Designer, LF Sportswear.

JESSICA MEISTER, BFA in GD '08,
Coordinator of Brand Presentation, Tommy Hilfiger in the
greater New York area

ADAM LASKOWSKI, BFA in GD '05,
Product Line Manager, SMU Apparel at Vans

ELIZABETH PHILLIPS, BFA in GD '11,
Marketing Director/Graphic Designer, Duk Design

KRISTIN HINKLEY, BFA in GD '11,
Graphic Designer/Social Media Coordinator, Album Creative
Studios

WENDY LEE OLDFIELD, BFA in GD '04,
Senior Graphic Designer, BDS Marketing

Meet One of Our Part-Time Professors



Joseph Gerges

Why did you choose to teach at Chapman?

Chapman's high standards and reputation are world renown. The opportunity to be a part of such an esteemed institution was one that was hard to miss. Did I mention it was only a 15 minute drive?

What do you consider some of your greatest artistic accomplishments?

Most recently I completed a documentary called "Solo: An Artist's Life". Capturing an important stage in my personal work as an artist I culled together over 250 hours of footage over a three year period to produce a piece of film that was a catharsis for me, but also received some awards and traveled around the festival circuit to boot. I tend to walk a thin line between being an artist and a filmmaker/designer with credits including work with Paramount Studios' "SouthPark, Bigger, Longer, and Uncut", Comedy Central's

"SouthPark", and Universal Studios. My art has been exhibited in solo shows in Los Angeles and Atlanta along with over 30 group shows across the U.S. and internationally with features in New American Painting, Art and Antiques, Art in America and in LA Art Scene amongst others.

What major brands have you designed for?

My roles have included visual development and art direction for projects ranging from Shea Homes and Paramount Studios to probably most famously, SouthPark.

What do you find prepared you the most for the design world?

Less my talent and more my work ethic... diligence, problem solving and timeliness to name a few. My jobs grew and clients stuck around because of what I had to offer as a whole package, not just my talent.

What important lessons do you expect your students to execute in their career?

I would hope that students realize that what will set them apart as designers and as individuals has nothing to do with the programs they know or the speed at which they can cycle through hotkeys. Personal success is all about tapping into a spirit of creativity and design that is exclusively and uniquely their own. It takes a lot of personal struggle, a true desire to push the boundaries of design, and some sleepless nights!

Are there any interesting projects you are currently working on now?

Just the most important project ever... baby girl #2. Our two year-old daughter, Sienna, and the rest of our family welcomed her new sister in May.



Graphic Design Club

What's happened and What's to Come in the Future



BABY SHOWER

Graphic Design Club threw a surprise baby shower for Professor Claudine Jaenichen on leap day. The students decorated one of the classrooms in Moulton Center with streamers and a slideshow of celebrity babies. They even brought desserts and snacks, and waited quietly for her arrival. When she came into the classroom everyone yelled "Surprise" and "Congratulations!"

Claudine was so surprised and happy to celebrate this special moment in her life with her students, faculty, and alumni. After the initial shock of everyone surprising her, people settled down and played baby shower games, decorated onesies, and ate a lot of cake pops and other goodies.



Pictured right is the new beautiful baby girl, London

GD Works with Argyros School of Business

Chapman Students compete together in Business Plan Competition



As a part of our Junior Seminar class, my classmates and I helped design important elements for the business and marketing majors participating in The Chapman University Annual Business Plan Competition on Friday, April 20th. There were five business plans competing against each other, SweetTreats, Badoonga, TargetMe, Asstracker, and Flex Armor, and each had four of us assigned to them.

We worked together for weeks deciding upon the final designs which included logos, website designs, corporate identity, infographics, application designs, and aiding with their presentation.

There were, of course, many struggles along the way, ranging from unfortunate business names they refused to revise, such as Asstracker, to not hearing back in time for deadlines. Worst of all, we were told that our work was going to be judged as well, since we were in intricate part of the business. We were told that the winners would be receiving some sort of award... but it never happened.

At the competition and awards ceremony not only were we not even mentioned in the program under the business plans, but some of the business plans didn't even use our designs in their presentations. The most noted was TargetMe, a plan to identify TV viewers by connecting with their smart phones and social networks and deliver relevant television

advertisements based on viewer's interests and activities regardless of the network or show. The designers created easy to understand infographics that explained the operation of TargetMe so that it didn't have to be fully explained in the time constraint of a 15-minute presentation. However, they chose not to use the info graphic or any of the graphic design work in the presentation, and the first question that the judges asked TargetMe, was "How does it work?" He struggled immensely with his nerves and had a hard time explaining his own plan, something that he could have explained easily and visually by simply adding the designs into his presentation.

It's no surprise that the two business plans who won, SweetTreats and Badoonga,

were the two plans that used all of the graphic design work we provided; I myself even designed and re-made the SweetTreats presentation.

It was a disappointment in the end when after the business awards were given out that we still had no recognition, however Brent Chow, the man behind SweetTreats was great to work with and my fellow designers and I who worked with him for the competition are continuing to help him out as he starts this new business.

Hopefully next year we will be a part of the competition, or at least be added to the program.

Written by Alana Michaels



Sweet Rewards

Aggregate Dynamic Loyalty and Rewards Program



LASER TAG

Graphic Design Club went laser tagging at Camelot Golf and Country Club in Anaheim to have a little fun doing something other than design work in the MacLab. The club enjoyed two rounds of shooting each other and even Art Department Chair, Eric Chimenti. While some were beat by the little kids who had a surprising amount of strategy and skill, Graphic Design major, Annie Unruh, came out

in the end with the highest ranking as LAZER MASTER! Afterwards, some of the club enjoyed ice cream and milkshakes from the concession stand. The Club hopes to continue this tradition, as all of the students who attended really enjoyed shooting Professor Chimenti.

"...Annie Unruh, came out in the end with the highest ranking..."

Upcoming Fall 2012 Events

- Orientation Kiln Pizza Party
- Semester Kick-Off (TBA)
 - LazerJoust
- Halloween Party
- November Potluck
- Sweet Exchange



Full-Time Professor Update

Professor Chimenti

created and designed the logo for the first (and perhaps annual) Wilkinson faculty/student soccer match. The design was submitted to Logo Lounge, an international repository of logo design, and

can be seen on his Behance Portfolio and at Logo Lounge. His information graphic for the table of contents for the London Olympic study abroad trip from the summer 2011 was submitted to the international

information design website Visual.ly and was featured on the front page. He also created a series of covers for Dr. Mark Axelrod's Ebook – Kissed in Venice.



Professor Jaenichen had a very eventful semester. She and her family welcomed their newest addition, a beautiful baby girl named London. To add to the excitement, Claudine successfully completed her 6 year probationary period and was granted tenure here at Chapman University. This brings greater stability and potential for the future success and growth of the program.

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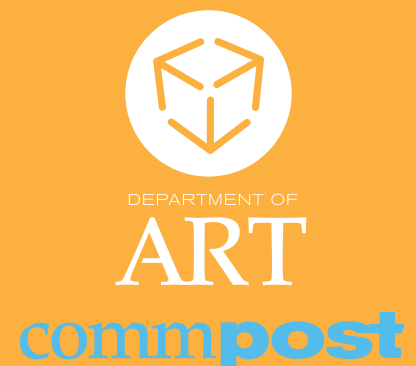
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