

# commpost

The biannual Graphic Design program communication composition for students, alumni, friends, and supporters.



## OCDA 2012

### AIGA Orange County Design Awards Winners

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The OC Design Awards recognize design solutions and the designers, students, companies and organizations throughout the country that use their creative influence to create a positive impact for the design profession. The competition recognizes design that challenges us to think of solutions outside of the box that solve everyday problems. Entries were judged on five different concepts including production, concept, aesthetics, etc. Multiple Chapman students brought home silver and gold in various areas, as well as being recognized for merit. The winners were:

Print Design:

- Silver** – Anton Warkentin (Book Heart Poster) '12
- Merit** – Anton Warkentin, Michelle Billings, Katelyn Bianchini, Laura Brewer, Lisa Horn, Sabrina Davis, Kristen Lee, Kelly Lonergan, Ivana Wong, Rebecca Shead, Devin Valdivia, Hannah Cates, Keri Kubota, Rachael Morello and Kristin Hinkley

Advertising:

- Silver** – Rebecca Shead (St. Jude Campaign) '12
- Merit** – Rebecca Shead, Selena Slavenburg, Keri Kubota, Laura Brewer and Kelsi Mathey

Environmental Design:

- Gold** – Marian Huang (Quiksilver Pro Wayfinding Campaign) '12
- Silver** – Sabrina Davis (Cafeteria Nutritional Signage) '12
- Merit** – Roger Dumas

Package Design:

- Gold** – Laura Brewer (Chris & Lee) '11
- Silver** – Katrina Chen (Chen Wine Label) '12
- Merit** – Ivana Wong, Hannah Cates, Emilie Christ, Ali Labelle, Sabrina Davis, Danielle Hebert, Michelle Billings, Rebecca Shead, Marian Huang, Keely Misenhimer, Rachael Morello, Ashley Oster and Kelly Lonergan

Brand Identity:

- Merit** – Anton Warkentin, Laura Brewer, Kristin Hinkley, Lisa Horn, Marian Huang and Kelsi Mathey

Web Design:

- Merit** – Ivana Wong



Award Winners: , Rebecca Shead (Top Left), Anton Warkentin (Left Middle) Marian Huang (Bottom Left), Laura Brewer (Bottom Right)

# Art Department Welcomes New Students

On August 21, The Art Department welcomed Freshman and Transfers to the program. The evening included introductions to faculty and fellow students, department tours, kiln fired pizza made by Professor David Kiddie and helpers, and an insight into the department as a whole. Professor Isaac Resnikoff also gave a demonstration of the department's new table

“... the department is delighted to have the new additions to the Art family.”

saw which features impressive new safety technology to protect students from injury in the workshop.

The event was full of fun and laughter and the department is delighted to have the new additions to the Art family for the coming years.



# Mattson Creative Mentors Seniors

Renowned Designer Ty Mattson Provides Studio Sessions for Graphic Designers

MATTSON | CREATIVE

## STUDIO SESSIONS

Experience design studio practices and get real world advice

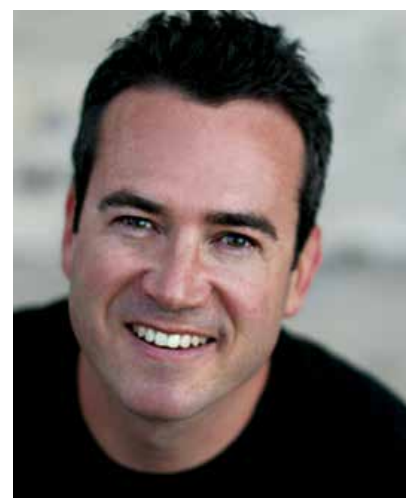
WEDNESDAY NIGHTS • 7 - 9 pm

SEPTEMBER 12 • OCTOBER 10 • NOVEMBER 7 • DECEMBER 5

OPEN TO SENIOR GD MAJORS OR STUDENTS ENROLLED IN ART 492A

▶ Mattson Creative is an award-winning graphic design studio based in Irvine whose clients include Apple, Billabong, Cartoon Network, CBS, Discovery Channel, Dreamworks, Hasbro, Maroon 5, Mattel, Nickelodeon, and Showtime. Their work has been recognized for excellence by leading design publications including The One Show, Communication Arts, and Print Magazine. [MattsonCreative.com](http://MattsonCreative.com)

14988 SAND CANYON AVE #8 IRVINE, CA 92618



For the first time this year, senior Graphic Design majors and minors had the amazing and unique opportunity to get professional feedback and mentoring from award winning designer, Ty Mattson. You can see Mattson's strategic creativity in his projects for Apple, Billabong, Cartoon Network, CBS, Coca-Cola, Discovery Channel, DreamWorks, Hasbro, Mattel, Nickelodeon, Showtime and others. BFA Graphic Design Alumnae, Jenn Peters '10, works with Mattson Creative and because of this, Mattson has since been very impressed

with Chapman Graphic Design students and has been kind enough to offer his services. His work has appeared in numerous professional publications and has been recognized for excellence by the leading design competitions including the One Show and Communication Arts.



# New Visiting Professor Delighted with Outcome of London Olympics

The Graphic Design Program announced earlier this summer that Yasmine Say, from London, will be joining the Chapman faculty for Spring and Fall of 2013 to bring her Olympic branding expertise to teach here at Chapman. In an e-mail to Eric Chimenti she exclaims what a wonderful experience the London Olympics were: "Well, what can I say? I truly feel a sense of loss at the moment. The Games by far surpassed my expectations and I think the general public's too!! It has been an incredible two weeks..."

She had many favorite highlights from the games, including the Opening Ceremony (she also got to see the rehearsal), taking part in the Guard of Honour, where she and over 8,000 schoolchildren and teachers were able to line up along the path of the Athlete's Parade during the Opening Ceremony, and watching Mo Farah win the 5000m in the Stadium and then Bolt with the 4x100m relay. She said the atmosphere was unbelievable and that the "sounds in the Stadium were deafening!"

She went on to say that the world's feedback was overwhelming and that Chapman was there in spirit! We are all looking forward to her joining the Graphic Design family this coming Spring.



Yasmine Say representing Chapman University in front of Olympic Stadium in London

# Visual Thinkers Series

Torrey Sharp and Tim Green

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 Torrey Sharp and Tim Green to lecture at our Visual Thinkers Series this fall.

**TORREY SHARP**

**TIM GREEN**



Tim Green and Torrey Sharp are book designers situated in the Pacific Northwest, working at Faceout Studio, a market leading design firm that services a broad range of national and international publishing clientele. The studio focuses on brand design, brand identity systems, book packaging, photography, film production and product development. Over the years their work has been recognized by Communication Arts, the AIGA, Print magazine, Eye magazine, STEP magazine, Graphis, CMYK, Graphic Design: USA, the national American Advertising Foundation, and they've won over a hundred local Ad Federation awards. Their work has been published in various books, and they have been invited to speak at various events, such as various design conferences in Chicago, featuring some of the world's top designers and industry consultants.



WED OCT 3 7:00PM MC213

FALL 2012  
**VISUAL ARTS**  
THINKERS SERIES

Free and open to the public.  
For info call 714-997-6729

# MBCC Poster Winners



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 students were relatively new to the software, so the poster is a test of inherent design ability and problem solving techniques.



The winner of the 2012 competition was **Jake Kincaid**. Other finalists included were *Summer Woodward, Sasha Netchaev, Danica Hays, Tony Murphy and Charlotte Sperling.*

# Students Design and Travel During Summer

## NIKITA HEGDE

I worked as an intern at the advertising agency DDB back home in Dubai. I worked on Unilever brands - writing creative briefs, brainstorming campaign ideas and carrying out market research tasks. I also got my driver's license!

## MEGAN HOLLOWAY

My family and I took a 2 week cruise through Scandinavia, Russia, and Germany! It was breathtaking and I learned so much about many different cultures! And I didn't know this, but Helsinki, Finland is/was the design capital of the world for 2012.

## MANEESH SIDHU

I started a business called Limitless Lasers with my 24 year old sister, Sandeesh. We originally decided to purchase the laser cutter to make packaging for the transformers that my dad makes for is engineering company, but after doing some more research we discovered the endless number of opportunities this machine could provide. We spent weeks designing our logo, website, and brand identity. We do pretty much any cutting, etching, or engraving that anyone needs but our biggest markets as of right now are custom industrial packaging, business cards, and custom iPhone cases. Our website is [Limitlesslasers.com](http://Limitlesslasers.com) and you should check it out if you get the chance!

## ERIK HOLTAN

I worked as a design intern at three companies, DomusStudio Architects, SlideGenius, and Jack in the Box. DomusStudio is the architecture firm that my dad works for, and they were looking to update their existing website. SlideGenius is a design company that specializes in PowerPoint designs, and I spent most of my time there making PowerPoint decks for them. At Jack in the Box, I worked with the IT Portal Development team in updating the companies SharePoint web portal.

## TONY MURPHY

I did a lot of design work for my clothing company, Cult Of Dreamers ([www.cultofdreamers.com](http://www.cultofdreamers.com)). I have been working with boutiques and stores all summer to carry the product and we were able to get our first account with a store that is located in the South Coast Plaza. The name of the store is Stade and their website is [www.stade.co](http://www.stade.co).

## JENNIFER SHARP

I had a graphic design internship at the Orange County Transportation Authority (OCTA) this summer (and continuing this fall). I help with the CEO's weekly newsletter, webpage banners, poster/advertisement design and generally any type of graphic that is needed by the company. The department is small with three people, so I actually get to do a lot of published work. The most exciting thing I designed this summer was a quarterly brochure for Metrolink that is now printed and located on every train in Orange County!

## SASHA NETCHAEV

I actually traveled a lot over summer. I took a lot of pictures from my trip to Alaska. I got to walk on a glacier for an hour and go dog sledding in a rainforest! Those were probably the highlights of my trip.



# Make-Up Portfolio Show

## Sorry, We're Late to the Party

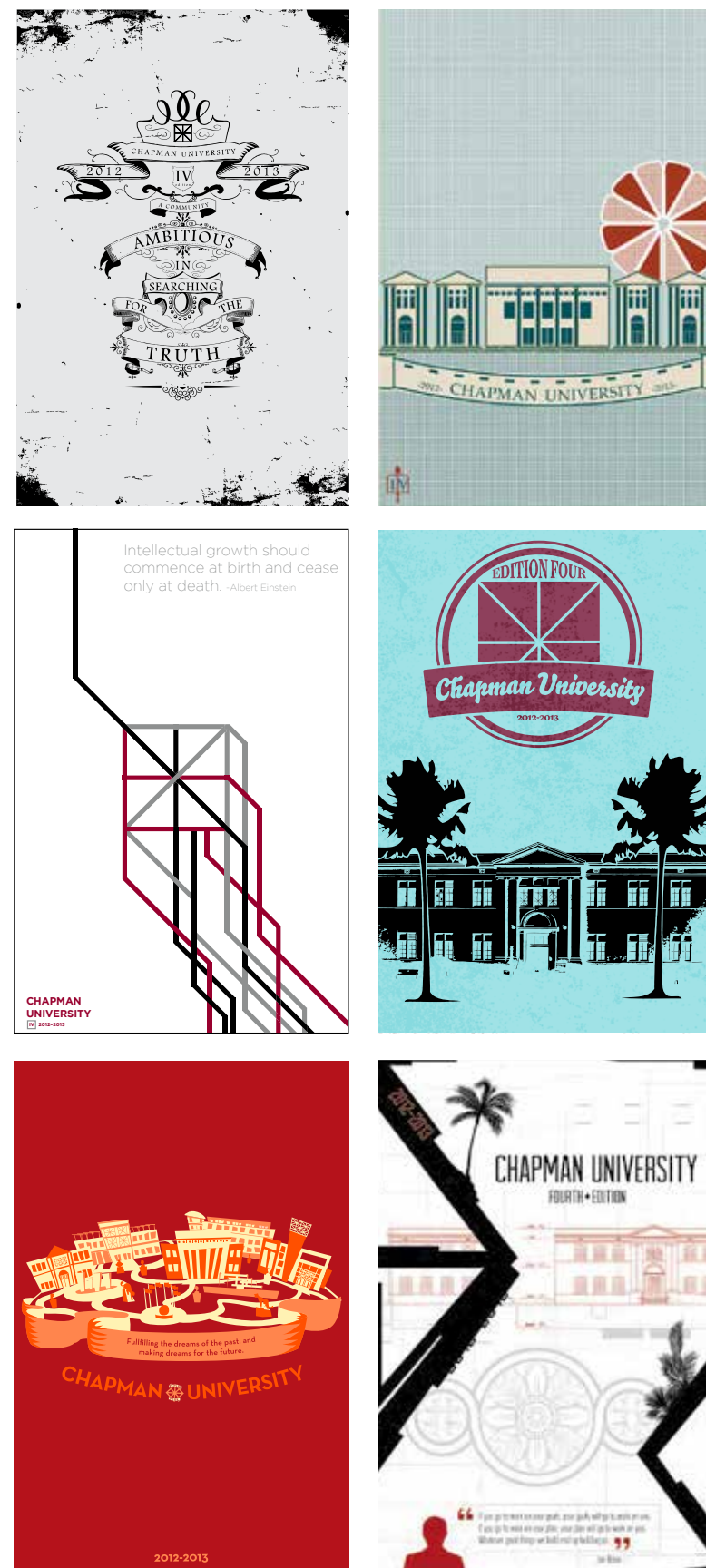
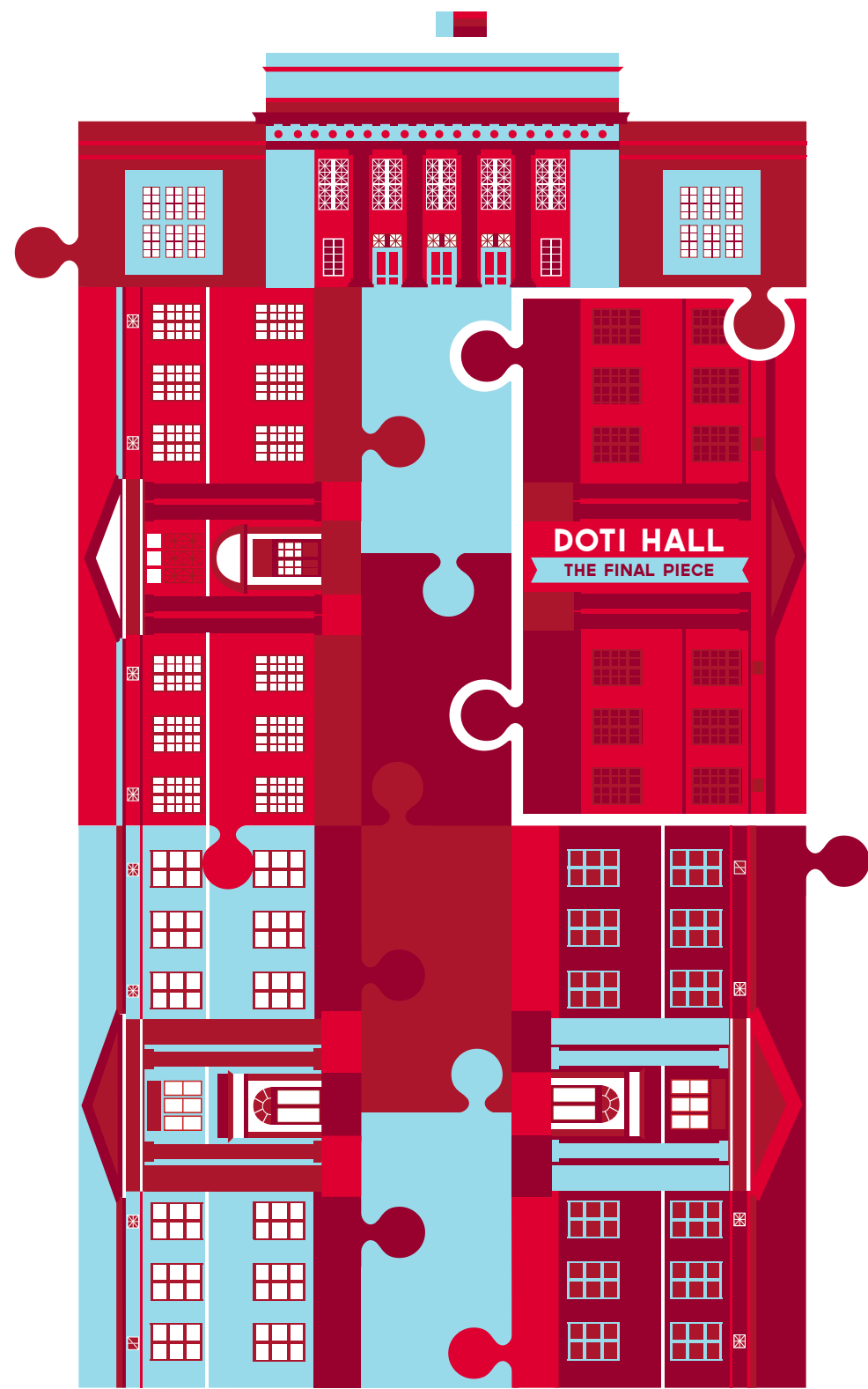


Graphic Design juniors who studied abroad in the Spring and missed the portfolio show must throw their own show in the Fall. The opening for "Sorry, We're Late to the Party" was held on November 5th and ran until the 9th. BFA students that presented their works were *Elizabeth Bacon, Case Conching, Mike Gembariski, Katie Kland, Elizabeth Mule, Stephanie Pieper, Michael Regan, Jessica Samson, Will Schoenfeld, Josh Sorosky, and Will Sproule.*

This year the gallery also featured the BA Studio Art Exhibition which featured *Melanie Reichert and Roxanne Sherif*, which included an interactive piece. Refreshments and live music were provided and the turn out was larger than expected.

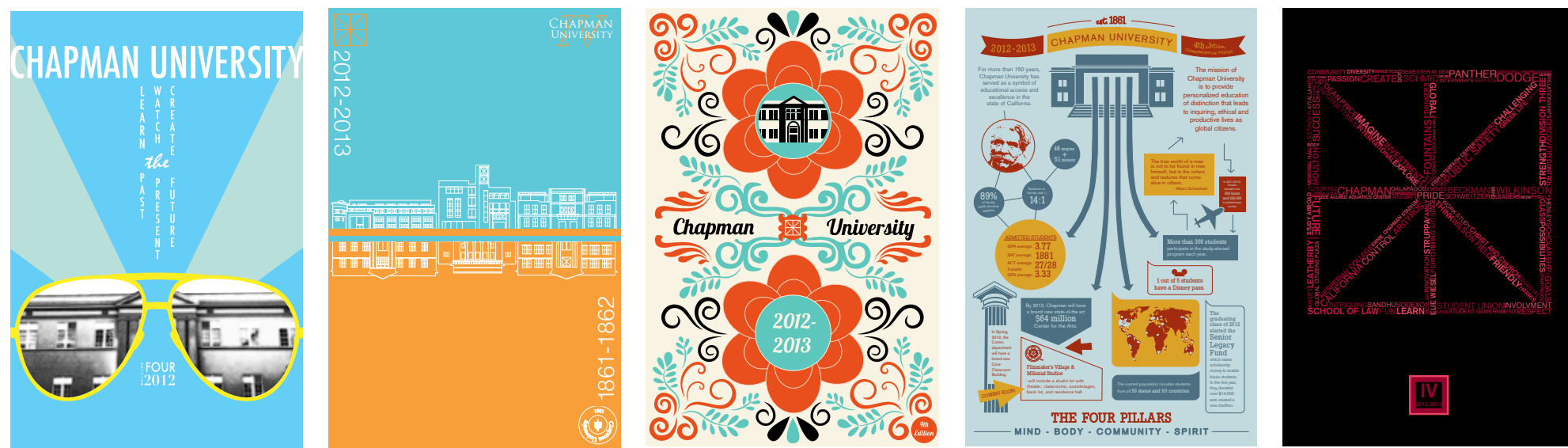


# Commemorative Poster and Holiday Cards



CHAPMAN UNIVERSITY

FOURTH EDITION



The winning commemorative poster was designed by:  
**Emma Deiner** BFA in GD '13

Other finalists featured, from top to bottom, are:

Susanna Davidov '13, Tavish Ryan '13, Michael Regan '13, Katrina Alonso '13, Ariel Ximenes '13, Josh Sorosky '13, Elizabeth Mule '13, William Sproule '13, Alana Michaels '13, Ariel Roth '13 and Mike Gembariski '13.

The Advanced Graphic Design class was given the traditional assignment of designing a commemorative poster for Chapman University. Again, the students worked with Chapman University's President Doti to

"... features illustrations of the new building and the other iconic halls located around Memorial Quad."

design a poster specifically highlighting this year's theme, the new Doti Hall. The chosen commemorative poster, designed by Emma Deiner, features illustrations of the new building and the other iconic halls located around Memorial Quad.

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

Get this year's poster at the student store or in the art department's office while this limited edition poster lasts.



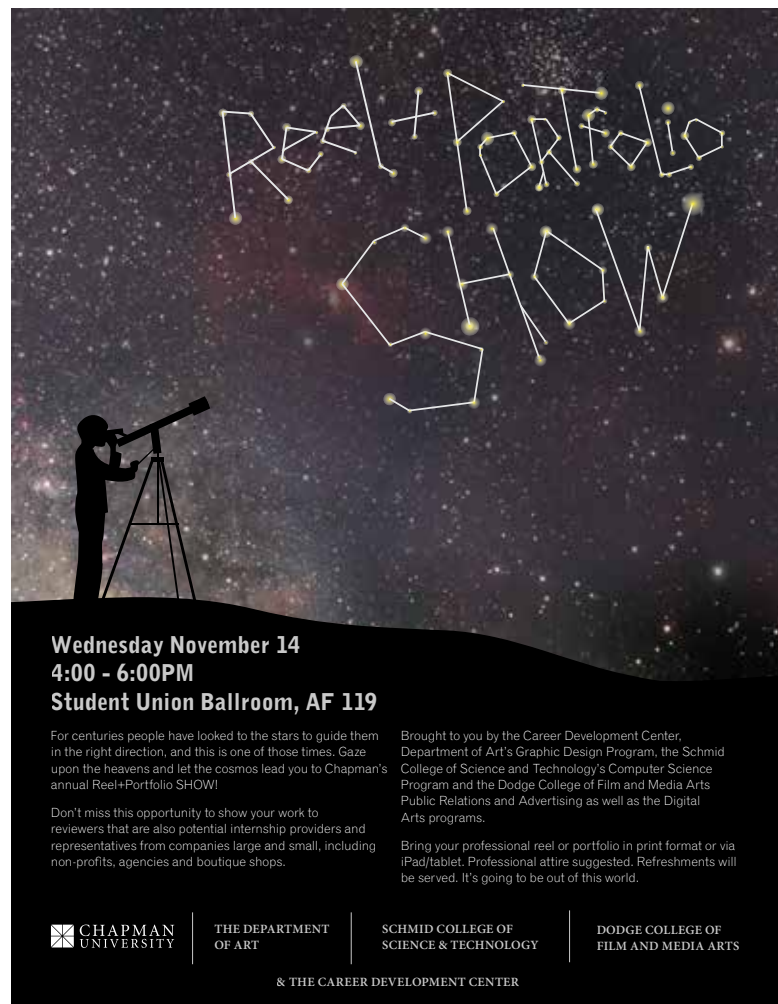
The winning holiday cards were designed by:

**Emma Deiner** BFA in GD '13  
**Alana Michaels** BFA in GD '13  
**Ariel Roth** BFA in GD '13  
**Cassi Basile** BFA in GD '13



# Reel Portfolio Show

Major Companies Give Feedback and Potential Job Opportunities



On November 14th, students and alumni from all around Orange County came to show their work, meet potential employers, and possibly acquire internships at the Reel Portfolio Show. The Student Union Ballroom was full of representatives from big name companies such as Badoonga, Dreamworks Animation, Sony Pictures Entertainment, Sanuk Footwear and much more. Anyone from Graphic Design majors to Computer Science and Advertising students were invited to attend and Chapman alumni Sarah Anderson '10, was even a reviewer for the show, representing Fairmont Private Schools. The Career Development Center provided refreshments and student volunteers ran reviewee registration. The show was a great success as students made connections and received helpful feedback on their portfolios from professionals, and our own Diana Goldberg BFA in GD '14, has an interview lined up for an internship at Dreamworks.



# Graphic Design Club

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

## CLUB KICK-OFF

Graphic Design Club started off the new school year with "poor-man" screen printing and delicious treats! New members learned how to screen print and made witty shirts with designs saying "CMYK," "RGB," and even the word "Helvetica" in Comic Sans. Cream cheese filled strawberries, homemade cookies and cupcakes were definitely delicious crowd-pleasers! Deena Edwards also gave a great presentation about becoming an AIGA member.



## LAZERJOUST

Saturday September 30th, the Graphic Design Club went "lazer-jousting" at Camelot Golfand in Anaheim. The club had the whole room to themselves and had a blast running around and shooting each other with lasers. Alana Michaels took former Annie Unruh's title as "Lazer Master." This is not the first time the GDC has held their LazerJousting event and they hope to continue the fun tradition for years to come.



## SWEET EXCHANGE

Tuesday Dec. 4, the Graphic Design Club hosted their annual Sweet Exchange! The night consisted of delicious desserts, Charlie Brown Christmas, and a white elephant gift exchange. The ceramic baby returned once again and knitted hats and scarves were continually stolen one after the other. The highlight of the night was Professor Kristi Hansen's rolo story and a improvised sweet exchange rap by three Graphic Design students after the exchange.



# GD Students Win in Departmental Show

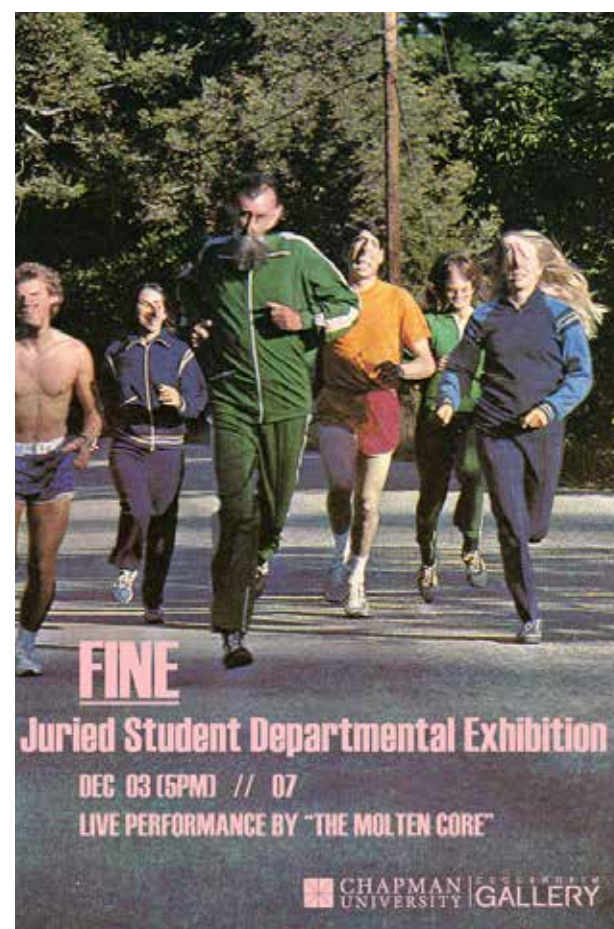
Chapman's Biannual Student Juried Departmental Show was held the week of December 3rd through the 7th. Many exceptional pieces were submitted for the exhibition and out of the artworks selected, below are the Graphic Design Students whose work received awards:

**Margo Pawell** – Best Graphic Design  
*Use of strong color palette, stylized typographic treatment. Desire to see this product produced and on shelves.*

**Sean Imayanagana** – Best Drawing  
*Amazing details and selected composition location.*

Many other GD students works were accepted and featured in the show:

**Emnet Afework** (Minor in GD), **Gino Belassen**, **Kelsey Schott**, **Danica Hays**, **Jake Kincaid**, **Valerie Rustad**, **Deena Edwards**, **Taylor Peck**, **Mike Gembariski**, **Katie Benedikt**, **Ariel Roth**, and **William Schoenfeld**.



## GDC ELECTS NEW BOARD MEMBERS

Every year, the Graphic Design Club holds elections for new board members. The club is responsible for organizing and throwing all events in the graphic design department, as well as being an AIGA affiliated group to continue holding events ran by the organization. If you have any questions, comments, or suggestions for the GDC, please e-mail Summer Woodward at woodw117@mail.chapman.edu.

- Taylor Peck** - President
- Kathryn Ferons** - Vice President
- Valerie Rustad** - Treasurer
- Summer Woodward** - Public Relations Chair
- Lizz Bacon** - Events Chair
- Margo Pawell** - Communications Chair

## CONTRACT WRITING WORKSHOP

On Tuesday, November 13th, Professor Gail Griswold led the Graphic Design Freelance Contract Writing Workshop and taught interested students about copyrights, up front fees, and everything else that should be included in a contract. A useful book about pricing, ethical guidelines, and legal documentation was raffled off at the event, and delicious free food was provided.



# Full-Time Professor Update

## Professor Chimenti

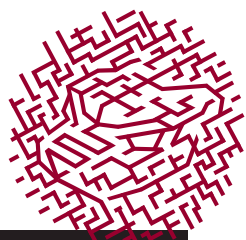
In late spring 2012, Professor Chimenti was asked by the new incoming Dean of Wilkinson College if he would be willing to serve as the Associate Dean for the school. Over the summer Eric began those duties, while continuing to be the chair of the Department of Art and co-head of the graphic design program. One of his duties as Associate Dean is to

improve the overall look and brand of Wilkinson College, more of this will be seen in the months and years ahead. As part of that, Eric created and designed the logo for the Ideation Lab. The design has been submitted to Logo Lounge, an international repository of logo design. The Ideation Lab is Professor Chimenti's initiative and will

be an extension and expansion of the current graphic design assistant position. The new lab is envisioned to use the talents of graphic design majors, art majors, creative writing majors, photo journalism majors, and strategic communication students.

CHAPMAN UNIVERSITY'S

## IDEATION LAB



Nuclear Emergency Information



## Professor Jaenichen

Professor Jaenichen expanded her design research project and standardized visual language towards improving evacuation information to Huntington Beach, San Clemente and the San Onofre Nuclear Generating Station (SONGS). The image shown demonstrates the application of established design guidelines applied to public information evacuation

routes. She is now working with 6 undergraduate students from Chapman; 3 graphic design majors, a business major, a sociology major and a psychology major.

In collaboration with Prof. Anna Leahy in English, Prof. Jaenichen officially launched The Journal of Poetry & Poetics, a national and international journal of creative and critical writing.

This new literary journal's mission is to discover, support, and publish the contemporary poetry and writing about poetry; to provide a forum in which the poetic tradition is practiced, extended, challenged, and discussed by emerging and established voices; and to encourage wide appreciation of poetry and expand the audience for poems and writing about poetry.

## 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: \_\_\_\_\_

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Buisness Title \_\_\_\_\_ Company \_\_\_\_\_

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**\$75** Student  
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\*50 per student if you register a group of 20 or more.



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



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+, memberships are \$50.



DEPARTMENT OF  
**ART**

**commpost**

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