

# commpost

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

## Students Win 6 Gold & 3 Silver!

Chapman shines at AIGA OCDA 2013



ART WORKS: Gold in Inhouse Design, Deena Edwards '13



ART WORKS: Silver in Inhouse Design, Rachel Becker '13



ART WORKS: Gold in Brand Identity, Margo Pawell '13



ART WORKS: Silver in Print and Typographic Design, Kathryn Ferons '14

At the Annual AIGA OCDA in Spring 2013, students and alumni from Chapman competed in various categories.

Margo Pawell '14 won Gold in Brand Identity

Deena Edwards '14 won Gold in Inhouse Design

Rachel Becker '14 won Silver in Inhouse Design

Josh Sorosky '13 won Gold and Silver in Infographic

and Environmental Design

Maria Reisinger '13 won Gold in Package Design

Michael Regan '13 won Gold in Package Design

Kathryn Ferons '14 won Silver in Print and Typographic Design

Album Agency (Employee Kristin Hinkley '10 is a Chapman

Alum) won Silver in Web Design

Ivana Wong '12 won Gold in Web Design

## INSIDE

- Take a look into the future at what are students did in London this past summer. [page 2](#)
- See what shenanigans the Graphic Design Club has been up to over the past semester and what plans they have for the future. [page 3](#)
- Chapman Alumn wins Fulbright Scholarship combining Design and Food Science! [page 4](#)
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## Student Internships

What our students have been up to during Summer '13

RACHEL BECKER BFA IN GD '14:  
Artist, Volcom & What Youth Magazine

KATIE BAILIE BFA IN GD '16:  
PowerPont Designer/ Designer,  
Melici Velenti Ng Pack

WESLEY ERAMO BFA IN GD '15:  
160over90

DEENA EDWARDS BFA IN GD '14:  
Brand Development, LehmanMillet

GRIFAN FAIR BFA IN GD '17:  
Square one Xen, Lenar

ERIC HOLTAN BFA IN GD '15:  
Web Design & Powerpoint Design,  
SlideGenius/ RamAir/ ShopStir

SHELLEY LAMOTTE BFA IN GD '16:  
Creator/ Designer of Soical Media, MotorMood

ERIA LOEWY BFA IN GD '15:  
Designer, Emperia Handbags

ALEXIS MORGAN BFA IN GD '15:  
Marketing assistant in product design,  
Elite Global Solutions

NATHAN MULROY BFA IN GD '17:  
Designer/ Videographer, Big Business Vision

KARISSA OGAWA BFA IN GD '17:  
Corporate Communications and Marketing,  
Rudolph & Sletten

VALERIE RUSTAD BFA IN GD '14:  
Brand Development,  
Hoodzpah Art + Graphics in Newport Beach

MELISSA WILCOX BFA IN GD '15:  
Graphic User Interface/ Branding,  
Zodiac Inflight Innovations



MotorMood™  
The status bar for your car



# London

## Cities of the Future: Summer 2013

This summer 21 Chapman University students traveled to London this summer as part of Art 393 Sustainable Design, offered by the Department of Art. Eric Chimenti, chair of the Department of Art and head of the graphic design program, runs the class along with Ron Leland, adjunct faculty member and creative director of his design firm, Real Life Brand Architecture.

Buro Happold has hosted Chapman design students over the past several summers, engaging their input in some of the firm's work and offering professional critiques of the students' projects and portfolios. They were given the opportunity to tackle this real-world project by creating a dynamic exhibition which presented the firm's conceptual ideas on integrated urban design. However this summer was different for students since Buro Happold displayed a real need for the display, Chimenti says:

**"They knew us from previous visits and they knew what our students could do."**

Students encountered the challenge in taking the engineers' futuristic thinking and current innovations and apply them into a display. The goal was to could engage policymakers, the community, elected officials and other stakeholders in a discussion about how to plan tomorrow's cities.

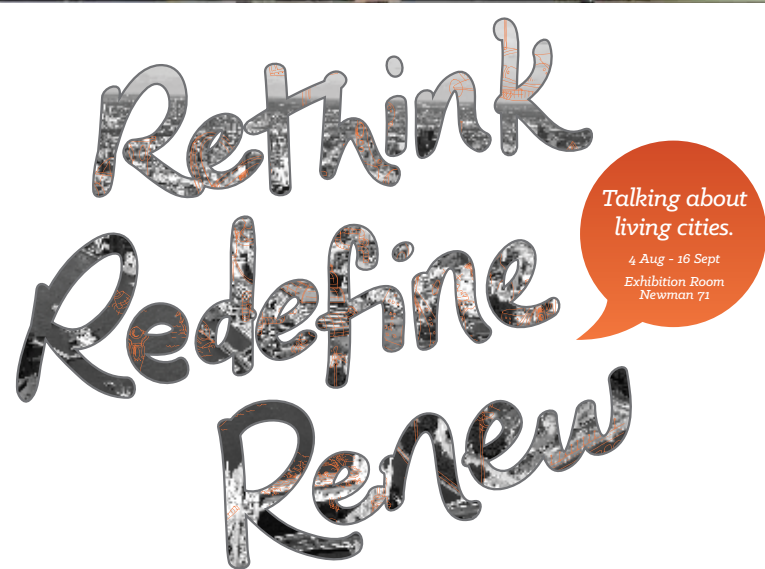
Hard work resulted in "The Living City Exhibition," a free-standing exhibit that was placed on display at the Buro Happold's London offices and reprised in digital form online.

**" [...] they speak in very technical terms. Our job was to break that down so the average person could understand what they were talking about," - Kiera Hoefle**

The final piece became a colorful series of 7-foot columns that viewers can view as life-sized sketchbooks that have been built upon a template of jelly bean colors ranging from orange to turquoise. Doodled ideas are layed upon cityscape photographs while stats and facts are penciled on images in a font-resembling hand-printed lettering. Portions of columns invite various forms of viewer participation ranging from "How do you want to communicate with your government?" to "Doodle a smarter lamppost."

Get the full story at the Buro Happold blog:

<http://blogs.chapman.edu/happenings/2013/10/17/going-to-town-on-the-cities-of-future-sparks-innovative-display-in-upcoming-guggenheim-show/>



# Graphic Design Club

What's happened and What's to Come

## WHITE ELEPHANT

Graphic Design students and staff get a chance to exchange some whacky gifts for the holidays! While some would say that Professor Chimenti's ceramic llama key holder was the snag of the evening, others would protest that Professor Jaenichen's personalized painting of her pet cats was the cause of many broken hearts that evening.



## SILK SCREENING

The Art Department was graciously donated some brand new silk screening equipment. The Graphic Design club plans on breaking out the new equipment during the 2014 Spring Sizzle. This will give students the chance to create some personalized shirts.



## YASMIN'S GOING AWAY PARTY

Having welcomed her with open arms, faculty and students gathered to thank Professor Yasmin with a heart warming dinner party. Above you can see Yasmin with Senior Deena Edwards and all of those who came to say fairwell.



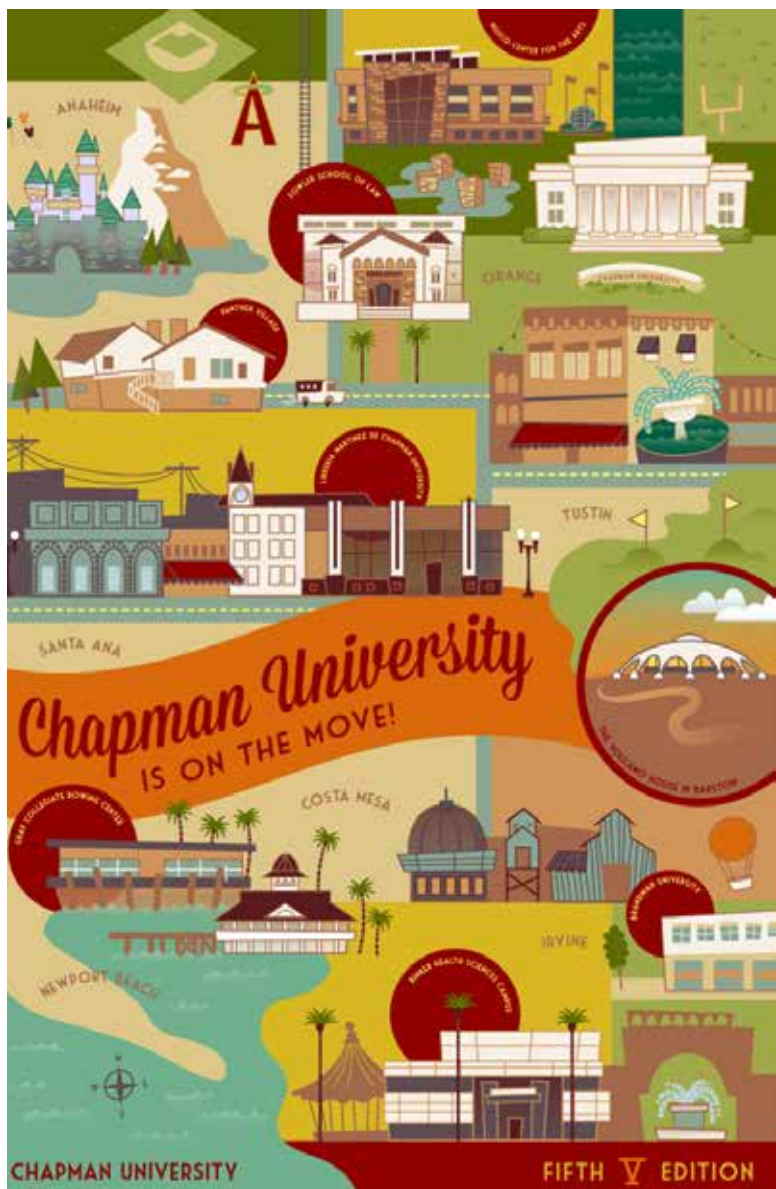
CHAPMAN GRAPHIC DESIGN CLUB

## UPCOMING SPRING 2014 EVENTS

- **GDC KICK OFF PARTY:**  
Valentine's Mixer
- **SPRING SIZZLE:**  
Keep an eye out for the graphic Design booth for a chance to participate in silk screening!

# 5th Annual Commemorative Poster & Seasonal Postcards

Some of our student's latest work



(ABOVE) POSTER PRINTED BY RYAN CLARK  
BFA Graphic Design, 2000 - Direct Edge Media  
January 2014

(RIGHT) SEASONAL POSTCARDS:  
BFA Graphic Design

Valerie Rustad, from Petaluma, California, is a senior Graphic Design Major. Aside from designing, Valerie enjoys reading, podcast-listening, coffee-drinking and Instagramming illustrations of puns. Valerie is currently an intern at Hoodzpah Art and Graphics in Newport Beach and was Treasurer of Chapman's Graphic Design Club for two years. Through all her experiences and friendships made possible by Chapman University, Valerie is excited and looking forward to using and contributing her skills in the world of Graphic Design. After graduating, she hopes to be given the opportunity to work in the fields of print design, logo design, or packaging design. One of Valerie's dreams is to illustrate a children's book.



# Portfolio Show

Employment opportunities for students



SHOW is an event designed for students to present their creative work or social media experiences to employers and reviewers for personalized feedback as well as career opportunities such as internships.

Employers and reviewers, in search of Graphic Designers, included variety of industries such as large and small companies, non-profit agencies and boutique shops:

**160OVER90:** Isaac Bodenhammer, Strategic Planning Director

**ABSOLUTE LIVE PRODUCTIONS:** Dave Rosen, CEO

**AMERICAN DIABETES ASSOCIATION:** Monet Quick-Smits, Fundraising & Special Events Manager

**BUZZMOB:** Madison Zraick, Marketing Coordinator, and Sheetal Jadhvani, Mobile Application Developer,

**CARBON PROJECT:** Todd Belle, Owner

**DYOPTIX:** Ofir Barashy, Alumni & CEO

**FMTHREE:** It is a part of the Art Industry. Fred Machuca, Creative Director/ Art Director/ Visual Designer was the employer.

**HOODZPAH ART + GRAPHICS:** It is a part of the Arts Industry. The employer for this company is Designer & Co-Founder Jen Hood.

**INSTEQ:** Parent & CEO Jim Nista and Sales & Marketing Executive April Devane.

**JOVENVILLE:** Creative, Joven Orozco.

**KROCHET KIDS INTERNATIONAL:** Nic Lauten, Community Involved, is searching graphic designer.

**LA JOLLA GROUP - O'NEILL JRS DESIGN:** Alumni & Assistant Graphic Designer, Alison Conners.

**MARI TAKEYAMA:** Mari Takeyama is a Freelance Concept Artist in search of a graphic designer

**MOPHIE:** HR Manager, Nora Cook, Recruiting Coordinator, Cansu Cansever, and Event Coordinator/ Marketing, Lauren Nelson.

**OBSDIAN ENTERTAINMENT:** Alvin Nelson, Producer

**PENSKE MEDIA CORPORATION:** Lauren Guillion, Director of HR & Corporate Communications

**PERFECTHOLIDAY DESIGN:** IBryan Fisher, Co-Owner/ Creative Director of Imperial Barber Products & Owner/ Creative Director of PERFECTHOLIDAY DESIGN

**PHEONIX AFTERGLOW:** Johnny Maravelis, Alumni CEO & Developer

**SANUK:** Joey Maiocco, Web/Video Director

**SMITH BROOK FARM:** Don Levy, President & Cultivator

**TRAFFIK:** Brent Shonji, Director

**VARA MEDIA:** Founder, Med Champ.

**ZOIC STUDIOS:** Howard Lin, Recruiter



## Sabrina Davis

Alum Fulbright Scholar

Alumna Sabrina Davis ('12 Graphic Design) was recently highlighted in the Old Towne Orange Plaza Review for receiving the 2013 west coast scholarship awarded by the National Association of Flavor and Food-Ingredient Systems (NAFFS).

During her time at Chapman University, Davis created a colorful nutrition labeling program to help students make smart food choices. This project soon became a paid internship at Chapman's dining commons, designing menus and guides for healthy food choices. Sabrina was then awarded a Fulbright English Teaching Assistantship which allowed her to spend time after graduation teaching high school in Madrid, Spain.

"I enjoyed teaching art, science, technology and English, and in the evenings, I took Spanish cuisine courses," she said in the article, Endless Possibilities by Julie Bawden-Davis. Sabrina continues her work with Sodexo concentrating on marketing efforts and working on projects involving ways to educate students about local produce through media.



# Branding Symposium

Are we being consumed by brands?

September 25th, 2013 7:00pm

September 2013, the Art Department hosted their first Annual Design Symposium focusing on The Branding Issue: "Are we being consumed by brands?" The event was moderated by Yasmine Say, Visiting Graphic Design Professor from London. The event discussed and debated today's relevant topics in various areas of design with a panel of experts from the Design and Marketing industry.

"...debated today's relevant topics in various areas of design ..."

Questions were asked by the moderator to foster discussion, and was later opened up to the audience, including students, faculty and any other interested attendees. This event is constructed to encourage students to mingle and connect with the professionals.

This year's panel of *professionals* included:

**ARMIN VIT:** Co-Founder of UnderConsideration and editor and writer for Brand New.

**RON LELAND:** Brand Architect and Thought Leadership Consultant at Real Life Brand Architecture

**GREG NUGENT:** Ex-Director of Brand, Marketing and Culture, LOCOG (London Organising Committee of the Olympic and Paralympic Games), ex-volunteer on the Obama 2012 Campaign, Co-Founder of Inc., Incorporated London Limited.

**NIKLAS MYHR:** Assistant Professor of Marketing, Chapman University.



20 | DESIGN | THE  
13 | SYMPOSIUM | BRANDING  
ISSUE



## Graphic Design Alumni

Updates of what our alum have been up to

**KATRINA ALONSO**, BFA in GD '13,  
Junior Designer, The Engine is Red

**NELL BECKER**, BFA in GD '09,  
Graphic Designer, Western Family Foods

**SIMON BLOCKLEY**, BFA in GD '11,  
Designer, 160over90

**LAUREN BUTORI**, BFA in GD '06,  
Lead Textile Graphic Designer, Simply She

**EMILIE CHRIST**, BFA in GD '12,  
Junior Graphic Designer, Agent18

**JEFFERY DAWALD**, BFA in GD '08,  
Freelance Graphic Designer,  
Dawalddesign

**FELICIA GILL**, BFA in GD '10,  
Graphic Designer, ATEN Technology

**ALI LABELLE**, BFA in GD '12,  
Graphic Designer, ban.do

**KRISTEN LEE**, BFA in GD '12,  
Graphic Artist, Admit One Products

For complete information check out  
our website:

<http://www.chapman.edu/wilkinson/art/graphic-design/graphic-design-alumni.aspx>

**GENNIFER LEWIS**, BFA in GD '08,  
Vans

**JOSH SOROSKY**, BFA in GD '13,  
Web Production, Demandforce

**BRAD SARGEANT**, BFA in GD '01,  
Kerr Corporation

**WILLIAM SPROULE**, BFA in GD '13,  
Brown & Hobbs

**DEVIN VALDIVIA**, BFA in GD '12,  
Freelance Illustrator, PIMCO

**ANTON WARKENTIN**, BFA in GD '12,  
Co Founder/Design, Cathod.tv

**JEFF WERNER**, BFA in GD '08,  
Brandkarma, LLC

# VANS



# Fall Portfolio Assessment

What Inspires You?



Junior BFA in Graphic Design majors presented their portfolios in the Guggenheim Gallery from November 11 to November 15th. This event is also known as the “Portfolio Make-Up Show” allowed students to present their portfolios after having studied abroad for a semester, transferred to Chapman, or joined Graphic Design later in the school year. Not only were guests given the chance to look through portfolios but they were able to enjoy refreshments as well.



## Student Artists:

**SHAY DINWIDDIE:** Traveled to London, England

**SHERYL ALAWAY:** Started the program late

**GREG COLOSIMI:** Started the program late

**SASHA NETCHAEV:** Traveled to Italy

**STEVEN LEVIN:** Started the program late

**KATIE BENEDICT:** Traveled to Italy

**ANNIE UNRUH:** Traveled to London England

**GRACE LAVERY:** Traveled to Australia

**KATIE KLAND:** Traveled to Australia

**MICHELE JONAS:** Started the program late

**MELISSA WILCOX:** Started the program late

**CASEY WYMAN:** Started the program late

**HEATHER WONG:** Started the program late

**ERICK HOLTAN:** Traveled to London, England



PHOTOGRAPH: Shay Dinwiddie

PHOTOGRAPH: Grace Lavery



PHOTOGRAPH: Katie Benedict

PHOTOGRAPH: Michele Jonas



# Full-Time Professor Update

Check out our professors latest achievements

## Professor Chimenti

Professor Chimenti continued began his 6th year as department Chair and second year as WCHSS Associate Dean. He continued to co-head the graphic design program with professor Jaenichen. He continued working on a series of illustrated Biblical timelines, designed a tattoo for a friend, redesigned the DVD packaging for Successful Innovations based in VA. The latter provides educational materials to help integrate student, parent, and teacher. The materials are sold in Canada, Puerto Rico, Mexico, and the United States. Professor Chimenti designed their logo in 2007 and continues to work with them on various projects. Toward the end of the semester he began designing the graphics for the Stalin's Russia Exhibition that will be on display in AF and the Henley Galleria through May of 2014. This included logo, logo type, 48 page exhibition catalog, exhibition banners, and display placards. Additional graphics for this and the other exhibitions in the Henley Galleria will be in the Spring 2014 issue.



## Professor Jaenichen

This past interterm at the 8th Annual Design Principles and Practices conference in Vancouver, Professor Jaenichen presented her design work on standardizing tsunami evacuation with the help of Graphic Design seniors, Valerie Rustad and Melissa Wilcox. Having developed guidelines for Tsunami ready cities in the state (& possibly nationally) and has continued to gain recognition from The California Geological Survey and California Governor's Office of Emergency Services. The Deputy Director of Los Angeles County has committed interest in applying her methodology for the county.

Professor Jaenichen also took part in the construction of the second annual print issue of TAB: Journal of Poetry and Poetics launched this January. The 2014 print issue embodies an expression of time and space as it juxtaposes atmospheric, and at times abstract, photography of the sky at different times of the day with various objects specifically that interact with light (include water, glass, blinds, wrinkled paper, and windows). The experimentation of space is reflected by the different voices of authors included in this edition. The spine is unorthodox, creating unexpected vertical and horizontal movement, forcing the reader to acknowledge its presence. The life of this interactivity becomes an individual journey of pages unwilling to be turned passively. The space in this issue will challenge readers to take in more than merely text and image but also a full-body experience of holding and disorientation. Below is a sneak preview of the press sheet without the final binding.



# Fall Visual Thinkers Series

Clint and Nick

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 to lecture at our Visual Thinkers Series this fall.



PRESENTS

## Clint Woesner & Nick Groh

BRAND EXPERIENCE DESIGN

Creative problem solving and design thinking can open the door to many opportunities. From a virtual page to a physical place or a functional object, there are messages to be conveyed and human experiences to be considered. Brands go far beyond a logo and tagline. A brand is defined by the experiences people have with all aspects associated with it. We interact with brands in so many different facets in today's world that it is even more important than ever to be consistent with communicating the message and defining the experience. Combining gathered information with creative problem solving, we entrench ourselves in our client's business and focus on the visual experience of their brand.

This presentation covers a brief background of Linespace partners, Nick Groh and Clint Woesner, who will provide insight into two paths into the design industry. Through sharing some Linespace work examples, we will convey how design is an essential piece to corporate success and quality of life.



## JOIN THE AIGA ORANGE COUNTY CHAPTER!



### Become a contributing member and build your network

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.

A contributor (basic) membership is only \$50 a year.

Join or find out more at <http://orangecounty.aiga.org/membership/>

### Plug-In

Let us know what you're 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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Or send an email to [chimenti@chapman.edu](mailto:chimenti@chapman.edu)

For further details and more events, check our website <http://www.chapman.edu/wilkinson/art/calendar.aspx>



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# commpost

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