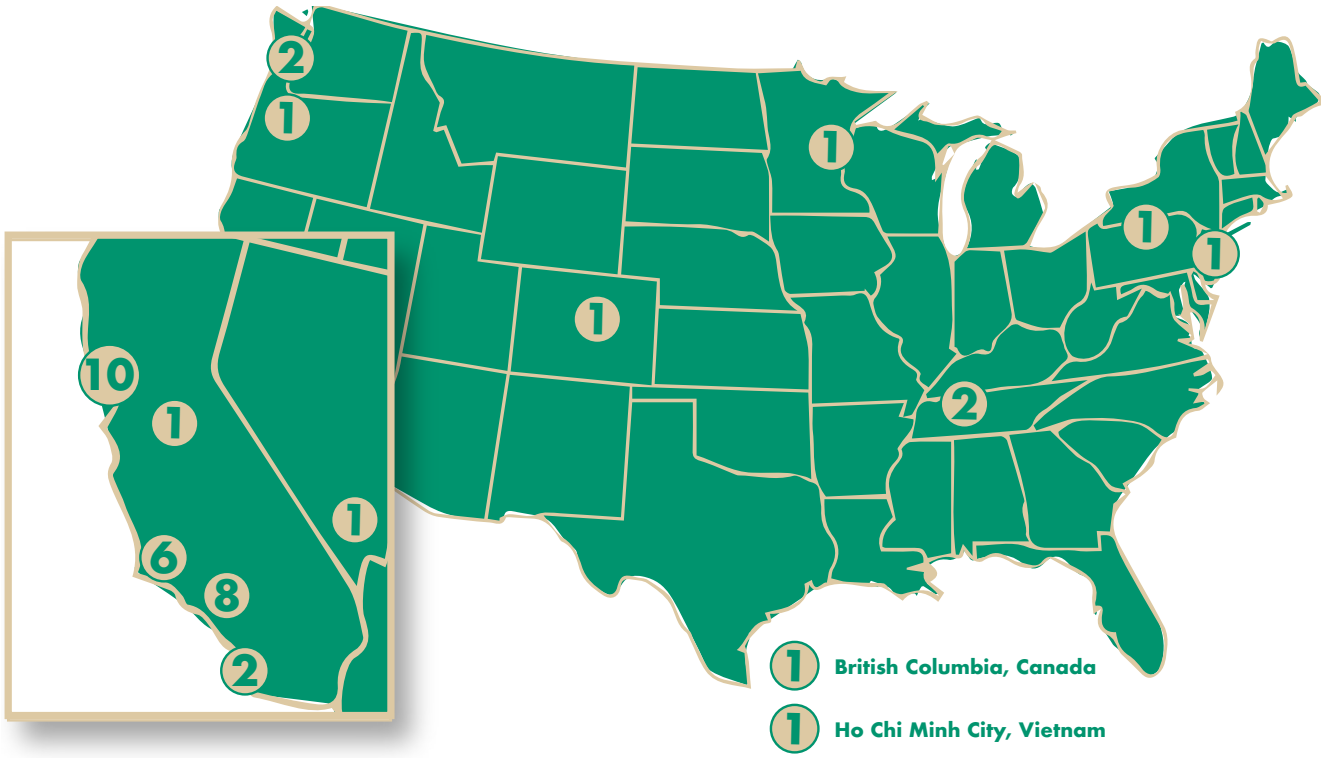


# compost

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

## Largest Incoming Class Ever

The Fall of 2019 saw the Graphic Design program welcomed the largest first-year and transfer class ever. The students hailed from all over the US and came in from around the world. Also notable was the overall talent of these students, which has been increasing every year, and was not diluted in this large class but instead has surpassed expectations. The future of the program certainly seems very bright.



## INSIDE

- Alumni Spotlights
- Adobe Max
- Faculty Updates
- Professor Jaenichen Awarded
- Bilingual Design Project
- GD301 Book Design
- London 2019
- NSAC Graphic Design Award
- GD Internships
- GD Alumni

**INCOMING CLASS SIZE**  
**46**

FRESHMAN- **40**  
TRANSFERS- **6**

ON AVERAGE- **25**  
ON AVERAGE- **1-2**

### GENDER RATIO

**BOYS (10)**  
**22%**

**GIRLS (36)**  
**78%**

## Turner Duckworth – 3 offices, 3 alums, 17 students

The Chapman Graphic Design program has been developing a relationship with the award winning design agency, Turner Duckworth. They're known for their unmistakable brand development and visual identity systems, with notable clients including McDonalds, Amazon, Samsung, Coca-Cola, and Subway among others. Breehn Sasaki '10 was the first Chapman student to work with the company

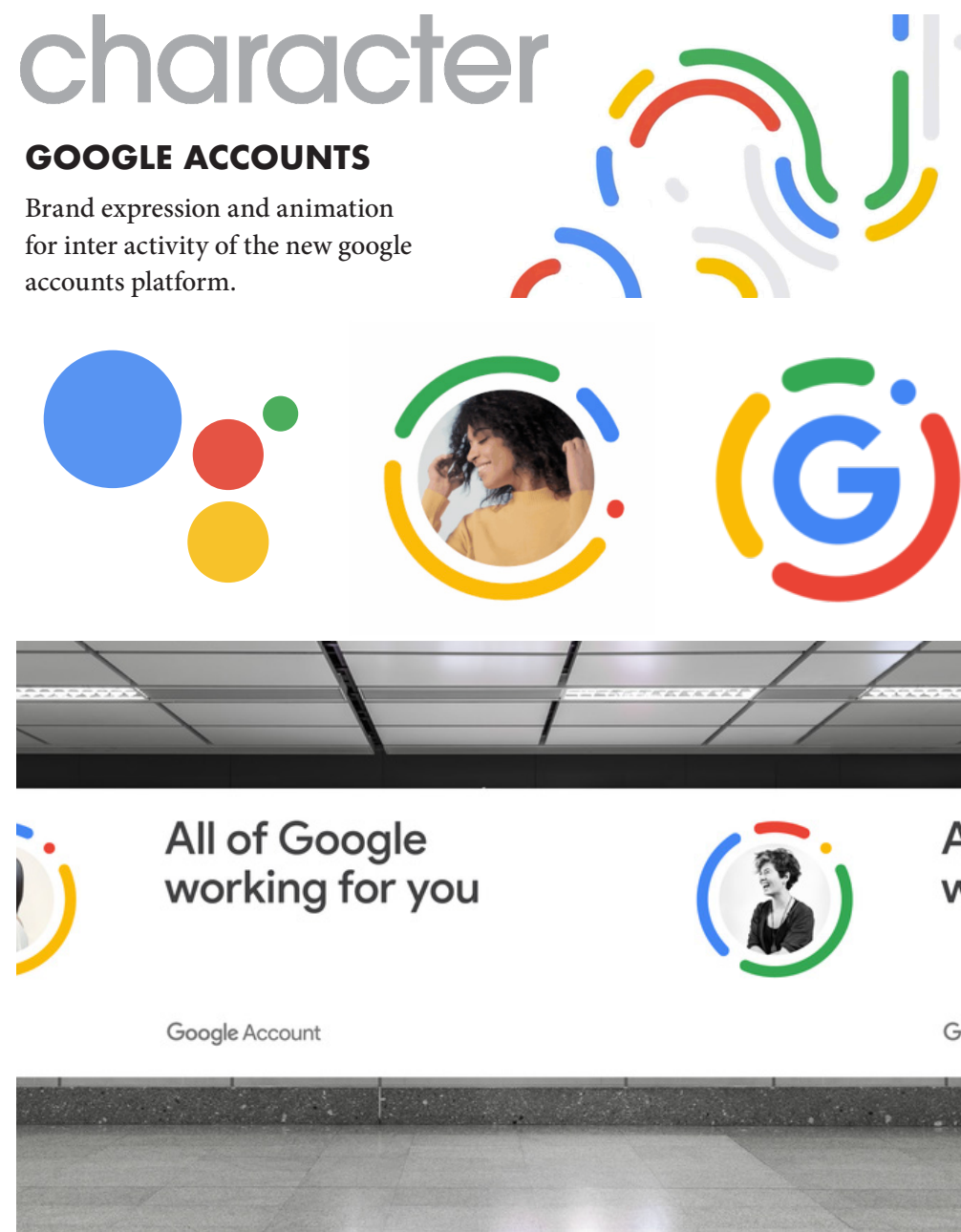
at their New York Office. Founder and CEO, David Turner's daughters, Haley '19 and Lily '20, both came to Chapman, majoring in Graphic Design. Haley is currently working in the New York Office. Jack Powell '19, works in the San Francisco office. David Turner also spoke at the 2018 Margo Powell Symposium about Design for Emotion. Summer 2019 provided the opportunity for the Sustainable Design

(GD 308) Travel Course to tour their London Office and the Creative Director, Miles Marshall, and Designer, Jake Rimmer, talked to them about their positions at TD and the work that they had contributed. The Chapman Graphic Design Department is hoping to work with the Turner Duckworth London Office summer 2020 as well as working to create an internship program with the San Francisco Office.



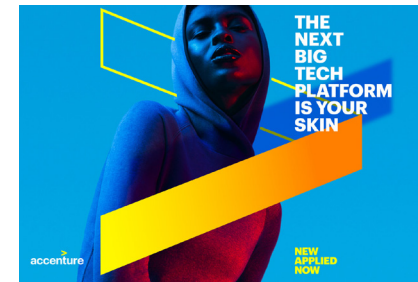
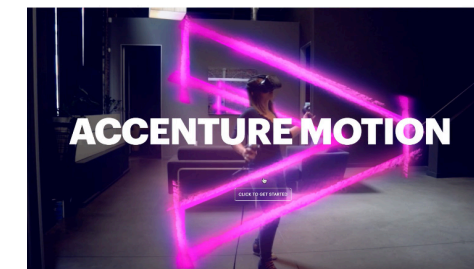
# Jake Kincaid Alumni Spotlight, Class of 2015

Jake Kincaid is a designer currently based in San Francisco. In 2015 he graduated from Chapman University with a BFA in Graphic Design and a minor in Business Administration. After his graduation, Kincaid has worked at the design agencies Landor and Character. His focus includes branding and identity, 3D design, and motion graphics.



# Landor

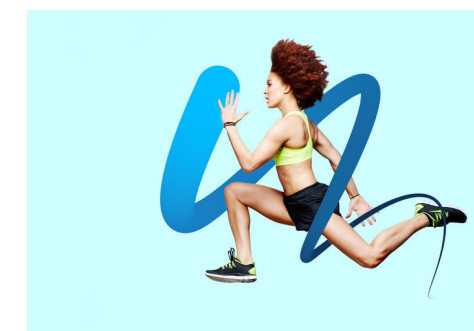
**ACCENTURE**  
Rebrand of Accenture—art direction/ concept, design and animation, campaign for sponsorship of Golden State Warrior stadium, and guidelines platform to unify digital brand expressions.



**accenture**  
High performance. Delivered.

# COMCAST

Identity, brand expression and animation for Comcast's sponsorship of Team USA, the PyeongChang 2018, and Tokyo 2020 Olympics.



# Adobe Max Upperclassmen Attend with Help of SGA

In November, several graphic design students were able to attend Adobe Max through Chapman SGA funding. Adobe Max is one of the most important conferences for anybody in the creative field. Adobe Max is titled "The Creativity Conference" and I couldn't agree more. Their website states "join us for fresh inspiration — rejuvenate your skills, your career and your creative process, connect with the world's top creatives (max.adobe.com)." This was an outstanding opportunity for students to learn from experts in the industry and from the makers of the Adobe programs they use every day. The conference has internationally-known speakers including graphic design practitioners we literally study about, as well as practical hands-on labs, an exhibition hall and immersive art installations. Highlights this year included hearing from graphic design legend Paula Scher, M. Night Shyamalan, Takashi Murakami, Lauren Hom and many other noteworthy speakers. Adobe Max always showcases cutting-edge technology. As our students will be leaders and culture makers in the future, this conference was an excellent opportunity to be exposed to what's on the horizon of design such as creating AR (Augmented Reality) experiences using Adobe Aero.

Beyond the value of being exposed to the latest program updates and new technology, attendees were surrounded by thousands of like-minded creatives. Students were inspired, equipped and exposed to current practices in the field of graphic design.

I look forward to the conference annually as it sharpens my skills as a teacher and I highly recommend anybody in the creative field to consider attending. Next year Adobe Max will be held again at the LA Convention Center October 19–21, 2020.

—Professor Rachelle W. Chuang

"I've walked away from Adobe MAX feeling incredibly inspired and excited for what the future could hold. Some of my personal highlights were the keynote talks from Shantell Martin and David LaChapelle, as well as sessions from Lauren Hom, Lisa Congdon, Jeremy Mickel, and of course Paula Scher's Living Breathing Identities. Some key takeaways that I'm leaving MAX with:

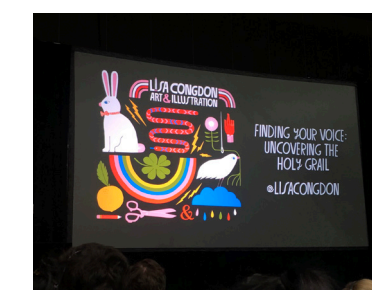
- While many designers feel that they need to find their style, they really should be finding their voice. Graphic styles will change, but the tone of voice that you design with; everything that informs your design will be what helps you succeed in your career. This was the heart of Lisa Congdon's message.
- Lauren Hom spoke about the importance of not discrediting silly ideas that you have. Much of her success is a result of taking a funny idea a little too far. The internet is an amazing tool and people will share and send things that they think are funny or relatable. This could be an important key to success—you never know who could see the work you post.
- Paula Scher walked us through several of her identity projects. It eased my mind to hear her explain that no logo is iconic and universally recognizable from its birth, and that it takes years of a company existing and building its reputation in order to achieve Nike status with their logo. This was a bit surprising coming from the most renowned logo & identity designer of our time. However, it was evident in all of her work that her designs were first and foremost created to be functional and to solve a complex problem that the company was having."

- Genevieve Geller- BFA GD, '20



"Adobe MAX provided me with an opportunity to learn a ton of new and upcoming features on all Adobe Products. In addition to the main keynotes and speaker sessions, I was able to attend workshops relating to UX design, illustration, and information design. Specifically, I was able to learn about animation for UX, map making for designers, cross-cultural icon design, and using Adobe XD for sound UX design, among many others."

- Derek Shafer- BFA GD, '20



"It was so inspiring to see all of the new updates to the Adobe products, the tools we use every day to execute our visions and learning about the career paths of different creatives. I attended Paula Scher's session where she discussed her processes, ideas, and rounds of revisions that go behind creating a memorable identity and brand. It was very helpful to see and understand some of the process that goes behind creating an iconic identity such as her branding for the Philadelphia Museum of Art."

- Taylor Taradash- BFA GD, '20

# Kimmy Kirkwood Earns MFA

## Alumni Spotlight, Class of 2010

Type designer and Chapman alum, Kimmy Kirkwood has made the best of her time since graduating in 2010. In between the travelling the world and working as a designer at a print/ AV vendor in LA, she has recently completed a MA in type design and set off on her own path. Kimmy has created an array of fonts, typographic cards and posters, branding, and ect. through her website Kimmy Design. Some of her significant projects include Home Entertainment Print Campaigns like The Amazing Spider-Man and Insidious and a recent typeface that she created for her Masters, called Clifton. In Kimmy's thesis she acknowledged Eric and Claudine for their continued support of her design career.



# FT Professor Update



## ERIC CHIMENTI

Associate Dean, Wilkinson College of Humanities and Social Sciences at Chapman University

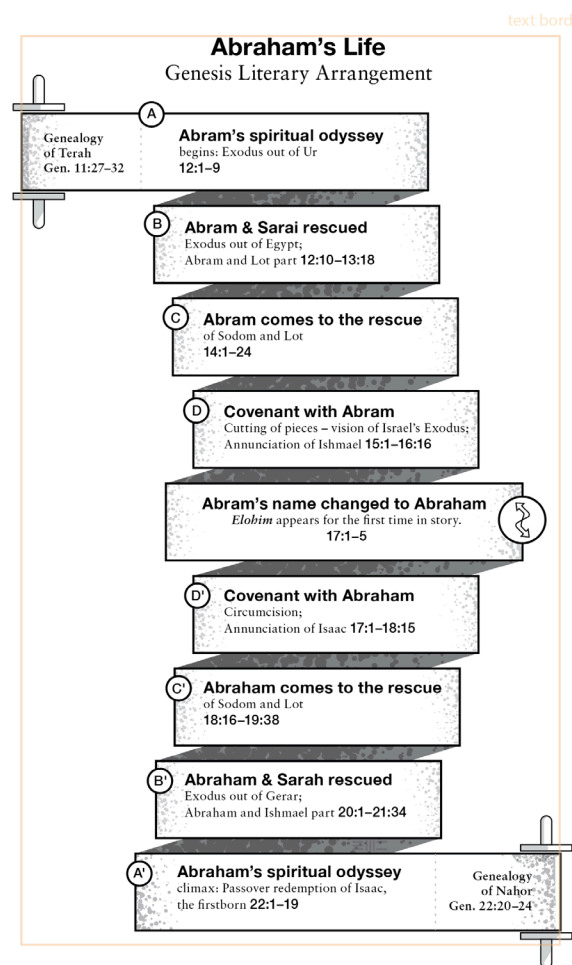
Current – Chapman University, AIGA, EMC illustration & design

Education – Savannah College of Art and Design

**TEACHING** — Professor Chimenti taught 3 courses this fall. GD 200 (Intro to Graphic Design) and two sections of GD 103 (Visualization). The latter was due to the very large and very talented first year class that arrived in August. 36 first year and transfer students arrived from around the world and are poised to remake the program due to numbers and skills. This summer also marked the 10th anniversary of the GD 308 sustainable design class where the students worked on branding a new city in England.

**SERVICE** — Professor Chimenti continues as Associate Dean to Wilkinson College, head of the graphic design program, and member of the IS&T Faculty Advisory Board.

**CREATIVE/SCHOLARLY** — This past summer and fall professor Chimenti designed a supplemental piece highlighting the unpreparedness in Orange County related disasters in conjunction with Dr. Ann Gordon in Political Science and her students. He finished the illustrations/info graphics for the Commentary on Exodus while continuing to work on the illustrations/info graphics for the Numbers commentary. Professor Chimenti is also a co-PI on a grant proposal to work with the National Weather Service on Mud Slides warnings in the Southern California with Dr. Ann Gordon and Professor Claudine Jaenichen.



## CLAUDINE JAENICHEN

Associate Professor and Design Consultant

Current – International Institute of Information Design, Chapman University

Education – BFA at California Institute of the Arts, MFA at the University of Reading in the UK

**TEACHING** — This fall, Claudine taught 2 full sections of GD 201 (Research Methods for Graphic Designers) consisting of all of the incoming freshman class.

**SERVICE** — She continues to serve on the Board of Directors for International Institute for Information Design, Communication Research Institute, Design Network for Emergency Management and the GD Program as co-head.

**CREATIVE/SCHOLARLY** — This past fall term Claudine has been continuing to work for fire evacuation maps and preparedness campaigns for Marin County in Northern California. She is also an Associate for Argonne National Laboratory working for the Director of the Community Preparedness Division in FEMA's National Preparedness Directorate. She completed a collaborative project with Professor Lia Halloran, A Body is the Space That Sees.



# PT Professor Update



## BRITTANY MADDEN

Lecturer

Current – Leverage Digital Design, Chapman University

Education – BFA at Chapman University, MA at University of Leeds

**TEACHING** — This fall, Brittany taught GD302 Branding and Advertising Design. She also trains companies on how to do marketing for their own businesses.

**CREATIVE/SCHOLARLY** — Brittany enjoys teaching students and helps them develop integrated strategies incorporating marketing, design, and web to further their objectives. Madden owns a digital marketing agency, focusing on brand strategy and marketing. She has worked with brands such as Kenneth Cole, Disney, Under Armour, St. Tropez, Renaissance Hotels, Living Spaces, and Stila. She holds a Master's degree in design, specializing in branding.



## ANDREW SHALAT

Graphic Design Professor

Current – Chapman University, sessions.edu

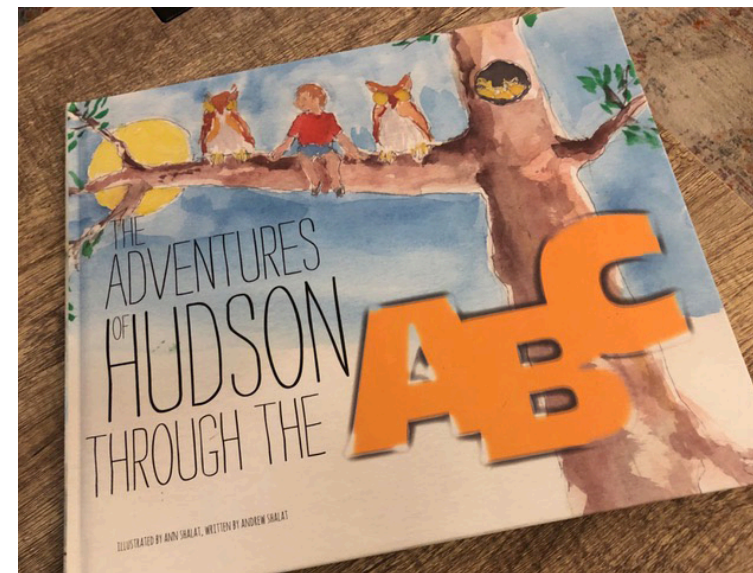
Education – Brandeis University

**TEACHING** — Professor Shalat taught 3 courses this fall: GD 103 (Visualization) and 2 sections of GD 202 (Interactive, UX, an Web Design). This course load is heavier than usual due to the growing Graphic Design Program.

**SERVICE** — In the next few months,

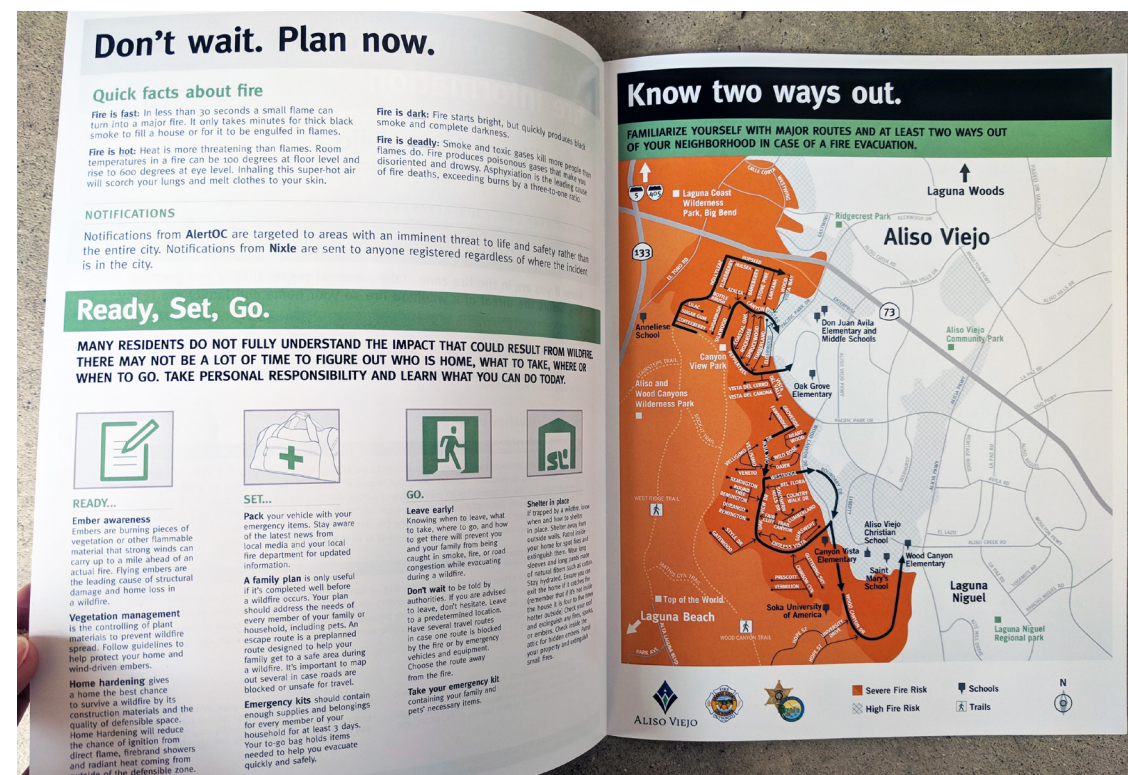
Professor Shalat will be inaugurating a podcast for the Graphic Design program, titled "Design Briefs", which will discuss contemporary design issues.

**CREATIVE/SCHOLARLY** — This past spring, Professor Shalat took part as a panelist judge for the Orange County Register's Orange County Artist of the Year contest as well as completing a Master of Fine Arts degree in Graphic Design and Visual Experience. Shortly thereafter, he spent the month of June in Florence, Italy, writing and preparing a book project on Intentionality in Design. Upon returning to the states, Professor Shalat took up his teaching duties back on campus, and completed a children's book dedicated to his grandson, in conjunction with illustrations and water colors from his mother, Ann Shalat, an accomplished artist in her own right.



# Professor Jaenichen Awarded

Claudine's design work for FireClear, a proprietary fire evacuation map and preparedness information campaign, for the city of Laguna Beach was awarded the Silver Award by the California Emergency Services Association. This award is presented for exceptional efforts in the area of emergency management and preparedness and competes with ongoing programs, specific campaigns, public education, training programs, partnerships, etc.. This is her second Silver award, the other one awarded for TsunamiClear on behalf of San Diego county in 2014.

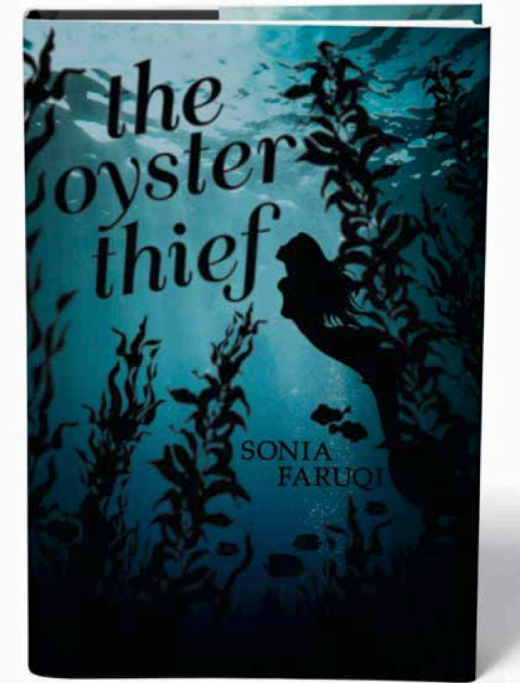
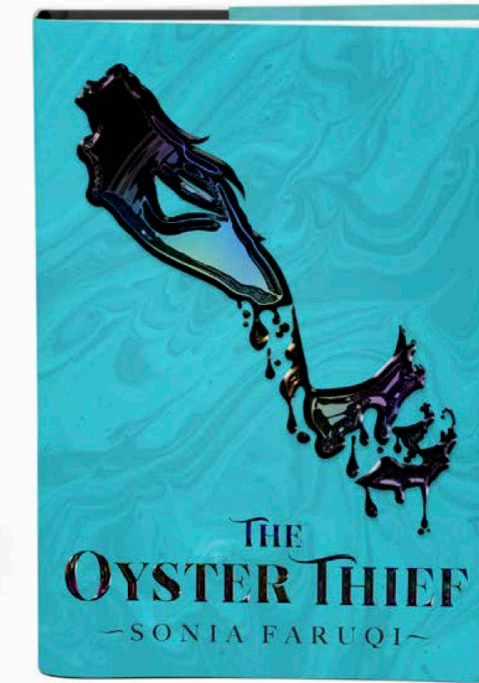
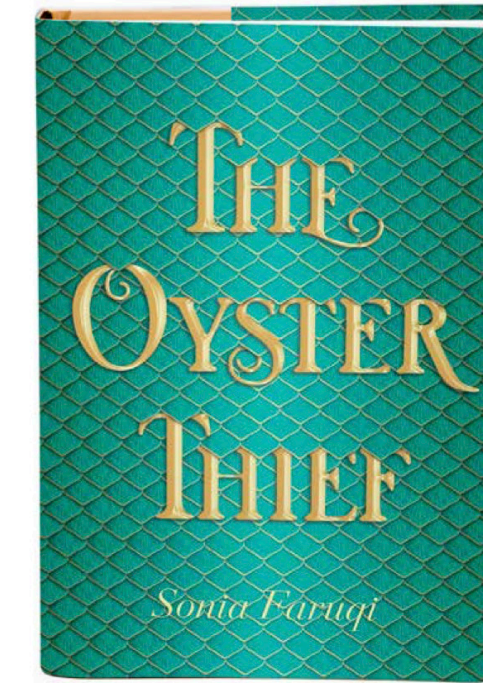


# Students Excel in GD 301 Book Design

## Faceout Project Winners: Alice Premeau & Genevieve Geller

This Fall in GD 301 Book Design with Rachelle Chuang the class had the opportunity to design book covers for Faceout Studio, a studio that creates award winning book covers. Principal Torrey Sharp and Creative Director Tim Green presented the project in the class and evaluated the thumbs and final, while Rachelle served as project manager. Students were evaluated based on four variables: three unique solutions, appropriateness for the target market, level of conceptual thinking, and quality of execution. Students were also pushed to focus on their conceptual development, which is the hallmark of Faceout's work. Over the month period, contest winners, Alicia and Genevieve, went to extra mile to be thorough, as seen in their extensive process folders. As a reward for their successful execution of the project, their work will be featured on Faceout and Pegasus Books social channels and presented to 10 NYC art directors to potentially be used in the future. Additionally, both will receive \$100 gift cards to Barnes and Noble.

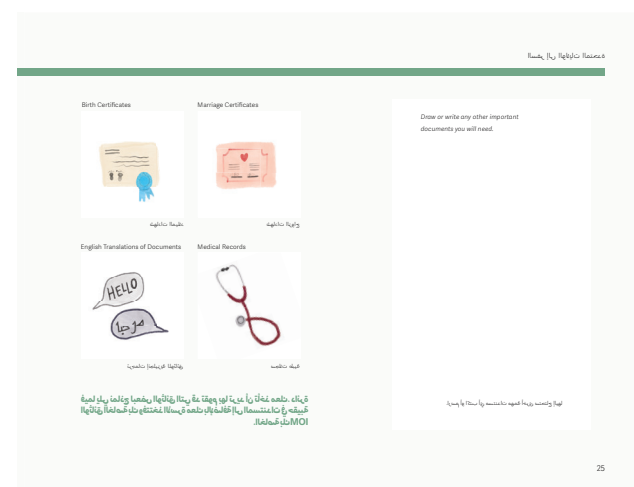
## Alice Premeau— BFA GD, Class of 2021



# Bilingual Design Project GD 307- Advanced Typography

Rachelle Chaung has launched a new project in her GD307 Advanced Typography class in which students create a bilingual guide for immigrants and a coordinating app. This project allows students to take on typographic and design challenges that involve Non-Western Perspectives. Students developed their cultural awareness by learning how to work with secondary languages and typographic systems with the help of Rachelle as well as two guests- Maece Seirafi and Sam Anvari. Some considerations that students were able to take into account were formatting the two languages in a complementary way, effective use of grid and visual hierarchy, and balancing inclusivity of a diverse audience while representing the United States among other concerns. Participating students ultimately were "gratified with the outcome and also felt positive about how design can be used to serve a particular segment of society."(Rachelle)

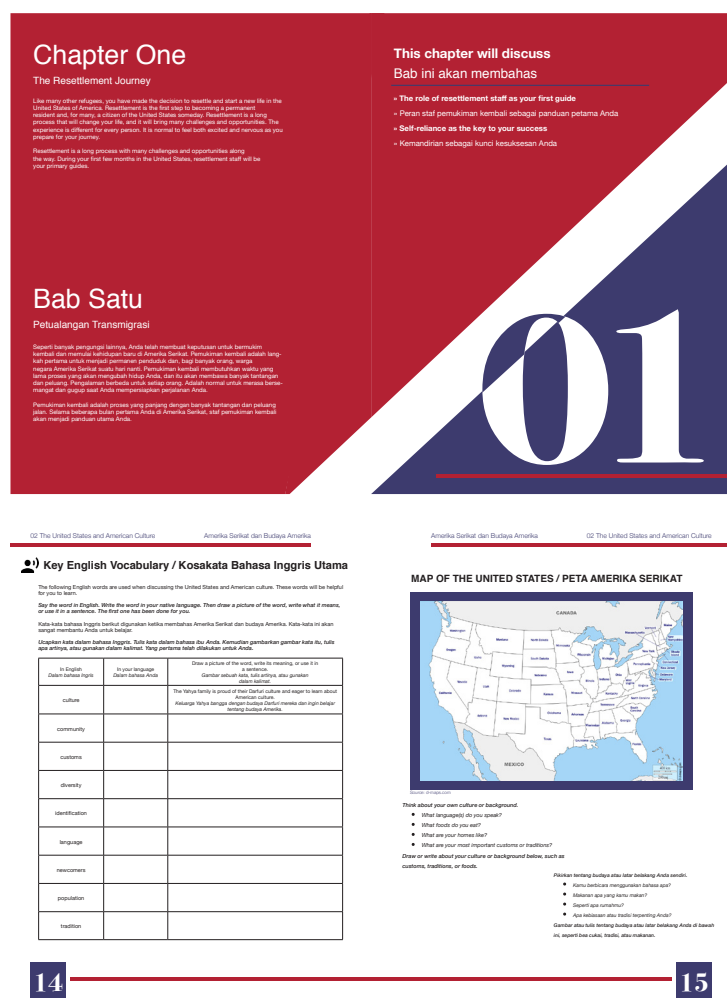
## Alice Woodward— Minor GD



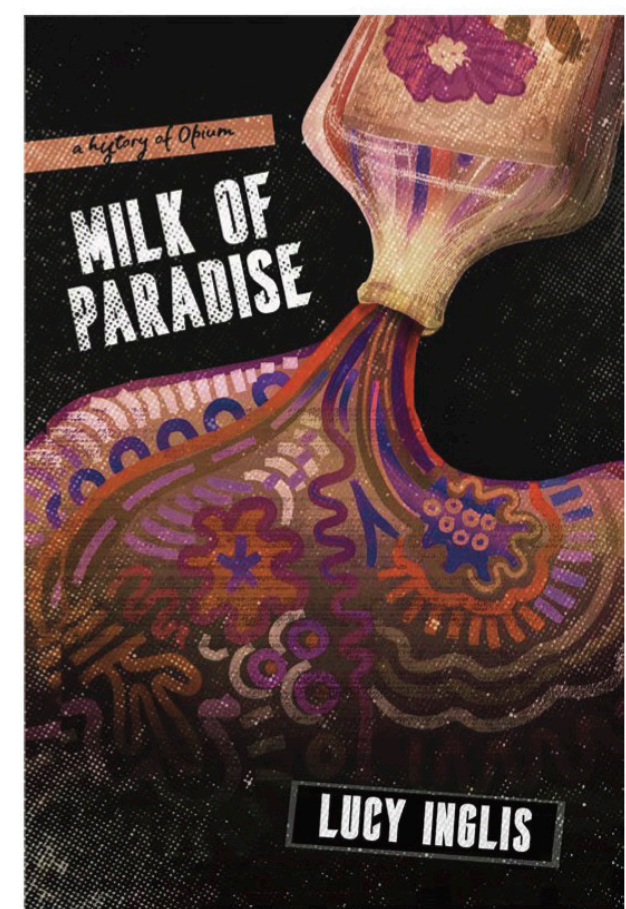
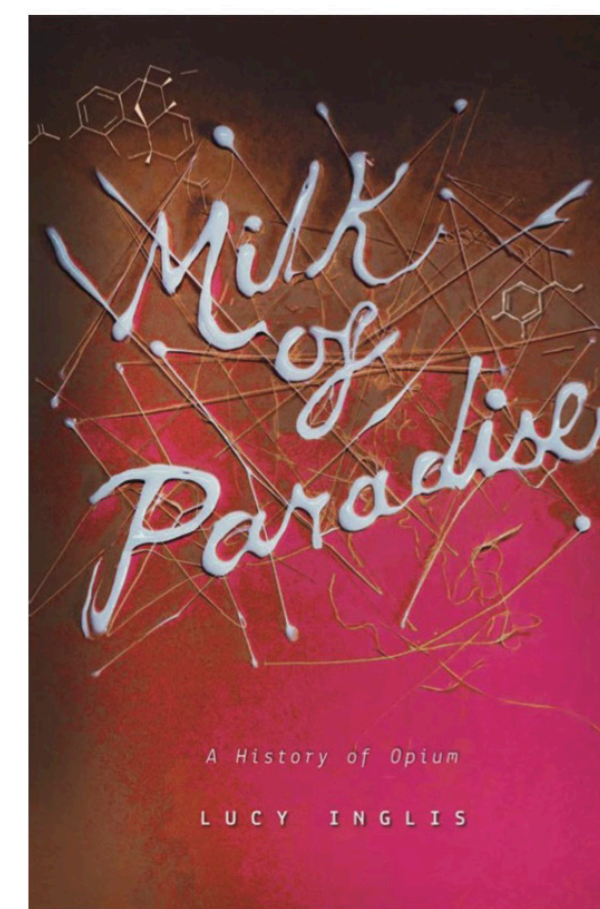
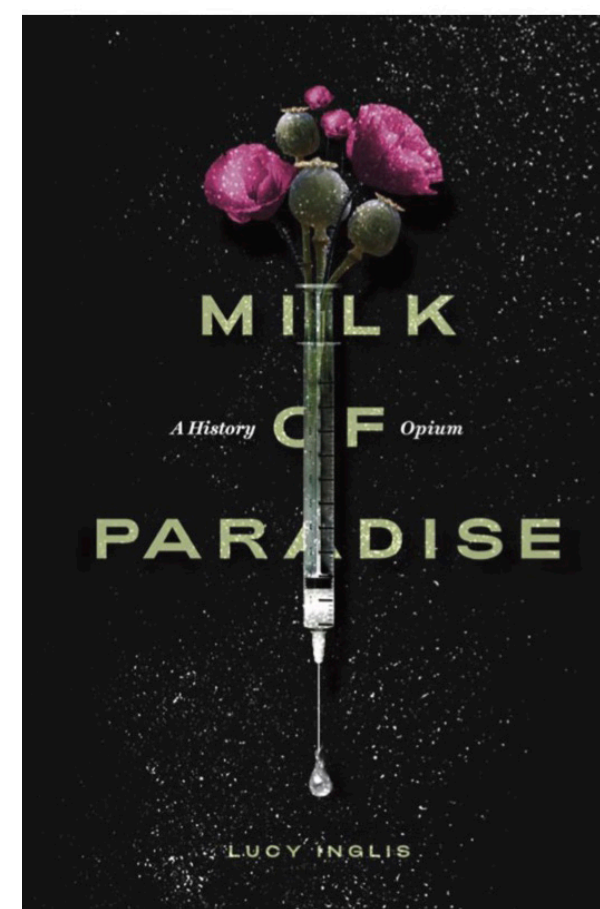
## Pheobe Carswell— Minor GD



## Reynard Muliaman—BFA GD, '20



## Genevieve Geller— BFA GD, Class of 2020

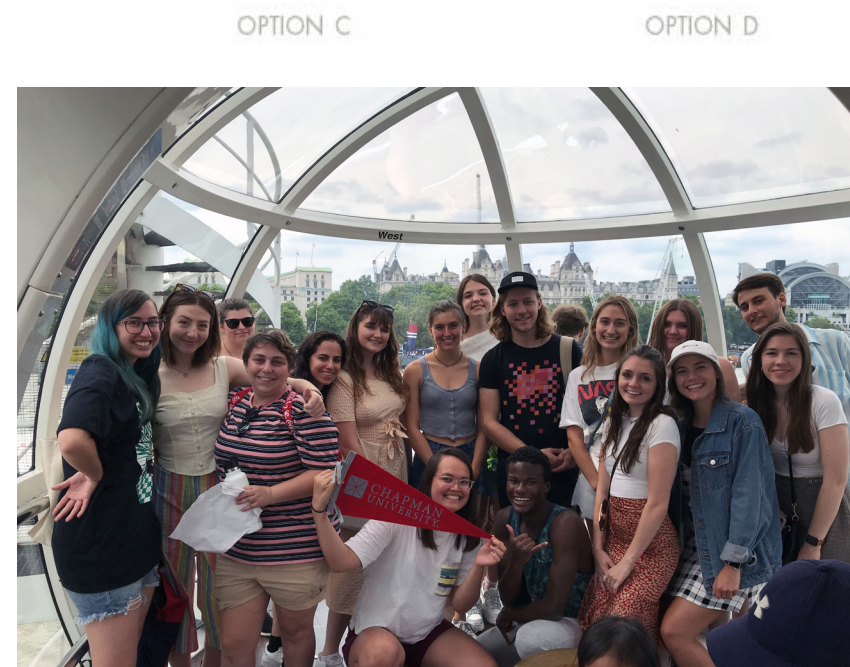


faceout<sup>®</sup>STUDIO

# London 2019 11 Years of GD 308: Sustainable Design

This summer 17 graphic design students participated in the 5 week Sustainable Design class in London. Partnering with the UK-Based engineering firm BuroHappold, students designed a new city crafted to blend sustainable design with idealistic living and working conditions which would be strategically located in the Oxford-Cambridge Arc. During the first two weeks of the course, students spent their time at Chapman contemplating this ambitious creative brief, thinking about their own perspectives, values, and insights that could contribute to a functional city. Upon arriving in London, students dove into ethnography research, preparing presentation decks, and generating the perfect name for their city. In their free time, students were able to venture into London, taking in views from the London eye, visiting the project site in Stewarty, touring Oxford, and even taking weekend trips to Bath, Brighton, and Edinburgh on the weekends. Being in London allowed the team to observe and experience the culture firsthand and understand how to capture these qualities for a "city of the future." After much contemplation about the identity of their city, the team settled on the name Brixby and developed a brand identity and city structure that they would later successfully present to the client with much enthusiasm. As their time in London concluded, the team reflected on the progress and memories that they had made, all of them taking away something valuable from their time in the course.

## Brand Identities



### Our motivation to move

Our vision for future living

<p><b>Nature &amp; Wellbeing</b></p> <ul style="list-style-type: none"> <li>Nature trails: hiking, biking</li> <li>Protected wildlife: designated open space, botanical gardens, wildlife bridges</li> <li>Parks and recreation: skate, dog, playgrounds, water, climbing, camp</li> <li>Public conveniences: restrooms, hydration stations</li> <li>Sculptures within the landscape: artistic, historical</li> </ul>	<p><b>Community &amp; Integration</b></p> <ul style="list-style-type: none"> <li>Inclusivity: disability accessibility</li> <li>Health services: hospital, free clinic, alternative medicine</li> <li>Council housing: temporary homeless shelter</li> <li>Community events: local festivals, farmers market</li> <li>Mental health opportunities: family, physical, psychological, marriage</li> <li>Community gathering spaces: public parks, places to work out</li> <li>Safety: smart lighting, traffic control, panic buttons, smart kiosks</li> </ul>	<p><b>Culture &amp; Creativity</b></p> <ul style="list-style-type: none"> <li>Food: options for all cultures</li> <li>Cultural: art museums, science museums</li> <li>Nightlife: karaoke, clubs, pubs, "hidden bars"</li> <li>Entertainment: theater, dance performances, comedy, concerts</li> <li>Group activities: roller rink, paint ball, VR, traditional arcades</li> <li>Mom &amp; pop retail: thrift &amp; vintage stores, book stores, eclectic shops</li> <li>Cooking classes, ceramic classes, yoga classes</li> </ul>	<p><b>Employment &amp; Education</b></p> <ul style="list-style-type: none"> <li>Work environments: natural light, group and private workspaces, access to outdoors</li> <li>Dining options: office kitchens, nearby eateries</li> <li>Access to technology</li> <li>Company events, community service</li> <li>Continuing education and training</li> </ul>	<p><b>Mobility &amp; Connectivity</b></p> <ul style="list-style-type: none"> <li>Public transportation: trains, buses, bikes</li> <li>Easy/safe commutes: walkable &amp; bike-able</li> <li>Well connected: public wifi, smart kiosks</li> </ul>
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# NSAC Graphic Design Award

## Student Best of Show- Ocean Spray Billboard

This past March Chapman's decorated National Student Advertising Competition team was honored in the 2019 Student Addy awards for their work with the 2018 NSAC client, Ocean Spray. The team was awarded not only two silver and two gold Addy's Ambient Media category at the district level, but a Gold Addy at the regional level as well, for their full integrated ad campaign. The latter award in particular marks the highest Student Addy that Chapman University has ever received. Julia Ramirez was able to advocate for the Graphic Design Department to get a Best of Show trophy of our own to be displayed in the building for the design work done on the Ocean Spray Billboard.



## Graphic Design Internships

Graphic Design majors are required to complete one internship during their time at Chapman. Partnering with the Career Development Center and a Graphic Design faculty member, students are given a variety of options to suit the specific area of study they feel is most important to them, ranging from design firms to advertising agencies to bigger industries with in-house design departments. Check out where students are interning during their time in the Art Department. Here's what some of their employers have expressed about Chapman:

"Chapman is our go-to resource for young, intelligent talents. As a local company, we value our relationships with Chapman to help us fill our staffing needs as they have consistently provided high-quality candidates to meet our needs."

"Here at Idea Hall we have found the Chapman students that join us for our internship program to be way above the curve and prepared for professional careers."

<p>INTERSECTLA / CSUN</p> <p>RVR ESTATES</p> <p>DANCE 4 JOY MINISTRIES</p> <p>REVLY</p> <p>ORANGE LABEL</p> <p>KNOWN SUPPLY</p> <p>ANTHROPOLOGIE</p> <p>KEEP A BREAST</p> <p>LIONSGATE ENTERTAINMENT</p> <p>SONNYSIDE UP</p> <p>CRAFT SMITH</p> <p>IDEA HALL</p> <p>DAVE LYZNICK</p> <p>ROGUE CREATIVE DEVELOPMENT</p> <p>THE FOLDING DOOR STORE</p> <p>ANTHROPOLOGIE</p>	<p>CSUN</p> <p>ORANGELABEL</p> <p>LIONSGATE™</p> <p>SONNYSIDE UP STRATEGIC COMMUNICATIONS</p> <p>CRAFT SMITH</p> <p>KNOWN SUPPLY</p> <p>KEEP A BREAST</p> <p>THE FOLDING DOOR STORE</p>	<p>INTERSECTLA</p> <p>RVR The Adventure Starts Here</p> <p>ROGUE CREATIVE DEVELOPMENT</p> <p>IDEA HALL</p> <p>KNOWN SUPPLY (KEEP A BREAST)</p>
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# Graphic Design Alumni

**KEANU DAVIS**, BFA in GD '17  
Graphic Design Intern at the LA Clippers

**KATE SPENCER**, BFA in GD '12  
Editorial Associate & Design Assistant at Refinery 29, Inc.

**GRETCHEN GRAGE**, BFA in GD '17  
Parks and Resorts Designer at Paramount Pictures

**SIMON BLOCKLEY**, BFA in GD '11  
Freelancer at Apple

**BROOKE BRISBOIS**, BFA in GD '10  
Senior UX Designer at ExtraHop

**ROGER DUMAS**, BFA in GD '13  
Senior Graphic Designer & Web Development Manager at Toni and Guy

**BRENNA BUTLER**, BFA in GD '15  
Graphic Designer at Pravana

**ALEXIS MORGAN**, BFA in GD '15  
Creative Director at Elite Global Solutions

**NICK OEFFLING**, BFA in GD '17  
Graphic Designer at Los Angeles Kings

**SUMMER CHISTIANSSEN**, BFA in GD '18  
Visual Designer at Minted

**LINDSEY NIELSEN**, BFA in GD '02  
Senior Graphic Designer at Aluratek, Inc.

**ASHLEY HAWTHORNE**, BFA in GD '13  
Senior Digital Designer at Sourceability LLC

**JOSH SOROSKY**, BFA in GD '13  
Mobile Product Designer at Udemy

**GENNIFER MANTYCH**, BFA in GD '12  
Market Experience Manager at the Little Market

**MARIAN HUANG**, BFA in GD '12  
Graphic Designer at The Honest Company

**ASHLEY OSTER**, BFA in GD '12  
Production Designer at Urban Decay Cosmetics

**GARRETT BURK**, BFA in GD '12  
Creative Lead at Betts Recruiting



*the little market*  
A NONPROFIT FOUNDED BY WOMEN TO EMPOWER WOMEN

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URBAN DECAY



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Chapman University  
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For further details and more events, check our website  
[chapman.edu/wilkinson/art/graphic-design/](http://chapman.edu/wilkinson/art/graphic-design/)

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