Students speed into design with Mercedes Benz
MB Classic Center poster contest builds skills, great work, and a new love of cars

Story and photography by Alison Conners, class of 2010; artwork as credited

On the tour of the center, the class looked at the cars, the showroom, and the shop in the back where cars are restored, repaired and refurbished. Pictures and notes about the cars were jotted down in preparation for the poster project and contest, and yes, it was a contest. The Classic Center judged at the end of the project which posters were their favorites and awarded one first place and two second place awards.

Announced over winter break, Madeleine Pisaneschi, class of 2010 won first place for her Art Nouveau-inspired poster of the 1936 Mercedes 540K Cabriolet A. “I really appreciated the chance to learn about Mercedes Benz in an hands-on field trip. Getting to see all of those classic, gorgeous cars up-close was pretty inspiring. I hadn’t thought of cars as works of art before that. I wanted to balance the stereotypically masculine car illustration with influences form the more organic, feminine Art Nouveau movement. Bringing in only minimal color, I tried to keep the Mercedes 540K Cabriolet A as the focus of the poster.” The Classic Center awarded Madeleine her very own Mercedes Benz Cabriolet A. Just kidding, but I’m sure she wouldn’t have minded. She actually received a commemorative Mercedes Benz annual of the history of the company complete with plenty of car photos and illustrations. “I felt very honored that my poster was recognized by the Mercedes Benz Classic Center. The awards were given out during Winter Break, so it ended up being like a mini-Christmas present.”

The two second place prizes went to Brooke Brisbois, class of 2009, and Jen Peters, class of 2010. Brooke’s futurist poster for the 300 SL Roadster brought together the speed and reputation of the car with an art movement that celebrated the very same speed and movement. Jen’s car, the 300 Cabriolet D was represented through minimalism, which put all the attention on the car and its elegance. “This was a really rewarding project because we got to see the cars first hand, pick on, research it, and then seeing the final piece was exciting.” Not only did Brooke and Jen win model cars, but along with the rest of the class, they have great pieces for Junior Show, which is right around the corner.

Faculty member and alumni win at 23rd Annual Admissions Advertising Awards

Story by Jessica Becker, class of 2011; Photography provided by Professor Eric Chimenti

Congratulations are due to Chapman’s winners in the recent Admissions Marketing Report competition. This prestigious annual national competition honors exceptional quality, creativity and communication effectiveness in the field of admissions marketing and advertising.

The Admissions Marketing Report has held the Annual Admissions Advertising Awards for the last 23 years. This year, there were two thousand entries from over one thousand colleges, universities and secondary schools from across the nation and several foreign countries. As stated on the website, “the judges for this competition were comprised of national panel of admissions’ marketers, advertising creative directors, marketing and advertising professionals and the editorial board of Admissions Marketing Report.” Award winners associated with Chapman:

Total public relations program: Gold Award for the College of Performing Arts collateral package, designed by Eric Chimenti (EMC Illustration & Design), assistant professor of art and graphic design program head.

(continued on page 6)
Chapman community designs books for AIGA

Chapman University’s graphic design department recently joined forces with AIGA to create new membership books for the national design association. AIGA, the professional association for design founded in 1914, allows design professionals to exchange ideas, participate in critical analysis and research, and advance education in the field. It represents 22,000 designers through national activities and local programs developed by 99 chapters and 240 student groups.

In the summer of 2007, graphic design professor and chair Eric Chimenti attended an AIGA national leadership conference in Miami, Florida where he attended break-out sessions with fellow board members and educators to discuss strengths and weaknesses of each branch. One problem continued to surface in these sessions.

“We were arguing that one of the hardest things with students is to explain why it is worthwhile for students to spend money, of which they have very little, to be a member of this group that seems so big and foreign,” Chimenti said. “[At the convention], I said that it seems to be a huge problem, and the information exists but it is in several different places where it is not easy to find. I volunteered to come up with something for educators and AIGA National to recruit student members.”

When Chimenti returned in the fall of 2007, he asked Alison Conners, class of 2010, to design two small booklets, one for students and one for educators, that help explain the many benefits of student membership including price discounts for AIGA events, design information, and opportunities to network with other members.

The work began in August, and by October, Chimenti sent the booklets to his AIGA chapter education chair colleagues from the Miami convention as well as AIGA Member Experience Manager, David Hall. As the Member Experience Manager, Hall is always investigating ways to increase member benefits and enhance the member experience, and he knew he had found just the right thing.

“I responded to [Chimenti] by saying that with a few minor changes, the booklet would be great to have posted on the AIGA website,” Hall said. “In the four years I’ve been on AIGA’s staff I haven’t seen a pieces like these, so I can’t wait to put them to use.”

Hall’s news came as a surprise to Chimenti and Conners, who had originally only intended to fill a need as expressed by teachers and design professionals. After the two adjusted the booklets to the organization’s corporate standards, Hall was very pleased.

“I think the books clearly show the AIGA benefits that students and educators will be interested in. I think they’ll be very effective,” said Hall. “AIGA has so many benefits that cater to the wide spectrum of designers that make up its membership. The books narrow them down for [students and educators] and do so in a fun, colorful way that I think will really appeal to them. Not only do the books help members and potential members learn about the benefits that will interest them most, but they also demonstrate how members can get involved and help the profession in fun, creative ways.”

Due to the success of the two booklets designed last fall, Hall has already approached Chimenti and Chapman’s graphic design students about revising the AIGA student group resource book. This resource currently contains information for both local chapter leaders and student groups on how to start and run AIGA student groups.

“I thought the information written for chapters really doesn’t apply to students in a student group, so we should make a book just for students. I look forward to seeing what Chapman’s program comes up with,” said Hall.

Chapman, as a small graphic design program within AIGA, is honored to have the hard work of Chimenti and Chapman design students published on AIGA’s website in the near future.

For online viewing of the brochures, visit http://www.aiga.org/content.cfm/membership-student and click on the “Mission” thumbnail.
The term "wetlands" means those areas that are inundated or saturated by surface water or ground water at a frequency and duration sufficient to support, and under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions. Wetlands generally include swamps, marshes, bogs, and similar areas.

Recent policies and laws adopted by the governor and the legislature under-wing include a time line of the workings of each of the different demonstration wetlands in the park, and directional signage.

The art and architecture program for the park is an expression of the client's desire to employ recycled materials in an imaginative and creative way. Park visitors first encounter a larger-than-life human figure made from pipe sections similar to those used in the adjacent water treatment facility. The main information kiosk, which houses the water-use time line is a 20' by 40' stainless steel structure made from a section of a water purification tank shaped like the hull of a boat. The second piece of recycled equipment, which resembles a water tower, is used as an elevated observation platform from which visitors can see the entire park. Along the park pathways, visitors walk through 20' diameter sections of concrete pipe containing signage about the local habitat. A "pipe garden" featuring signage about the present, water conservation information, habitat identification (local plants and animals), explanations of pollution in the watershed, and the need to protect and enhance wetland habitats.

Working in close collaboration with Inland Empire Utilities Agency, the team of Richard Turner and Claudine Jaenichen designed art and architectural elements and signage for the Chino Creek Wetlands Park. The Chino Creek Master Plan and Surface Wetlands Project focuses on water quality, flood control, environmental restoration, urban development, recreation, and water conservation. Additionally, the project will address ways to decrease sources of pollution in the watershed. The comprehensive signage program comprises 75 individual signs printed on aluminum plates. Content includes a time line of water use in the area dating from prehistoric times to the present, water conservation information, habitat identification (local plants and animals), explanations of the workings of each of the different demonstration wetlands in the park, and directional signage.

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It was a brisk evening, the last Tuesday in November, but that wasn't about to stop anyone from braving the weather for the sake of great artwork.

The Guggenheim Gallery's doors were opened yet again and it was time for the simultaneously exciting and exhausting process of presenting a new Junior Graphic Design Show.

With style and sophistication, the five leading ladies of the junior design show, "Exposed," brought their talents to the forefront. Gennifer Lewis '08 of San Diego, Veronika Pavlov '08 of Prague and Torrance, Jennifer Puckett '08 of Moraga, Brittany Rosenblatt '08 of Newport Beach, and Kristina Swenson '08 of Coto de Caza produced an array of remarkably innovative and striking pieces for their winter exhibition.

The night was shared with magnificent studio art displays and installations as well from Kristi Collacott '08 and Arias Collins '08 in the upstairs project room.

This all-female, seven-person troupe of creatives had started slaving away and perfecting earlier pieces months beforehand, and each young lady had stayed focused on making "Exposed" a success all the way through Chapman's recent Thanksgiving break.

Displayed in the Guggenheim Gallery were row upon row of their imaginative designs, ranging from updated Intro to Graphic Design projects to creations from Advanced Typography scrutinized up until the very last moment.

Featuring a sleek gold dragon-like creature, Swenson's series of self-named wine labels would have looked at home in an upscale restaurant. Across the gallery, one of Pavlov's colorful posters advertised the Pixar film "Monster's Inc."—her sophisticated re-imagining appeared as if it belonged in a movie theatre instead of a student show.

From wall to wall, the four graphic designers had hung stunningly professional artwork, and though the "Exposed" Junior Graphic Design Show was a clear success, by the end of the day each student was relieved to be finished.

Double coverage of double shows from Spring 2008 Junior Graphic Design BFA Shows in the next issue.
Long live the loser!” the poster sarcastically commanded. Was Chap- man’s Graphic Design Program suddenly lowering its standards? What was going on in these hallowed halls of academic integrity?  

Presented with help from AIGA Orange County, the Guggenheim Gallery opened its doors to a plethora of design rejects: logo rejects, that is.  

Students, alumni, and professionals in the local graphic design community dusted off their favorite un-used logos, those pieces of inspired art that the client foolishly shot down.  

“Time to dust it off, bust it out, and let it shine,” the entry form implored. The humorous tone may have been prevalent, yet the submitted products were seriously innovative.  

Including an awards ceremony that gave tribute to the trashed, the evening included enough beautiful advertising material to make any artist proud.  

Ranging from the tongue-in-cheek clever to the intricate and ornamental, each piece (and creator) was able to finally attain the respect that was so thoroughly deserved.  

Yet these were not the only works in the Guggenheim Gallery. Elegantly displayed below abandoned corporate logos were the winners of How Magazine’s 20th Annual Self-Promo Show.  

The exhibit included the best artwork from graphic designers throughout the country who had submitted their creations to the highly respected How Magazine for judging.  

Having traveled a long way to be viewed at Chapman, the designs were eye-catching and an inspirational example for students in the crowd.  

A stylized poster for the band The Long Winters lay next to business cards printed on colorful fabric. On the other side of the gallery slinky sketches of models on recycled paper laughed “Cut me. Score me.”  

Vibrant scatterings of miniature buttons brought whimsical design down to the micro level.  

The content may have varied significantly, from posters to apparel to even the odd facemask, but each design in the Guggenheim Gallery was definitely worth multiple viewings.  

HOW Self-Promo show is now an annual event.
Each incoming freshman and transfer student is faced with the decision of choosing a major and often, each has a different perception of what graphic design is at both Chapman University and in the career field.

Because graphic design is a creative process that combines art and technology to communicate ideas, it is a realm of interpretation, artistic vision, and subjective work, making it difficult to learn from a book or even a professor. It takes creativity and lots of practice.

The graphic designer is a professional who works with a variety of communication tools in order to convey a message from a client to a particular audience. They utilize the expertise of a graphic designer to achieve an understanding and reputation among their target audience. Designers help define the client's corporate image and communicate the message. Thus, graphic design is not only an art but a means by which communication problems can be solved.

At this juncture, the graphic designer must be able to not only conceive of designs and have the skills to create them, but he or she must also have the ability to successfully communicate and articulate their work on paper and in person. In order to do this, Chapman helps its students develop written and verbal communication skills. These skills also help designers in their role of the link between the client and the target audience. On the one hand, a client is often too connected to the message to envision ways in which it can be presented, but on the other hand, the audience is often too diverse to have any true impact on the message. Therefore, the client and the designer work closely together to create a message that will best convey the client's goals. Once a design concept is chosen, the designer works closely with other artists such as illustrators, photographers, typesetters, and printers to create the final product.

In order to provide each design student with feedback and direction, each Chapman graphic design major’s progress is individually reviewed several times within the course of a four-year BFA degree. At the end of the sophomore year, during the second semester of junior year during a group show in the school’s Cuggehenheim Gallery, and during senior year as the students complete a semester-long internship and participate in a required portfolio review. This senior portfolio review is jointly sponsored by the Orange County Chapter of the AIGA (American Institute of Graphic Arts) and Chapman's graphic design program to offer the widest range of views and advice possible.

Due to the artistic, subjective nature of graphic design, Chapman’s art faculty feels it is imperative to receive constructive criticism often.

So what is graphic design? Graphic design is an artistic yet scientific discipline. It is a part of every individual and everything ever built by mankind.

Graphic designers give a face to commercial and cultural enterprises as well as create and produce meaningful visual form in all media for all purposes. Graphic designers have a unique ability to convey a message using a manipulation of typography, images, symbols, and structures.

Chapman University’s design program prepares students to become the next generation of artists, problem-solvers, inventors, and most of all, communicators.

**Where do GD students want to go? And what will we do when we get there?**

In a survey conducted of the Graphic Design majors, we asked them what fields they were interested in after graduation. Thirty-five students responded and they were allowed to select multiple areas. The choices were Advertising Design, Web Design, Packaging Design, Apparel Design, Publication Design, Corporate Branding, Book Design, Entertainment Design, Art/Creative Directing, or Other. Looks like the tie is showing many students would be interested in apparel design, art directing, and advertising design.

**Apparel & Art Directing** 48.8% (17 votes)
- Advertising Design 45.7% (16 votes)
- Entertainment Design 40% (14 votes)
- Book Design 34.3% (12 votes)

**Publication Design** 31.4% (11 votes)
- Packaging Design 28.6% (10 votes)
- Corporate Branding 17.1% (6 votes)
- Web Design 11.4% (4 votes)
- Other/Surf/Skate 2.9% (1 vote)

Chapman wins awards for design

Continued from page 1

Imprinted material: Merit Award for “Chapman Water packaging,” designed by Ryan Tolentino (Class of ’02, BFA in graphic design) senior graphic designer, for the admission office. Ryan currently works for Chapman University in the Publications Department.

New Media: Merit Award for the International Viewbook, designed by Selita Limatoc (Class of ’03, BFA in graphic design), graphic designer, and the publications and creative services staff, designed for the admission office. Selita currently works for St. John Knits.

Award certificates will be distributed to both the winning schools and agencies. Framed plaques will be sent to gold and silver winners, one plaque per winning school or agency.

*Story by Kristen Entering, class of 2011. Photography courtesy of Chapman University.*
I

In an email-conducted interview with part-time professor Selita Limtiaco, who taught Web Design last fall, I found that it would be impossible to convey who Selita is by not giving you her word-for-word answers. So instead of synthesizing all the information into a coherent mini-bio, I'm going to give it to you interview style.

Compost: When did you decide you wanted to be a graphic designer?

Selita: As a child I always enjoyed art and technology. I doodled all the time and enjoyed art and technology.

Compost: What is your favorite area of graphic design and how and why did that become your favorite?

Selita: I've worked in many areas of print from identity branding to packaging, but now I find that my interest in web has been rekindled.

Compost: There are many great things about print work, but I enjoy the almost instant results you get when working on a web site. It goes from your computer screen to “the web”, where people all over the world can instantly see it. Plus, you can incorporate motion and sound into your work, adding to the viewer's experience.

Selita: You can elaborate on expanding the viewer's experience with sound and motion? How do you like to go about that?

S: Well, as with any medium, there are elements that you can go overboard with. Sound and motion are amongst these in the web world. Too much flashiness can turn a potentially good site into a barrage of sensory overload when the main purpose is always to inform the viewer in a purposeful manner. Depending on the site, motion can be used to draw in the viewer by initially piquing their interest, or it can serve to create smooth transitions between different sections of the site. Sound can be used in similar ways, but also serves as a subconscious stimulus that has an effect much like a soundtrack to a movie does. Music helps the viewer to emote and perhaps relate to the information or service that the site is selling. I don't really have any “favorite ways” of using sound and motion, but I do know that I still have a lot to learn. That's one of the cool things about the design world—it never gets old, and there is always something new and interesting to learn.

Compost: What have you been doing professionally since graduation?

S: I've done a bunch of freelance work along with working in a global branding and packaging firm. Last year I had my first crack at teaching, and I really enjoyed it. It helped that I had a great class; I look forward to teaching again. I currently work in the in-house design department for St. John Knits. I still enjoy furniture when preparing for my wedding, and I hope to continue studying web media.

Compost: What was your experience teaching like? Was it your first time? Would you teach again?

S: My first teaching experience was incredibly nerve-racking, but I eventually got used to it and really enjoyed the ideas that were created during my class. I learned a lot about the process and plan on implementing some new things the next time I teach. I've always wanted to teach, and find it incredibly fulfilling, so I know that more teaching is in my future.

Compost: Are there any really fun facts about yourself that relate to graphic design, Chapman or teaching?

S: Well, I'm a bit small in stature, so I'm commonly mistaken for a student when on campus. It took many people by surprise when I mentioned that I was a teacher.

Watch for interviews on the part time faculty from Spring 2008: Erin Fry for Color Design and Melissa Fischer for Web Design II.

Feel the power of typography
Professor share her history & experience with type
Story by Nicole Santos, class of 2012; Photography provided by Gail Griswold

A love for drawing as a child evolved into a passion for typography for Gail Griswold.

“I am very interested in typography because to me, the printed word is so beautiful and powerful,” she said. “As graphic designers, our role is to effectively communicate through paper or web using text and visuals. Since typography is the art of converting language into the printed word, it is absolutely the cornerstone of good design.”

Gail entered art school thinking that she would pursue illustration as a career, but discovered corporate identity and fell in love with it. She graduated from the Colorado Institute of Art in 1976 with a diploma in Communications Design. She now has her own small design studio where she specializes in corporate identity and communications. She has designed for over one hundred local and national clients and currently has clients in the areas of healthcare. She also designs for software and aerospace companies, financial institutions, and casinos, as well as cities, counties, colleges, museums and symphonies.

After being a guest lecturer at Chapman University for Claudine Jaenichen's typography class, Gail was offered the adjunct position. She currently teaches Introduction to Typography.

“I know this business is highly competitive so I am concerned with giving my students the edge; one very effective way of distinguishing themselves from other designers is to practice good typography,” she said.

After 30 years of designing, Gail enjoys being able to pass on her tips to students who share a passion for design. She is hoping to instill a passion for typography in students also, as an integral and vital part of design.

Quick 5 for Carole
Conducted by Maddie Pisaneschi, class of 2010; Photography by Alison Conners, class of 2010

As the new secretary for the Art Department, we feel that Carole McCartney should be introduced.

Where did you go to school? What did you major in?

Right out of high school I attended FIDM (The Fashion Institute of Design and Merchandising) and studied Interior Design. After that I decided to get a teaching credential for elementary school teaching from Cal State Long Beach. I have not finished this degree, leaving shortly after having to go to student teach in an actual 2nd grade classroom—it takes more patience than I can ever hope to have. Elementary school teachers have their work cut out for them.

What led you to working in the Chapman art department?

I heard of the job opening and I could think of nothing more fun that working in the Art Department located on the Chapman University Campus.

What is your favorite part of working here?

I love the location and the campus and the students! You guys are so much fun!

Do you create works of art in your spare time? Yes, all of the time that I am not here I am making things—clothes, music, and Gumby sculptures. I also crochet and knit.

What would be your ultimate dream job? I would love to read books for a living—is that a job?
Some news and notes from Fall 2007 and Spring 2008

The 2nd Annual Dwiggins Award was awarded to 8 students at the All Department Art Show. Awarded in May for outstanding service to the Graphic Design Program. The winners were:

Class of 2008: Kristen Adams & Peter Fiek
Class of 2009: Laura Crosswaiete & Ann Kong
Class of 2010: Brooke Brisbois & Alison Conners
Class of 2011: Kristen Entringer & Kristin Hinkley

This year’s Purcell Award, the most prestigious award offered by the Art Department, went to Peter Fiek, for consistent excellence through four years in the Graphic Design Program. Congrats Peter!

The Graphic Design Club gathered together for some holiday cheer and typographic knowledge in December. Current students, alumni, faculty, and friends viewed an informational and unexpectedly humorous film on the revolutionary font Helvetica while munching on holiday goodies.

Department chair Eric Chimenti’s work was featured in a juried alumni show at Biola University from January 28-February 21. Seven pieces of his best graphic design and illustration was showcased in the exhibit Zeroing In On Design.

The 5th Annual AKGA Portfolio Review and Job Fair took place Saturday, April 26 on the second floor of Argyros Forum alongside the 3rd Annual Design Contest. Several industry leaders including Disney Imaginingering, Hurley, Oakley, Trader Joe’s, GASP Company, Menagerie Creative, Capstone Studios, Cross Grain Creative, Figurehead Design, On The Edge Design, Red8Studios, Silver Lion Design, Balboa Water Group, Marty Smith, Siverado Senior Living, Brand Strata, John Kleinpeper of Cal State Long Beach, and Xine of Cal State Fullerton arrived to view student and professional design. Chapman’s Melissa Klitz was awarded for marketing and branding design and Peter Fiek, for corporate brochures.

In the coming fall, three more graphic design majors will be travelling to Italy for a semester-long study abroad program in Florence. Look for reviews of their semesters in future editions of Commpost.

International study opportunities are expanding every day for GD majors who can’t or don’t want to rearrange all their design classes to fit into study abroad options. AIGA has now partnered with our design counterparts in China. What does that mean for Chapman? It means possible GD specific study abroad opportunities to China. Also, the plans for a semester-long option with Parson’s Paris and summer trip to Australia are still in the works for students who want international exposure.

Student design from Art 430 was featured in the Henley Gallery on the second floor of Argyros Forum. Several types of work were featured including packaging and information design. Most work featured was made for other divisions in The College of Performing Arts. These works included promotional material for theatre and dance productions. The design students worked in teams with senior Marketing, Advertising and Food Science students on various real world projects.

The College of Performing Arts as the cultural and aesthetic center of the university.

This partnership strengthens each discipline, while positioning the College of Performing Arts for corporate brochures.

Look for reviews of their semesters in future editions of Commpost.

Stay connected and celebrate the creative and intellectual promise of today’s aspiring students and alumni by joining Commpost

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Department of Art
Chapman University,
One University Drive, Orange, CA 92866
Or send an email to chimenti@chapman.edu

For further details and more events, check our website www.chapman.edu/art/programs/graphicDesign.asp

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The College of Performing Arts
Mission Statement:
We bring together Chapman University’s Conservatory of Music and the School of the Arts, comprised of the Departments of Art, Dance, and Theatre. This partnership strengthens each discipline, while positioning the College of Performing Arts as the cultural and aesthetic center of the university.

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