Students get a European view of information design
International study catered to design students

Story and photos by Professor Claudine Jaenichen

The first travel course for Chapman’s graphic design students began on June 27, 2007, as our group checked into our rooms at the City University in the Islington area of London.

We took a misty two-hour night walk past St. Paul’s Cathedral, over Millennium Bridge and onto the Embankment where we sighted some of London’s most popular landmarks.

The following morning, we attended our first official class in a café two blocks from student accommodations. We reviewed the syllabus, seminar schedule, conducted a travel guide assessment, lectured on Design as Improv: Case Study on Designers and Focus Groups and assigned city ethnographies.

We held class in a bakery and enjoyed fresh scones, coffee and tea with our first seminar on The Significance of Isotype written by Michael Twyman. After a brief break, we discussed the reading on Serifs, Sans Serif and Infant Characters in Children’s Reading Books written by Sue Walker and Linda Reynolds. The afternoon was free for more sightseeing, shopping on Oxford Street and getting intimate with the London Underground.

The following day we met Alex Dale at the Design Museum on the east side of the Embankment. Alex Dale is an information designer and wayfinder for the architects Pascall and Watson, where he worked on Heathrow Airport’s new Terminal 5 and Dublin airport’s new Terminal 2. He shared his experiences in professional practice specific to information design. We then spent time exploring the Design Museum with a special exhibition by graphic designer, Jonathan Barnbrook, and architect, Zaha Hadid.

Visit to Bristol
On July 2, we arrived to a downpour of rain and took a taxi to the Department of Typography and Graphic Communication at the University of Reading. We were welcomed with tea, coffee, biscuits, and a schedule that included an introduction from Paul Luna, “Everyday Wayfinding” lecture with Paul Stiff, an isotype lecture with Michael Twyman and a design studio presentation by Mark Barratt of TextMatters. After six hours of visiting, we walked the same route to the town centre as my own feet had often walked during my graduate years at Reading. Along the way we passed a sign structure that would make any designer’s mouth water, and yes, lots of rain.

Visit to Reading
The following day we visited the first free days from the classroom. Students visited Tate Modern, London Eye, Tower of London, shopped (again) on London’s high streets, and even had the opportunity to take a day trip to Oxford.

Munich and conference in Schwarzenberg
Much of the morning on July 5 was spent in transit from London to Munich. After a three-hour flight we were in the glory of the wayfinding and signage system of Munich Airport designed by information designer Paul Mijsenaaar. My driving skills were put to the test when we rented a nine-person “bus” from the airport. It took teamwork to navigate the German road sign system, including the GPS we eventually named Julie. We made our way to Pension Flor, followed by free time to explore Munich. We did not have much time, however, since we were scheduled for a seven-hour road trip to Schwarzenberg the next morning.

From left to right: Melissa Cruz, Sarah Stetina, Gen Lewis, Melissa Hoffman, Melissa Klotz, Professor Claudine Jaenichen, Melissa Simonian, and Lindsey Alipio

The alarm rang at 5 a.m. and everyone was in the bus by 6 a.m. We made our way towards Schwarzenberg, Austria for the VisionPlus conference. We enjoyed the beautiful countryside and Austrian Alps that lined the horizon in front of us. An hour later we were thick in the Alps, where we would be for the remaining three hours of the drive. Windy turns and rain-slick roads did not distract us from the intimately nestled towns and natural beauty. We arrived in Schwarzenberg to a conference in its second day, running full speed with back-to-back sessions, and were reunited with Paul Stiff and David Sless. The drive back to Munich was shared reflecting the day’s events—or sleeping.

Austria
We anticipated a slower routine in Vienna, Austria during our time there on July 7 through July 12. Class was held everyday from 9 a.m. until noon with seminars in the last half and finishing with project critiques. We shared a farewell dinner and toasted to a successful travel course at the Augustiner-Keller, located in a cellar under the Albertina museum.

With the Austrian Rail Pass, students had access to nearby cities. We shared a day trip with students to Linz, and several of us traveled to Salzburg before heading home.

See pg. 8 for information on an Australian Travel Course for Book Design Summer 2009.
2007 Chapman Graphic Design Graduates:

What are they up to now?

Kristin Hinckley
What made you choose Chapman?
I was drawn to Chapman’s small class sizes and individualized attention.

Why did you choose GD as a major?
I have always been artistic, but I wanted my major to be more flexible and productive in today’s ever-changing world. Graphic design is versatile in all industries.

What is your dream job?
I would like to design for the entertainment industry, particularly in the music industry. I am drawn to creating advertisements, CD covers, and posters, and tee shirt logos.

What are you looking forward to this year?
I’m excited for the Graphic Design Club camping trip. Hopefully I’ll bring my Fat and Brooks baldric and we will have those at the naming party for the Asylum and they made the night quite amazing.

Ian Hutchinson
What made you choose Chapman?
It was one of the only small private schools in the area with a graphic design program.

Why did you choose GD as a major?
I chose graphic design because it is something I love. I’ve done some design work for bands and I designed shirts for a local clothing company back home in Omaha, Nebraska.

What is your main goal as a GD major?
I want to get an internship in the art industry and eventually get a job.

What is your dream job?
I want to be a designer for a skateboard company, preferably a company like Fallen Skateboard. I’d want to design deck graphics, shoes, and clothing.

Are you currently working on any projects?
Yes, I am currently working on a few short designs for G. Motion.

Kelsey Lounsbury
What made you choose Chapman?
I really liked the size of the school as well as its location.

Why did you choose GD as a major?
I chose graphic design because I really love making art! I have always done more art by hand and have never actually used computer graphic programs before, but I have a feeling I’ll like it.

What is your main goal as a GD major?
I hope to participate in internships which can give me a better idea of what I want to do with a BFA in graphic design.

How do you feel about the GD program?
I like it so far. I am more interested in the technical aspect of graphic design, so it is harder working with paint and ink mediums.

Simon Blockley
What made you choose Chapman?
I liked the small town feel and the outstanding art programs.

Why did you choose GD as a major?
I chose graphic design because it allows me to express my creativity. I have done many design projects and have a strong hobby in photography.

What is your main goal as a GD major?
I want to learn and broaden my skills in new programs.

What is your dream job?
I want to work in fashion design.

Garrett Burk
What made you choose Chapman?
I really liked the size of the school as well as its location.

Why did you choose GD as a major?
I chose graphic design because it allows me to express my creativity. I have done many design projects and have a strong hobby in photography.

What is your main goal as a GD major?
I hope to participate in internships which can give me a better idea of what I want to do with a BFA in graphic design.

How do you feel about the GD program?
I like it so far. I am more interested in the technical aspect of graphic design, so it is harder working with paint and ink mediums.

COLLEGE OF PERFORMING ARTS

A new chapter for both Chapman University and the art depart-
ment opened on June 1, 2007, when the performing arts and visual arts departments came together as Chapman’s arts program, known as the College of Performing Arts (CoPA).

Prior to this change, the departments of dance, music, and theatre had been in separate school apart from music within Chapman. When Chapman’s new Chancellor, then Provost Dr. Daniele Struppa, arrived on campus, he saw an opportunity to combine the performing and visual arts together in hopes of fostering new artistic collaborations among the creative talents of the four divisions.

“Chancellor Struppa decided to merge at least theater and dance with music,” Eric Chimenti, chair of the new head of the graphic design program, said. “However, art was caught in the middle because there are three disciplines within the art department: studio art, art history, and graphic design. According to some, it could be linked with advertising in the film school, or it could stay with art. Studio art could go with theater and dance, and art history could join the Wilkinson School of Letters and Sciences.”

This presented a problem early in the creation of the new college, as the art department felt strongly against splitting apart and many felt that Chapman should utilize the common model of having one large art division within today’s universities.

“The faculty of the art department hoped that Chapman would make conceptual sense, administratively, and it would make sense in what is going on in the larger art world if [art] was with music, theater, and dance rather than with academic units such as English and social sciences,” Richard Turner, co-chair of the art department, said. In the contemporary world, applications of the arts, there is a steady movement towards blurring the boundaries between the performing arts such as theater, dance, and music, with visual arts. We felt that was an appropriate model for the art department in the twenty-first century.

Dale Merrill, the new associate dean of CoPA, agrees. “It is a very traditional model. Most universities have a fine art department, which is usually music, art, theater, and dance together. This makes a more cohesive grouping versus having art in with social sciences.”

For this reason, the art department lobbied to become the fourth division of CoPA and has already been enriched by its new association with theater, dance, and music. Just as Struppa and others had hoped for, the four groups have already collaborated on a variety of projects.

“Since the creation of the new college, the combined strength of CoPA, the art department, and CoPA’s nationally accredited, music, theater, and dance with music, department is going to play the score for the premiere screening of a famous and sold-out documentary film [Jaenichen, assistant professor of graphic design] and I went to the national accreditation meeting in Kansas City in October. We are slated to be accredited in two years.”

Accreditation will improve facilities and services, which are consistent in each program, and to which faculty and students will be able to provide a more cohesive experience for both the audience and the students putting on shows. “Not only is the music department hosting the conference of American composers in February and a part of their conference is a screening of a famous documentary from the 1950s called The Plow That Broke the Plains,” Turner said. “They are working on a poster for the film live and in the art department and in a sense, fame of the department, could help the alumni be recognized for going to a more well-known college,” said Chimenti.

He mentions that collaboration will mean growth for the department, ”Studio art, art history, and graphic design, each developing their own programs. As co-chair of the art department, Turner is looking forward to improving the program, and he believes the combined strength of CoPA will help the process.

“We have already begun to see the fruits of this union in terms of support from the university at large,” he said. “Because the president of the university and Chancellor were so strong in favor of having CoPA, the art department has benefited from increased financial support from the university as well as interest in what we are doing.”

Each party involved is optimistic about the future of CoPA and what it is destined to become within the next few years. Several plans are being laid out for new improvements, events, and collaborations for each of the four departments.

Struppa’s reputation as a strong leader of the school will hopefully be helped by the collaboration of the College of Performing Arts,” said Merrill. “Being able to pull together our resources, we will have a stronger artistic voice on campus, so we will have a stronger identity and niche within the community. We want everyone to know that this is one of the top-notch places to go for the performing and visual arts. Collectively, we will be able to have that happen.”

Meet the Fall’s New Freshmen: The Class of 2011

Written by: Kristen Entringer, class of ’11

As a single administrative unit, there are more chances on a daily basis for us to cross paths with theater, dance, and music and consequently collaborate on things and have mutual support among us,” said Turner.
Spring 2007 junior design show leaves its mark
Mark of Design (M.O.D.) impresses both students and faculty with elegance and class
Written by: Madeleine Pisaneschi, class of ’07. Photography by: Professor Eric Chimenti, Faculty Advisor Graphic Design Club.
17: The Designer Rules by Stephen Mumaw

1. Pay attention to detail and everything that surrounds you. A designer is able to pay attention to the small details in both design and life. Sometimes the details that most individuals would either overlook or be too lazy to pay attention to will make a project great. Spell check everything, find value in correct punctuation, calibrate your monitors, color correct images, go to press checks, make sure it works on every browser and every platform, build a mock-up, name your layers, organize your fonts and files and naming things "FINAL." Like insurance, the positive and negative results are usually magnified in crisis. This is true of one’s environment too. Notice the details of an eroded piece of wood might lead to you using it as a brush or background image in a project that you’re working on. Design is all around us wherever we go (even nature has its own design), and being able to pay attention to it often helps in some way or another.

2. Outwardly express your passion. Passionless design is like a grill with no propane. If you’re not passionate about what you do, your work will show it, your character will show it, your life will show it, you’ll find some darkness or something else.

3. Fail triumphantly. This is stolen from Disney’s “Meet the Robinsons” but it’s 100% true. If you’re not willing to go so far out on a limb that you fail miserably, you’re not getting any better. Success may not be at the end of the branch, but anyone and everyone can grab the answers that are around the roots.

4. Know your limitations. My kids often bite off more than they can chew at 4. Know your limitations.

5. Respect your barista. We’ve all stayed up late. You don’t feel too hot the next day, do you? Well, try coming up with that “brilliant idea” next time you’ve some without sleep for 2 days. Not going to happen. Sleep is essential resting time for your pooped little brain, and without it you’d be thinking about poopy white sheep and your comfort bed.

6. Always be able to explain why you’ve made a creative choice. On a rare occasion, it’s okay if the reason for your color or font choices is “because I wanted to,” but otherwise, be able to defend your decisions.

7. D’OH! Constantly save your work.

8. Remove thy pride. When someone says something you disagree with, acknowledge their viewpoint and move on.

9. Nice Printer... Printer...

10. Play. The printer is the one you turn on when you need to get something done. It prints, it makes copies, and it’s pretty darned useful. It usually involves watery eyes and a fresh napkin. Know what you have the ability to do and where you’ll need help early in the process. There’s nothing wrong with getting help or saying “no.”

11. Take advantage of the perks. Have fun. We’ll never get paid as much as the sales guy in the building next door. I guarantee we have more fun at work though.

12. Sleep. We’re all pulled-all-nighters. We’ve all stayed up late. You don’t feel too hot the next day, do you? Well, try coming up with that “brilliant idea” next time you’ve some without sleep for 2 days. Not going to happen. Sleep is essential resting time for your pooped little brain, and without it you’d be thinking about poopy white sheep and your comfort bed.

13. Never, ever, EVER stop learning. The moment you think you know it all is when you begin to lose it. We’re constantly learning our growing/executing/curving steps and you will be doomed to a life of simply repeating what you know. This industry is constantly changing with new technology, new avenues of communication and new techniques to reach new people. The desire to constantly renew the technical skills required to execute our ideas is critical to our future success, but moreover, our desire to improve our ability to generate better ideas and concepts comes from stronger solutions is of greater importance. Anyone can use Photoshop. Only you can decide why to use it.

14. Assemble the right group. Surround yourself with people who are smarter than you and truly support your creative endeavors. Don’t underestimate the importance of people who genuinely encourage your passions. You’ll need them. A lot.

15. Look behind all in front of you. The obvious may be the right answer, but you’ll never know until you’ve looked beyond it to see.

16. Fall in love with the aesthetics of the world. Typefaces, color, architecture, music, the human body...there are even beautiful curves, emotions and conversations. Pay attention to the beauty in mediums outside of that project on your desk and you might find the inspiration you’re looking for.

17. If all else fails: http://www.happyafro.com

In search for that one perfect job? A mini autobiography of Lecturer Ruxandra Isai

I grew up in a large rural northeastern Pennsylvania family. Four of my siblings share my parents with one full brother and one half sister. My parents were both educated and worked with small businesses so they had the freedom to work close to home. As a result, they both worked in the same industry as well as a chance to view art from potential future inspiration.

That inspiration came from the HOW show, which was set up in the lobby of Memorial Hall. Similar to the HOW show from last year, those in attendance were treated to pick up, flip through, and be awed by award-winning design. Kristen was very impressed with the show and that’s how she found out about the event and invited us to be a part of it.

In fact, only Chapman University was the exclusive exhibitor of the award show. After the four information sessions, the conference moved to the fourth floor of Beckman Hall where food, drinks, and music greeted those who attended. Vendors lined the walls as the music of an ACDC cover band coursed through the ear in the room. Apple had a table where they showcased the iPad Touch, iPad Nano, and the new Mac OS Leopard. Other vendors included paper companies, printers, and Adobe.

The event was wrapped up with giveaways of both iPads and a full version of the Adobe Creative Suite.
News & Notes from Spring/Fall 2007

The 1st Annual Dwiggins Award (for an explanation of who Dwiggins was and why he is significant, please consult the previous issue of Commpost) was presented to six students at the Art Department Art Show last May for outstanding service to the graphic design program. The winners were:

Class of 2007: Emy Zeitner
Class of 2008: Amanda Bell & Peter Fiek
Class of 2009: Sarah Smetana & Sarah Buczek
Class of 2010: Alison Conners & Maddie Pisaneschi

The art department has a NEW SECRETARY. After Sylvia Groves found a new position last year, it’s been a struggle, if not an all-out quest, to find a replacement. Finally, the art department found Carole McCarty, who started here in fall 2007. Look for more information about how she came to be our new favorite person in the spring 2008 issue of the Commpost publication.

Options are being explored for a study abroad program with the PARSONS SCHOOL OF DESIGN IN PARIS. You’ve seen the campus briefly on Project Runway, but we won’t be studying fashion design. This time, it is all about graphic design. This partnership will allow students to study abroad for a semester without the hassles of making up design courses before or after their semester away. More information is to come, so look for it in upcoming issues of Commpost.

In October of this year, our favorite professors Eric Chimenti and Claudine Jaenichen traveled across the US to Kansas City to attend the NASAD Accreditation conference. THE ACCREDITATION PROCESS HAS NOW BEGUN to give the Chapman Art Department recognition by the National Association of Schools or Art and Design. For more information, see the article about CoPA on page 3.

Art professor Dave Kiddie’s laptop computer was stolen out of his office in the ceramics lab. A reward for return was offered, but nothing has turned up.

Spring 2008 Junior shows are coming.

GD EXHIBITION 1
MAR 24 – MAR 28
GD EXHIBITION 2
MAR 31 – APR 4
Come support fellow students and see what this year’s students have accomplished. Celebrate and relax. You will love it!

Art
Professor: Stefan Mumaw ’04
Art Director: Professor Eric Chimenti
Assistant Art Director: Bridget Soden & Ruxandra Isai, part-time faculty
Contributing Writers: Kristen Entringer ’11, Maggie Lane ’10, Maddie Pisaneschi ’10, Alison Conners ’10, Emy Zettner Class of 2007; Peter Fiek, Class of 2008; Sarah Buczek, Sarah Smetana, Class of 2009; and Sylvia Groves, Class of 2010.

Publisher: Art Department
Executive Editors: Professor Eric Chimenti, Professor Claudine Jaenichen
Contributing Writers: Stefan Mumaw ’04, Alison Conners ’10, Maddie Pisaneschi ’10, Kristen Entringer ’11, Professor Eric Chimenti, Professor Claudine Jaenichen, Bridget Soden & Ruxandra Isai, part-time faculty
Art Director: Professor Eric Chimenti
Commpost Graphic Designers: Professor Eric Chimenti, Kristen Entringer, Kristin Hinkley, Bill Thompson.

Photography:
Maggie Lane ’10, Maddie Pisaneschi ’10, Alison Conners ’10, Kristen Entringer ’11

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:
Phone:
Home Address:
City State Zip:
Business Title:
Company:
Email Address:
Web Site URL:

Stay connected and celebrate the creative and intellectual promise of today’s aspiring students and alumni by joining Commpost electronically (PDF):
- I’d like to receive Commpost electronically (PDF)
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Please send your selections along with this form to:
Graphic Design Program,
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

ENTER YOUR BEST DESIGN WORK IN
THE NO GO LOGO SHOW.

Remember that logo you presented? That one you loved and tweaked until it couldn’t possibly get any better? The one that you were really fighting for?

You know, the one the client (or professor, or class) hated. Time to dust it off, bust it out and let it shine.

Also on display is the HOW Magazine Self-Promotion Awards, where you can pick up, thumb through, and be inspired by award-winning design.

Chapman University, Guggenheim Gallery
Feb. 4 – Mar. 15; Awards Reception Feb. 21

Any and all professional and student work produced in Orange County is eligible. (Prizes will be awarded)

See AIGA Orange County website for details and to submit: http://orangecounty.aiga.org

We’re Goin’ Down Unda’
Summer 2009 Travel Course “Book Design”

Stay tuned for more info.

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Photography: Maddie Pisaneschi, Alison Conners, Claudine Jaenichen, Eric Chimenti, Kristen Entringer, Kristin Hinkley, Bill Thompson.

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 to lead in the cultural and aesthetic center of the university.

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