Three CU Graphic Design Students Take The Win

Seniors Jen Peters, Marc Lu, And Kyle Floyd Win a Spot In The Flux ’09 AIGA Poster Competition

“Three of the CU winners entered their own concepts and ideas in the Poster competition. Other options were Identity, Publications, Packaging, and Web/Interactive. Chapman stole the show with having three students win a spot in the competition. Part of the reward for winning was the posters being featured in Frederick, MD. These posters are currently being displayed on the AIGA website (www.flux.aigablueridge.org). Once again, congratulations to Jen, Marc, and Kyle for a job well done and showing the design world that Chapman University Designers will always make an impact.”

- Kyle Floyd

CU Graphic Designers Marc Lu and Sophia Thomas

“Look Deeper” in the ‘09 Fall Graphic Design Junior Exhibition

Story by Susanna, ’13

“... palms are sweaty, knees weak, arms are heavy”

Ennin

“CU Graphic Designers Marc Lu and Sophia Thomas ‘Look Deeper’ in the ‘09 Fall Graphic Design Junior Exhibition”

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- Marc Lu

“It was a great feeling to have a design chosen as a winner in a competition. Kyle and I put a lot of effort into the design and it made me feel good to know that our work has been recognized. We have learned a lot during our time at Chapman and we are excited to see what the future holds for us.”

- Jen Peters

Olympic campaign. Several other outstanding piece were also on display like logo design and packaging. Sophia also was able to produce a jaw dropping show with her creative approaches to info design, packaging, advertising campaign for a Jazz festival and Gorilla campaign, which included unique coffee sleeves.

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As an Associate Creative Director at the Y&R brands, Fernando Del Rosario has background experience in advertising, promotions, POP, and direct response. Del Rosario began his career doing automotive advertising in The Motor City with Campbell Ewald Detroit, then packed up his car, headed west, and joined WCJ to work on the Taco Bell account. After working at Warner Bros. films and BBDO Advertising, Fernando joined Y&R Advertising to work on LMDA (Lincoln Mercury Dealer’s Association) and eventually on to Mattel Toys. His list of clients includes Chevy Car and Truck, Lucasfilm, Sony, Jaguar, Land Rover, Jenny Craig, and Southern California Edison.

Rosario engages the students with advice and tips. Below: collection of work from various clients.

Del Rosario and Parker Jacobs Speak
Designers Inspire Chapman Design Students As Part of the Visual Speaker Series

Rosario

Jacobs

Parker Jacobs was the Senior Design Director of Paul Frank Industries between 2000-2007. His work at PF Industries helped shape the overall aesthetic of the company and has largely contributed to the company’s cult following. Jacobs’ designs can still be seen within their retail stores and on the PF Industries website. Jacobs currently holds the position of Animation Art Director/Character Design for the hit Nick Jr. show “Yo Gabba Gabba!”. His artistic touch can be seen everywhere: if it’s animated, Jacobs had something to do with it. In addition to that, Jacobs has worked on projects for the Walt Disney Company and the popular band The Aquabats.

Above: Parker Jacobs lets students interact with his work and ask questions face to face. Below: A collection of work from clients, Paul Frank and Yo Gabba Gabba.

Make rad stuff!

Story and Photos by Susanna, ’13
Inspiration in Lifestyle, Music, Media and Style

Did You Ever Wonder What Goes Through The Mind Of A Graphic Designer?

What websites do you use for inspiration?
- designspongeonline.com
- urbanremainschicago.com
- blog.sub-studio.com
- istockphoto.com
- stumbleupon.com
- hawdesign.com
- www.underconsideration.com
- abduzeedo.com
- booooom.com
- gigposters.com
- ss-me.coocat.fr
- mensieurlagent.com
- altamentapparel.com/blog/
- blackboxlist.com/
- coocat.fr
- colette.fr
- NOTCOT.org
- Etsy.com

What Magazines do you read for inspiration?
- Good magazine
- Colors
- Rea-dymade
- Dwell
- HOW Magazine
- Vegetarian Times
- Bon Appetit
- Better Homes & Gardens magazines
- iD
- Print
- Communication Arts
- B!ss
- Arkitip
- Skateboard mag
- Surfer mag
- I read more books than magazines.

What websites do you use for stock images?
- istockphoto.com
- vectorstock.com
- juniperimages.com
- Gettyimages.com
- sxc.hu

What “feeling” or concepts do you try to consistently use in your work?
- Empathy
- To give the viewer a sense of unity and intrigue. I want something pleasing to look at, complex enough to make the viewer want a second look, and for my work to have a purpose.
- Balance and organization
- Hand-drawn elements or clean lines, depending on the project. I try to use my favorite font, Century Gothic, as much as possible.
- Simplicity, subtlety
- Finding perfection in the imperfections as well as embracing overall messiness.
- Casual, vernacular, for the people, accessible (I DON'T LIKE “CORPORATE” LOOKING STUFF!!!)
- I like simplicity, humor (when appropriate), and using elements with a hand-drawn quality to stand apart from the purely digital look.

What websites do you look at for Style tips?
- cooking/food websites
- Vegetarian Times
- Better Homes & Gardens
- Eversave, etc
- Nylon
- etsy.com
- Vice
- PopSugar
- Complex

What brands define your life?
- Puma
- Starbucks
- Apple
- Target
- Piperlime
- Ed banger
- Dim mak
- Target
- Trader Joe's
- Burton

What clothing companies do you like?
- Which ones don’t I like...I love clothes. period.
- PacSun
- Quiksilver
- Old Navy
- American Apparel
- Urban Outfitters
- Nordstroms
- Forever 21
- Wet Seal
- Guess
- paul frank
- jeffrey campbell
- Gap
- Insight,
- RVCA
- cool catszero
- fallen
- emerica

What in general inspires your artwork?
- Maps, museums and public transportation
- I try to research as many brand design and identities as possible
- Other artwork of course, especially paintings.
- I am also very interested in packaging design like food products. My surroundings definitely inspire me too, like my garden/backyard. I'm a sucker for flowers ;)
- raw materials, architecture, furniture, hardware, handmade crafts, art deco
- The object/personality I'm designing for. There is no one place I go to find inspiration.
- the skate scene
- good music
- COLOR!!!!!! generally color!!!
- Random ephemera I find, traveling to new places, looking through books, talking to people... anything really.
After seeing work done by junior Graphic Design majors in Spring 2009, Chapman University President Jim Doti was so impressed that he suggested the students design a commemorative poster for Chapman each year. In Fall 2009, the assignment was given to the Advanced Graphic Design class as a project and friendly competition. President Doti then selected a design by Jaylin Kauwale (‘10), a student from Kaneohe, Hawaii, with a double major in Graphic Design and Sociology. Ms. Kauwale intends to pursue a master’s degree in social work and is specifically interested in helping homeless children and the native community in Hawaii while continuing with her career in graphic design.

The commemorative silk-screened poster designed by Ms. Kauwale features renderings of the past year’s additions to the campus, the Global Citizens Plaza and the Sandhu Residence Hall, with a quote from Desmond Tutu. The posters are available in both a four-color and special edition five-color version. Proceeds from the sale of the poster benefit the Department of Art. To purchase the poster, contact the department office at 714-997-6729, or visit their table during the commencement ceremony this May.

Below and next page: These are some of the various poster illustrations created by the CU Senior Graphic Design majors.
Kyle chose to put the logo and text cleanly below to keep full attention on the fountain. A fifth color, the glare to these elements.

Understand the mood and message of the poster, which is one of blossoming of the flower and the flags as its petals. A short quote is used to help the viewer feature the steel ball in a shiny, metallic blue.

For each of my pieces, I selected to use only one or two colors in addition to white, in order to keep the focus on the imagery. Fonts were also chosen to convey these same ideals. Solid blocks of toned down colors are what each poster as a whole is based around.

For this poster I choose to take a more illustrated, simplistic approach. The background is the same shade of blue, parts of it have a higher transparency than others which gives it the effect of being more than one color of global.

This poster is a commemorative poster for Chapman University featuring the Global Citizens Plaza. I want this poster to be appealing to both students and alumni of Chapman University. This poster has a hand done feel to it and emphasizes the fact that Chapman teaches its students to be global citizens. The special version of this poster will be printed on high quality velum and the paper would be a regular poster paper instead of velum.

Globe further accentuates the university’s mission to act as global citizens. When the fifth color is added for this poster, it is still recognized in the type. The font, again is the one that Chapman uses. If we are peaceful, if we are happy, we can smile and blossom like a flower... itakuye oyasin: We are all related. -Lakota

For the Special Edition version, the flags would be put on the inside of the red circle, and the paper would be on a velum instead of poster paper. The colors are Chapman red and white. For the Special Edition version of this poster I would use a varnish again and highlight the accents on both the heart and the globe. It is the same as the standard edition, but it adds another level of detail and visual interest.

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To purchase posters, contact the art department at art@chapman.edu.

Standard Poster - $15.00 + tax/shipping and handling
*Limited Edition Poster* (100 copies)
$60.00 + tax/shipping and handling
First Graphic Design Freshman Portfolio Review

Katrina Alonso
How was the application process for CU for you? I was very nervous about the application process, especially applying to Chapman and having to submit the portfolio. (the fact that we had to turn in a portfolio was a big deciding factor on Chapman being my first choice. I liked that our work had to be sufficient enough to make it into the GD program). I was worried about not having experience in “hand” work, and was afraid that I wouldn’t be let in because I didn’t have anything in that area to submit into my portfolio. Overall, the application process is just a stressful process and I’m glad it’s over and done with and I got into the school that I wanted and the school that I feel is definitely right for me.

How did you prepare your portfolio for the faculty review? I’ve been doing my own graphics on w since I first got the program in middle school. I submitted what I thought were my best pieces and showcased a range of work from coloration to desktop wallpapers. I didn’t know what to expect. I just went with my gut and what I thought looked good and put it in the portfolio.

What made you choose Chapman? The Graphic Design Club, the Portfolio review, and being located in Southern California.

What are you looking forward to this year? I’m looking to improve on “hand” work. I’m only used to composing designs via computer, so the hands on classes, such as foundation in design and drawing, are what I’m looking forward to taking.

What is your dream job? I’d love to work for, or even intern for, Marky, the designer of Glamour Kills (GlamourKills.com), my favorite clothing line.

Melissa Murphy
What made you choose Chapman? I chose Chapman because I automatically fell in love with the school. I loved everything about it, from the campus, to the people I met. I liked the idea of a liberal arts school and I personally feel like its important to become a well-rounded person, not just only in the arts. Plus, being close to Disneyland doesn’t really hurt that much either.

What made you choose Graphic Design? I have always considered myself a lover of the arts. I had no formal art training in high school, and originally I felt like I was going to do something in English. I ended up taking out one Graphic Design class my Junior year in high school and fell in love with it, and now here I am!

How did you prepare your portfolio? I was really freaked out about making my portfolio. I didn’t do anything in fine arts, so I wasn’t sure if having everything in an advertising format was a good idea. I ended up submitting it anyway and holding my breath and hoping for the best. I added a really funny looking self portrait of myself I did on old Macromedia Freehand, that was very, very interesting.

What are you looking forward to this year? I envision myself being an art director or something close to an art director for either a fashion campaign/magazine or for a major music/entertainment firm.

Ivana Wong
What made you choose Chapman? I actually came in as only a dance major, so I was already at Chapman when I looked into a graphic design program. After all, dance is a very unstable career and I needed a backup. My roommate, Melissa Murphy, came in as a gd major and explained about the amazing faculty. Also, my friend Keely M, a sophomore double major in dance and graphic design, told me a lot about the program and how it’s working out for her.

Preparing Portfolio: Preparing my portfolio was incredibly difficult because I left all my artwork from high school art classes at home in the Bay Area. I had to actually call my mother, walk her through using a digital camera to upload pictures of my artwork, and email them to me (a much more difficult process than you could imagine). Then, I looked through digital designs I had created, and chose a few websites from the non-profit Teens Turning Green’s projects, which I had assisted in designing and had coded over the summer. It was really hard condensing my work down to 10 pieces, but I was pressed for time, so I just had to pick.

Why did I choose GD? I mostly chose GD because I wanted to learn how to work in the website design field out of college. It seemed like a logical choice. Also, I felt like GD could be done part time, freelance, or even at home, which really complements a performance schedule. Plus, who doesn’t love playing around in Photoshop?

Dream Job?: Senior Graphic Designer for Sephora. No joke. Makeup is another passion of mine, and working at Sephora would be incredible.
-Melissa Simonian (BFA Graphic Design ’06) is working as a senior designer and the acting Art Director at Filter Magazine in Los Angeles.

-Darla Vietti (Nesbit) (BFA Graphic Design ’09) is a Graphic Designer at The 5th Avenue Theatre.

-Melissa Klotz (BFA Graphic Design ’08) is Creative Director at Infuse Creative where she has been designing backgrounds for Twitter and YouTube, as well as designing and coding e-mail newsletters for two of their celebrity clients. Ms. Klotz maintains a host of freelance clients as well.

Stephanie (Rubin) Witherspoon (BFA in Graphic Design ’06) is Owner/Lead Designer at Alterna.tif.

-Jin Furuya (BFA in Graphic Design ’07) is Graphic Designer/Coordinator at CONNECT INC. Tokyo, responsible for creating designs for major clients like Kenwood, Pioneer, Grand Hyatt, Unesco, Mitsubishi, and BMW.

-Darren McArdel (BFA Graphic Design ’09) is a Graphic Designer at The 5th Avenue Theatre.

-Rosario Rodriguez (BFA Graphic Design ’09) is Graphic Designer at Castle Pacific Industries, Inc. and on the catalog design team at Volcom.

-Jenny Leicester (BFA Graphic Design ’09) is a production coordinator for C&T Publishing.


-Margaret Minnis (BFA in Graphic Design ’03) is an in-house Designer for Hoag Hospital and going to graduate school at Pepperdine.

-Wendy Oldfield (BFA in Graphic Design ’04) is Art Director/Designer at Brainyard, co-author and designer of two books on creativity, a recent How Conference speaker, and Owner and Principal at Vekay Design.

-Jeff Werner (BFA in Graphic Design ’07) is a Freelance Interactive Designer at Doner Advertising. He spends 75% of his time on Mazda and 25% on Roy’s (www.roysrestaurant.com <http://www.roysrestaurant.com>) . Mr. Werner has also freelanced at Lehman Millet advertising.

-Peter Fiek (BFA in Graphic Design ’07) is a Designer at Broadcom Inc.

-Amanda Eisenberg (BFA in Graphic Design ’09) is Designer for PhotoGraphic Creations, a small graphic design and photography company located in Las Vegas. Ms. Eisenberg is also doing freelance, under Eisenberg Designs, and is the Assistant Web Designer for Odds On Records & Studios in Henderson, NV.

-Josh Gardner (BFA in Graphic Design ’03) is Web Designer at White Ink Studio in Lake Forest.

-Erica (Fong) Cline (BFA in Graphic Design ’06) is Design and Marketing Coordinator at Sloat Garden Center, and also Owner/Designer of Erica Cline Design.

-Alex Rinker (BFA in Graphic Design ’03) is Senior Designer at Ted Perez + Associates.

-Marina Garcia (BFA Graphic Design ’05) is a Freelance Designer/Animator who currently works for Lifetime Networks and The CW.

-Melissa Loschy (BFA in GD ’07) I’m the Art Director at a company in the Salon and Beauty industry, Nuts and Bolts Training Company. Just finished redesigning & books and am responsible for all the company’s print materials.

-Natalie Casey (BFA in Graphic Design ’01) Chapman University, Graphic Designer. Pacific Coast Companies, Graphic Designer. NeoDesign, Senior Designer. Orange County Performing Arts Center (present), Publications Designer.
Plug-In

Let us know what you are doing and how you’re doing. Send us digital samples of your work and/or update us on what you are doing. Then we can include you in our next newsletter.

Name:

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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

I’d like to receive compost electronically (PDF)

I’d like to receive other announcements from the Graphic Design Program

I’d like to be a GD volunteer to help the current program and students

I’d like to support the Graphic Design program with a gift of:

Please check payable to Chapman University, and note on the memo line: Graphic Design Program.

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/sac/art/get/events.asp

Eric Chimenti, Art Department Chair and graphic design professor, was selected to design the AIGA Orange County placard and button for the National Convention and Retreat held in June 2009. He also was asked to present to the national constituents in a breakout session on Fostering the next generation of leaders and increasing participation in student groups and was the moderator for a lunch on Student Group Involvement. Professor Chimenti is the faculty advisor for the Chapman University AIGA Graphic Design Club and the Chair for Education for AIGA Orange County. In the 6 years as Chair he has worked to begin and foster AIGA student groups on the campuses of CSUF and AI as well as Chapman.

Eric Chimenti was selected along with his students for participation in the book Caffeine for the Creative Team. This is the second book in the series that Professor Chimenti has been included in by Chapman Graphic Design Alumni Stefan Mumaw ’96 and Wendy Oldfield ’04. The books are published by HOW books and are available nationwide and on Amazon.com.

Professor Claudine Jaenichen’s design practice and research embraces the role of responsibility, accessibility, legibility and usability for diverse communities. Her current projects focus on cross-cultural understanding and sensitivity towards inclusive design. She currently serves as an Associate Research Fellow for the prestigious Communication Research Institute (CRI). Only five applicants were accepted worldwide and she was one of two applicants chosen to represent the United States. CRI is a world leader in design and research in the areas of information design, labeling and packaging design, and communication problem solving for large organizations in government and industry. She has worked for design firms in Los Angeles and Santa Barbara since 1997, and currently operates her own design practice while teaching as an Assistant Professor at Chapman University. Her current proposals include public education campaigns, wayfinding projects, and book design. She also serves on the Mendez v Westminster Exhibit Committee for the city of Santa Ana as a design consultant.

AIGA is the American Institute for Graphic Artists. It is the leading association for visual designers, identity designers, environmental designers, information designers, editorial designers, package designers, motion graphic designers, interaction designers, customer experience designers, strategic designers, and more. Its members are empowered through information, education, recognition, and advocacy. AIGA offers students the inside track to mentors and collaborators. AIGA student groups get students involved in the design community, help them build their own communities, and develop leadership skills. AIGA memberships let students gain national exposure by creating the chance to post their resumes and portfolios online. With a student ID, a student membership is $75. For a group of 20 or more, memberships are $50.

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Susanna Davidov ’13

Contributing Writers:
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Susanna Davidov ’13

Art Director:
Professor Eric Chimenti

Commpost Graphic Designers:
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Allison Connors ’10
Kristen Entriger ’11

Photography:
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Illustrators

Others

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