Student Reflects on Addy Win and Future in Work

Simon Blockley Wins Two Silver Addy Awards for Original Campaigns

What project won the Addy?
I received 2 Silver Addy Awards for Chapman Radio (Logo, Mixed Media Campaign) and 4 Bronze Addys for Chapman Ad Club (Poster (3), Editorial Spread).

How did you get the opportunity to work on the Chapman radio ad campaign?
At the end of the Spring 2009 semester the General Manager of Chapman Radio requested I freshen up the station’s brand image. I spent the following summer working with Chapman Radio Marketing Director Anna Duffy to develop this “freshened up” brand. This led to our creation of the Chapman Radioman character. We then pinpointed specific events to introduce the character to the school over the following fall semester, which led to our print campaign released at the end of the year.

Did you work with Peter (creator of Chapman Radio logo) at all?
I did not work with Peter, but I wanted to make sure not to change his iconic logo that has become extremely identifiable with Chapman Radio over recent years. This is why my new interpretation of the station brand made only minor changes to his icon so that it worked seamlessly with the Radioman character.

What was your inspiration?
Initial inspiration for the campaign was the logo, as it interpreted a character. It started out as just being a head that students could randomly put on and take pictures with, as if to say “everyone is a piece of Chapman Radio,” but this developed into creating an actual character that students could interact with.

What did you want the viewer to get from your ads?
We wanted to communicate that Chapman Radio is everywhere that students are, and how it can be used in everyday situations where you would be listening to the radio. The image of the Radioman being “Your New Best Friend” by being playfully present in activities such as laundry, working out, playing pool, and cooking represents the act of listening to Chapman Radio in the same situations.

What was the creative process?
We wanted to find out how we could get students to interact with the character, create something that could take that extra step further from the print ads, which the Radioman did successfully.

How was it working with the Chapman radio man?
The first semester I spent working for Chapman Radio was a bit of a struggle because there was no unifying element in all advertising materials, but after creating the Radioman character things definitely began to come together more fittingly. When it came time to introduce Radioman to the Chapman population during Orientation Week, we had yet to find someone to fill the Radioman suit, so I had to step in and play the part; basically I get to take pride in saying I was the original Radioman. Since then we’ve had various Chapman Radio staff members fill the suit, all of which play the part with extreme enthusiasm.

Students always get a huge kick out of seeing the Radioman in person.

Chapman Graphic Designers Contribute to First Place National Win

Congratulations to Kimmy Kirkwood ‘10, Simon Blockley ‘11, Kate Eglen ‘11, and Nicole Santo ‘11

S
omewhere between the biting competition of the Superbowl and the cool professionalism of a boardroom meeting is where the National Student Advertising Competition resides. Each year, students from more than 160 schools across the country are given a case study on a particular brand, such as this past year’s sponsor, State Farm. For nine months, we devoted our life and our sanity to creating a comprehensive campaign, presented to industry judges by way of a plansbook and a twenty-minute presentation.

“Feel Free” was the big idea behind our campaign, which highlights the feeling a State Farm agent can give you when you get in a car accident. From print ads to a full thirty-second commercial, we worked to show judges exactly how effective “Feel Free,” would be in targeting independent young adults.

After winning our district this year, which includes schools such as USC and UCLA, Chapman’s Circle Advertising team traveled to Orlando, where we would meet 15 other teams in the battle ring. Over a period of two days, we sat in the Waldorf Astoria conference rooms and listened to many creative, insightful presentations. Our time to present to the judges came on Friday, the last day of presentations. Our five presenters, who had memorized the presentation and knew every facet of the campaign, hit every line perfectly and answered every question the judges asked flawlessly. Eager to see the reaction from other schools, we checked Twitter and saw a tweet from another student that simply read, “Chapman is good at this.”

Feeling relieved, and extremely pleased with our presentation we waited with bated breath in the back of the luncheon room where the results would be announced. As fourth, third, and second place were announced, I was clutching onto my friend for fear that I would pass out from the anxiety. Upon hearing the “Ch” in, “Chapman University,” we exploded in the air like fireworks, crying in happiness and disbelief.

The National Student Advertising Competition reaches past just winning and losing. I have met friends with whom I will keep in contact with for the rest of my life, and nailed down precisely where I want my career to go in the future. Although gaining recognition feels wonderful, having a campaign that we are proud of and a year’s worth of incredible memories might feel even better.

Story by Kate Eglen, ’11

The Team Celebrates their Victory
Dan Wayland and Marjam Oskoui Speak
Designers Inspire Chapman Design Students As Part of the Visual Speaker Series

Celebratory Senior Dinner
Class of 2010 says “goodbye.”

On the same night as the Portfolio Review, many members of the senior class went to dinner with Professor Claudine Jaenichen, Ken Camastro, Mike Esperanza, Dr. Wendy Salmond, and Professor Eric Chimenti to celebrate their imminent graduation and reflect on the past years spent in the Graphic Design program.

The dinner was family style at a local Chinese restaurant and was filled with good conversation, laughter, and the consumption of way too much yummy food.

Portfolio Review 2010
Senior Graphic Design Students Face the Judges

Fear? No, not all! The Annual OC AIGA Portfolio Review is nothing to be scared of. As a graphic design student, it is easy to be intimidated by design professionals who come to critique portfolios. The word critique is actually wrong. These professionals come from all over Orange County because they want to help young designers and give advice to improve the future generations of design.

At my first portfolio review only a year ago, I was fully committed to being terrified and intimidated. By the time the spring semester presented the 2010 review at Chapman University however, I understood reviewers do not come to tear apart designs. Instead they come to give compliments, as well as suggestions on how to improve design work...

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To get to know the students, and therefore can turn into useful connections for after graduation.

For a senior, the Annual OC AIGA Portfolio Review is the last big step to going into the real world and showing their portfolio to potential employers. A successful review requires these seniors to be relaxed, gather as many different points of view as possible, and take advantage of the reviewers as informational resources.

Outside Judges Selected Chapman Students as Winners
Congratulations to Our Winners of the AIGA Student Design Competition

Story and Photos by Susanna, ’13

Above: Dan Wayland speaks to students about his experiences in the creative world, and gives students valuable advice.

Above: Marjam Oskoui (at right) is a graphic designer who works both within the realm of commercial advertising and in the fine arts. As the founder and principal of the advertising agency Oskoui and Oskoui, her clients include Adidas, Amazon.com, Burger Williams, McDonalds Corporation, Universal Music Group, Walt Disney Company, Warner Brothers, and many more. Originally from Glessen, Germany, Oskoui received her MFA from Cal Arts in 1998. She currently resides in Los Angeles. The lecture will be focused on Oskoui and Oskoui, including the discussion of specific projects, and the ins and outs of running a commercial advertising company.

On This 1st Day of May, 2010
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Story by Amanda Giaramita ’10

Class of 2010 remains being freshmen.

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Poster design by Alison Conners ’10

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Registration and sign-up begins at 12 pm.
SATURDAY, MAY 1 FROM 1:00–5:00 PM

PROFESSIONAL NON-MEMBERS: $40
STUDENT NON-MEMBERS: $20
AIGA STUDENT MEMBERS: $10

Chapman University 2nd Floor Argyros Forum
Registration and sign-up begins at 12 pm.
SATURDAY, MAY 1 FROM 1:00–5:00 PM

REGISTER ONLINE AT:
http://www.aigaorange.org/annualportfolio

For more information on parking call (714) 997-6763.

CAMPUS PARKING PERMITS ARE REQUIRED.

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**Students Share Their Experiences**

Two students who recently participated in the Spring 2010 Junior Shows, Jessica Becker and Laura Brewer, reflect on their memories, struggles, and personal accomplishments.

**Jessica Becker**

What did you learn from your Junior Show?

I learned a lot about myself as a designer and what my strengths and weaknesses are. It taught me a lot about time management, and working with strict deadlines, something that will be commonly found in our industry.

What was the most memorable part of the experience?

It was very memorable staying up late hours in the lab with all the kids in my class printing and producing our projects over and over again. We all got closer from the late night food runs and Kinkos runs, as well as supporting one another when projects were just not turning out the exact way we wanted.

What was it like to design and produce pieces for a gallery showing?

Producing the pieces was harder than I expected. There are so many more factors that go into physically making all the pieces that you might not think about, and it is much different than laying it out in an InDesign document and mounting it on blackboard. It makes you think through your designs even more, now taking into account the different material you may print on and how it will look. I did enjoy watching my pieces come to life, and become tangible objects.

What was the hardest and/or most rewarding part of the show?

The most rewarding part of the show was showing my parents the work that I had been doing over the last several years. They were able to finally see, and really understand all that graphic designers do, and they were very proud.

Laura Brewer

What did you learn from your Junior Show?

I think I learned how much each of us as designers are truly capable of, especially in the wee hours of the morning. We pulled together some pretty fantastic pieces and it definitely didn’t happen on accident, every single person put far more than 100% into making their show the best possible while still juggling other school work and somewhat of a social life.

What was the most memorable part of the experience?

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What is your dream job? As a double major in PR-Advertising I’d love to work for an ad agency or entertainment marketing group. I really enjoy the work of MOJO, DBB, and Two West. I also look up to boutique studios such as Papaya Art!, Yee-Haw Industries, and Blue-Q.

How do you think you have grown as a GD major since your freshman year? I’ve learned so much about design style and execution since then and I don’t think I’d be anywhere near where I am now without my Chapman education. What is your favorite GD class you have taken so far? I loved my Art of Southeast Asia and the Himalayas class a lot... I actually put everything I had into it and used it to create a piece in my Introduction to Book Arts class, another favorite.

What is your greatest GD accomplishment thus far? Not much...I just feel that it is more attainable now that I have more experience and a better sense of my personal style.

What is your greatest GD accomplishment thus far? Commercially it would probably get to do a flyer design for Dim Mak Tuesdays just because coming into college that was something that I always would be cool to do. As far as school goes though indefinitely my Junior Show. I put everything I had into that and really wanted to get people excited about my work and graphically I was far better at that than even now.

What is your dream job? After studying abroad in London, my dream would be to work for Wolff Olins in the heart of London and follow my dream of branding and corporate identity.

What is your dream job? As a double major in PR-Advertising...I think I’d be anywhere near where I am now without my Chapman education.

What is your favorite GD tool to use in any of the programs? Photoshop has always been my most comfortable program, and amlessly playing around with lighting tools is always fun. Class another favorite GD class you have taken so far? Great Graphic Design with Mike Esperanza because it included the projects that pushed me most and resulted with my favorite pieces, such as the non-traditional special edition video game packaging and Elvis photo shoot/poster projects.

What is your dream job? I choose graphic design on a whim. I originally came to Chapman as a psychology major. However, the last week of high school my photography teacher gave me a copy of Photoshop and told me he thought I had talent that needed to be used. This propelled me to sit down with me and over summer I experimented and found a love for design and creativity. I changed my major to graphic design the week before the semester started.

What is your dream job? As a GD major? My main goal as a graphic designer is to not get stuck in a rut. Design is constantly recycled, the same styles and aesthetics are seen everywhere. I try to make the most of it. I’ve never experimented with everything I’ve had to offer. I’ve never experienced with everything I’ve had to offer. I’ve never experimented with everything I’ve had to offer.

What is your dream job? I just finished developing a 9 month campaign with fellow design and advertising students for State Farm for the National Student Advertising Competition, which is definitely one of my proudest pieces yet.

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Professors Still Hard At Work
Eric Chimenti And Claudine Jaenichen Keep It Coming

Professor Jaenichen’s list of work in 2009-2010 included an installation of an exhibit (as part of an exhibition committee) at the Museum of Tolerance in Los Angeles. The exhibition is dedicated to the desegregation of public schools from the class action of Mendez v. Westminster. She also published her third paper, “From evacuation orders to evacuation instructions: Assessing public evacuation documents”, from her scholarly work in applying issues in cognition and emergency psychology when assessing performance and semiotics used in public evacuation communication. The paper was peer-reviewed and published in an international journal “Design Principles and Practices”.

As a way to close the year, Prof. Jaenichen designed, authored and published her first solo-book on a personal passion, camping: Camp-o-holic: checklists for indulgent camping trips. The book is being sold on Amazon.

Eric Chimenti, Art Department Chair and graphic design professor, had one of his logo designs selected for inclusion in the second book in the new Master Library series by LogoLounge. Animals and Mythology. The series focuses on very specific exemplary logo designs with examples from creatives around the world. The book was published in 2010 by Rockport.

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.

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

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I’d like to receive commpost 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 make check payable to Chapman University, and note on the memo line: Graphic Design Program.

Please send your selections along with this form to:
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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/sac/art/gd/events.asp

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.