Professor Claudine Jaenichen’s Information Design students will be published in a special issue of the Information Design Journal covering topics in Health care. IDJ is a peer-reviewed international journal and an authoritative publication in the discipline of information design. Keely Misenheimer ’12, Brooke Brisbois ’11, Laura Crosswaite ’11, Kailah Ogawa 12, and Chase Conching 12 completed a 4-week benchmark and completed redesigned prototypes for over-the-counter medicine packaging. The objective was to test the performance of existing packaging and address issues in both written and visual language to better articulate the usability and accessibility of information and communication.

Sophomores Recognized For Achievements in Poster Design
Anton, Becca, and Kailah Win The Mercedes-Benz Classic Center Annual Competition

Every fall, the sophomore level graphic design students begin work on creating posters for the Mercedes-Benz Classic Center located close-by in Irvine, California. The students had to design a poster that displayed the beauty of the classic Mercedes cars found at the Classic Center and pay homage to either Art Deco style or Art Nouveau style. The challenge was to successfully unite strong visual imagery with compelling use of language in an interesting and dynamic composition to promote the Classic Center, rather than the just the car itself. Professor Eric Chimenti worked with the Classic Center to craft the poster assignment.

Anton Warkentin

into a competition where the Center would actually chose their favorite posters in the end. Most of the students were relatively new to the software, so the poster is a true test of inherent design ability and problem solving techniques. Despite the added pressure, Kailah Ogawa, Anton Warkentin, and Becca Shead’s true talents shone and they were selected as finalists. Apart from the recognition, for their efforts, the first place winner, Kailah received a special anthology of books from Mercedes, the second place winner, Anton received a deluxe pen set, and in third place, Becca received a collector item model car.
This summer the Department of Art sent thirteen students from the graphic design program on a once-in-a-lifetime opportunity in London. The students were given hands-on working experience with the industry professionals designing the 2012 Olympic Games. Chapman University is the only school to offer this five-week program. The course was started by Professor Ron Leland in the summer of 2009 for students to learn about the behind-the-scenes process that goes into branding a worldwide event.

As the second group, the students met with three different companies over the course of three weeks including AECOM, The London Organising Committee of the Games (LOCOG), and Buro Happold. Six weeks prior to the course start date, the students received a packet of creative briefs describing the design problems they would solve in London. During the first week, Professors Eric Chimenti and Ron Leland met with the students at Chapman University for a preliminary crash course in concepting, working in groups, learning the brand identity of the Games, and presenting professionally. At the end of the week, everyone boarded the plane, prepared for the design challenges ahead.

Once in London, the students quickly explored and settled in before meeting with the first company Monday morning. In teams of about four people, they developed campaigns considering the larger message of the Games. At the end of each week, a representative from each of the groups presented the design solutions to the principals of these firms and received real-world professional critiques of their work. Because the students’ work was well received by the international offices, Chapman University has been asked to return again next summer. At the end of the course, each student created several portfolio-worthy pieces such as a book recording their experiences and summarizing the trip. The firsthand knowledge of the business and creative confidence gained from London was indispensable.
Sean Adams Come to SoCal With Three “F” Words
The Prolific Designer Offers Wit and Wisdom to both Students and Professionals

Sean Adams is a partner at AdamsMorioka, Step, Communication Arts, Graphis AIGA, The Type Directors Club, The British Art Director’s Club, and the New York Art Director’s Club. AdamsMorioka has been exhibited often, including a solo exhibition at The San Francisco Museum of Modern Art. Adams has been cited as one of the forty most important people shaping design internationally in the ID40. Sean is President ex officio and past national board member of AIGA, and President ex officio of AIGA Los Angeles. He is a Fellow of the Aspen Design Conference, and AIGA Fellow. He teaches at Art Center College of Design. Sean is a frequent lecturer and competition judge internationally. Adams is the co-author of Logo Design Workbook, Color Design Workbook, and the series, Masters of Design. AdamsMorioka’s clients include The Academy of Motion Picture Arts and Sciences, Adobe, Gap, Frank Gehry Partners, Nike, Inc., Sundance, Target, USC, and The Walt Disney Company.

Sean Adams is a member of the Program Advisory Committee at The Art Institute of Orange County. He is the founder of The Institute for Advanced Practices in Advertising in Los Angeles and a member of the Program Advisory Committee at The Art Institute of Orange County. As a former board member of AIGA, Adams stressed the importance of having made his first connections through AIGA after graduating from CalArts and going on to becoming a true visionary in the design world. He was cited as one of the forty most important people shaping design internationally. Adams answered the popular question on his start in design. He was cited as one of the forty most important people shaping design internationally. Adams answered the popular question on his start in design. AdamsMorioka’s clients include The Academy of Motion Picture Arts and Sciences, Adobe, Gap, Frank Gehry Partners, Nike, Inc., Sundance, Target, USC, and The Walt Disney Company.

Visual Speakers Come To Chapman To Inspire:

fun, fame, or fortune: According to Sean Adams, a good design opportunity offers at least two of these.

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In Tuesday, September 28, Sean Adams spoke passionately about the “Three Fs of Design” at Cal State Fullerton. A group of Chapman graphic design students attended to hear the celebrity designer speak and absorb some of his potent creativity. Adams launched into his life story as if he was organizing it in a brochure with proper hierarchy and balance. As a former board member of AIGA, Adams stressed the importance of having made his first connections through AIGA after graduating from CalArts and going on to becoming a true visionary in the design world. He was cited as one of the forty most important people shaping design internationally. Adams answered the popular question on his start in design. He was cited as one of the forty most important people shaping design internationally. Adams answered the popular question on his start in design. AdamsMorioka’s clients include The Academy of Motion Picture Arts and Sciences, Adobe, Gap, Frank Gehry Partners, Nike, Inc., Sundance, Target, USC, and The Walt Disney Company.
Kyle Pidot is a current senior Graphic Design major with a minor in Advertising. He is also an active member of the Pua’ikeana Hawaii Club, Disciples on Campus, and a resident advisor in Sandhu Residence Center. Outside of school, Kyle has recently been working with the Clark Little Gallery in Laguna Beach on materials for his November gallery opening.

In the future, Kyle is not sure where in the field of design he wishes to be, nor does he know where in the world. To him, design is everywhere. If you really think about it, anything you can read, anything that has a picture, someone has designed it. Whether it’s logos, websites, packaging, layouts, apparel, stationary, everyone appreciates quality design, and every business needs quality design. That’s where people like us come in.

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Visit the art office for more information. Proceeds benefit the Graphic Design Program.
Seniors Create Professional-Quality Wine Labels

Trustee Barry Goldfarb owns three wineries and upon hearing about the excellence of the design work produced in our program, invited the senior students up to Aqua Dulce winery to taste, see, and then design labels for some of the varietals. Kailee Quinn, Laura Brewer, and Simon Blockley had the top 3 entries. Mr. Goldfarb and his associates were very impressed with all of the student work. To show their appreciation each student was awarded a monetary gift for their efforts. Aqua Dulce Winery plans to use many of the designs on a limited basis and see which labels do best in stores to generate sales. The students also designed a sales brochure for the new winery. It is tentatively planned that this project will reoccur every fall.

The top3 entries were Simon Blockley ‘11 (top left), Kailee Quinn ‘11 (middle left), and Laura Brewer ‘11 (bottom left.)

Full Bodied Red

Full Bodied White

ZINFANDEL

BANDITO

Slackers

CHARDONNAY

Government Warning: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive or operate machinery, and may cause health problems.

Last November, several students participated in what is considered to be one of the most decisive moments in the college career of a graphic design student at Chapman University, the Junior Show. Usually this event takes place in the spring, but for some students, the show date is pushed back to the fall to accommodate an alternative course schedule. The “Junior show no-showers fo sho”, as they came to call themselves due to the extended date, included Bobby Evers, Bryce Feliciano, Jhoanne Mecija, Kailee Quinn, and Megan Rollo. They chose to title the exhibition, which would include 7-12 pieces of their best work to date, “Warning: Contains Graphic Content”. The title not only included a play on word for graphic design, but also expressed the quirky and humor driven attitude the group maintained throughout the time it took to prepare for the much-revered occasion.

The Junior Show is required for all junior level BFA graphic design students. Its purpose is to gauge the level of preparedness each student demonstrates for the real world as a graphic designer. At the end of the show a faculty evaluation is conducted where each student has the opportunity to present and defend their work in regard to aesthetic as well as conceptual choices they made for each piece. The student showcase included print pieces, packaging designs, apparel design, digital presentations, and advertising design. Many long nights, which often turned into early mornings, were had together.EWKHJURXSVRI\RXQJGHVLJQHVUKHGLIÀFXOWLVWHKVHFRXQ

In the end, though, the show was a success with a wonderful turn out and a sense of accomplishment shared by all.
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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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.

Professor Chimenti worked with Physics Professor Dr. Jeff Tollaksen on a cover design idea for his article in Physics Today magazine. He also worked on book cover design comprehensives for Language Professor Dr. Roberto Buranello’s translation of Angelina’s Lips for Guernica Press. Finally, Professor Chimenti designed the departments new “mark” and envisioned, art directed, designed, and produced, with the help of his Graphic Design assistants, the Department of Art’s first ever Annual Report.

Professor Jaenichen continues her design research in evacuation materials. Her current project is due to publish in The Parsons Journal for Information Mapping produced by the New School of Art and Design in New York. She is also working in collaboration with hydrologists developing data visualization measuring nitrate levels found by tracers in public water supplies and local groundwater.