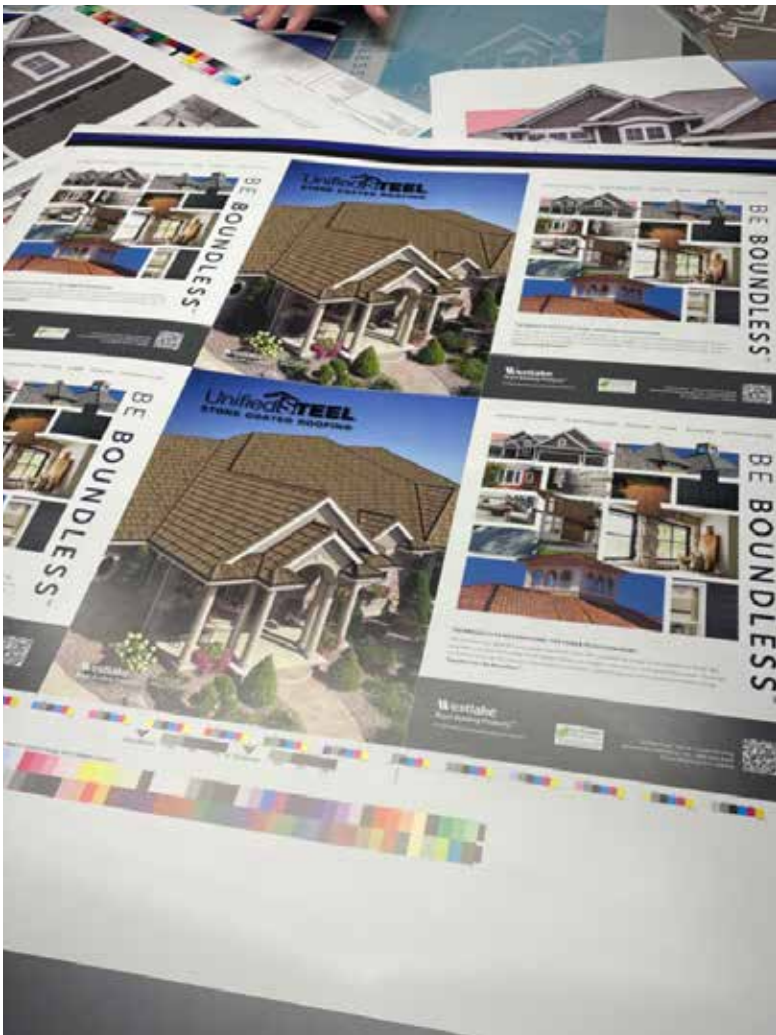


GD300 Students Go Behind the Scenes at Westamerica Communications in Exclusive Industry Visit!



On Tuesday, April 29, 2025, students from GD 300: Graphic Design took a deep dive into the world of professional print production with an exclusive visit to Westamerica Communications in Lake Forest, California. The field trip offered students an invaluable opportunity to explore how their digital designs can come to life through print and packaging techniques used by industry leaders.

Westamerica Communications, a full-service marketing and print communications company, opened its doors to the GD300 class for a behind-the-scenes look at its state-of-the-art facility. Known for collaborating with high-profile clients like Oakley, Toyota, and Red Bull, the company provided a unique insider’s perspective on what it takes to translate design concepts into physical products.

During the visit, students were guided through multiple departments that showcased the full scope of Westamerica’s services—from pre-press and digital printing to lithography and in-house packaging design. One of the most valuable lessons was learning how to properly prepare design files for print, a skill that ensures accuracy, color fidelity, and production efficiency.

Students also had the chance to see lithographic and digital printing technologies, observing how each method serves different creative and commercial needs. The team at Westamerica demonstrated how their equipment handles large-scale production with speed and consistency, highlighting the importance of file setup, resolution, bleed, and color profiles.

Perhaps most exciting for students interested in packaging design was witnessing how concepts are prototyped and manufactured entirely in-house. The packaging department showed how strategic design and structural engineering work together to create visually appealing and functional products.

The visit to Westamerica Communications reinforced classroom concepts and gave students a clear picture of the expectations and realities of working in the print industry.

INSIDE

- Sophomore Portfolio Showcase 2025
- Junior Portfolio Showcase 2025
- Margo Powell Symposium 2025
- FT Faculty Update
- PT Faculty Introduction
- OC Portfolio Review 2025
- Chapman Internships
- Chapman Alumni
- Farewell to Ideation Lab Seniors

SOPHOMORE GRAPHIC DESIGN PORTFOLIO SHOWCASE 2025

The Sophomore Graphic Design Portfolio Show was held at the Guggenheim Gallery from March 31 to April 4, 2025. The portfolio show theme was Vintage Newspaper. The 30 majors who showcased their works were Ella Aranzo, Alejandra Boscan, Sienna Cano, Amelia Chou, Xenia Diaz, Sophie Droese, Jamie Elkern, Olivia

Greenberg, Lauren Hahm, Jewel Han, Evelyn Harding, Juliet Holmboe, Evan Kelly, Eunice Kim, Susanna Klatt, Hannah Koo, Matthew Marchese, Alex Mattias, Gigi Miller, Katherine Moreno, Shelly Netz, Nicole Nguyen, Emma Prado, Jane Sacon, Hilina'i Schenk, Elerie Sheirbon, Hailey Shimazu, Gunhee Sin, Anya Spiers, and Chaz Tsang.



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March 10th, 2025

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PASSION IS WHAT MAKES DESIGN UNFORGETTABLE.



ELLA ARANJO
premomax aka her

When someone is passionate about their work, it's not just a job, it's a calling. It's a love that drives you to push the boundaries of what's possible, to create something that's truly unique and unforgettable. That's the power of passion. It's the fuel that keeps you going, even when the odds are stacked against you. It's the reason why some people are able to achieve greatness, while others settle for mediocrity. So, if you're passionate about your work, don't let anyone tell you that it's just a job. Because it's not. It's your chance to make a difference, to leave a lasting impact on the world. And that's something that's truly unforgettable.

MY GRAPHIC DESIGN ESSENTIALS:

PROVEN BY 2 YEARS OF EXPERIENCE

"WEEK 9: MOM SEND MORE MONEY FOR EPSON PAPER"

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UNTITLED_FINAL_V3_F.INDD IS GONNA BE A MASTERPIECE



ALEJANDRA BOSCAN
premomax aka her

Design is a powerful tool, but it's also a language. It's a way of communicating your ideas, your emotions, and your vision. It's a way of telling the world who you are and what you stand for. And that's why it's so important to have a strong sense of self when you're designing. Because if you don't know who you are, how can you expect anyone else to know? So, take the time to explore your own creativity, to find your own voice, and to use it to create something that's truly your own. That's the only way to create a masterpiece.

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CANO MAKES APPEARANCE AT SOPHOMORE PORTFOLIO SHOW



SIENNA CANO
premomax aka her

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A WORD OF ADVICE FROM A SOPHOMORE GRAPHIC DESIGNER

PROVEN BY 2 YEARS OF EXPERIENCE

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CREATIVITY IS THE KEY TO BEAUTIFUL DESIGNS



AMELIA CHOU
premomax aka her

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A DESIGN MADE WITH PASSION IS A DESIGN THAT LASTS...



XENIA S. DIAZ
premomax aka her

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DESIGN IS MORE THAN AESTHETICS, ITS A TOOL.



SOPHIE DROESE
premomax aka her

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ART IS THE MIRROR OF THE HUMAN SOUL



JAMIE ELKERN
premomax aka her

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GREENBERG MAKES APPEARANCE AT SOPHOMORE PORTFOLIO SHOW



OLIVIA GREENBERG
premomax aka her

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HAHM MAKES APPEARANCE AT SOPHOMORE PORTFOLIO SHOW



LAURENHAHM
premomax aka her

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MY INDESIGN FILES CRASH OUT & SO DO I <3



JEWEL HAN
premomax aka her

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Graphic Design Daily
March 20, 2003

EFFECTIVE DESIGN ISN'T JUST SEEN—IT'S FELT.

SHELLY NETZ

performance artist

Effective design isn't just seen—it's felt. To design is to create a feeling, to make something that transcends the boundaries of time and space, something that can be felt in the heart, mind, and soul. Shelly Netz, a performance artist and designer, believes that design is a form of communication, a way to connect with people and create a lasting impression.

From abstract art to corporate branding, Shelly Netz's work is a testament to the power of design. She believes that design is a form of communication, a way to connect with people and create a lasting impression. Her work is a testament to the power of design, a way to connect with people and create a lasting impression.

When you see the world for the first time, it is all new and exciting. You are surrounded by people who are different from you, and you are trying to understand them. You are trying to find out who they are, what they are like, and what they are capable of. You are trying to find out who they are, what they are like, and what they are capable of.

MY GRAPHIC DESIGN ESSENTIALS:

PROVEN BY 2 YEARS OF EXPERIENCE

"WEEK 9: MOM SEND MORE MONEY FOR EPSON PAPER"

Don't forget to check the "Epson" link in the sidebar on the right for the full story.

Photo: Getty Images. Illustration: David LaRocca.

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SACON MAKES APPEARANCE AT SOPHOMORE PORTFOLIO SHOW

JANE SACON

promotional director

As the design industry continues to evolve, creating a successful design that captures attention and delivers the message is a challenge. Jane Sacon, a promotional director at a local company, shares her insights on how to create a design that is both effective and visually appealing.

Sacon, who has been in the industry for over 10 years, emphasizes the importance of understanding the client's needs and goals. "It's all about the message," she says. "You need to know what you're trying to say and how to say it in a way that resonates with your audience."

One of Sacon's key pieces of advice is to keep the design simple and focused. "Don't clutter the page with too much information," she advises. "Use a clean, minimalist design that highlights the most important elements of your message."

Sacon also stresses the importance of using high-quality images and typography. "Your design should look professional and polished," she says. "Invest in good quality images and fonts that will make your design stand out from the competition."

Finally, Sacon encourages designers to be creative and think outside the box. "Don't be afraid to experiment with new ideas and techniques," she says. "The most successful designs are often the ones that are the most unique and memorable."



A WORD OF ADVICE FROM A SOPHOMORE GRAPHIC DESIGNER

As someone with a background in creative arts who grew up drawing and painting, my skills in creative design are the things that make me proud to be a graphic designer.

When you're creative, it's not just about the art itself, but about the story behind it. It's about the ideas and the emotions that inspire you to create. It's about the passion and the dedication that you put into your work.

One of the most important things I've learned is to always be open to new ideas and to be willing to take risks. It's not always easy, but it's the only way to truly grow as a designer and to create work that is truly unique and meaningful.

So, if you're a creative person, don't be afraid to follow your dreams and to pursue your passion. Because in the end, that's what makes a great designer a great designer.

METRICS: AS IT WAS INTENDED

Graphic design is a visual communication tool that is used to convey a message or idea. It is a creative process that involves the use of typography, color, and layout to create a visual representation of a concept or idea. The goal of graphic design is to communicate a message in a clear and concise manner, while also being visually appealing and engaging.

One of the most important aspects of graphic design is the use of typography. The choice of fonts, sizes, and colors can greatly impact the overall look and feel of a design. It is important to choose fonts that are easy to read and that complement the overall theme of the design.

Color is another key element of graphic design. The use of color can help to draw the viewer's eye to specific elements of the design and can also help to convey a message or emotion. It is important to choose colors that are visually appealing and that work well together.

Layout is the final piece of the puzzle. The arrangement of text, images, and other elements on the page can greatly impact the overall impact of the design. It is important to create a layout that is balanced and easy to navigate, while also being visually appealing and engaging.

Overall, graphic design is a creative and challenging profession that requires a strong understanding of design principles and a keen eye for detail. It is a profession that is constantly evolving, and it is one that offers a great opportunity for creative people to make a difference in the world.



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JUNIOR GRAPHIC DESIGN PORTFOLIO SHOWCASE 2025

The Junior Graphic Design Portfolio Show was held at the Guggenheim Gallery from April 7 to April 11, 2025. The portfolio show theme was Threshold. The majors who showcased their works were Anisa Abdulkariem, Ashley Mar, Austin Yi, Azul Lopez, Cailyn Williams, Crista Kowitski, Easton Clark, Eliot Hutchinson,

Ella Doherty, Fiona Bumgarner, Gianna Iannarilli, Izzy Au, Jayden Ramirez, Jeneen Elbershawi, Julianne Peters, Kym Aparicio, Lilly Cooper, Lizzie Bork, Lucy Periale, Nadia Vass, Naomi Sato, Nick Burke, Nina Shaw, Rachel Nagashima, Stuart Ames, and Vivi Yang.

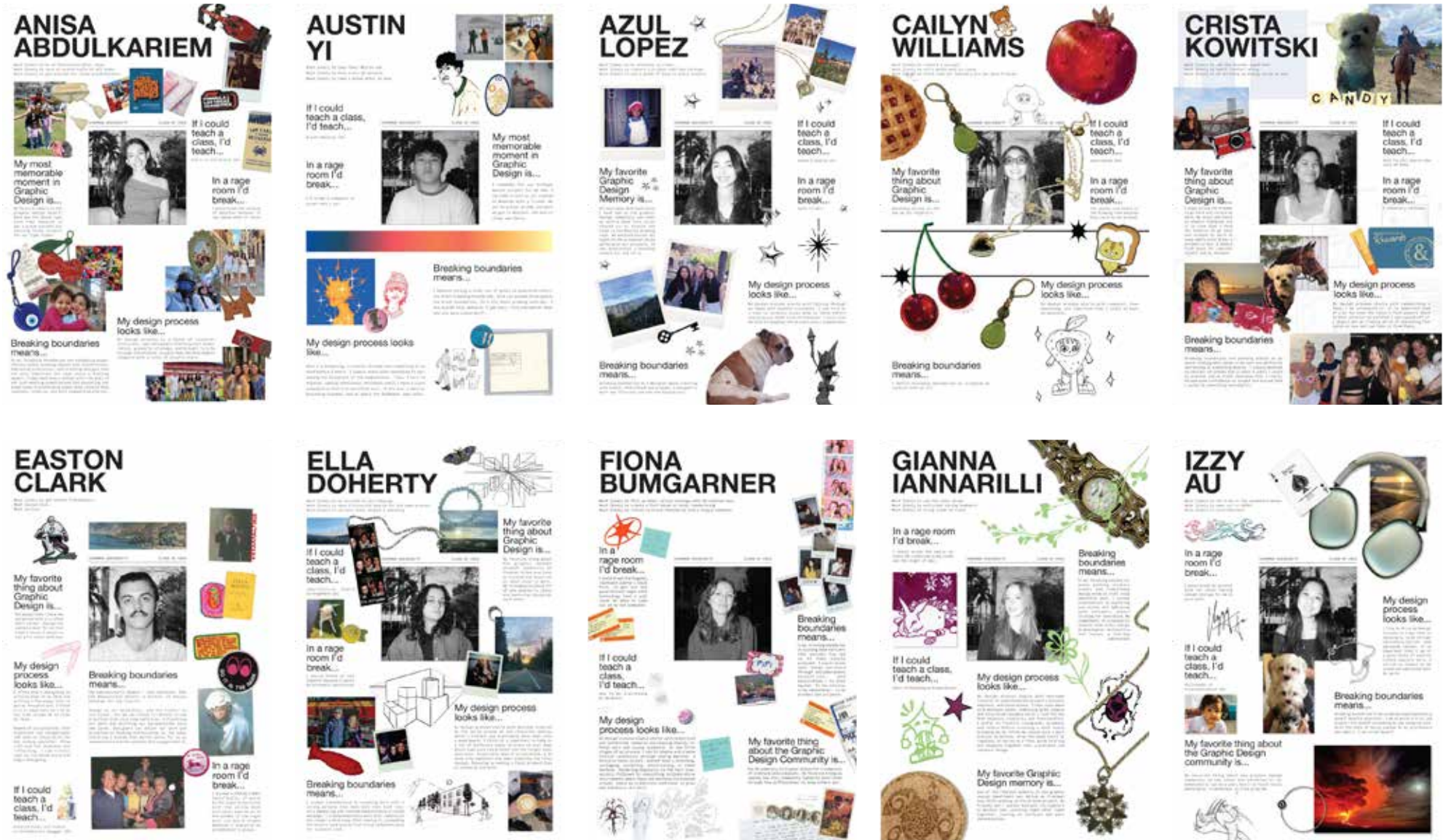
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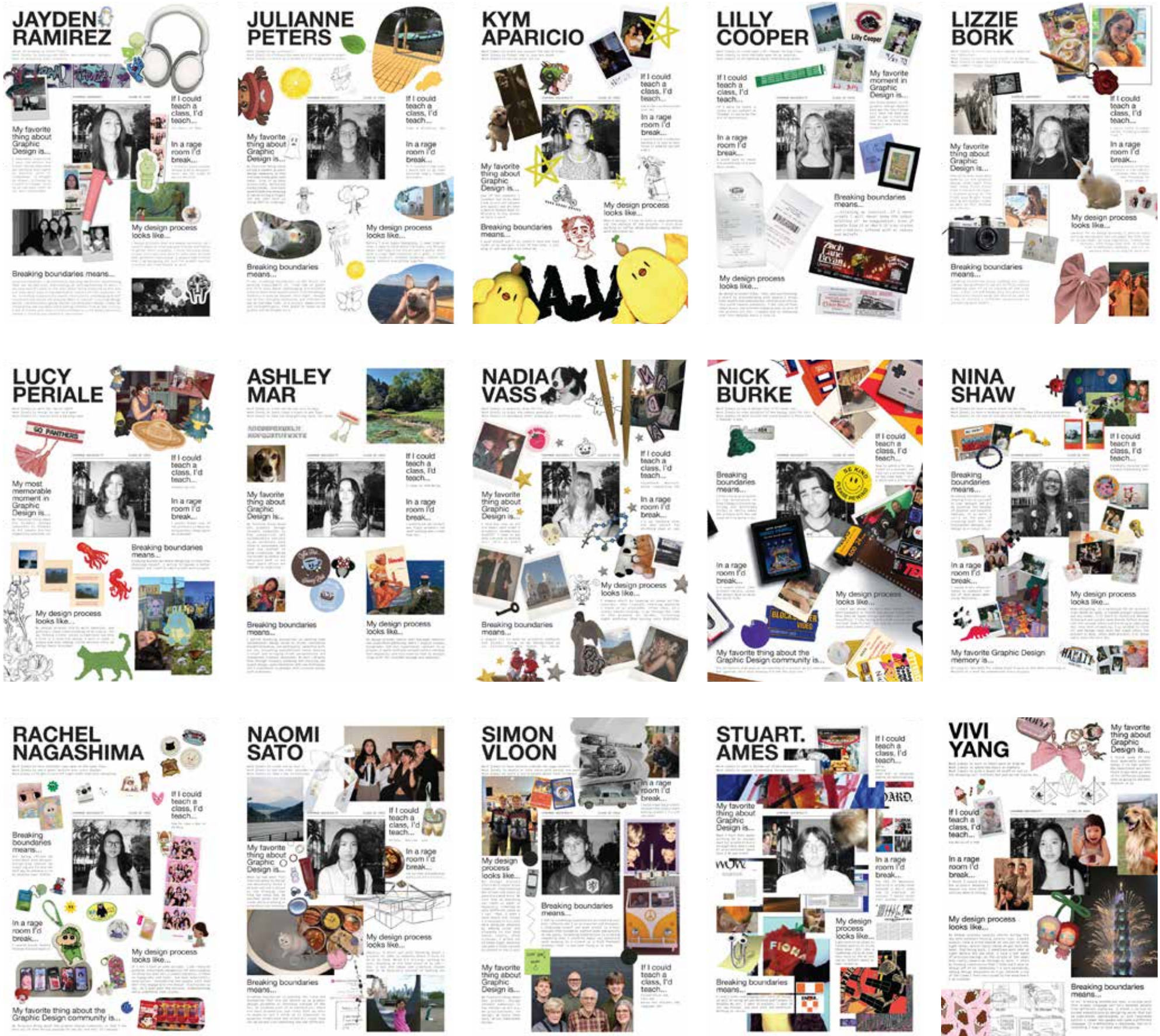
Chapman University
Junior Portfolio Show

April 8-11
2025

Reception April 8 | 6pm

1 University Dr. Orange, CA 92866
Guggenheim Gallery





MARGO PAWELL SYMPOSIUM

Chapman University’s Margo Pawell Design Symposium, originally established in 2013, is dedicated to bringing together diverse experts to discuss topics in graphic design giving our students and the regional design community a chance to gather and partake in the discourse. In 2016 the symposium was renamed to honor the legacy of Ms. Margo Pawell, beloved former student and alum who inspired creativity, intellect, and passion here at Chapman and Orange County as a whole.

The symposium publishes a journal that expands on the issues discussed while providing a forum for design scholars, professionals, project managers, writers, and educators. It publishes work and case studies that challenge assumptions and perceptions of design and exemplifies the continued discussion of the ever-changing role of design and designers.

This year, Debbie Millman was invited to give a talk to our design students. Millman is a renowned writer, designer, educator, artist, and brand consultant. She is also the host of the long-running podcast *Design Matters*, where she interviews some of the most influential figures in the creative world. Her multidisciplinary approach and deep insights into branding and design made her visit especially inspiring. The students were thrilled to learn from her experiences and gain valuable perspectives on the future of design.



FT FACULTY UPDATE



Assistant Professor of Graphic Design

Education:
BA, University of Tehran
BS, University of Turin
MS, University of Turin
Ph.D, University of Turin

MALI GHAJARGAR

In October 2024, Mali presented two peer-reviewed papers at ACM Academic Mindtrek 2024 Conference. Presented at Design Fiction on the Speculative Design or Critical Design track, “AI and Future-Making: Design, Biases, and Human-Plant Interactions” explores how AI biases may impact the ability of designers and design researchers to make sustainable and livable futures. Presented on the Human-nature Interaction track, “‘The Words We Do Not Yet Have.’ A Creative Inquiry Into Human-Plant Relationships” is a long-term auto- ethnographic study in nature and a reflective and creative engagement with generative AI to examine human-environment interactions. Both papers were published on Open Access.

In addition to her research, Mali taught two sections GD 105: Prototyping and two sections of GD 310: Sustainability and More Than Human Design Research. The latter is a design research course and requires a slow paced, analytical, and reflective approach to design research. It provides students with a critical lens required for a paradigm shift from traditional design processes, namely Human Centered Design and User Centered Design, to a more inclusive and sustainable design approach.

Mali is now at University of North Carolina at Chapel Hill with her husband and her dog, but she is working with Chapman students on a design research project to design conversational agents in support of people’s relationship with the natural environment.



**Associate Professor of Art
Graphic Design Program Head
Ideation Lab Head**

Education:
BS, Biola University
MFA, Savannah College of Art
and Design

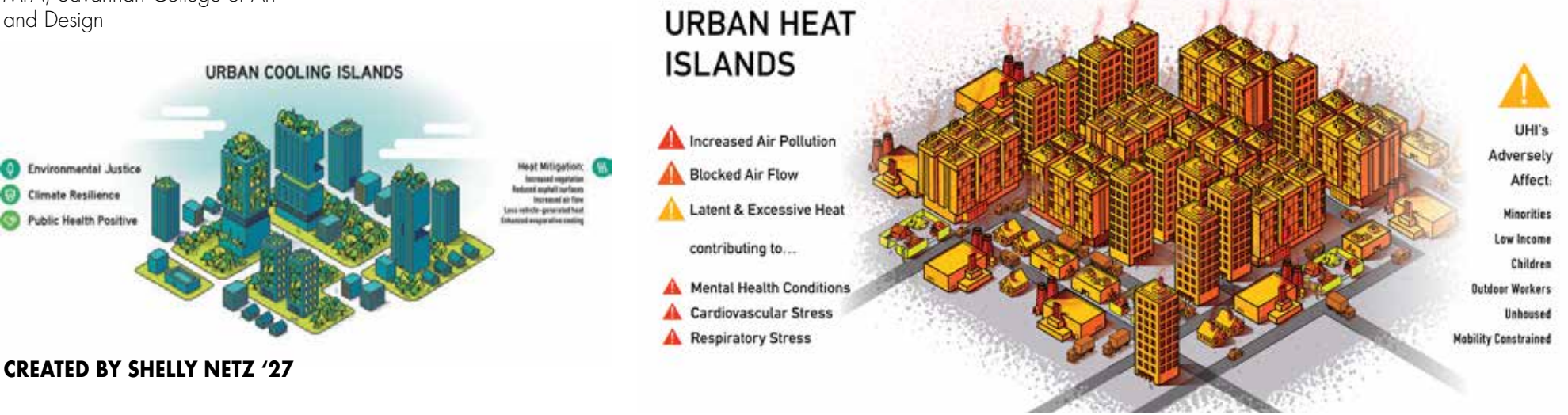
ERIC CHIMENTI

Teaching:
Professor Chimenti taught GD 200 and GD 309, in addition, he guest lectured in Art 195, then helped on 5 occasions in Art 229 (soon to be GD 105 Prototyping), and filled in for 1 week in GD 300. He also oversaw 16 internships.

Service:
Professor Chimenti continued his service in the Ideation Lab helping students, faculty, and University community with their design needs. He also worked with Professor Kaiser on the revisions and evolution

of the design degree, continued his service on the VTLS committee, reviewed prospective students Slate Applications, and helped oversee curriculum and course scheduling. His official advising load was 84.

Creative Scholarly Activity:
In this reporting period, Professor Chimenti finished an illustration project for Dr. Joshua Fisher on Urban Heat Islands with help from BFA in GD student Shelly Netz '27.
He continues work on a large series of illustrations for a Torah Guide being written by Dr. Michael Morales.



**Assistant Professor of
Graphic Design**

Education:
BA, California State University,
Fullerton
MFA, Savannah College of Art
and Design

KATHLEEN KAISER

Teaching:
In the spring, Professor Kaiser taught GD 203: Color, GD 304: History of Graphic Design, and GD 300: Graphic Design. In the fall, she taught GD 200: Introduction to Graphic Design, GD 201: Typography, and GD 307: Advanced Graphic Design.

Service:
Professor Kaiser organized the Margo Pawell Design Symposium in the spring featuring Debbie Millman, participated in Preview Day, and developed new curriculum for the Design Program.

Creative and Scholarly Activity:
During this reporting period, Professor Kaiser continued her design practice at Pencilbox Studios, where she is a principal partner. She worked on projects for Emanate Health, Bosco Tech, UC Irvine, Okood, and the No Hate campaign.



GD 300 FIELD TRIP TO WESTAMERICA COMMUNICATIONS



GD 304 FIELD TRIP TO MARK BARBOUR'S HOME WORKSHOP



GD 304 PRINTS



Professor of Art

Education:
BFA, California Institute of the Arts
MFA, University of Reading in
the UK

CLAUDINE JAENICHEN

Claudine continues to serve as creative director and designer for Tab Journal. The 2025 print issue explored concepts of trickster, chance, and shifting expectations. The trickster appears in the folklore of many cultures and is one of the oldest expressions of growing civilizations. The trickster embodies wit and deceit, taking advantage of expectation and chance, building meaning only to unravel it. To “describe the trickster is to say simply that the boundary is where he will be found—sometimes drawing the line, sometimes crossing it, sometimes erasing or moving it, but always there,” writes Lewis Hyde in Trickster Makes This World. Poetry, too, invites convention and surprise as it creates lines, crosses lines, erases, and moves. The design of this issue of Tab Journal echoes this duality, complementarity, and contradiction with the contrast between striking color and stark black and white, as well as the layered scapes that alter reality into warped realms that redefine portals, trap doors, and concealed dead ends and loops. Typography and

alignment shift playfully between order, disorder, and reorder to mirror the trickster’s sleight of hand in the process of reading the poem. The format revisits the large sheet of earlier print issues, folded to create the expectation of order but ultimately revealing deconstructed panels and variations of skew. Claudine worked with a K-8th grade school in South Orange County designing a comprehensive K–8 school reunification plan that supports families and staff understanding of expectations and decision-making during emergency events. Her contributions included before and after benchmark surveys to understand understanding, knowledge, and shaping the visual language to reduce stress and confusion. She also developed clear and compassionate policy language. This work prioritized trauma-informed design principles and aimed to create a reassuring experience for students, caregivers, and staff.



Assistant Professor of Graphic Design

Education:
BA, College of Charleston
MA, Maastricht University
Ph.D/MSc, Simon Fraser University

JILLIAN WARREN

This semester, Jill taught two design courses: GD 312 - Designing Tomorrow: Ethics, Technology, and Social Vision, and GD 102 - Research Methods for Designers. In GD 312 - Designing Tomorrow: Ethics, Technology, and Social Vision, Jill delves into interdisciplinary design paradigms where technology, ethics, and societal values converge. This course equips students with practical and analytical skills for real-world challenges, developing them into forward-thinking, ethically responsible designers adept at navigating today’s dynamic societal and technological landscapes. In GD 102 - Research Methods for Designers, Jill teaches students a range of methodologies and strategies used to enhance creative conceptualization

abilities and provide evidence to support design decisions. Students will be exposed to the relationship that exists between research as a practice-based activity and research as scholarly inquiry. Students will engage in the research process through field work, papers, and visual presentations with the ability to conduct primary research using a variety of interviewing techniques, observational, and participatory design methods.

WCAHSS WELCOMES NEW PT FACULTY!



Adjunct Professor of Graphic Design
Education:
BFA, California State University,
Long Beach

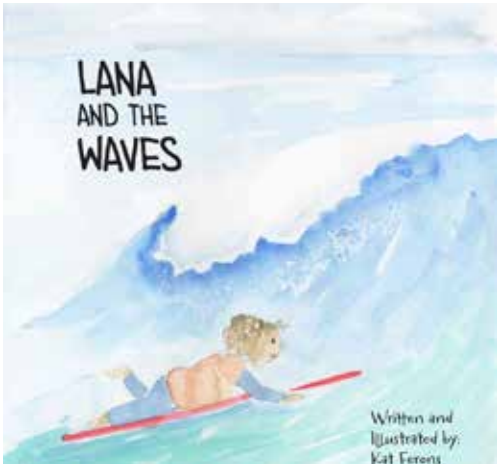
KATHRYN FERONS

Kathryn Feron is an illustrator, art director, and storyteller. She is a Chapman alumni who built her career at the Walt Disney Company. During her 10 years with the mouse she developed branding and packaging that brings Disney movies and televisions shows to life on shelf. She has been featured in two Disney books; the Art of Mickey Mouse and the Art of Minnie Mouse.

Kathryn also spent years purely as an illustrator at Disney where she brought her unique style to Star Wars, Pixar, and Disney characters that were not only featured on many products, but also inspired long lasting trends. You would be hard pressed to walk through the Star Wars land at Disneyland or Disney World without seeing her designs or works inspired from her illustrations. Her passion for sharing knowledge grew as she developed a “Draw With” video series, where she would interview character artists and learn to draw with them, which was shared live with hundreds across the company.

Beyond working at Disney, Kathryn wrote and illustrated a children’s book titled *Lana and the Waves*. The story is meant to inspire children to overcome their fears and chase their dreams. Also, she has developed branding systems for various startups, including Voibl, a time tracking and invoicing software for freelancers. Kathryn was excited to take on the new challenge of teaching at Chapman for the GD 203 Color course, combining her interest in creating branding systems and patterns with a focus on color.

Kathryn is currently art directing illustrations and design sets for Warner Brothers Studio product development, this includes beloved properties such as Lord of the Rings, Harry Potter, Gilmore Girls, and many holiday favorites. She enjoys sharing her passion for design with all those around her, diving deep into projects like Art Directing for short films and lecturing for schools.



Adjunct Professor of Graphic Design
Education:
BFA, University of California, Los Angeles

MELISSA HERNANDEZ STANLEY

Melissa Hernandez Stanley is an artist, designer, and educator based in Los Angeles. With a background in art history, printmaking, and design, her creative journey has taken her from arts education roles at institutions like the LA Philharmonic and Center Theatre Group to her own design studio, Mighty Mellie, that focuses on risograph artwork and stationery. Melissa has led creative workshops across California and previously taught with Meta Open Arts, using different art techniques to foster mindfulness, self-expression, and connection for Meta employees. Her love for combining traditional

and modern techniques eventually led her to the risograph, which has become her medium of choice. Teaching Hand Lettering and Book Arts was the perfect opportunity to share this approach (and her love for risograph printing) with students at Chapman.

Melissa holds a BA in Art History from UCLA, and loves to teach various interdisciplinary art workshops whenever possible. Outside of teaching, Melissa is currently enjoying spending time in her studio and experimenting with different ways to recycle riso paper scraps into new forms of art such as paper beads, paper clay sculptures, bookmarks, notebooks and more.



OC PORTFOLIO REVIEW 2025



The 22nd annual portfolio review was held in person on Saturday, May 9th, 2025. A total of 68 students, mostly the juniors and seniors, in our graphic design program presented industry professionals with their portfolios. During the event, 259 reviews and one-on-one interviews were conducted by our 37 industry professionals. All the reviewers, coming from a background in various specialities, provided Graphic Design Majors and Minors valuable insight into what they need to work on and what they are doing well with their portfolios, and connections that will help them once they leave Chapman. This was valuable practice for our students

to confidently share their portfolios with professionals from various creative industries in the Orange County area and receive helpful feedback to the students drawing on their own personal experiences. Of the 52 design professionals invited, it was so wonderful having the 37 professional designers who were able to join us talk with our students. We are so excited for the future of this event. We would like to thank all the reviewers for taking the time to meet with our students and the students for putting their best foot forward.



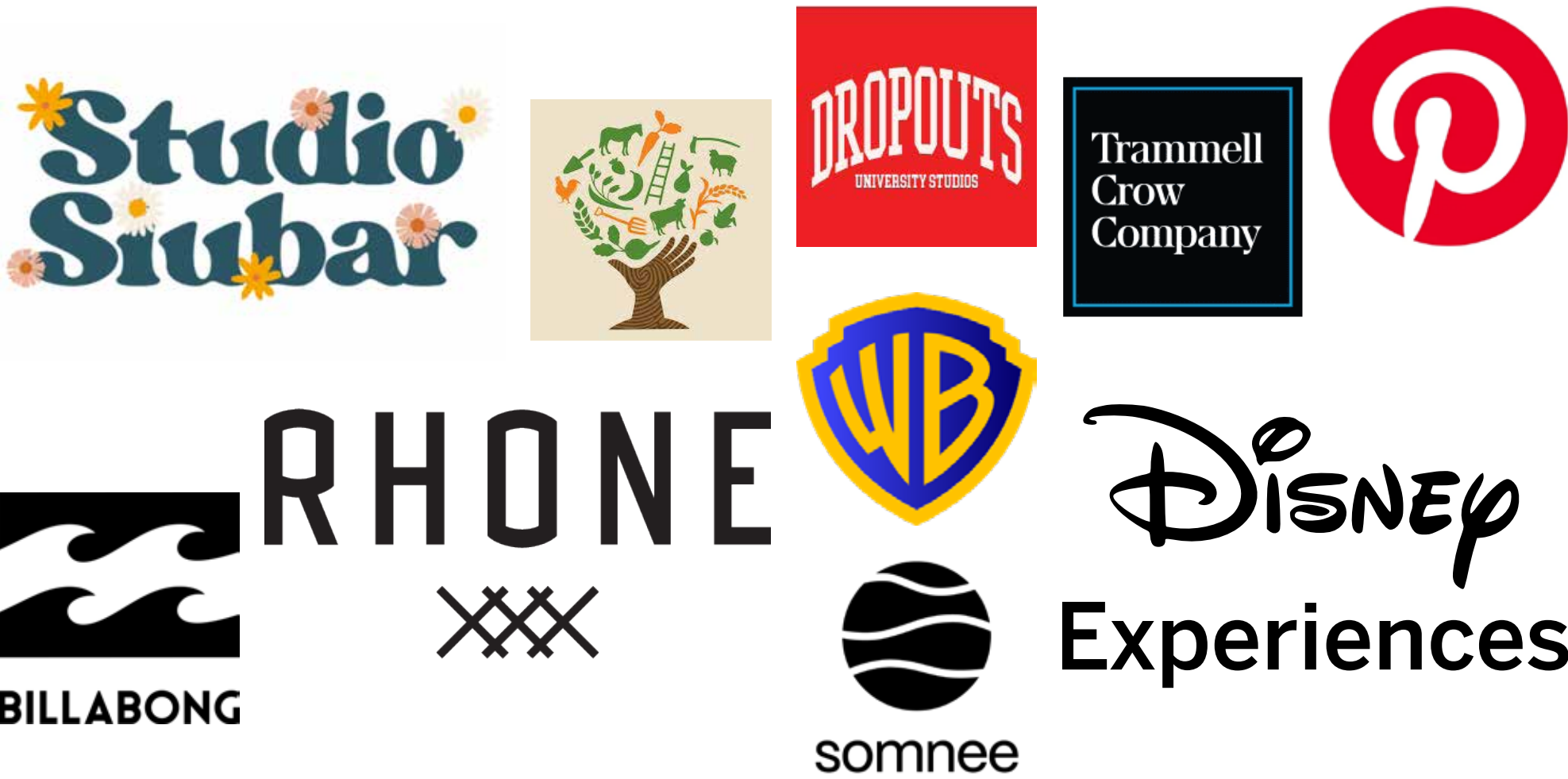
CHAPMAN INTERNSHIPS

Graphic Design majors are required to complete one internship during their time at Chapman. Partnering with the Career Development Center and a Graphic Design faculty member, students are given a variety of options to suit the specific area of study they feel is most important to them, ranging from design firms to advertising agencies to bigger industries with in-house design departments. Check out where students are interning during their time in the Art Department.

Here's what their employers have expressed about Chapman:
"Chapman is our go-to resource for young, intelligent talents. As a local company, we value our relationships with Chapman to help us fill our staffing needs as they have consistently provided high-quality candidates to meet our needs."
"Here at Idea Hall we have found the Chapman students that join us for our internship program to prepared for professional careers."



CHAPMAN ALUMNI



MARIN POMEROY '24 — RHONE
BLAKE FULLER '24 — STUDIO SIUBAR
MIA DWYER-KIM '24 — DROPOUTS UNIVERSITY MEDIA
SIMON BLOCKLEY '10 — PINTEREST
WILLIAM SCHOENFELD '13 — DISNEY EXPERIENCES

NIKITA SRINIVASAN '19 — SOMNEE
KATHRYN FERONS '14 — WARNER BROS DISCOVERY
ALISON RUGULO '10 — BILLABONG
CHLOE SULLIVAN '21 — WWO
EMILIE MORRIS '10 — TRAMMEL CROW COMPANY

2025 SENIOR IDEATION LAB WORKERS FAREWELL, WE WILL MISS YOU!



CAMPBELLE BRENNE



CAROLINE NOTARO



KRISTEN RATNAPARKHI



SARAH THANGAMANI



VINAY BASKHI



ANNIKA DINH



KATE LÉ

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