

Design@ND

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Fall '12/Winter '13 ISSUE NUMBER 15

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NEWS AND NOTES

Designing for the Silver Screen Concept artist **Ryan Meinerding (BFA '99)** created the costume for Captain America in this summer's *The Avengers*. Ryan said he had a lot to consider when constructing the costume, including making "Chris [Evans] appear as tall, muscular and strong as possible." Ryan also had to make sure that he was remaining true to the original Captain America costume, while making the costume contemporary and appropriate for the big screen. He said his biggest challenge was the helmet of the costume: after a few prototypes with the ears uncovered, Ryan ultimately decided that this feature didn't work. A few attempts later, Ryan and his team designed a helmet that completely covered Evans' ears. *The Avengers* also starred Robert Downey, Jr., Mark Ruffalo, Chris Hemsworth, Scarlett Johansson, Jeremy Renner, and Samuel L. Jackson. The movie made \$207 million dollars its opening weekend, which shattered the previously held record for the most money made on an opening weekend (*Harry Potter and the Deathly Hallows: Part 2*).



Selim Nurudeen, a 2005 graduate, competed for Nigeria's track team at the Olympics this summer.

Olympic Beat Design program alum **Selim Nurudeen (BA '05)** competed in the London Olympics this past summer, running track for Nigeria. He made it to the semifinals in the Men's 110m Hurdles, the same event he ran on the Notre Dame track team during his time as a student. Selim also competed in the Beijing Olympics in 2008 and was a Big East Champion in the 60-meter Hurdles in 2004 and the 110-meter Hurdles in 2002, 2003, and 2004.

Summer Nights This summer, various faculty, alumni and students in the Chicago area came together on June 11th for the opening of the Chicago Design Museum and a reception on the Sante Fe Building's gorgeous deck overlooking the lake and Michigan Avenue. The event also included some special guests: Debbie Milliman, President of the Design Division of Sterling Brands; Carin Goldberg, President, Carin Goldberg Design; and Emily Oberman, Pentagram's newest partner.



Team Hot Wheels' 66-foot-tall double looped track, which was featured at the X-Games this past summer.

A Little Loopy Taking her design talents to the extreme, **Mallory McMorrow (BFA '08)**, worked with Team Hot Wheels to build the world's largest double loop at the X-Games. As a part of the Boys Consumer Products Design team at Mattel, Mallory spearheaded several efforts, including building a concept for a Hot Wheels movie and creating Team Hot Wheels style guides. The Hot Wheels double-looped track featured at the X-Games was a 66-feet tall monster and was undertaken by rally car driver Tanner Foust and Hollywood stuntman Greg Tracy. The drivers beat the previous record of the largest loop in a car (42 feet) and had to experience 7Gs to get through the loop.

The Scene of the Crime Recent alum **Georges Toumayan (BA '11)** wrote an article for the website Listverse titled "Top 10 Typography Crimes." This helpful resource describes typographic mistakes including computer styling, orphans and widows, and kerning.

Giving a Little Cushion EvoShield's **Evan DeWalt (BA '06)** finally got a chance to show his alma mater why they should be utilizing his company's products. The Notre Dame football team used EvoShield's thigh guards at the home opener against Purdue earlier this fall. While most traditional thigh guards have ridges running up them, the EvoShield guards are completely smooth, and disperse impact better than foam pads. The pads are also thinner than traditional guards, allowing for more agility and less pain during contact.



The 2012 Notre Dame football team sported EvoShield thigh guards, helping protect the team from high impact plays.

ALUMNI DESIGN CONFERENCE

Graduates from the class of 2002 returned to Riley Hall for last spring's fourteenth annual Alumni Design Conference to share their experiences since graduating ten years ago from the Notre Dame design program. These alumni were invited back to campus to discuss their career paths with current students and to review the state of the program. After the Friday morning presentations, alumni met with students to review their portfolios. On Saturday, a social gathering allowed current students the opportunity to talk with the alumni in an informal setting. Alumni ended the weekend by attending the opening reception and awards ceremony for the MFA/BFA show on Sunday in the Snite Museum of Art.

Tim Irvine Executive Creative Director Acquity Group

Tim Irvine, a 1989 grad, was this year's Alumni Design Conference keynote speaker. As the Executive Creative Director for Acquity Group, a brand e-commerce and digital marketing company, Tim serves as the connective tissue between all offices' User Experience and Creative Groups. Tim oversees Acquity's creative capabilities, melding technology, strategy, and design to create work for clients including Adobe, American Airlines, Discover, Talbots, and many others. Over his career, Tim has had the opportunity to work for other Chicago-based firms including Giant Step, Publicis/Dialog, Arc Worldwide/ Leo Burnett, and 15Letters. When not working, Tim enjoys spending time with his wife and three daughters. Through the years, Tim's connection to the Notre Dame design program has served Acquity Group well. Recent interns have included Lynn Yeom '13, Dan Azic '13, and Jeff McLean '14, as well as full-time creative staff members Dan Jacobs '11, Cassandra Randazzo '12, Sal Cilella '95.

Ryan Cunningham

*Creative Director, Steam Motion and Sound
London, England*

Ryan Cunningham is a Creative Director at Steam Motion and Sound in London. After graduation from Notre Dame, he earned his masters at the NYU Tisch Graduate Musical Theatre Writing Program. His thesis musical, *I Love You Because*, was produced off-Broadway and earned Ryan a Drama Desk nomination for Outstanding Lyrics. That show has since gone on to record a cast album and has been produced around the world and translated into five different languages. Before he worked at Steam Motion and Sound, he was an Associate Creative Director at the leading Broadway advertising agency Serino/Coyne, where he worked on hit Broadway shows *Jersey Boys*, *Wicked*, *The Book Of Mormon*, and *How to Succeed In Business Without Really Trying*. Ryan moved to London in June and now creates TV commercials and music videos for some of the world's biggest bands and theatrical shows at Steam. In his spare time, he continues to write musicals and plays and recently released an album of his newest musical with Joshua

Salzman, *Next Thing You Know*. For more info visit NextThingYouKnowMusical.com

Joel Ebner

*Lead Visual Designer, Roundarch Isobar
Chicago, Illinois*

Upon graduation, Joel Ebner accepted a job at Home Vision Entertainment, a boutique DVD production company, where he designed ads and cover artwork for a variety of award-winning and classic foreign films. After the company was sold in 2005, Joel turned to a life of freelancing. He had no intention of working for himself long-term, but as a result of a competitive job market, a relative lack of experience with interactive design, and (eventually) some strong incentives to remain in the freelance game, he wound up building a solid career as an independent contractor for nearly seven years. During that period, he formed relationships with some of Chicago's top agencies, including Razorfish, GravityTank, and Y&R, collaborating on projects for AT&T, Walgreens, Qualcomm, Sears, and Kenmore. Currently, Joel works full-time for Roundarch Isobar, a global agency specializing in large-scale web and mobile applications. At Roundarch, Joel works for the company's longest-standing client, the US Air Force, for whom he is the lead visual designer and helps design interfaces for several database management applications. Outside of work, Joel spends a lot of time working as a musician, singer, and songwriter for the band City States, which recently released its debut album, *Resolution*.

Emily Hallinan Mavridglou

*Senior Designer, Estee Lauder/Aveda
Minneapolis, Minnesota*

Emily Hallinan Mavridglou graduated from Notre Dame with her B.A. in Marketing, and an emphasis in Graphic Design. Her design career began by completing a project begun while in Robert Sedlack's GD3 class—a promotional campaign for the Northern Indiana Center for History's exhibition *Women in Sports: Breaking Barriers*. After completing that project, Emily advanced her career with several design agencies in Cincinnati, creating designs for local, national and global brands, including United Dairy Farmers, DIAL, Colgate-Palmolive, Procter & Gamble, and 3M. Currently, Emily is a Senior Designer with the in-house Creative Team for Estee Lauder's Aveda brand in Minneapolis, where she now lives with her

husband Alex and their dog Cider. Emily's work with Aveda has allowed her to combine design with sustainability, as Aveda leads the global beauty industry in developing products and packaging that are environmentally sustainable.

Lis Moran

*Studio Manager, Wieden+Kennedy
Portland, Oregon*

Lis (Parker) Moran is a Studio Manager at Wieden+Kennedy, an independent, privately held international advertising agency with offices in Amsterdam, Delhi, London, New York City, Portland, São Paulo, Shanghai, and Tokyo. A full-service, creatively led communications company, Wieden+Kennedy has helped build some of the strongest global brands, including Coca-Cola, Chrysler, Delta Air Lines, Electronic Arts, ESPN, Heineken, Honda, Kraft, Levi's, Nike, Powerade, and Procter & Gamble. Lis began working as a studio artist at Wieden+Kennedy in the summer of 2005 when she and her husband, Mike, moved to Portland from the Bay Area. Currently at Wieden+Kennedy, Lis leads a four-person design team in creating the global advertising campaigns for Sony. She handles each project from a design and production perspective; initially managing the client presentations, and ultimately, once concepts are approved, she oversees the design, typography, retouching and final production of the print and out-of-home materials. Before she worked on the Sony account, Lis worked on the Levi's and Starbucks accounts. Outside of work, Lis happily lives in a 1923 bungalow with Mike, their 11-month-old-son Charlie and two dogs, Tanq and Arthur.

Jenn Rarick

*Owner, Pivot Marketing
Indianapolis, Indiana*

Jenn Rarick is the owner of Pivot Marketing in Indianapolis. Founded in 2006, her boutique agency works with business owners and marketing directors to market remarkable brands. The firm's services include strategic planning, branding, web design, advertising, public relations, and social media. Jenn is passionate about market research, branding, storytelling, and top-notch creative. She loves variety—her clients run the gamut from a clever candy maker to a parks foundation working to expand urban greenspace.

“I enjoyed the opportunity to meet current students and was thoroughly impressed with the level of talent in the ND design program. As for the alumni, it was great that so many people came back, and was I fascinated by how our career paths have taken all of us to very different places.” —Joel Ebner

Jeremy Renteria

Visual Effects Co-Supervisor, Entity FX
Los Angeles, California

After graduating with a BFA, Jeremy Renteria worked as a graphic designer in his hometown of El Paso, Texas, before moving to Los Angeles to pursue a career in visual effects. Since 2005, he has held several positions at Entity FX and currently works as the Visual Effects Co-Supervisor and Lead Compositor for the studio's primary project, *The Vampire Diaries*. In his role, he is responsible for prioritizing, monitoring and reviewing effects, as well as training and managing a team of artists. In addition to supervising, his responsibilities as Lead Compositor include color correction, incorporating computer graphic elements into live-action footage, and creating invisible effects. Jeremy has also worked on projects including *Night at the Museum 2*, *Law Abiding Citizen*, *Conviction*, *Michael Jackson's This is It*, *The Spirit*, *Into the Wild*, *Breaking Bad*, *No Ordinary Family*, *Smallville* and *Terminator: The Sarah Connor Chronicles*.



Video still of the popular CW series, *The Vampire Diaries*, a show for which Jeremy Renteria is the Visual Effects co-supervisor and main compositor.

Tiffany Roman

Doctoral Student, Indiana University
Indianapolis, Indiana

Tiffany Roman is currently a doctoral student in Instructional Systems Technology at Indiana University, where she researches secondary design education and technology integration in elementary education. After graduation, Tiffany earned her M.Ed. through the Notre Dame ACE program and resided in Dallas for several years, where she taught art and design at Bishop Dunne High School. She and her husband, fellow ND design alum Ben Wojcikiewicz (BFA '02), were excited to attend the Alumni Design Conference together with their one-year-old son, Rory. At the conference, Tiffany encouraged the students to consider career paths in teaching and design research. "As more universities create interdisciplinary research teams to address global issues, designers can help shape new forms of research and applied practices." The Design Alumni Conference also provided Tiffany with the opportunity to meet Visiting Assistant Professor Anne Berry, and now the two women are developing a research partnership. See future *Design@ND* newsletters for updates!



Above: Ad for Ralph Lauren's Polo Golf division, designed by Maureen Whitaker. Right: Bathroom cabinet design by Ben Wojcikiewicz of MasterBrand Cabinets.

Tim Swiss

Owner, Tim Swiss Design
Pasadena, California

Tim Swiss is the owner and creative director of the boutique creative consultancy Tim Swiss Design, LLC, in Pasadena, CA. His creative team helps companies understand, imagine, design and engineer innovative products, concepts and experiences. Their clients include, BMW, Mini, Mattel, Disney, Technicolor, Red Bull, and Rubbermaid. Prior to launching his firm, Tim worked for several years as an industrial designer at Insight Product Development in Chicago and as a senior industrial designer at Thomson Consumer Electronics, where he collaborated on strategic design projects for brands including Whirlpool, Proctor & Gamble, Staples, RCA, GE, and Motorola.

Maureen Whitaker

Design Director, Ralph Lauren
New York, New York

A varsity lacrosse player and BA in graphic design, Maureen Whitaker, spent two years as a graphic designer in Chicago after graduation. In 2004, Maureen moved to NYC to pursue her MA in Fashion and Textile Studies at the Fashion Institute of Technology, which she completed in 2006. Currently, Maureen works for Ralph Lauren and is the Design Director of Polo Golf and Tennis, Ralph Lauren Golf and Tennis, and men's and women's RLX Golf and Tennis. Maureen's work with Ralph Lauren includes lots of perks. To name a few, Maureen works with and styles the PGA tour players whom Ralph Lauren sponsors, including #1 ranked golfer in the world, Luke Donald, and golf legends Tom Watson and Davis Love. She also enjoyed partaking in various inspirational shopping trips in London and Paris as well as a trip to Tokyo to design a golf bag. Finally, her personal favorite



perk of working at RL is an annual pilgrimage to the Master's Tournament in Augusta, GA. She has happily traded in her lacrosse sticks for golf clubs and racquets, and in her free time she enjoys wear-testing the products, playing golf, tennis, paddle, and squash.

Ben Wojcikiewicz

Senior Manager, MasterBrand Cabinets
Indianapolis, Indiana

After graduating as an industrial designer in 2002, Ben started as a graphic designer at Whirlpool Corporation in his hometown of St. Joseph, MI. Eventually landing a role at Architecture + Design Marketing in their Contract Channel division, he worked in trend analysis, go-to-market strategy creation and co-marketing initiatives with Centex Homes and Google SketchUp. Eventually, Ben moved to Indianapolis with his wife Tiffany Roman (BFA '02) in 2007 to work as the Market Development Manager for Festool USA. Currently, Ben is a Senior Manager in Channel Marketing for MasterBrand Cabinets, the largest cabinet manufacturer in North America, and works with their Canadian Home Centre partners. He feels confident that the design program at Notre Dame prepared him for his many career challenges, giving him the skill set to handle consumer focus, innovative ideas, and design process thinking.

Febreze bottles designed by Tim Swiss, who recently launched his own creative consultancy, Tim Swiss Design, LLC.



STUDENT EXHIBITIONS

Each spring the MFA/ BFA thesis exhibition displays the culmination of year-long student projects at the Snite Museum of Art on Notre Dame's campus. These projects, each directed by a faculty member, are exhibited as part of the requirements for graduation. Early in the first semester of their final year of study, MFA and BFA students present their thesis proposals to the faculty, who then share a close working relationship with candidates. For MFA candidates, a thesis director and a graduate committee, both selected by the student, guide the student's progress during the final year. After a juried review of the work, both MFA and BFA students present their theses in the annual exhibition. The spring show includes both graphic and industrial design; this past spring there was one project by an MFA design student and there were five by BFA students.



Marie Bourgeois' MFA exhibition, a project that highlights the chemical ingredients included in brand name cosmetics.

Marie Bourgeois' work, The Fierce Cosmetics Campaign, is the culmination of three years of exploration around the themes of advertising and identity. Her work satirizes the elevated language and overtly seductive imagery used to sell cosmetics while informing consumers about the dangers of toxic chemicals in makeup. Posters depicting sterile ad imagery are tarnished by silkscreened images created using actual mascara, lipstick and foundation products. Removing these substances from their intended packaging highlights their repulsive nature. An accompanying guerrilla campaign featuring ironic product stickers and magazine inserts intercept ads and products on drugstore shelves while leading consumers to a website housing more



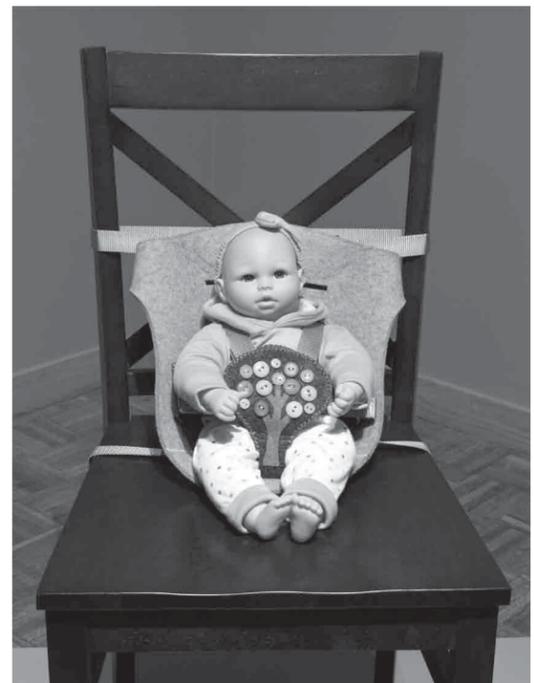
Carter's video game, *Stray*, being used by children visiting the MFA/ BFA exhibitions.

information about the dangers of chemical-ridden beauty products. For the Snite exhibit, all work was housed within a mock drugstore aisle display in order to bring the viewer into the domain of mainstream cosmetics. Currently Marie is working as a graphic designer at Notre Dame's University Communications and is teaching 2D Foundations in the Department of Art, Art History & Design.

Amanda Carter designed a video game, *Stray*, for her BFA thesis project. It teaches children to accept others, especially those who are different. She believes the game can help decrease bullying, increase cultural awareness, and foster collaborative relationships. The game follows the main character, a sheep named Tony, and his shepherd, Peter, through a 2D puzzle platform, and it includes not only the platform levels, but also mini puzzle levels that have mazes, riddles and other more challenging tasks for children to explore and gain insight. For Amanda, a video game was a great way to combine her love for illustration with her desire to learn more about interaction design. She believes video games are also an effective way to develop a narrative. The player can see how the main character interacts

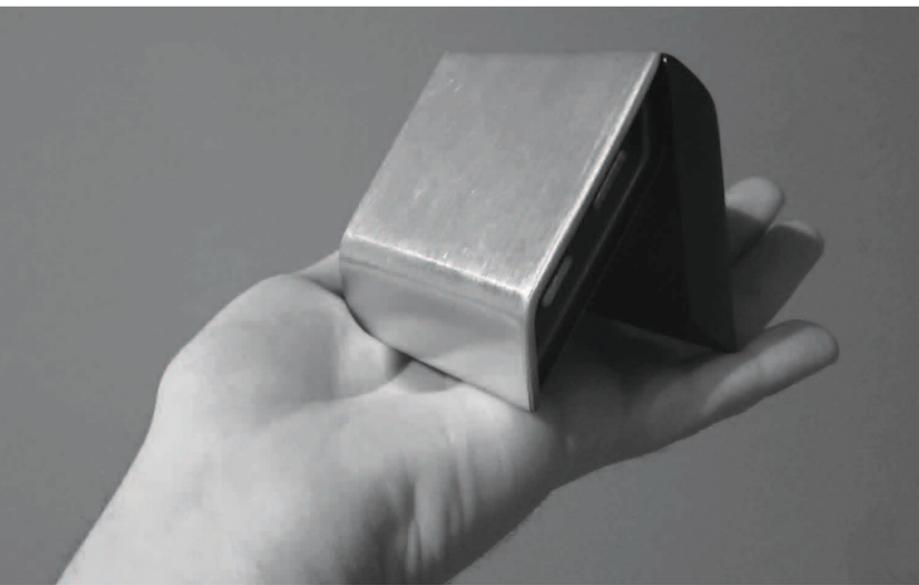
with his peers and how these interactions affect him personally. Amanda currently lives in Seattle and works as a graphic designer at Precept Wine, which is the largest privately-owned wine company in the Northwest.

For her BFA thesis, Meghan Corbett created the Koala Karrier, a combination of a wearable carrier and seating assistant which makes the process of traveling with an infant much easier. Through paper prototype and styrene iterations, Meghan developed a form that is both structural and sophisticated, using die-cut sustainable wool felt as the main material. This wool felt is sewn together in a way that supports and cradles the infant. The device also uses minimal strapping so it can easily transition from carrier to chair while out in public, essentially negating the need for a car seat, stroller, and baby-carrier. Meghan is now a freelance graphic designer living in Klein, Texas.



Meghan Corbett's Koala Karrier, a baby-carrying device used to make traveling with an infant easier.

Ryan Geraghty created a product called HUSH, a portable noise-controlling device that decreases noise pollution, thereby increasing productivity. Noise pollution is any displeasing noise that disrupts the activity or balance of life. Extended exposure to noise pollution can cause stress-related illnesses, high blood pressure, speech interference, hearing loss, sleep disruption, and decreased productivity. With the growth of urban areas and



Ryan Geraghty's HUSH portable device, a system that decreases noise pollution without distracting the subject from emergency situations.

rise in population, noise pollution continues to affect more people as a near constant problem, not limited to a single situation. Currently, noise-cancelling headphones are the most popular technology-based solutions for controlling noise pollution. Such devices possess some limitations because of size, required physical contact, and the total eradication of sounds that might be blocked during an emergency. An investigation of alternative methods for combating intrusive sound revealed possibilities for offering features that are not available in current noise-controlling devices. Such features would remove undesired distractions while improving mobility, energy efficiency, and compactness. HUSH is both an

Becca Huffer's PAC, a newly-designed walker that assists carrying personal belongings, transportability, and ease of use.



exploration into how sound can positively impact daily life and the implications of emerging technologies like directional sound. At its core, HUSH aims to be a portable beam of concentration and relative quiet. Ryan now lives in Tiburon, CA, and is working at Deap Design in Mill Valley, CA.

Becca Huffer designed the Personal Accessibility Cart, or PAC, for her BFA thesis project. The PAC was designed

to encourage life-long, healthful walking exercise, remove the stigma from traditional walkers, and assist in carrying personal cargo while being sustainable and multi-purposeful. The PAC can serve across generations and ability levels, as the purpose and lifespan alters to changing age, ability and requirements of the user. PAC has adjustable arms and seat support, which can be transformed into a stool, stroller, walker, and cart. A lightweight, main-spring propulsion system in the rear wheels can be activated to aid users as they ascend moderate inclines while they're walking. The PAC is also easily foldable for transportation. Currently, Becca lives in Denver, but isn't pursuing the same career direction as many of her peers. Instead, Becca is trying her hand at professional golf, a sport she played at Notre Dame, and hopes to return to design work later in her career.

To Amanda Jovonski, it was no secret that the rise in popularity of technology has created some negative effects for children. After learning that children now spend, on average, a third of their day using a computer, watching television or movies, using a mobile device or playing video games, and that three-quarters of children in the

U.S. do not get the recommended 60 minutes of daily exercise, Amanda decided to merge technology with exercise to change children's habits. Amanda created a mobile application directed at 11 to 14 year-olds called TRAKS. The TRAKS app facilitates a school-wide competition, where students compete as members of a two-person team and log any physical activity they complete throughout the day. As more physical activity is accrued, the participants earn points and can work towards awards related to individual activities. Students can also challenge other teams for various physical activities. TRAKS makes no reference to calories burned or fat lost, because it hopes to encourage activity, not weight loss. The app aims to promote a healthy lifestyle and get middle schoolers to form healthy habits early. Amanda's interest in mobile design spurred her direction for this project. She's increasingly interested in the development of new technology, which constantly allows for new possibilities in interactive design. To connect with the millennial generation, Amanda decided to use a medium that middle school kids were already excited about and to show them that it didn't have to be used solely as a form of stationary entertainment. Amanda currently lives in Boston where she works as part of the graphic design team at Harpoon Brewery.



Sequences of Amanda Jovonski's TRAKS app, a mobile program that encourages activity and competition with middle schoolers.

My thesis called the Personal Accessibility Cart, or PAC, was designed to encourage life-long, healthful walking exercise, remove stigma from traditional walkers, and assist in carrying personal cargo while being sustainable and multi-purposeful. The PAC can serve across generations and ability levels, as the purpose and lifespan alters to changing age, ability and requirements of the user.

—Becca Huffer



THE FOUNDATION AND FUTURE OF DESIGN

For more than a quarter of a century, John Sherman introduced students to both the foundations of design as well as its digital future.

While many students and alumni know him as their 2D Foundations or web design professor, John Sherman has moved on to the Special Collections division of Hesburgh Library, where he continues his extensive research and writing on Eric Gill. Sherman has been a pivotal figure in the design program at Notre Dame since 1986. Over the years, Sherman has taught a variety of classes, applied focused research to books and student trips, and has helped the design program at Notre Dame grow into a reputable, successful program.

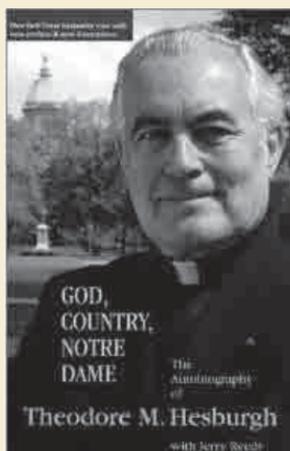
Sherman grew up in Muncie, Indiana, and attended Ball State as an undergrad, where his father was a music professor. Sherman was always interested in typography and photography, so after graduation, he went to Indiana University and obtained his MFA in 1981. He then began his academic career, teaching at the University of Illinois for two years and Louisiana State for three. In 1986, Sherman traded Baton Rouge for South Bend and Notre Dame—where he has been for the past 26 years.

John Sherman touched my life in numerous ways during my time as a student at Notre Dame. Not only was he the one who introduced me to the design program and convinced me to stick with it, but he also taught me so many lessons, both in and outside the classroom. The opportunities he provided me not only served to shape who I am as a designer, but also who I am as a person and how I view the world.

—Micahlyn Allen '12

During his time under the dome, Sherman has seen (and helped) the design program evolve into a reputable, sought-after major. “The Department has really grown over the years...at the beginning it was just Paul Down and me and another adjunct professor,” said Sherman. Sherman himself was the cause for much of the design program’s expansion in its early years. He worked with Bill Davison, an economics professor, and Bob Amico, who was the Chair of Architecture, to teach an experimental digital design class using CAD software, which was one of the design program’s first interactions with technology.

Sherman understood that it was important for



him to integrate technology into design early, as he could see the numerous benefits a technological education would have for students. It was clear that making things digitally was the future of graphic design, so he obtained

funding from the University to install Mac computers in Riley. “In many respects, designers needed to learn a new, digital craft, so in addition to photography, typography, drawing, painting, and all the traditional art, making things digitally was a new way to formulate a design. Having the digital craft allows you to think in different ways and have more freedom in the field of visual communication,” Sherman said. Learning digital design programs early on was also beneficial for students in their job search, and many students responded favorably to honing a new skill.

In his classes, he would present students with a problem and ask them to explore different ways to solve it graphically so that other people could understand it. Sherman wanted students to realize that they were creative problem solvers and had an opportunity to communicate with people effectively.

While Sherman has been an influential force in the design program at Notre Dame, one of his passions lies outside of teaching. Sherman’s graduate research on Eric Gill spurred a life-long interest in this typeface designer, printmaker, and sculptor. What really interests Sherman about Gill is his ability to “fuse his creative work and his Catholic faith into a creative output.” When Sherman came to Notre Dame, he discovered that the University had a large, unique, uncataloged collection of Eric Gill’s work. Over the past fifteen years, Sherman has created a catalog of this work and has also travelled to other collections in England and the United States to extend his research. Currently, Sherman is working with a few students and alumni to create a book that highlights the posters.

Most of my best design memories from Notre Dame are connected to John in some way or another. I’ll never forget struggling with the new Adobe product called Photoshop in his office or the day he tried to explain what email was. He was always ahead of the curve and full of crazy ideas. Thank you, John, you prepared me well.

—Greg Malcolm '90

John passionately introduced me to the world of web design and programming in 2000. Thirteen years later I’m still working in that realm and grateful for what he started for me.

—Nicole Kenney '03



Sherman’s client work has also been a part of his career, as he has worked with many departments at Notre Dame. His notable work includes designing the cover for Father Hesburgh’s book *God, Country, Notre Dame*, designing the Stations of the Cross in Breen-Phillips Hall, and coordinating an international conference about Eric Gill, which brought five speakers from England and featured Gill’s work in the Snite Museum of Art.

While Sherman has clearly made an academic impact in design at Notre Dame, he has also been an integral part of setting up the annual crawfish boil, an event for design students, parents, faculty, and alums to come together and share a southern meal. “When I came here from LSU, one of my students, Yvonne Angelloz Kroenke (MFA '88), whom I had recruited to come to Notre Dame, had the idea to have the crawfish boil,” Sherman said. From that point, the crawfish boil has turned into an annual tradition.

Sherman now works in the Special Collections department of Hesburgh Library as he completes his book on Eric Gill among other projects.

Catching Up With...

2005 graduate Janette Theis Yauch has climbed the corporate ladder, and currently has a successful career as a brand manager for Procter and Gamble.



Janette Theis Yauch (BA '05) never thought she'd pursue a career in design. In fact, she never even expected to major in it. She had a strong passion for business coming to Notre Dame and intended to major in marketing. After chatting with some older students who were pursuing a double major in marketing and design, Janette decided that the pair could help merge her business passion and desire for creativity.

Janette spent many a night in Riley Hall during her time at ND, honing her printmaking, metal sculpture, and furniture design skills. These mixed media experiences enhanced her graphic design work and fueled her creative capabilities. Her business classes also presented her with various opportunities to sharpen her design portfolio—she redesigned the local Jameson Inn's branding and created various advertising campaigns through her Advertising Campaigns class.

As Janette moved through the design program, she landed a couple of key internships that shaped her career. The summer after her sophomore year, she worked for an ad agency in Columbus, Ohio, and was able to engage in creative new business development and marketing. This experience helped her realize that she wanted to work on the client side of advertising and led her to apply for the Procter & Gamble internship the summer after junior year.

After a successful summer with P&G, Janette was offered a full-time position in brand management. Since joining the company, she has worked on various brands, including P&G Professional, Swiffer, and Bounce. She is now the Charmin brand manager, where she is in charge of designing and launching the various product initiatives, product upgrades, advertising communication,

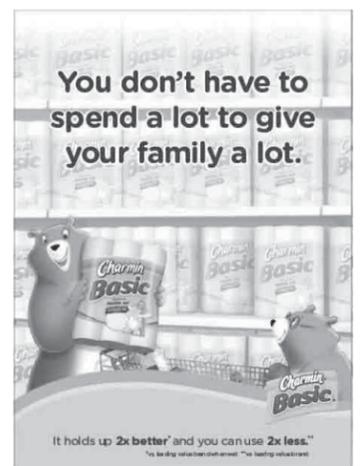
packaging, and customer interaction. A key component of her job includes working with advertising agencies and evaluating the creative work they do for Charmin. She also owns the brand strategy development and writes the briefs that the agencies use to build their work.

While Charmin still spends a majority of their budget on traditional advertising (print and television), they have also expanded to include more digital platforms. For perspective, three years ago, Charmin spent five percent of their budget on digital media; now, with the changing media landscape, they spend over 40 percent. They have made a conscious effort to include banner ads, broadband, mobile apps, social media, and other digital vehicles in their advertising strategy.

Janette encourages current design students to follow their passion and to do what they love. One of her favorite quotes is “make what you do today important, you're exchanging a day of your life for it,” and she hopes that current students embody this quote in their work and lives.



Janette's work with P&G's Charmin brand has spurred promotional materials including those above and to the right.



1980s

Jim Keifer (BFA '85) began his career in New England as a game designer at the Milton Bradley Company. He distinguished himself early on and quickly became Design Manager at Parker Brothers in Boston. He later founded the game divisions of both Mattel and Spin Master, Inc. and combined teams of industrial designers, graphic designers, copywriters, mechanical engineers, and electrical engineers to create a cohesive, successful division. Currently, Jim is the Principal of KeiferArt in Manhattan Beach, California, where his firm creates intellectual property for the online, television, and traditional boxed game spaces.

1990s

Mindy Breen (BA '90) moved to Boulder after graduation and began her career as a contract designer for Public Image Design and several outdoor companies. After a few years in Colorado, she moved to Teton Valley, Idaho and was the in-house designer at Grand Targhee Ski and Summer Resort before joining Riddell Advertising and Design in Jackson Hole. Mindy next pursued her MFA in Graphic Design at the University of Idaho in Moscow. Currently, she is Associate Professor of Visual Communication Design at Eastern Washington University.

Eric Kriedler (BA '93) and his wife Gretchen Blase Kriedler are entering their 14th year as the business partnership EG design, a Minneapolis firm specializing in motion graphics and corporate identity. Continuing to grow their business, EG's work in 2012 included broadcast animation for General Mills, corporate video graphics for St. Jude Medical and Imation, and an animated short for Second Harvest Heartland. EG is also starting work on a new set of animated music videos for “kindie” band The Bazillions, with their video “Preposition” reaching 250,000 YouTube views in 2012.

2000s

Lauren Abiouness (BFA '04) moved to Los Angeles after graduation to intern at PictureArts studios. This led her to several jobs, which allowed her to travel the world and hone her passions for design and architecture. She ended up back in Los Angeles to pursue a career in production design. Lauren began her film career as a researcher and assistant to production designer J. Michael Riva on such features as *The Amazing Spider-Man* and *Iron Man 2*. She has designed numerous commercials and short films. Most recently, Lauren spent time in New Orleans working as an assistant art director on Quentin Tarantino's recent film, *Django Unchained*.

Mayene de Leon (BA '09) moved to San Francisco after graduation and worked as an album designer and image retoucher at a wedding photography company. She also was a designer for a private design firm creating video reels and marketing materials for the California Independent Film Festival, and she was a production manager for a local printing press where she was fueled by the smell of Pantone inks. Now, Mayene is a type-geek by day at FontShop and a violin teacher by night. When she's not identifying typefaces or recommending font pairings, she runs her own small business, MADE, where she creates cute plush toys for local boutiques in the city and offers design services and consultation to other small business owners in the Bay Area.

Future Alumni

Manti Te'o (BA '12) is a graphic design major with a love of visual communication, philanthropy, and football. While Manti plans to take some time before he begins a full-time design career, he eventually hopes to start his own non-profit organization that will help teenagers in his home state of Hawaii get into college. For this organization he hopes to oversee all communications materials. Whatever direction he goes, it's safe to say that we will see great things from Manti.

Alumni Contributions

Did you know that when you make a contribution to Notre Dame, you can designate your funds to go directly to the design program? Your gift to the University can help support design initiatives like this newsletter and the annual Alumni Design Conference. All you have to do is note on your correspondence that you want the contribution to go to the “Graphic and Industrial Design Alumni Fund.” It's that easy. Also note that any gift given to the University is credited toward eligibility for the football ticket lottery. The requirement for each class in order to be eligible for next year's ticket lottery application (2013) is as follows:

- Class of 2013 to 2004 – \$100
- Class of 2003 to 1964 – \$200
- Classes before 1964 – \$100

The gift must be made between January 1 and December 31 of the current year (2013) in order to make an alumnus/alumna eligible for the following (2014) year's lottery.

Alumni, remember that your generous contributions help make this newsletter happen!

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