

Design@ND

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NEWS AND NOTES

Allen Hemberger (BA '01) returned to campus to speak about his recent work on the film *Avatar*. Specifically, Hemberger described the work it took to make a 42-second sequence look realistic. For eight months,



Hemberger with Oscar

Allen designed programs to assign data to particles that would move together to create the realistic illusion of water. He recalled a particularly difficult sequence when the camera breaches the water surface to create two very different environments: one above water and one below. Perhaps unrecognizable to viewers, this moment in the blockbuster movie exemplifies the detail required to work on a film like *Avatar*. His latest work on *Avatar* earned his team an Academy Award, and his expertise with water has led to amazing creative opportunities. Allen was recently hired away from Weta Digital by Pixar, where he is the Effects Technical Director and is working on the highly-anticipated sequel *Cars 2*.

Spicing Things Up Alumna **Kat Cummins (BA '09)** developed a new system for storing and using kitchen spices. Her design, *Spice*, consists of containers that stack for easy storage, shake to measure half a teaspoon, and are color-coded to show which spices blend well with others, thus eliminating the need to buy pre-mixed spice blends. Licensed with Lifetime Brands, this new product will hit the shelves this spring. In addition to this project, Kat just launched her own design firm having previously served as the Lead Designer and Printing Technician at Primera Technology, where she designed visual communication pieces and the industrial design of a new printer. Not surprising, given that Kat took the full complement of graphic and industrial design classes while "living" in Riley Hall.

Cummins' stackable Spice containers



Allen designed programs to assign data to particles that would move together to create the realistic illusion of water. He recalled a particularly difficult sequence when the camera breaches the water

Lunchtime Lectures For several years now, recent alums have been invited back to campus to deliver a talk as part of the Young Design Alumni Lecture Series. These talks typically take place in the fall during the lunch hour on Fridays before home Notre Dame football games. Current students are encouraged to bring a "grab-n-go" sack lunch from the dining hall and attend these talks by designers who were spending long days and nights in Riley Hall not so long ago. This past fall, four alumni returned: **Julia Burke '06** from Teams Design, **Mary Kate Fahrenbach '09** from Radio Flyer, **Kate Napleton '08** of Element 79, and **Jonathan Sluys '04** of VSA Partners.

Collaborative Creation In addition to discussing the design work he does as Design Director at VSA Partners (above), Jonathan Sluys also shared the news of the birth of his son, Peter Emmanuel Sluys. While many alumni are raising families, this is a little unusual as Jonathan's wife Caroline (formerly Brolick) is not only a 2004 classmate, but is also a design program alum, having graduated with her BFA in graphic design. The two were introduced by their classmate, **Christina Fuji '04**. One of their first "dates"



Jonathan and Caroline with Peter

occurred in Riley Hall when Caroline helped Jonathan sculpt his bust for 3D Foundations. They were wed in 2006 and welcomed Peter to the world in 2010. Needless to say, the baby announcement was beautifully designed.

Big Buzz As Creative and Marketing Director at EvoShield (as well as company Partner), **Evan DeWalt (BA '06)** has been in charge of the rebranding of the sports protection company since 2008. His work includes every major facet of marketing and branding—logo design, packaging, web design, photography, collateral, and copy writing. EvoShield makes custom-fit protective devices for athletes, including wrist guards, elbow guards, as well as rib and heart protectors. But unlike other protective products, which are "one-size-fits-all," EvoShield uses a proprietary substance that turns a gel into a hardened material, creating a custom fit for the athletes that use their protective device. Looking toward the future is critical these days because of the national attention the company is receiving: "EvoShield Gets Big Buzz Before It Hits Stores" was the title of a recent CNBC article.

ALUMNI DESIGN CONFERENCE

Graduates from the class of 2000 returned to Riley Hall for last spring's twelfth annual Alumni Design Conference to share their experiences since graduating ten years ago from Notre Dame's 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.



Veltz's survival kit for Adventure Medical Kits

Jason Veltz
Founder & Principal

Jason Veltz Industrial Design, San Diego, CA
 The conference began with a keynote address by Jason Veltz, who graduated from Notre Dame in 1994. Throughout his career, Jason has developed a diverse portfolio that includes outdoor recreation and gardening to home hardware and plumbing products. Beginning his career at Plastic Components, he then moved to PropArt/DuPont Design, Inc., where he worked as an industrial designer with clients including Target, PetCo, Sketchers, and Coca-Cola. He then worked for Buck Knives, Inc. and Black & Decker Hardware.

He channeled all of his experiences into his keynote speech titled, "From Paycheck to Passion," which addressed the job market today amidst high unemployment and overseas outsourcing occurring in other industries. He explained that today's economy provides an abundance of opportunity for creatives everywhere, describing cultural relevance as the outsourcing antidote and engaged learning as the source of real happiness.

He noted a giant leap in the caliber of the work coming from the students and was pleased to see how the design program has evolved over the years: "Notre Dame's liberal arts education combined with its high-level design instruction is a powerful combination that will give new graduates an edge in an extremely competitive job market." He found that everyone at the conference was simultaneously eager to learn and share. He returned home inspired, wishing only that the conference existed when he was in school.

Jen Beranek
Conference Services Manager
 Umstead Hotel & Spa, Cary, NC

After several years working in both design and sales, a move to California afforded Jen the opportunity to work for Auberge Resorts, a luxury hotel brand. There she managed corporate events for Fortune 500 companies and planned weddings for high-end clients. Currently based in Raleigh, Jen works as the Conference Services Manager for The Umstead Hotel & Spa, North Carolina's only five-star/five-diamond property. For Jen, it was impressive to return to Notre Dame for the conference and see how students' work "spoke volumes about the program and its continued growth."

Kari (Connolly) Bleggi
Founder & Principal
 KB Designs, Inc., Fort Myers, FL

Kari began her career at Pinnacle Promotion Group, a small design/marketing firm in Chicago's West Loop, where her clients included Barton Beers, ConAgra, McCain Foods, and Trammell Crow. In 2009, she formed her own company, KB Designs, Inc., which allowed her to split her time between work and raising her one-year-old daughter. Coming back to Notre Dame for the conference, she was very impressed by the student work she saw during portfolio reviews. One of the biggest changes she noted was to see how technology has changed and improved the design field in the past ten years. Commenting on how Riley has changed since she attended Notre Dame, Kari joked, "Today, many students have their own laptops. We thought it was great when we got one CD burner for the entire computer lab to share!"

Bleggi's Cover for Luxury Home

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NaLynne (Down) Clay
Freelance Graphic and Industrial Designer
 Columbus, OH

NaLynne works from home as a graphic and product designer. Simultaneously changing diapers, walking the dogs, grocery shopping, and mousing has allowed NaLynne to become the ultimate multi-tasker. Long-term clients

include the consumer products division of Mattel's Barbie, Fisher-Price, Hot Wheels, and Matchbox. Recently, NaLynne facilitated all of the branding and product development for Wee Believers, a Catholic toy company based in Indianapolis. A trend she noticed with many of the presenters was the increase of home businesses. After a strong year of constant work, she can attest to the fact that the option to become skilled in product design and graphic design and then contract your services has become extremely viable; even the biggest clients with in-house designers still reach out to outside contractors for new ideas and fast turnaround.



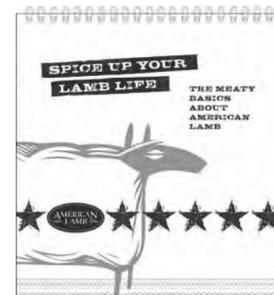
Clay's Wee Believers toy packaging

Jami (Harknett) Drost
Brand & Graphic Design Manager
 GE, Cleveland, OH

As a Brand & Graphic Design Manager at the Lighting Division headquarters of General Electric Company, Jami handles the design and art direction of targeted marketing programs including national ads, signage and in-store displays. Additionally, she maintains the integrity of the GE brand by reviewing and approving the marketing collateral of GE licensed partners. Her previous experience includes work with Nestle, Moen, Glidden and Sherwin-Williams.



Drost's GE lightbulbs magazine advertisements

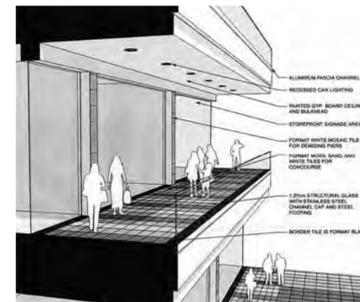


Dominique Etcheverry
Founder & Principal
 by Dominique, Inc., Star, ID

Dominique began her design career at a small design firm in Boulder, Colorado. From there she joined the internal design and marketing team at Richmond American Homes, and later took a position as art director at the Sterling-Rice Group. In 2006 she moved home to Idaho and has since enjoyed the continued variety of work and experience as a freelance graphic designer. Some of her favorite projects are with agricultural clients, allowing her to work outdoors. Returning to Notre Dame for the conference was a great experience because for her, "it wasn't so long ago that I was looking for some words of wisdom as a design student in Riley, so my goal was to contribute a few helpful thoughts and tips for the students."

Josh Guerra
Design Consultant
 Dezinyo Architecture LLC, Portland, OR

Josh operates an independent workshop called Goose Design and works closely with Dezinyo Architecture LLC, which he helped establish in Portland, Oregon. Josh believes that good design can be socially and environmentally conscious as well as affordable. For Josh, returning to Notre Dame for the conference was as much about sharing his work as it was about seeing his



Guerra's architectural design

former classmates' work. The most impressive part for him was the diversity of career paths that his class has chosen to pursue. "Although many of us are not strictly ID or GD anymore, it's encouraging to see how each of us has built upon our experiences in design at Notre Dame and applied that to other disciplines," Josh said.

Kaleen Healey
PhD Candidate
 Northwestern University, Evanston, IL

Kaleen currently studies school leadership and organizational change in the Human Development and Social Policy program at Northwestern University. Before going back



to school, she directed the college and career readiness program at BUILD, Inc. in Chicago and taught 3rd and 4th grade in the Saint Louis Public Schools through Teach for America. She also worked in packaging design for Kornick-Lindsay in Chicago and on various freelance projects. Kaleen enjoyed reconnecting with fellow alumni and coming back to Notre Dame to see how much the program has changed in ten years.

Chrissy Moses
Founder & President
 3shades design, Los Angeles, CA

Chrissy's branding and marketing firm works closely with companies in a broad range of industries from housing to high-tech, political to non-profit, and entertainment to transportation. Christina has ten years experience helping clients identify and develop individualized branding and marketing messages, including Governor Arnold Schwarzenegger's re-election campaign, Symantec, and Yellow Checker Cab Company. She commented that the conference "allows for current and former students to forge new relationships and networks that would otherwise be difficult to develop. The talent among current design students is amazing, and hopefully, they will have benefited from what they learned during the conference."

Kristen Ohlenforst, PhD
Clinical Psychologist and Freelance Artist
 Dallas, TX

Kristen runs a private practice in clinical psychology, where she specializes in individual and family-based psychotherapy for children, adolescents, and adults. Her primary areas of expertise include individual therapy for children and adolescents with anxiety disorders, and parental consultation for parents of children with behavioral difficulties. To balance out her left brain clinical activities, Kristen exercises her right brain by creating works on canvas, giclee prints, and handcrafted jewelry, all of which contribute to her general sanity.

Gino Reinhart
Art Director and Freelance Designer
 Adventure Advertising, Atlanta, GA

Gino is an art director for a small boutique advertising firm that specializes in marketing to outdoor enthusiasts. Before migrating south, Gino started his design career in New York City, where he freelanced at several interactive agencies and design houses, was an art director in publishing, and lead designer for an in-house design team for a major fitness company. The first Alumni Design Conference occurred during

From left to right: brochure cover for the American Lamb Board by Dominique, Inc.; identity design for Fat Boyz BBQ by 3shades design; and DesignAmanda's identity design for Westar Properties, Inc.



his junior year, and he remembers "telling Robert then that when it's time for our return that he could just go ahead and put my name down."



Reinhart's ad design for Structure Scan

Amanda Rose (Powell) Matos
Founder & Principal
 DesignAmanda, Chicago, IL

Since receiving her MBA in 2007, Amanda's in-home graphic and event communications company has specialized in custom hand-made wedding invitations as well as identity, print and web projects for various clients. Amanda is also a licensed agent in financial education and works closely with families to help them reach financial freedom. For Amanda, being back in Riley was a heart warming experience, "Riley is like a second home and still smells and looks the same as it did when we were there!"

Andrew Sarnecki
Founder and Creative Director
 HippyTree, Los Angeles, CA

Inspired by nature and its contemporary forms, HippyTree is a surf and climbing based, eco-conscious clothing label that designs, manufactures and distributes superior goods to open-minded individuals. Marked by the "Green Tree," HippyTree was founded by Andrew in Los Angeles in 2003 via accessories and experiments in urban art. From apparel to provocative campaigns, HippyTree challenges the industry standard in design and communication by exploring new possibilities in the artist-label-consumer relationship. Andrew values owning his own company because it encompasses his creative interests, and he is involved in all aspects of design. He credits Notre Dame with preparing him to follow his dream of running a company and said, "Notre Dame instills the work ethic in its students so it's only a matter of the students going out and making it happen."



Identity for HippyTree

"The energy at the conference was inspiring. I could sense genuine enthusiasm from students and speakers alike." —Jay Veltz

STUDENT EXHIBITIONS

Each spring the BFA thesis exhibition displays the culmination of year-long student projects at the Shite Museum 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, BFA students present their thesis proposals to the faculty, who then share a close working relationship with candidates. After a juried review of the work, the BFA students present their theses in the annual exhibition. The spring show includes both graphic and industrial design; this past past spring there were seven BFA students, including four graphic designers and three industrial designers.



For her thesis project, Lauren Bergstrand (BFA, Graphic Design) explored the origins and progression of the frenetic effect, a phenomenon focused on the fast-paced nature of contemporary life. In her expandable two-sided book, *Frenetic Effect*, Lauren depicts the growing dependency on technology, which provides us with unparalleled efficiencies and speed. The front side of the book is technology focused, with a timeline outlining technological developments since 1800, emphasizing our fast-paced existence. The reverse side is a response to the "speed-addicted lifestyle," which Lauren believes creates "loss of human interaction, loss of focus, and loss of patience." Fragmented and displaced letterforms warn the viewer of the potential loss of thoughtful existence. In the end, the book's conclusion reiterates mankind's current dilemma: "The letterforms of human interaction, focus, and patience have deteriorated. If all that remains is 'pace,' is pace all we value?" After graduating last May, Lauren moved to Chicago and is now working as a full-time designer at the internationally renowned firm VSA Partners.

Above: Campbell's digital prints; Right: Kornatz's manga poster; Below: Bergstrand's expandable book, *Frenetic Effect*



Katherine Campbell (BFA, Graphic Design) discovered that "there is a great need, especially among Catholics, for greater understanding of the Catholic Church's teachings on love, human dignity, and sexuality." Using John Paul II's *Theology of the Body* as inspiration, Katherine created *Love & Dignity*, a series of images which depict a combination of traditional and contemporary definitions of love on oversized panels. The images seen are both biblical and current: the washing of the feet, saints, modern-day heroes, and the prodigal son, offering a balance between the past and present. Katherine's technique of using large bold digital prints was inspired by stained glass. In this depiction, the viewer receives modern theological messages through images rooted in traditional Christian liturgy. Katherine's *Love & Dignity* encompasses John Paul II's vision of love and existence, and it inspires people to embody these teachings. After graduation, Katherine enjoyed the summer with her family in New Hampshire. She is currently back at Notre Dame with a year-long internship at AgencyND, the University's integrated marketing communications organization.

Shelley Kornatz (BFA, Graphic Design) centered her thesis around the fusion of mathematics and *manga*, a Japanese-style comic book. Shelley became familiar with Japanese culture while living in Japan for three years with her family. Upon returning to the United States, she was surprised to see a rising popularity of manga among high school students. At the same time, she also noticed an increasing dislike for mathematics among the same students who claimed the material is annoying, boring, and irrelevant outside of school. In response to this, she decided to fuse the two, using magna as her medium. By combining the style of Japanese manga with the intriguing biography of Pythagoras and a fun and engaging storyline about two kids and a real-world problem, Shelley hoped to disprove these stereotypes in a nontraditional way. Her end result consisted of posters and workbooks that fused two unrelated topics in hopes of making a rather unpopular subject more enjoyable. Currently, Shelley is in her first year as a graduate student at RIT's School of Film and Animation, working on an MFA in 3D Animation.



For his thesis project, Raeshon McNeil (BFA, Industrial Design) looked at the rising consequences of our country's excessive consumerism, specifically overflowing landfills. In response, he dedicated his project to slowing this process down. He soon found out that "restricting a society's intoxicating habit for obtaining convenience through the waste of natural resources is a daunting mission." However, our country is running out of useable space to continue on the same path. Thus, Raeshon focused his thesis on reducing "the amount of environmental degradation that cereal companies produce due to their methods of packaging." In his project, he successfully provides companies with a more sustainable answer to their unprecedented use of cardboard. He achieved this by researching bag racking, exploring the cereal aisle, and creating a new shopping experience. His final concept, EZRACK utilizes shipping, stocking, and dispensing units inside of grocery stores, as well as cereal containers for homes. From this, he hopes that companies will reevaluate their practices and move towards more sustainable goals. After spending the summer continuing his pursuit of making a NFL roster, Raeshon, a former varsity football player, is at home in North Carolina working on his portfolio and filling his spare time with a number of freelance graphic design projects. He is working on clear designs and hoping to continue his involvement in the world of athletics.

Andrew Pauter's (BFA, Graphic Design) thesis calls our attention to the Catholic Church's membership decline in the United States in the last few decades. Coupled with a decline in clergy numbers, this decrease in parishioners threatens the future of the Church in the United States. Andrew writes, "now is the time to reverse this trend by contemporizing the way the Catholic Church presents and spreads the message of the Gospel." Andrew outlines four areas upon which the Catholic Church must improve if it wishes to reengage contemporary society: the use of technology, creating a welcoming and engaging environment, incorporating relevant, contemporary music and homilies, and using professional design. Andrew created the New City Catholic Church, a hypothetical Catholic parish, to fill this void. With its website, programs to capture young adults, a booklet, and a campaign entitled "The Health of the American Catholic Church," New City Catholic



Church presents recommendations and resources for parishes across the country. This universal availability will continually allow communities to improve, so the Catholic Church can "thrive once again." After graduation, Andrew married his college sweetheart and moved home to St. Louis. He is currently working as a web designer for McCord Design Group.



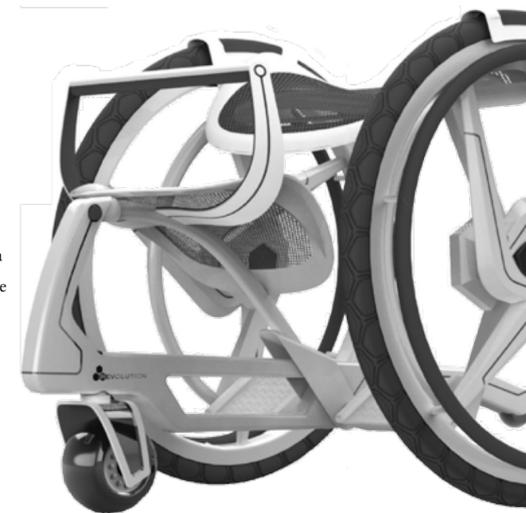
Andy Steves (BFA, Industrial Design) was shocked to find out that over "275,000 Americans live with spinal cord injuries (both paraplegia and quadriplegia) with 8,000 new cases diagnosed each year." However, he was even more taken aback by the physical restrictions and level of waste that exist in the designs of most motorized wheelchairs. Recognizing and embracing this challenge, Andy

conducted extensive research: spending days in a wheelchair, interviewing those affected by SCI, and contacting experts in the field. He titled his solution, ILEV, a wheelchair that dramatically improves the quality of life for paraplegics, while reducing the footprint of their wheelchairs. The benefits to the user are threefold: the chair raises riders into an upright position, giving them the ability to live life at eye level, reduces the wheelchair foot-

print, and utilizes core muscle groups that will facilitate balance and reduce muscle atrophy. Currently, Andy is traveling Europe working on his company, Weekend Student Adventures, which he launched during his senior year. WSA focuses on affordable, tours in popular European cities.

During his senior year, Takashi Yoshi (BFA, Industrial Design) learned of the popularity of competitive extreme sports among individuals confined to wheelchairs. However, he found himself more concerned with their day-to-day lives and the challenges they constantly face, such as going to bed or getting dressed. In his research, Takashi realized, "there is one major thing that limits people from being independent: their ability to transfer without assistance." After spending a week in a wheelchair and experiencing the daily struggles of handicapped people, Takashi thought, "What if a chair wasn't a chair?" From this, he created *Revolution*, a wheelchair that allows users to transfer on and off from virtually any direction, while positioning the person in a more natural position. After graduation, Takashi is continuing his passion for design. Having relocated to Manhattan, he is doing freelance work for alumnus Steve Cozzilino '93 at Cozzilino Studio, as well as taking classes at Fashion Institute of Technology toward a certificate in performance athletic footwear design.

Above: Raeshon's new grocery store prototype; Left Bottom: Andrew's New City Church homepage; Center: Andy's ILEV; Below: Takashi's Revolution wheelchair



PRESENTING PROFESSOR PATTON

Professor Michael Patton joins us this year while Paul Down is on sabbatical. While teaching is a full-time job in itself, Patton has mastered a hectic schedule as he is also a full-time employee at Whirlpool.



Travelling an hour to school and an hour home every Tuesday and Thursday while working full-time can be exhausting, but visiting Professor Michael Patton does it, and does it well. Starting at Notre Dame last spring, Patton taught the CS5 tutorial, and he is back again this fall to take the place of Professor Paul Down during his 2010–2011 sabbatical. If teaching two sections of Visual Dialogue and a CS5 tutorial again isn't enough, Patton also works full-time at Whirlpool Corp. A self-described "skinny kid from North Carolina," Patton's biggest claim to fame is his upbringing—he was raised in Mount Airy, the town that inspired the *Andy Griffith Show*. While this may be fun fodder at cocktail parties, it is not as impressive as managing his hectic schedule.

Patton has always wanted to be a teacher—picturing himself in front of a high school class, not a college level design studio. He pursued this interest while at North Carolina State University, where he received a degree in technology education with a minor in graphic design. While he loved the pursuit of educa-

tion, Patton quickly discovered that he didn't have the patience to work with students at the secondary level. After college, Patton took a different direction, working as a commercial estimator for a contracting firm. After a few years he knew he needed a change and went back to NC State to get his masters in Industrial Design. Upon entering his final year, Patton searched for internship opportunities. Eying Whirlpool, Patton was disappointed when they rejected him for their internship program; however, that sentiment quickly changed when they offered him a full-time job instead.

Ever passionate about education, Patton has intertwined teaching throughout his professional career. He often speaks to high school students on the importance of staying in school, going to college, and design in general. Additionally, Patton taught industrial design courses at Western Michigan for three years. During this period Patton started making connections with Notre Dame through **Michael Kahwaji** (MEA '04), a fellow Whirlpool employee. The two soon became close friends and started to participate in annual portfolio reviews at Notre Dame for the IDSA Merit Awards. This friendship

continued for several years and eventually Patton was introduced to Paul Down, whose sabbatical created the one-year visiting position Patton now holds.

When he's not in Riley, Patton works full-time for Whirlpool on the Jenn-Air brand, where he is responsible for cook tops and other Jenn-Air activity. Between weekly meetings and never-ending emails, Patton spends his workdays designing and developing new products, focusing on numerous projects simultaneously. His first solo project at Whirlpool was the Kitchen Aid Professional Immersion Blender. Patton has worked on dozens of products, including portables, dishwashers, laundry-machines, and cook tops. One of his most prized Whirlpool possessions: a \$499 waffle-maker—a product he received *gratis* from his position at Whirlpool.

Patton says that the best part of his hectic schedule is learning from his students and the engaging atmosphere that they provide. With both of his jobs, he is grateful for the creative settings and people who fill them. Michael Patton is happy to be at Notre Dame, and the design program is honored to have him.



Catching Up With...



Like many sophomores, **Maria (Jourdan) Rolfsen** (BA '08) realized she was in the wrong major. After realizing pre-med wasn't for her, some soul searching led her to try a few design classes, and she ended up loving the major. Now, only two years since graduating from Notre Dame, Maria has already opened her own design and photography company, **Tupelo Honey Design**, in New Orleans.

Maria's first professional design experience was during her senior year when she worked for AgencyND, Notre Dame's on-campus integrated marketing communications agency. As an intern, she worked closely with the professional designers and photographers at AgencyND, which made for an extremely beneficial learning experience.

Immediately following graduation, she moved back home to New Mexico for what she thought would be just the summer. There she did freelance work for people and companies in her hometown because there was high demand for good design and few creative professionals to do it. She was able to do everything from corporate design to wedding invitations and even painted designs on the walls of client's homes. Business took off and she ended up staying for a year and a half. It was in New Mexico that she got everything together to start a small business, and **Tupelo Honey Design** was born.

It took perseverance and a lot of trial and error during the firm's first year, but her hard work has already paid off as she enjoys consistent business and the freedom to choose projects in which she is interested. She says that opening a

Just two years after graduating from Notre Dame, Maria (Jourdan) Rolfsen (B.A. '08) has already opened a successful design and photography company in New Orleans.

business and working for herself doesn't feel like work at all because she absolutely loves what she does. She also enjoys the opportunity to meet people from all over the world visiting the artistic community of New Orleans.

She credits the Notre Dame design program, because of its versatility, in preparing her for her career. It was important for her that the program was dedicated to providing students with real-life projects with organizations in and around South Bend, giving her an education beyond the classroom. She remembers her favorite project during her GD4 class, working with an urban development firm in Benton Harbor, Michigan, to improve various aspects of the declining community.

"Find your niche," she tells current design students. There are many opportunities for graphic designers, and it is important for students to discover what they really love. For someone who works for herself, it's obvious that a passion for design is most important. "It may take a couple of internships or jobs to figure it out, but it is well worth the search."



Rolfsen's shop, **Tupelo Honey**, in New Orleans.

SUMMER (non) VACATION

Talented students don't just sit around during the summer. They use their skills to get ahead with internships.



Emily Chiappetta
People Magazine, New York, NY

Emily worked as a design intern for *People Magazine's* Creative Services department where she created and edited page designs for in-house projects and journal ads that would appear in the

programs for the major award shows. She was particularly pleased when one of her designs was selected to appear in the 2010 Emmy Awards Show.



Heidi Grossman
NBC Sports, New York, NY

As a marketing and communications intern for NBC Sports, Heidi worked on marketing projects and press releases for events including the Preakness Stakes, Stanley Cup, U.S. Open, French Open, and Wimbledon. "I really value the opportunity I had to work where design and marketing intersect, and I learned a lot about working at a major broadcasting company."



Kaitlin Keena
Titan 360 and *Today's Chicago Woman*, Chicago, IL

Kaitlin had the opportunity to work at two internships this past summer. At the marketing company Titan 360, Kaitlin designed ads featured on the CTA and Public Rail and Bus. At the magazine

Today's Chicago Woman, she designed spreads as a production intern. Each internship allowed her to narrow her focus for a design career and begin her job search.



Colin Hofman and Andrew McBride
Association for Craft Producers, Kathmandu, Nepal

Under the guidance of Industrial Design professor Ann-Marie Conrado and local Nepali designers, Colin and Andrew designed and prototyped several textile product lines to be marketed and sold in

the increasingly globalized international marketplace. Association for Craft Producers is Nepal's foremost non-profit fair trade organization providing design, marketing, management, and technical services to low-income Nepalese craft producers.



Julia Ro
Euro RSCG, Seoul, Korea

Julia spent her summer at the online advertising branch of the international ad agency, Euro RSCG, located in Seoul, Korea. As a graphic design intern, she participated in the entire creative process,

working with both online and print advertisements. Overall she "got to experience not just the technical skills of design but the creative and marketing process as well."



Justin Schneider
Adidas America, Portland, OR

At Adidas, Justin independently designed a performance skateboarding shoe that combined classic style with a performance edge. His experience taught him to "benchmark yourself with the best examples of design work you can find because that is what will be expected of you once you enter the job market."



Stephanie Sohn
Innovation Park at Notre Dame, South Bend, IN

Both a research analyst and designer, Stephanie researched resources for early-stage businesses and created print and digital design pieces for The Park. For her, the internship opportunity

supported her design major while providing new and useful business skills essential for a future professional designer.



John Traub
Insight Product Development, Chicago, IL

John worked as an industrial designer, assisting the research and design teams in developing medical products by delivering sketch concepts to the client and generating digital models made into

prototypes. "Some of the most enjoyable days included getting lunch with the team downtown, where I was exposed to the lifestyle a designer typically leads and engaged in conversations ranging from cars to music to rival design offices," John recounts.

1980s

Anne Bruns (BFA '89) started her career in Chicago as a Senior Designer for Ligature, Inc., an educational research and development company. This made her realize her desire to combine education with technology. To this end, she completed her Master of Graphic Design at North Carolina State University. After that, she moved to Santa Cruz, California, where she worked as a Project Manager for Alben+Faris. She then became an independent design consultant and a retail design studio owner for her business, Storefront & Studio (now online). She is currently living in Santa Cruz with her eight year-old daughter.

1990s

After graduating from Notre Dame, **Sheila Jones** (BFA '92) worked in a commercial architectural firm while getting a second degree in interior design. The firm focused on trading floors, law firms, and retail. She then started her own business, SMJ Interiors LLC, which is in its twelfth year and focuses on residential projects as well as charity events. Currently she lives on Long Island, has three "crazy" children, and is happily married to fellow Domer, Matt Heslin '92.

Julieta Aguilera (MFA '97) has been working as an interactive visualization developer at the Adler Planetarium's Space Visualization Laboratory (SVL) since early 2007. She has designed and produced segments for immersive 3D shows initiated at SVL as well as NASA mission and Citizen Science interactives. Prior to that, she taught Graphic Design full-time at Plymouth State University in New Hampshire, but ended up returning to the Midwest with her husband, Andy. In 2006, she finished a second MFA in Electronic Visualization at UIC. Recently she joined the Planetary Collegium in the UK to pursue a PhD in Interactive Arts. Besides her work at the Planetarium and PhD research, Julieta will teach an immersive environments class at the Art Institute of Chicago in 2011.

2000s

In the last year, **Kit (Hakenwerth) Sweeney** (BA '03) relocated from Texas to Alabama. She works as a freelance designer, publishing books with a company out of Dallas. She designed two books for them last year, *The Bra Book* and *The Amazing Monarch*. She enjoys freelance because it allows her to work anywhere, as she moves frequently with her husband who is training to become a pilot.

Erin Prill (BFA '06) describes her life as "living the Montana dream." Currently she is working for Red Lodge Mountain, a ski resort in Red Lodge, Montana, as a marketing and events manager. Because she has been skiing since she was four years old, she feels like she has come full circle. Before this, she gained experience from EuroRSCG Chicago and G&G Advertising, two ad agencies that taught her how to think like an art director, a writer and an account executive. Now she is using all of these skills and is in charge of all print, online, media events, and whatever else comes along. Even with a boat-load of work, she still manages to find time to ski in the winter and fly fish in the summer.

Future Alumni

George Toumayan (BA '11) is a graphic design major with a love of studio art, particularly photography, drawing and printmaking. After graduating, George hopes to work for an apparel company, using his design skills "to make people either joyful or furious, no middle ground—for good causes of course!" He describes the discovery of the work of Stefan Sagmeister as a turning point in his early design career. George would like to trek around rural South America and sketch wild birds someday.

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 (2011) is as follows:

Class of 2010 to 2004 – \$100
Class of 2003 to 1961 – \$200
Classes before 1961 – \$100

The gift must be made between January 1 and December 31 of the current year (2010) in order to make an alumnus/alumna eligible for the following (2011) year's lottery.

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

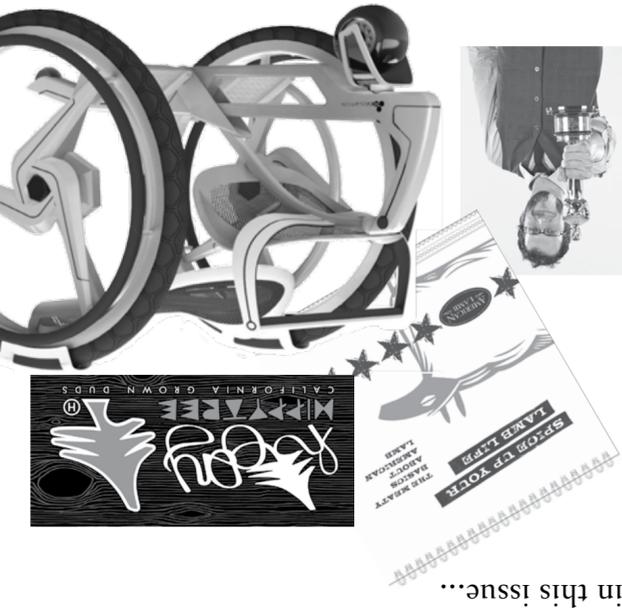
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