

This **newsletter** is designed, edited and produced by graphic design students with article contributions from students and alumni of all arts and media programs.

STUDENT NEWSLETTER
ISSUE 14 - APRIL

PULSE

Student Life Highlights

Interview with Jenn Edwards
2nd year, Graphic Design Student - *By Fiona Chan*

Jenn is one of the finalists for this year's Media & Arts Design Competition.

Why did you decide to study graphic design?

As a child I always loved drawing and considered it a hobby. I didn't realize it could be a career until I started looking at different graphic design books. Studying design changed my hobby into a passion.

Describe your style of graphic design.

Illustrative with a strong preference towards bold colors.

What typefaces do you use the most in your designs?

Helvetica Neue

Avant Garde

Zapfino

Do you use hand drawn techniques to help you develop a concept?

I do use a pencil and paper from time to time. It depends on what type of project we have to work on. More often, I start directly in Adobe Illustrator.

Which course/s do you like best?

There are several... I love Illustration, figure drawing and typography classes.

What do you most enjoy about graphic design?

I like the problem solving aspect of design and being able to be creative.

What are some of your personal and/or professional goals for the future?

I would like to eventually start my own little company and do freelance on a full-time basis. I'm looking forward to getting out there and meeting people!





Tips on Producing a Memorable Fashion Show

By Mario Cecchini

Fashion shows are an important part of the fashion world. It is an opportunity for designers to showcase their collections to the media, the public and to clients (or fellow students and teachers). Although fashion shows can be produced on any budget and for any type of audience, a game plan is necessary. The following guidelines will put you on the right track to create a professional event.

Pick a Theme

Every fashion show has some type of theme. Is it the year-end Fashion Program event, sportswear collection from a local designer, or a charity fundraiser? Creativity is the key to producing a successful show. Once you have a theme, the details will be much easier to solidify.

Venue

To get any show ready for the runway, you will need to choose and secure the appropriate venue, months before the event. Nightclubs, hotels, schools, and malls are popular fashion show venues. However with creativity, many other spaces can be turned into runways.

Clothes

Work with the designer and pick the clothing to be featured. The number of outfits will determine how many models and crew members you will need to hire. Write out a script for the entire show, the model and fashion order is extremely important.

Models and Backstage Crew

Several weeks before the show, you will need to hire models, hairstylists and make-up artists. If you don't have the budget to pay industry rates, you can place ads on free bulletins and social networking websites requesting potential models. You can have a salon sponsoring the hair and makeup. Meet with the make-up artists and hairstylists to discuss ideas that correspond with the theme of the collection. Next you'll need to hire help for lighting, music, stage set-up and photography.



NEWS

Student Wins **Best Animated Film Award** at N.O.W. Student Showcase

Justin Cook, who graduated last year from the Animation program, is the winner of the Best Animated Film category at the Student Film Showcase. Justin's film, *Revolution*, was one of three Media & Arts University student films nominated for an award this year. The fascinating short film blends computer animation and video images into an ethereal experience.

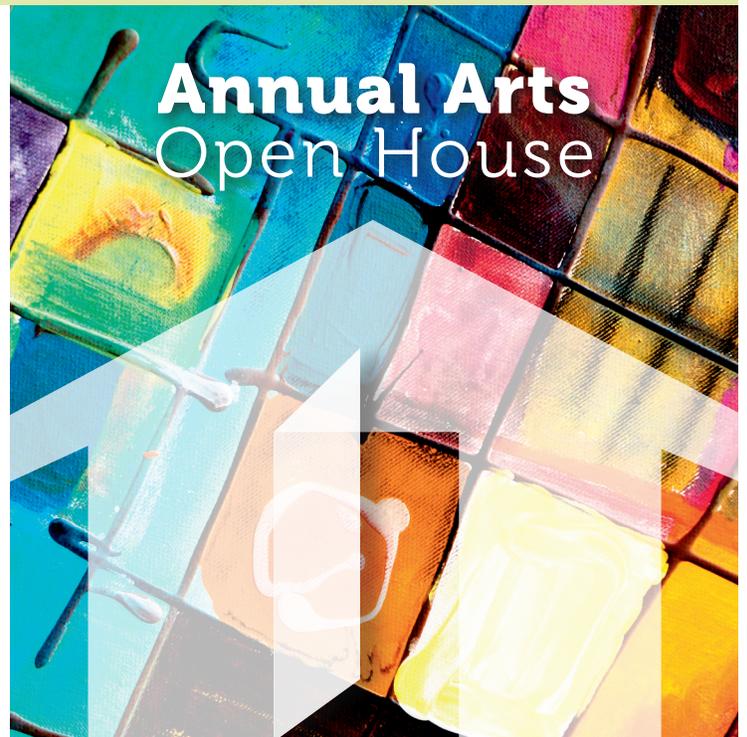
The N.O.W. Student Film Showcase, a presentation of the International Film Festival Group, took place last month in San Francisco. The annual event showcases the finest student films from universities and colleges across the country.

Photography Competition

"Art of Nature" Photography Contest

Enter your best nature photos to win the fifth annual *PhotoJournal* Nature Photography of the Year contest. By entering, you could win great prizes and have your winning shot published in *PhotoJournal Magazine*.

Enter now! The winning photos will be published in the September issue of *PhotoJournal* and featured on the website. **Entry deadline: June 15th**



The Open House takes place on Saturday, May 7 from 10:00 a.m. to 5:00 p.m. in Building 1B (lobby area and animation labs).

The work of the University's latest crop of artistic talent will be on full display during the Open House, with work from almost every arts program offered at our University.

Visitors can purchase sculptures, paintings and photographs in the Art Sale, which will feature over forty alumni and student artists. They will also have the opportunity to see demonstrations of textile printing and sculpting.

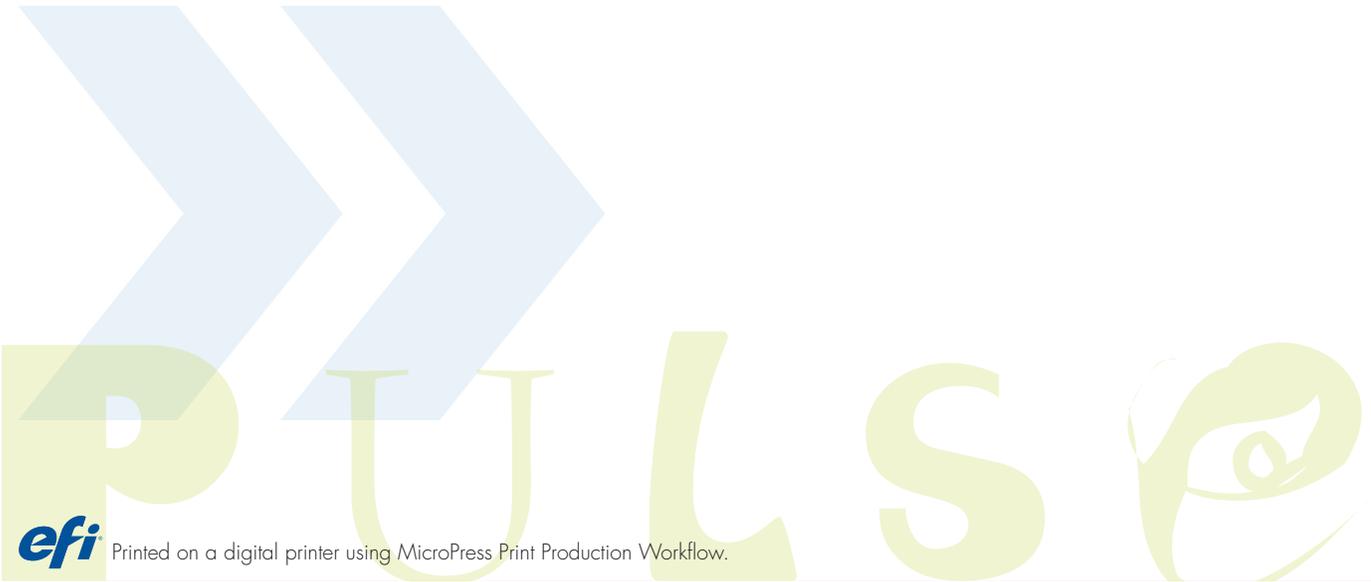
Other highlights of the day will include the screening of student films from the animation, media arts and advanced film programs, and displays from the photography, art and art history, interior design, and graphic design programs.

P U L S E 



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Media & Arts University



Upcoming Events



**Photography
and Creativity
Conference**

Darryl Gillespie is one of America's top professional photographers. He is also one of the nation's most sought-after keynote speakers.

15 years of photographing stories around the globe has earned him the reputation as a world-class photojournalist. He illustrates his inspirational stories with extraordinary photographs to teach both creativity and vision. Gillespie explores the fundamentals of creativity—how they exist in each of us, and how to remove the blocks that keep us from accessing them.

May 15 and 16 @ 1:00 p.m.
Mark your calendar!

Hokusai Gallery Workshops

The relaxed atmosphere at the Hokusai Gallery is an ideal environment to learn and to practice the various aspects of art. You can volunteer to work at the Gallery or attend a workshop. Different topics are covered such as:

- How to plan your first exhibition
- How to hang your work
- How to publicize an exhibition
- How to photograph art



**June 20
8:30 p.m.**
**Commencement Concert
At the Auditorium**

For students participating in Graduation Ceremony only.