

THE INFORMATION EXCHANGE BETWEEN KUTZTOWN UNIVERSITY'S COMMUNICATION

Those are Mighty Big Shoes to Fill, Sir!

I have always been somewhat of a shoe fanatic, though much more so in my younger days than now. Of course, salaries in the world of advertising paid for some extravagances, whereas teaching salaries would never allow for the occasional pair of Manolo Blahnik's or Jimmy Choo's. In thinking about John Landis and his recent retirement, I couldn't help but remember some of the shoes he wore over the years. Perhaps he, too, is a shoe fanatic, but I'm not sure the term applies to men. For example, I have seen him wearing cowboy boots—a strange sight in Pennsylvania for a native Texan—and an interesting pair of red leather bowling-style shoes that he brought back from a trip to Italy.

John Landis receiving an antique train, a retirement gift from his colleagues.

But I'm talking more about the shoes we, as members of the Communication Design faculty, must fill in John's absence. It's not nearly as

easy as he made it look during his 33 years at Kutztown. John, for instance, was able to produce two issues of *By Design* each year. As you may have noticed, two of us working on *By Design* were hard-pressed to produce one issue this academic year. We were all afraid to take on the task, knowing full-well that we would never live up to the standard already set by John. Kevin McCloskey and I, in our naiveté, agreed to work on *By Design* until someone volunteered to take it over on a more permanent basis. Here we are in May, just getting it out to alumni.

Perhaps the most important shoes we need to fill in John's absence are the shoes of classroom professor. I have always known that "Mr. Landis" was an exceptional educator and mentor from my own experience, but I was recently privy to the many emails sent to him after he announced his retirement. I must say, whether students were from the 1970s or this millennium, they all had the same respect, esteem and affection for John. So, here's to you Mr. Landis, for everything you did for all your students during your most impressive 33 years of service at Kutztown University. May your retirement shoes be comfortable! —Brenda E. Innocenti

FEATURE



WHAT GOES ON HERE?

➤ **Professor Vicki Meloney has joined the faculty**, teaching sophomore and junior-level graphic design courses. Vicki is a proud KUCD graduate from 1993, who received her MFA from Tyler in 1997. She was previously an art director for Bailey Design Group in Plymouth Meeting, PA, where she worked on national accounts, including Johnson & Johnson's Clean 'n clear. Vicki continues to freelance as a designer.

➤ **Professor Kate Clair informed us that the 2002 *Essence Fine Arts and Literary Magazine***, for which she is the faculty design advisor, appears in *Print's Regional Design Annual, 2003*. Student art directors for the magazine were Andrew Sipe, Nicki Stager, Jeff Talley and Brian Zeiders.



➤ **Professor Dennis Johnson showed his work** in the juried exhibition entitled "Pastel Maritime Art," at Immaculata University, Malvern, PA, in February. His paintings were displayed at Yellow Springs, Chester Springs, PA, in April and May.



("What Goes on Here?" continued on page 4)

SCHOLARSHIP UPDATE

One Down and One to Go!

We have some wonderful and caring CD alumni out there. You've committed \$23,368 towards scholarships that will make a world of difference for students in our program. One slight catch, however, is that scholarships are not activated until they contain at least \$10,000. The newly instituted John K. Landis Scholarship has had amazing success and has already reached the point that allows us to award a scholarship beginning in the fall of 2004. The Communication Design Scholarship, formed a few years ago, still has a little way to go before we offer it to a deserving student. The scholarship is \$1,894 short of the minimum. With your help, we are sure that this scholarship, too, will be awarded in the very near future. Please consider making one more Communication Design scholarship a reality.

—David Bullock

Correction

In the Graduate Garlands column of the Spring 2003 issue, we mistakenly credited 1984 grad Geri-Lynn Kowalski Hathaway as having written an article on Art Teacher Barbie in *School Arts* magazine. It was, in fact, KU Art Education and Crafts professor Tom Schantz who wrote the article. It is correct, however, that Geri-Lynn is Senior Project Designer for Barbie Licensing with Mattel. Our apologies for the confusion this may have caused.

In case you haven't noticed,

By Design has been redesigned with this issue. Tony Berardinucci, a May 2004 graduate, worked on the project as his Campus Graphics assignment. Please let us know what you think.

- **Barbara (Lewandowski) Seaman, 1989**, is the Executive Director, Art and Production, for Meniscus Limited, a medical education and communication company in West Conshohocken, PA. She also wrote to say that she has an 18-month-old son named Izy.
- **Joe Whelski, 1999**, is the Senior Designer/Email Production Manager at CPA2Biz, NY/NJ, Jersey City, NJ, where he oversees the creative development of all marketing emails. He was previously the company's Senior Graphic and Web Designer.
- **Kristin Beideman, 2001**, wrote to say that she is happily employed at GYRO Worldwide, Philadelphia. She works on many of GYRO's accounts, including PUMA, Camel and Hendricks Gin. Kristin was the recipient of the Karen L. Anderson Memorial Award for the outstanding student in graphic design in 2003. Kristin also mentioned that she runs into **Ron Pushkar, 1997**, from time to time, at GYRO.
- **Bill Brzvo, 2001**, is a designer with Klunk and Millan, Allentown, PA.
- **Summer Doll, 2001**, recently joined Grey Healthcare Group, New York, where she is the sole art director for the Slim Fast Professional account. Summer is also the lead art director for Grey Healthcare Group promotional advertising. She was previously with FCB Healthcare, New York.
- **Jim Quaglio, 1988**, is Team Leader, Editorial Division, IT Department, Rodale, Inc.
- **Cindy E. Conker, 1983**, is the Exhibit Manager and Director of Publications and Production Services at Pennsylvania School Boards Association, New Cumberland, PA. Working with Cindy are KUCD graduates **Ronda Lawrence Scullen, 1988**, and **Kevin Haugh** and **Tohy Zanini**, both class of 2001.
- **Andy Whitcomb, 1996**, wrote to John Landis about using his illustration skills to capture the beauty of creation and documenting it for all who ask, "where's God?" He works from his home in Dillsburg, PA.
- **Julie Mauer, 2001**, works for the Journal Register Company, in a division called AllAroundPhilly. She is the lone graphic designer for that division.
- **Brian Godlard, 1997**, designs *Disney Adventure* magazine in New York.
- **Mindy D'Atrelio LaMarca, 1989**, is the owner of LaMarca Marketing and Design in Atlanta, GA.
- **Pat Hunt Pereira, 1974**, wrote to update us on her successful career in television, graphic design and textbook illustration. Twelve years ago she became an assistant to an elementary school librarian, where she helps children learn to read and also has the chance to design murals, sets and programs from time to time.
- **Eric Johnson, 1991**, designs cartoon logos for college mascots and NHL and NFL teams, embroidered on hats, at Zats in Colorado.
- **Patti Bottume Manuelli, 1987**, is a self-employed art director/graphic designer. Her company's name is Patti With An Eye Design. She writes that her most interesting work has been for her Incentive Marketing clients.
- **Mike Anderson, 1971**, has informed us that his company, Anderson Advertising, has changed its name to The Anderson Group.
- **Amy Sinclair, 2003**, recently joined Kenney Marketing and Advertising, located in historic Philadelphia. She is currently working mostly with technology-based clients.
- **Christine Chosi McCarmack, 1996**, is the Associate Art Director of Major League Baseball, New York City, where she oversees publication design.
- **Jewel Fink, 1984**, came all the way from Florida for John Landis' surprise retirement party. She recently undertook the monumental task of redesigning one of the largest circulation Christian magazines in the United States formally known as *In Other Words*. The title was abbreviated to *i. e.* and is published by Wycliffe Bible Translators.

- **Jay Widdick, 1994**, merged his company, Evolution Design, with Idea Lab, Inc., and now serves as Vice President/Creative Director. **Patrick Fuimma, 2002**, is the Associate Art Director.
- **Amanda Hudock, 1998**, owns and operates Bella Design in Allentown, PA, where she carries furnishings and accessories, including Knoll and Herman Miller, as well as the artwork of local artists.
- **Mike Kotulka, 2001**, moved to Nashville to attend SAE Sound Engineering School and to pursue his music career. He reports that his music is getting a good response in Nashville, even when he follows some seriously talented musicians!
- **Kathleen Angelo Illalock, 1992**, was recently promoted to Art Production Manager at the Town & Country Magazine Group. Her responsibilities include overseeing the layout and production of four quarterly magazines.
- **Fawn Murtosky, 1999**, won a Silver National CASE (Council for Advancement and Support of Education) Award for In-house Publications, for a two-color brochure with matching folder designed for Goucher College's Adult Undergraduate Program in Baltimore. Fawn was married on May 24, 2003, and is now Fawn O'Hara. She is currently the Director of Publications at Mount Saint Mary College, Emmitsburg, MD.
- **Laurie Gertrudo DeMartino, 1986**, was featured in the Smithsonian's Cooper-Hewitt National Design Museum's Triennial exhibition entitled "Inside Design Now." Her design studio, Laurie DeMartino Design [Studio d] is located in Minneapolis, Minnesota. Her range of clients includes Lancôme, French Paper and Target Stores. She has been recognized nationally and internationally in *Communication Arts*, *Graphic*, *I. D.* and *Print*, among other prestigious design publications.
- **Karen Savage, 2001**, is working as a graphic designer at TSI Associates, Inc., Reading, PA.
- **Andrew Brown, 2002**, wrote to Martin Lemelman with the good news that he has three illustrations in CMYK #24, January. He is also illustrating book jackets and title pages for a trilogy of children's fantasy books for Dutton Children's Books. Finally, he has two pieces in the Society of Illustrators Annual show, which opened in April.
- **Gary Phillips, 1982**, was honored by *Highlights for Children* for his full-page color illustration for the poem "Pebble World," in the March 2003 issue. His artwork was judged "Best in Issue" by the editors and art directors of the magazine.
- **Sheri Lepley Artiss, 1973**, wrote to John Landis to give him an overview of her design career since graduating. After 10 years of working in marketing for AT&T, she left to spend more time with her family and pursue a freelance career. Her clients have included the Smithsonian Institution, the US Coastguard and Quality Inns.
- **Sgt. Dan Zimmerman, Dec. 2001**, was deployed with the US Marine Corp. to Nasiriyah, Iraq. His ten-year commitment to the Marines is winding down, and Dan is looking forward to working as a graphic designer. His dream job would be one dealing with baseball.
- **Denise Kandiani-Sundley, 1977**, sent us an update about her work with AJS Pancott National Gymnastic Team. She has been traveling with the team as it competes in states, regionals and nationals. Her company, eDesign, had its second house included in "Chester County Day," where historic homes are shown during a house tour. The company will have its third house ready for the 2005 tour.

CAMPUS GRAPHICS

➔ **Kirsten Coates**, a May '04 grad, designed this poster, for an event that took place during Women's History Month. The lecture, presented by Dr. Janet Kaplan, was entitled, "Unexpected Journeys: A Lecture on Women Surrealist Artists." Kirsten's design, choice of color and unique format enhanced the artwork beautifully. Her client was Prof. Rhonda Wall, working on behalf of the Kutztown Women's Center and the Department of Art Education and Crafts.



➔ **Ryan Smoker**, another May '04 grad, designed the Senior Exhibition poster. His "last stop" concept is supported by the use of the rusty old train that he found in nearby Kempton. He originally planned to use a subway, but decided against it when he realized that Kutztown is not a hub of mass transit!



("What Goes on Here?" continued from page 1)

Professor Martin Lemelman has illustrated a number of children's books for the educational market, including *What a Mess!*, Mondo Publishing; *Too Much Food*, Cook Publishing; and *Bobby's Problem*, Houghton-Mifflin. His current project is another Houghton-Mifflin title, *The Ladybug and the Legislature*.

Kate Clair and Dick Coco welcomed a new baby girl, Sacha Joseph, into their family on June 11, 2003. She is a bright and happy baby, who is a frequent visitor to the department.



Alvaro Martinez, a freshman Communication Design major, was the recipient of the 2003 Morning Call Scholarship.

Junior Abby Krantz of Lititz, PA, painted a life-sized fiberglass cow for the 2004 Harrisburg Cow Parade.

Each of the 14 state universities will have one decorated cow displayed this spring in downtown Harrisburg. Abby was awarded a \$1,000 scholarship from the State System of Higher Education for her entry entitled "The Elusive Sea Cow."

HyDesign is an alumni publication of the Department of Communication Design of the College of Visual and Performing Arts of Kutztown University of Pennsylvania, a Member of the State System of Higher Education.

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Winners of the 2003 Communication Design Awards were:

Kristin Beidleman, Karen L. Anderson Memorial Award for the outstanding graduate in graphic design.

Nathan Billman, Dianne V. Dockery Award for the outstanding graduate in advertising design.

Adam Jarrett, Communication Design Illustration Award for the outstanding graduate in illustration.

Melanie Hoffman, Terry Boyle Illustration Award for the most improved in illustration.

Adam Kucharik, Communication Design Interactive Award for outstanding achievement in interactive design.

Winners of the 2004 Communication Design Awards were announced recently. They are:

Kirsten Coates, Karen L. Anderson Memorial Award for the outstanding graduate in graphic design.

Bryan Kemp, Dianne V. Dockery Award for the outstanding graduate in advertising design.

John White, Terry Boyle Illustration Award for the most improved in illustration.

Andrew Kern, Communication Design Interactive Award for outstanding achievement in interactive design.

HISTORIC PHOTO



Wow, who are those two handsome professors on the right side of this photo? Well, okay, we know—David Bullock and John Landis. If anyone can identify the students, the gentleman on the left, or the event, please contact us.