It is a delight for me to devote this column to the following announcement from President Eisler.

*It is my pleasure to announce that Dr. David M. Rosen has accepted my offer to serve as the next president of Kendall College of Art and Design. Dr. Rosen will assume the presidency of Kendall in July. Dr. Rosen is the clear choice of Kendall’s faculty, staff and search committee and I very much look forward to his joining our leadership team. I am confident that President Rosen will continue the upward trajectory of Kendall College.*

Dr. Rosen earned his bachelor’s degree from Haverford College and both his master’s and doctorate from Johns Hopkins University. For the past nine years he has served as Senior Vice President and Vice President for Academic Affairs at Woodbury University, a private college in Burbank, Los Angeles, and San Diego that specializes in art, architecture, media, design, and business. Woodbury’s education has received regional and national recognition for its focus on innovation, creativity, and forward-thinking leadership.

Before joining Woodbury University, Dr. Rosen served for 23 years at the University of Maine—Machias. Beginning as a faculty member in English and drama, he was recognized with his Excellence in Teaching Award, earning a position as full tenured professor. At Machias he served 6 years as the Chair of Arts and Letters, 3 years as Vice President for Academic Affairs, and briefly as interim President.

His accomplishments at Woodbury University include co-authoring and coordinating various grants and awards including a five-year, $3.1 million Title V grant to develop new majors in film-making, game art and design, and media technology; a five-year, $2.8 million Promoting Post-Baccalaureate Opportunities for Hispanic Americans grant to develop five new graduate programs in architecture; and a three-year, $600,000 HSI grant to develop an Andes Institute that uses a transdisciplinary model to link environmental science and design to help solve problems of vitality in the West. He also helped secure the Ray Bradbury Center for Creativity, the sole university legacy site authorized by the acclaimed writer.

Woodbury University successfully completed three new graduate programs in architecture in the past two years and a film-making program this fall.

Under his leadership, Woodbury University was recognized in Colleges of Distinction 2011 for its engaged students, great teaching, vibrant community, and successful outcomes, and was named best small master’s university in advancing Hispanic, low-income, and minority students by the National Association of Colleges of Arts and Education. It was ranked 16th among 551 master’s universities in adding value to its students’ education by the Washington Monthly. The Interior Architecture program was ranked 10th in the nation and the School of Architecture was ranked in Los Angeles in 2010. Its undergraduate program was named the outstanding program for Hispanic students in 2008 and ranked fourth in class in retention and graduation according to a 2009 Gates Foundation study. As Academic Vice President, Dr. Rosen led successful efforts for initial National Association of Schools of Art Design accreditation in 2008, and candidacy for initial accreditation by the American Association of Colleges of Schools of Business. Additionally, he has directed various academic and small theater productions, including Art, The Fool, and King Lear, which starred James Gammon. He founded the Maine Youth Summer Theater Institute and candidacy for initial accreditation by the American Association of Colleges of Schools of Business. Additionally, he has directed various academic and small theater productions, including Art, The Fool, and King Lear, which starred James Gammon. He founded the Maine Youth Summer Theater Institute and candidacy for initial accreditation by the American Association of Colleges of Schools of Business.

On the Cover

Cover illustration of Professor Bill Fischer created by Lisa Dubois (’11, Digital Media). After she graduated, Lisa went to work in concept and production art for TV animation. Currently, she is a part of Ferris State University, and has a passion for karaoke and hanging out with her cats, Nikita and Zany. She can be reached at adriana.louisefischer@gmail.com. See story Page 3.

Statement of Purpose

As a part of Ferris State University, Kendall College of Art and Design prepares its graduates for lives as professional artists, designers, educators, and leaders in the world of work. We do this by...

- Nurturing creative and intellectual excellence
- Encouraging freedom of expression
- Promoting awareness of social responsibility
- Honoring creativity in all forms
- Featuring a dynamic learning environment
- Providing a solid base of general education
- Utilizing the professional skills, knowledge, and expertise of our faculty and the facilities of the field and of applied arts.
**WHERE ARE THESE DIGITAL MEDIA ALUMNI NOW?**

**Brittany Zeller-Holland** (‘06, Digital Imaging) is currently employed at Colorlok, a product design company specializing in craft-related products, including scrapbooking and papercrafting. She produces kids’ craft kits, and stationery. She has designed large scrapbooking product programs for retailers such as Jo-Ann Fabrics, Michaels, Walmart, Target and various other craft retailers. Currently she is working on products in a new market for the company: jewelry-making supplies, partnering with licencier Seventeen magazine, to create a line of jewelry kits for teens, available on Amazon.com and in select Target stores.

*The Digital Media program allowed me to merge my desire to illustrate with traditional mediums, as well as meet the digital needs of the product design field. I’m comfortable in multiple social media interfaces from a corporate perspective, but dabbed in Web design and Flash animation and am not intimidated to jump in and assist in developing marketing tools that involve new technology. The Digital Media program established the basis for this knowledge and encouraged me to build upon it without hesitation.*

**Jessica Bradham** (‘11, 2-D Animation) works full time as a Technical Media Production Specialist at School Zone Publishing, a producer of children’s educational materials such as workbooks, flashcards and software. “I work mostly on fixing glitches in the programming. If part of an image is cut off, or if the sound/video aren’t working correctly, I fix those too.” Bradham works on the Golden Scholar Club games, scanning art, composing images, designing the games, and creating buttons and adding them into the game in Unity. Bradham also freelances with Powerpets.com and PetAdoptWorld.com, creators of friendly-family interactive educational games that help raise awareness about animals and raise money for animal shelters. She is also co-owner of Luraverse.com, a teen-targeted scifi/fantasy Web-based game currently in development.

*I gained great networking skills when I was enrolled in the Digital Media program. And thanks to the networking opportunities I had, I was able to learn of the opening at School Zone from a fellow Digital Media grad who gave me a great recommendation. In fact, I had a great interview and managed to be the last person interviewed for my position.*

**Stephen Honenfeld** (‘06, 2-D Animation) currently works at Nickelodeon Animation Studios in Burbank, Calif., as a Storyboard Reviewer on The Penguins of Madagascar.

Honenfeld explains, “I create and revise storyboards. After a storyboard artist takes the script and makes the initial set of storyboards, I will meet with the director/supervising director for that episode and get notes for changes—from simple character-size changes to creating completely new scenes from roughs and/or revisions.”

*The Digital Media program initiated me into the world I work in every day. Technology has become very important in the animation industry, and without the knowledge and skills I learned at Kendall, the learning curve of this technology would have been out of reach. Artistic skill will always be the most important factor, but the ability to work digitally has become the standard.*

**Diana Furulp** (‘09, Motion Graphics) is working at i58a (www.i58a.com), one of the oldest digital agencies in New York. It’s also one of the biggest, employing around 900 people.

Diana is a Visual Designer on the Verizon account. “I am not really allowed to talk in detail about what I do, but basically I specialize in mobile application design for the Verizon Wireless group. I work on application design and icon design.”

*The Digital Media program helped me by making digital media seem accessible. A lot of programs that I had taken in high school never had the same depth into the digital world. The Digital Media program allowed me to merge my desire to illustrate with traditional mediums, while also meeting the digital needs of the product design field. I’m comfortable in multiple social media interfaces from a corporate perspective, but dabbed in Web design and Flash animation and am not intimidated to jump in and assist in developing marketing tools that involve new technology. The Digital Media program established the basis for this knowledge and encouraged me to build upon it without hesitation.*

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*The Digital Media program helped me by making digital media seem accessible. A lot of designers today are still afraid of what being ‘digital’ or ‘interactive’ means. Thanks to Kendall’s program, I am very comfortable learning new technologies and talking to developers. I don’t do any coding or developing, but I can hold my own in a conversation about it!*
ART EDUCATORS PRESENT

Professor Donna St. John led a Professional Development Day for Berkley, Mich., school district 8-12 art teachers. She, Adjunct Instructor Kristie Morrisson and Dr. Cindy Todd addressed ways to use ArtPrize in the classroom, using an immersive project created by St. John and curated by Assistant Professor, Drawing and Printmaking Siggy Rockman. Visit www.gram.org for printmaking and Fine Arts Tips Post. Adjunct Professor, Art History Eric Anderson, and Adjunct Instructor Willison.

Seven Art Education students received scholarships to attend the Michigan Art Education Association conference in November, and another five were partially sponsored by the Kendall Art Education Student Association. The top presented an art exhibit titled “Why Design?” in the “Art of the State.” “How to Design an All-Inclusive K-12 Art Show” by “Beyond::Beyond::Using::ArtPrize::as an Educational::Springboard::,” with Morrison.


KENDALL PORTFOLIO NATIONAL PORTFOLIO DAY

“The most important art school I ever visited was Kendall College of Art and Design. I am honored to say we’ve visited,” says Kern (Kern), Kendall Admissions Office. The National Portfolio Day Organization sponsors these events that attract students interested in a critique of their artwork by evaluators representing schools and art programs throughout the country, for art school applications.

“It is an amazing honor and effort to host the National Portfolio Day event at Kendall and to work with the kids,” says Kern. “Without the dedication and planning of Administrations, faculty and staff, the event would not have been possible.”

The National Portfolio Day Organization organizes and sponsors events that attract students interested in a critique of their artwork by evaluators representing schools and art programs throughout the country, for art school applications.

ART EDUCATION STUDENTS MAKE GRAND RAPIDS A BETTER PLACE

Kendall students are always busy with classroom assignments, studio projects and internships. But students in Art Education go above and beyond as they prepare for their teaching careers.

“We would not have been able to experience the growth, especially in school programs, without the help of Kendall’s Art Education program,” says Grand Rapids Art Museum Education Director Jon Carfagno. “The relationship between GRAM and Art Education accelerated in 2009, when program Chair Cindy Todd and I met at a meeting of the Michigan Art Education Association. Since then, the Art Education program has been a boost to what we do and how we do it.”

Since the inception of ArtPrize, GRAM has collaborated with Assistant Professor Donna St. John’s students to create ArtCation Days as part of an ArtPrize lesson plan. Over the course of two days, 700 students from across the state visited the GRAM Education Center to hear from the artists about their entries and work together to create original works of art.

Probably the most successful joint venture has been “Languages Artist Creatures Connections.” Funded by the National Endowment for the Arts, Farmers Insurance and private funders, “Creature Connections” has reached into every elementary school in the Grand Rapids Public Schools. Cindy Todd worked for a year on the curriculum prior to its launch, and she continues to collaborate with us as the program is now in its second year,” says Carfagno. “It has transformed the relationship between GRAM and GRPS, and we’re planning to take the program into parochial schools soon.”

Student interns also help GRAM execute its programs, teaching Saturday family workshops and weekday school lessons. “Students are passionate gallery guides and leaders in our interactive studio work,” says Carfagno. And interns have benefited too. Christopher Bruse (’10, Art Education, and Michigan Art Education Association award winner and scholarship recipient) was an unpaid intern working for class credit. “After his internship, we kept him on for the summer as a camp instructor. He stayed with us all through his student teaching, which included an internship in the ‘Creatures Connections’ program. He then became a paid consultant on the program, and eventually we hired him as Schools Coordinator.”

Carfagno concludes, “Our collaboration has allowed GRAM to create new programming and expand the depth of existing programs. I can’t speak highly enough of students and faculty.”

The Art Education program has been very busy connecting with the local community through service learning opportunities as well. Students were asked to make original works of art to adorn the spare living spaces at DeLaSalle Ministries, a nonprofit organization that provides food and lodging for the homeless in Grand Rapids. Students Brittany Boverhof, Noa Kritzer, Geeta Lundt, Elizabeth Parma, Allison Rigs, Gavin Schmidt and Susie Stewart toured the facility and pitched their ideas to a panel of four Oskagot representatives. Artwork was hung in early December, providing a much warmer, inviting environment for DePagh’s patrons. Art Education students also volunteered with Downtown Books & Cookies, a nonprofit group promoting elementary school literacy, wellness and urbanization. At Kendall in November, four prominent community leaders read their favorite picture books while children munched on delicious vegan cookies from Wednesday Evening Cookies. Students Sarah Parc, Tari Kozatek, Brittany Boverhof, Sheri Heffron and Gabrielle Mulder capped off the event with a crowd-pleaser as they facilitated an art activity for the children based on the stories that were read. "
2012 STUDENT ADDY AWARDS

Kendall students brought home the “hardware” at the annual American Advertising Federation West Michigan Chapter’s Student ADDY Award ceremony. The ADDYs recognize student creative excellence in 12 categories, from logo design and animation to packaging and posters. This year’s judges were Yang Kim, Creative Director, People Design; Mike Shrun, Art Director, Hanon-McKendry, Tom Cimpo, Creative Director, Auxiliary Advertising; Rob Jackson, Creative Director, Extra Credit Projects; and John Cymbal, Chief Creative Officer, Driven.

Students collected seven Gold ADDYS and nine Silver ADDYS. Gold winners will advance to the District competition, to compete against college students from Illinois and Indiana.

**STUDENT ADDY WINNERS**

**Below, top to bottom:**
- Anna Garinik
- Mixed-Media Campaign
- Kent District Library Teen Section
- Evie Amos
- TeleVision, Campaign
- Michael G. Fox Foundation
- Jessi Hook
- Out-of-Home
- Locks of Love

**Below, top to bottom:**
- Jackie McLaughlin
- Macy’s Bash
- Marc Scaturro
- Mixed-Media Campaign
- Out-of-Home
- Brief Moment
- For Grace
- Taylor Shupe
- Editorial Design, Series
- If These Wheels Could Talk

**Below, top to bottom:**
- Jessie Campbell
- Brochure
- PSST: Kitchen Secrets, Tips & Tricks
- Travis Martin
- Out-of-Home
- Why We Watch
- Lydia Vanhoven
- Magazine Ad Campaign
- Short’s Brewing Company
- Jessie Campbell
- Magazine Ad Campaign
- Laugh It Off

**Below, top to bottom:**
- Andy Peninger
- Single Consumer Magazine Ad
- Chapstick All-Naturals
- Jen Cooper
- Magazine Ad Campaign
- Yankee Candle
- Bryan Smith
- Animation
- The Fly Title Redesign

**STUDENT NOTES**

**CERAMICS**

The Kendall Clay Collective has recently begun construction of a new Web site: http://kendallclaycollective.com. The Web site will highlight the work, workshops and visiting artists that the Clay Collective is involved with as well as the role of pottery to support future programming.

**DRAWING**

A graphics period drawing, “Street,” by freshman Isaac D. Smith has won the 2011 student drawing scholarship. A juried, open entry scholarship, Drawing is the Michigan Avenue Scholarship and is open to current full-time students. In addition to the $10,000 scholarship, the artist will be offered a one-semester internship opportunity with Hickory’s renowned design team in Hickory, N.C.

**ILLUSTRATION**

Illustration senior Samantha Reszetar was recently awarded the Vi Fargo Great Award for her work in the College of Design’s Fifth Silver Art Fair, the oldest juried art fair in the Midwest. Her work is currently showing work in Byrdwood Gallery in Grand Rapids, Mich., and continues to show her work at art fairs.

**INTERIOR DESIGN**

A team of Kendall students were among the seven finalists for the 2011 Michigan’s Healthcare Design Competition. For this conceptual design competition, students were challenged with a theme of “healing.” Students researched the current challenges within the selected healthcare environment, and proposed opportunities for improvement, shared their thought processes, and prepared presentations demonstrating unique ways to improve the environment and/or processes within. Designing a space for the Michigan Avenue Oncology Center were students: Amanda Bender, Lauren Hughes, Kristi O’Driscoll, Holly McPherson and Liz LCey

**MFA**

Kendall graduate students presented their work at the 2011 MFA Juried Exhibition at DeVos Place. 201 Monroe Ave. N.W., in downtown Grand Rapids. Curated by Professor Margaret Vega, the exhibition showcased work from current MFA candidates and recent MFA graduates: Chelsea (Anne), Vittoria (Carlo), Yosef (Adam), Alex (Emily), Michael (Derek), Karmel (Asa) and Alex (Gabe). The students were: Alice (Isaac), McMillan (Kris), Elena (Dimitra), Sekir (Taylor), Nathan (Heather), Beth (Peter), Sarah (Katie), Hollie (Day), Richard (Terri), Casey (Benjamin), Elizabeth (Rahel) and Dave (Jared). The exhibition presented a diverse body of work in drawing, painting and printmaking.

**MFA-Drawing student**

Lance Moon took first place in Blissfield Gallery’s 4th Annual Drawing Annual. Moon received 3,008 submissions from 624 artists. Lance’s work will be featured in the award-winning full-color catalog that is produced in conjunction with each year’s competition.
Alumni" on the Kendall Web site, kcad.edu. Then click "Career Link" and register. Once you receive confirmation, you can access these valuable tools:

As if those weren't enough, Kendall offers these online career tools:

Careershift

Job Search Tools

All the tools you need for a successful job hunt are on the site. Browse hundreds of local and nationwide companies and Job Search offers entry-level and alumni-oriented openings posted by many Fortune 500 companies and

Interview Stream

Resource Library

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Career Events

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Employer Profiles

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CAREER SERVICES: ONLINE ASSISTANCE, 24/7

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GALLERY NEWS

February 20–March 17
Acts of Recognition: Group Exhibition
Kendall Gallery & Gallery 114

February 20–March 10
Kendall Clay Collective Undergraduate Exhibition
Gallery 104

March 19–31
Trophy Room: Group Undergraduate Exhibition
Gallery 104

March 26–April 21
Kim Cridler/Jonathan Wahl
Kendall Gallery

March 27–April 21
MEGA: Michigan Emerging Graduate Artists
Gallery 114

April 9–21
Furniture as Danger: Undergraduate Exhibition
Gallery 104

April 30–July 27
Excellence Awards Exhibition
Federal Building Galleries

April 30–June 1
MFA Group Thesis Exhibition
Federal Building Galleries