

CONNECT

The Illinois Institute of Art-Chicago

Graphic Design Conference

Merchandise Mart Conference Center

Friday, May 7

10-4PM

The Spring 2010 CONNECT Conference
continues the tradition of bringing
various industry perspectives to the
Students and Alumni of
The Illinois Institute of Art-Chicago

COMMENTS

Schedule of Events

- 10:00 Dr. Jeffrey Allen
Michael St. Luke Robinson – Welcome
- 10:15 **Stacy E. Benson**
Sr. Graphic Designer at Dotomi Inc.
Selling & Creative:
Do designers have to know how to sell?
- 11:00 **Jana Kinsman**
Designer and Illustrator at Create & Barrel
What it's really like to work as an in-house
Designer and Illustrator at Crate & Barrel
- 11:45 **Dave Pfluger**
Sr. Designer for Burton Snowboards
Design & Process at Burton Snowboards
- 12:30 Break—Lunch Provided
Senior Portfolio Review and
Networking Opportunities
- 2:00 Pat Giller – Welcome Back
2:10 Sue Wrzesinski - The Internship Program
- 2:15 **Mike Segawa**
Commercial Illustrator and Concept Designer
for Walt Disney Imagineering
Confessions of a Wandering Fanboy
- 3:00 **Michael J. Vesper**
Graphic Designer and Web Developer for
Toolbox Inc. as well as freelancing under the
Vesper Graphics label
Thinking Broadly - Context is King
- 3:45 Michael St. Luke Robinson
Closing Comments
Adjourn

Stacy E. Benson

Sr. Graphic Designer at Dotomi Inc.

10:15 AM

Topic

Selling & Creative:

Do designers have to know how to sell?

Benson shares the insight she has gained working with some of the top internet retailers. The topic will discuss types of clients, building trust, the basics of selling an idea, and working with established brands.

Biography

Stacy E. Benson is the Sr. Graphic Designer at Dotomi, Inc. Over the past two years, she has contributed to positioning the creative department as a strategic advantage for the company and industry. She collaborates and leads top brands in optimizing their online creative and works directly and indirectly with 30 of the Top 100 Internet Retailers. Dotomi is helping marketers rethink display advertising with a new approach called Personalized Media. This approach allows everything from the banner creative to media placement to be determined in real-time at the user and impression level, resulting in higher returns and improved user engagement.

Jana Kinsman

Designer and Illustrator at Crate & Barrel

11:00

Topic

What it's like to work as an in-house a designer and illustrator at Crate & Barrel.

Biography

Jana Kinsman is a designer and illustrator at Crate & Barrel headquartered in Northbrook, IL. A designer through and through, a majority of her heart and hand belongs to illustration. Her work is inspired by

the city around her, the people she sees, as well as anything having to do with a bicycle. In addition to the strong typographic projects she works on, she designs and illustrates dinnerware surface patterns for CB2; a modern destination from Crate & Barrel that first opened in Chicago in the year 2000. Jana is a co-Founder of the premiere female design collaborative Quite Strong, a former board member of the STA (Society of Typographic Arts) and an active member in the AIGA (American Institute of Graphic Arts) community. When she's not working you might find her riding one of her three bikes, watching VHS copies of bad movies or doodling on napkins.

David Pfluger

Sr. Designer for Burton Snowboards

11:45

Topic

Design & Process at Burton Snowboards.

Pfluger will define the design process for print-related materials at Burton Snowboards. From rethinking the product packaging for outerwear, snowboards, boots and bindings to the design and illustration of the annual Burton catalog, Pfluger will show the process from preliminary sketches to final design while presenting a glimpse of the work-life culture at Burton.

Biography

David Pfluger is a Sr. Designer for Burton Snowboards, in Burlington, Vermont.

Growing up in the suburbs of Chicago, he was introduced to graphic design through snowboard and skateboard culture. After graduating as an illustration major at Northern Illinois University, he settled in downtown Chicago to develop his graphic design skills in print and web media.

At Burton, he heads up the design team for print-related projects such as: packaging, catalogs and print ads.

Mike Segawa

Commercial Illustrator and Concept Designer
for Walt Disney Imagineering

2:30

Topic

Confessions of a Wandering Fanboy

Vector Illustrator Mike Segawa talks about his quest to find his place as an artist in multiple creative industries, how to avoid bad clients, and offers tips on marketing yourself during a recession.

Biography

Mike Segawa is a commercial illustrator. His Vector-style art often exhibits a youthful energy, and a hint of animation. Mike currently works as a Concept Designer for Walt Disney Imagineering and is illustrating his 4th picture book of the tween series, Mackenzie Blue, published by HarperCollins.

Michael J. Vesper

Graphic Designer and Web Developer for
Toolbox Inc. as well as freelancing under the
Vesper Graphics label

3:15

Topic

Thinking Broadly - Context is King

Michael J. Vesper speaks about the evolving role of technology in design, leveraging non-design skills and the importance of self-education as a design tool.

Biography

Michael J. Vesper is a Chicago based graphic designer and web developer. He has worked at the design firm Toolbox Inc. for 9 years as well as freelancing under his Vesper Graphics label. One recent web project is telofilms.com, a community based video sharing and distribution website.