The Department of Art is proud to announce a new Bachelor of Arts degree in Graphic Design. There has been an increasing demand from both prospective and existing students to focus more intensely on a graphic design career path. After much work and planning over the last year, we are excited to offer students this new opportunity. This new program allows students a greater range of class offerings, and mentoring of students. Similar to the ‘whole person’ approach to education that I entered the Chair position, and it is with great pride that I make this announcement.

This active, new program will continue to grow and develop. As part of the new program a new student-run design lab has been established. This lab will work in tandem with the school’s existing and newest facilities for the design studio as well as a more functional area for printing, processing, and presenting student work. This lab will provide students with the edge technology for designers. An additional computer lab has been established. The lab was made possible through generous donations from alumni and businesses in the area. These resources will provide students with the cutting-edge technology they will need to compete in today’s marketplace.

In our efforts to be more GREEN! We want to keep in touch with you via email and phase out printed material. To do this we need you to send us your email address! We are happy to keep sending you printed material if you prefer — but if possible we’d like to convert as many of our alumni to email as possible! This way you can send us your life and work updates and we can send you printed notices, etc. in a timely and eco-friendly fashion! Please send ASAP to jontz@xavier.edu

THANK YOU!

Dynamic Duos continue on the inside
Sara Middleton (left), BA Graphic Design 2009 and Claire Madden Nelson (right), BFA Graphic Design/Ceramics 1997

What do your positions at AG, and what’s a typical day like?

CLARE: The position I was first hired for at American Greetings was called digital graphics assembler. American Greetings had just moved a large push into the digital production of greeting cards. I was responsible for scanning traditional art, color correcting the scanned artwork, and then building the electronic version of the once film based card. I worked in that role for a couple of years and then moved to positions in which I was responsible for building electronic versions of the manufacturing sheets. Those two positions taught me a lot about American Greetings standards and manufacturing processes. My favorite experience at AG was when I was able to qualify for a position to work at the sticker facility. So it was a natural transition when I moved to a quality control position within Creative. I worked with Creative and manufacturing to track the production standards and quality of the product. And that about 9 years ago. I moved into my current role, Business Operations Administrator. I work as a liaison between IT and creative associates. My typical day is filled with helping Creative associates with all of the new technology that is being developed and introduced.

SARA: As an Associate Director — Stationery and Stickers, I have a choice to come in at 7:30 and work until 4:30. I enjoy the quiet time in the morning, when my creative mind is working. Having the benefit of coming in to work at 7:30 and leaving at 4:30 means that I have my entire day to work. For example, I might spend the morning writing copy, coming up with ideas, or planning presentations. In the afternoon, I might work with our photographers or designers to ensure that our products look as good as possible. I also work closely with our marketing team to create marketing materials for our clients.

What advice would you give to fledgling art majors?

CLARE: The best advice I can offer is to work hard, take as many courses that interest you as possible, and pick up as many different classes as you can. Understanding business is crucial, and if you're lucky enough to support yourself as a fine artist you REALLY need to understand who your audience is and how to market your work. Running your own business can be challenging, but it is also a lot of fun and can be very rewarding.

SARA: People usually ask me about the day-to-day aspects of my job, but there are so many other things that go into making something happen at AG. It's important to remember that everyone has a role to play in the success of a project, and that includes everyone from the designers and writers to the editors and marketing team. So my advice to art majors would be to stay open-minded and willing to learn new skills. It's also important to remember that everyone has strengths and weaknesses, and that it's okay to ask for help when you need it.