Ineffable

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A COLLECTION OF
ART + DESIGN COLLECTION

INEFFABLE MAGAZINE

RENÉE RAMSEY-PASSMORE, M.F.A.
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DESIGN DEPARTMENT
SCHOOL OF FINE AND PERFORMING ART
Columbia College Chicago
623 South Wabash Avenue
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CREATED BY DESIGN STUDENTS ENROLLED IN PUBLICATION DESIGN (SECTION 01), FALL 2017, DESIGN DEPARTMENT, COLUMBIA COLLEGE CHICAGO.

Students were asked to name the magazine, and from there they narrowed the name down by vote.
INEFFABLE: too great or extreme to be expressed or described in words.
synonyms: indecribable, inexpressible, beyond words, beyond description.

I wanted the students to be more involved within the art and design community of Chicago. Students are not often exposed to the inner workings of the day-to-day facilities within the environment of creative individuals. They were given the task of researching on-line, the various artists and designers. Since some the students were not native to Chicago, it started with a list of my fellow members from the Society of Typographic Arts Chicago, (www.STA-Chicago.org) or from my connections to the art and design community. The list grew to cover as many firms and studios as we researched through an on-line search finding contact information (urls, emails, addresses, phones, etc.).

The students selected the artist or designer whose work they admired. In some cases, the students knew the artist or designer. Once the initial contact was made via an introduction email, the artists or designers (in most cases) were committed to being interviewed. I encouraged the students to arrange a meeting at the artist's or designer's studio, if possible, between the student and the artist or designer. This hopefully gave the student a chance to see the inter-workings of a creative individual or team with a more personal affiliation with the one-on-one interview.

Students were to design two-double page spreads to total a four-page layout. Images from the professionals were required to be 300dpi. Layouts were created in Adobe InDesign file formats required from the Design Department Digital Print Center Manager, Steve Knight.

All students were to design front and back covers (inside and outside), table of contents (one double-page spread) and the biography pages (2 double-page spreads).

Students were required to have the interview submitted to Columbia's, The Learning Center at 33 East Congress Parkway, Chicago, IL 60604 for grammatical assistance and spelling corrections.

We would like to thank Steve Knight, Digital Print Center Manager for his guidance and patience. He presented us with the initial InDesign file format with the correct documentation needed for a magazine of this size. The state-of-the-art technology within the Design Department allows for in-house turnkey from the Digital Print Center.

The printing process made use of the Konica c70hc for printing on 32 lb. Matte text with a 100 lb. Matte cover, while guillotine trims, and perfect binding which finished the results you hold in your hands.

I would like to thank those professionals who responded to the student art or design interview. These professionals base much of their time on a significant hourly rate. We would like to let those who are included know that we appreciated the time taken from their busy schedules. Because of their generous time and efforts, it has helped to make this publication a success.

This is truly a passionate and collaborative project. We hope you enjoy INEFFABLE!

FACULTY | STAFF

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Magazine Name: INEFFABLE: Too great or too extreme to be expressed or described in words.
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FEATURES

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Laura Wilkens

art direction + design

Laura Wilkens was born and raised in Chicago. She is originally from the northwest side near O'Hare airport. She works at TraceyLocke and is a big nature person. She does a lot of hiking and a lot of traveling to places like national parks. She used to rock climb, but doesn't really have time for it right now, although she does miss it.

Interviewed by Brittany Barron



HOW LONG HAVE YOU WORKED AT TRACYLOCKE? DID YOU HAVE INTERNSHIPS?

I started last year. I interned during school in Loyola's marketing department. I did that for a year and it was paid, which is wonderful! After I graduated I got hired into this tiny little firm called Matrix Partners in the West loop. I worked on dog packaging and that was my life for three years. And now I'm working at TracyLocke.

CAN YOU NAME THREE PIECES OF ADVICE YOU WISH YOU HAD BEEN GIVEN AS A STUDENT?

Connections [are] a big deal, when I was looking for a job last year, before I got the job with TracyLocke and I was struggling, I didn't network as much as I should have. I was applying for four jobs then I got this one. For your portfolio you should have a variety of things like be confident, our job specifically, everything you do is a part of yourself. Just be confident with your work. Which is something I still struggle with. Like going into a meeting and thinking, 'What you are doing is shit.' But everyone is like, 'This is great!' I've had a lot of projects and sometimes we get to round ten and the client is like, 'Let's start over.' You are thinking, 'How am I supposed to do that?' and you are so creatively drained and you love what you have. But it usually ends up with something better. You must think about how you can always make something better than what you had.





CAN YOU EXPAND ON ANY CREATIVE PASSIONS YOU DO OUTSIDE OF WORK?

I'm trying to start a travel blog but I'm just so busy that it's pushed toward the back burner. But I got my little Instagram going for photography and travel is my main passion at the moment. I don't have a house, don't have a kid, or even a dog—so might as well go somewhere, so I'm at least documenting it. I have so many ideas about side projects that I want to do, I just don't have time.

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HOW DID YOUR DEGREE IN VISUAL COMMUNICATION AND FILM PRODUCTION LEAD YOU TO THE PATH TO BE AN ART DIRECTOR?

I fell into it by chance. So, I wanted to be in film since I was seven years old. I fell in love with the movie Twister and I said, 'This is it!' I was at Loyola doing a film degree but I wanted to be in Hollywood. I went junior year to California and interviewed with UCLA for grad school and I was ready to go. Then I was interested into special effects and Loyola had this class with computer graphics. I was this dumb college kid and was like, 'Oh special effects, cool I'll take it!' I realized it was just a Photoshop class. I realized I liked this way better. So, I just kind of fell into graphic design. Then I was like, 'I get way less stressed doing these projects than I did for my film projects.' And I started thinking, 'Maybe that's what I want to do for the rest of my life.'

DO YOU HAVE A MENTOR OR SOMEONE YOU LOOK UP TO IN GRAPHIC DESIGN?

I don't know if I have one that I talk to or know personally. There's a lot of people on Instagram like Jessica Hische, [who] is an amazing letterer. I used to be so into lettering that I love them all. My creative director is pretty awesome. My old job, they didn't really appreciate the work I did, which is why I ended up leaving. My current Creative Director, who is my boss, she says, 'This is good,' and is very supportive. If your boss appreciates you then you are going to do better work. It's like a domino effect.



BEFORE



AFTER

hello delicious! CAT TREATS

hello! DELICIOUS CAT TREATS

HELLO delicious

nature's LOGIC The way pet food should be

nature's LOGIC The way pet food should be

NATURE'S LOGIC The way pet food should be

WHERE DO YOU SEE YOURSELF IN FIVE YEARS?

My boyfriend and I want to move to California because even though I'm not going to work in film, I love southern California. You hear people say 'gnarly' in southern California and I love it! I want to move but not work in L.A. I don't want to deal with traffic, but it's kind of a long-term goal. I'd like to be a Senior Art Director by that point. Probably wouldn't be a Creative Art Director till like late forties.

WHAT'S THE STRUCTURE OF TRACYLOCKE?

There's two different creative teams and each has their own Creative Director. So, my team has a creative director and then two senior Art Directors. I'm below them and then we have one Junior. We all do the same amount of work. The Senior Art Directors get their own projects and often times their ideas will get pushed forward. I get a little more creative freedom at TracyLocke than at my old job. It was just me and two other Graphic Designers. It's totally different wherever you go.



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THE ROLE OF AN ART DIRECTOR IS VERY BROAD; AT TRACYLOCKE WHAT IS THE EXACT SKILL SET THAT YOU BRING TO THE TABLE?

Something I learned at my old job is thinking outside the box. We didn't really have a Creative Director. They would be like, 'This is our client and think packaging.' Being right out of college we wouldn't know what to do. So, we would be on Pinterest and all the packaging websites [and] we would pick stuff that looks cool! We basically had to make our own creative brief. We had to be really creative to provide options because we had no directions whatsoever. That's something I have at TracyLocke because I feel like my brain naturally works like that now. I still go on Pinterest all the time. If you log on to my account I have like two hundred secret boards. Pinterest is your friend hardcore! I don't know the way my brain works now but from being pressure tested at my old job so much it's kind of cool. I even impress myself sometimes. It's like muscle memory for your brain.



IF YOU CAN REBRAND ANY PRODUCT OR SERVICE WHAT WOULD IT BE AND WHY?

I would definitely rebrand TJ MAXX. I went there yesterday to pick up some things and the branding is pretty underwhelming. They launched their new campaign a couple years ago about becoming a "maxxinista" and trying to cater to the millennial generation, but their look doesn't reflect that at all. The stores feature boring black and white photography zoomed in on unfashionable clothing pieces paired with white text on flat areas of red. For a brand that's trying to prove you can get really high-fashion looks at a great price, they don't look like they have any fashion sense at all.

WHAT'S YOUR FAVORITE MOMENT FROM TRACYLOCKE SO FAR?

When I first started, I was thrown on to this big project for Ziploc. It was a huge transition to go to this new job. The person that hired me was also my Creative Director. They were like, 'OK, this project is happening, you're going to do it. And my Creative Director who was in Uruguay was like, 'Go do it.' I was like what am I doing? It was so stressful and I had no one checking my work. I was going in having photos retouched and getting things laid out properly. My Creative Director who had been gone for a month presented my work. She said "...Shout out to Laura who got this done and it looks awesome." And I've heard no feedback from her at all. It kind of got sent out and done with. I was like, 'OK, I'm not getting fired my first month'. I started at a really crazy time. People that start now they are eased into it the first three weeks. And I'm like, 'Oh, must be nice.' So just knowing I can do this, that was pretty cool.



To see more of Laura's work visit laurawilkens.com

THE TEAM

Adam Barkley

Adam Barkley is a Graphic Design major with a concentration in Publication Design and a minor in Photography. Whenever possible, he tries to integrate as much of his Photography into his Design.

Sydney Barrett

Sydney Barrett is a Columbia College Chicago student. Her major is Graphic Design and her minor is Design Management. She is interested in many things like video games, anime, drawing, Doctor Who, sometimes fashion, and many more.

Brittany Barron

Brittany Barron is a Junior at Columbia College Chicago working towards her B.A. in Graphic Design and a minor in Creative Advertising. On her free time when she's not on her computer she loves to draw and paint. Brittany hopes after she graduates to work at an Advertising Agency.



Moria Hibbard

Moira Hibbard is a Graphic Design and Video Production student at Columbia College Chicago working for their B.F.A. In their spare time they doodle in notebooks meant for schoolwork and plays with cats. Moira also works part time as a custom framing designer and builder.



Brigid Sullivan

Brigid Sullivan is from Oak Park, IL and will be graduating in May with a degree in Graphic Design. She feels a creative responsibility to cultivate clean designs that have a creative flair. With an eye for detail, Brigid strives to create authentic designs relevant to the evolving world of art.



Dylan Bissonette

Dylan Bissonette is currently a Senior studying Graphic Design at Columbia College Chicago. He is set to graduate at the end of the Fall 2017 semester and is looking forward to future opportunities after completing this semester.



Amelia Detwiler

Amelia Detwiler is a Junior at Columbia College Chicago working towards her B.A. in Graphic Design with a minor in Entrepreneurship. When she's not cuddling with her German Shepherd puppy, she's gawking at other people's dogs on the streets or embroidering a cute little animal while sipping a bubble tea.



Angela Batalkhan

Angela Batsaikhan strongly believes that she can accomplish anything with hard work, strong will, and confidence. She is a Senior at Columbia College Chicago, double majoring in Graphic Design and Photography. Angela loves both subjects equally and tries to nourish her strengths and skills every day. Her favorite books are Harry Potter which she's read several times. Angela also spends her free time painting while listening to classical and jazz music.



Amanda Johnson

Amanda Johnson is a Senior at Columbia College Chicago who's studying Graphic Design and Marketing. When she's not working on a project, she's working at Florense as their Marketing Coordinator, at the gym, trying out a new restaurant or bar, reading, or re-watching The Office.



Emily Shoop

Emily Shoop is a Senior at Columbia College Chicago working towards her B.F.A. in Graphic Design. In her free time she enjoys fine art, reading, and binge watching crime dramas. Emily has no connection to the Salt-N-Pepa song, “Shoop.”



Abigail Kowalczyk

Abigail Kowalczyk is a Junior at Columbia College Chicago. She’s studying Graphic Design with a minor in Marketing. In her free time she enjoys drawing, watching Netflix, and long walks on the beach. You can find her on LinkedIn and Instagram.



Shivani Kumar

Shivani Kumar is currently a Senior at Columbia College Chicago working towards a B.A. in Graphic Design and User Experience. Additionally, she has always had a deep passion for Photography, encompassing everything from the shores of Lake Michigan to the outskirts of India. In her free time you can probably find her playing Super Mario Bros. on her Nintendo Classic.



Jason Min

Jason Min is a Junior studying Graphic Design with a foundation in Photography and Illustration. Intermingled with his studies he is currently the In-house designer at MOTH, a life-style boutique specializing in Nordic and Japanese design. When he’s not glued to the computer, consumed in design work, he enjoys art museums, Photography, tending to his plants, and often ponders the next travel getaway or culinary adventure.



Jocelyn Moreno

Jocelyn Moreno is a Mexican-American Graphic Design artist born and raised in Chicago. Her love for Art began at the age of eight while she lived in Mexico for a year. She began to draw and paint at the age of 11 and became interested in Graphic Design at the age of 18. Her culture and city are two things she holds dearest to her heart and is what has influenced her work.



Ana Ojeda

Ana Ojeda is a Mexican-American born and raised in Chicago, with so much love for her city and culture. She is known for her dedication to her favorite Chicago teams, the Chicago Cubs and the Blackhawks.



Sierra Pennala

Sierra Pennala is a third-year student at Columbia College studying Graphic Design and Advertising. Although she loves Chicago, the Wisconsin in her truly shines every time she makes mac and cheese, her favorite food, at a skewed ratio of cheese to mac (4:1). A softie by nature, Sierra loves doing volunteer work, her cats and dog (or any cats or dogs), making elaborate cards and letters, and baking for her roommates.



Danielle Przbysz

Danielle Przybysz is pursuing a Graphic Design B.F.A. with a Creative Advertising minor at Columbia College Chicago and is expected to graduate in 2019. She is originally from the Chicago Suburbs and enjoys crafting everything from cards and coasters to sock monkeys. Danielle also loves to find inspiration in the world around her and let those discoveries influence her work.



Grace Robbins

Grace Robbins is a Junior at Columbia College Chicago, pursuing a B.A. in Graphic Design with a minor in Marketing. After school she intends to become a Designer with a focus in print design while also pursuing personal projects. In her free time Grace enjoys skiing, hammocking, podcasts, and listening to new wave music.



Madison Koehler

Originally, Madison Koehler (Mattie) is from a western suburb of Minneapolis. From there she moved to Chicago to seek her degree in Graphic Design at Columbia College Chicago. Many of her inspirations come from oddities in everyday life, nature, and her travels. Currently, her focus is on creating covers for various mediums such as magazines, music tracks, as well as creating labels and logos.



Olivia Binkowski

Olivia Binkowski is a 23-year-old Graphic Designer transfer student currently at Columbia College Chicago. Her hometown is Elmwood Park which is northwest from the city of Chicago. She currently works at a Crossfit gym. Things Olivia really enjoys outside of school are working out, playing sports, volunteering, rollerblading, going on road trips, and enjoying the nightlife in the city. Some of the top things she loves are dogs, food, comedy, going to the beach, and being around her friends and family.

ABOUT COLUMBIA

Columbia College Chicago is a private, nonprofit college offering a distinctive curriculum that blends creative and media arts, liberal arts, and business for 8,000 students in more than 100 undergraduate and graduate degree programs. Dedicated to academic excellence and long-term career success, Columbia College Chicago creates a dynamic, challenging and collaborative space for students who experience the world through a creative lens.

VALUE

Columbia has more than 96,000 alumni, making our network among the largest of any arts and media college in the world.

ACADEMICS

More than 100 exciting academic majors and programs.

We believe a solid foundation in the liberal arts and sciences is essential to any creative career. That's why every undergraduate must complete the requirements of the Liberal Arts and Sciences Core.

Emphasis on the body of work: Students can develop professional-grade portfolios over their course of study.

Average class size: fewer than 20

Accredited by The Higher Learning Commission

STUDENTS

7,809 undergraduate and 311 graduate students come from nearly every state and more than 25 countries. (Fall '16)

One-third of our student body is African American, Latino, Asian, Native American, Pacific Islander, or multiracial.

Approximately 20 percent of Columbia students are first-generation college attendees.

STUDENT LIFE

Columbia students are creatively charged, seeing and understanding the world through a creative lens. They're driven to pursue their passions and are willing to put in the hard work to get there.

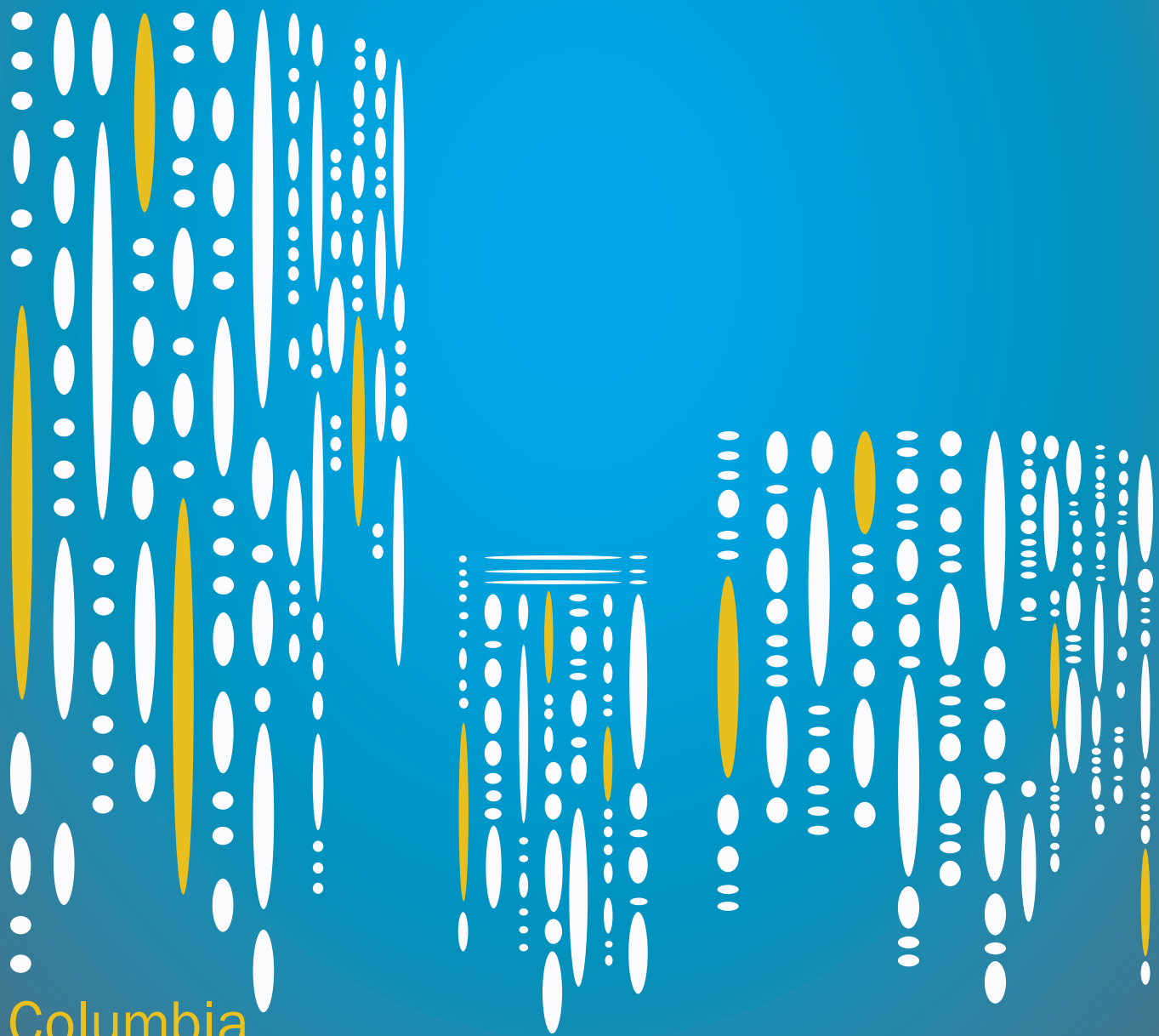
The city is our campus and a major part of student life at Columbia. Chicago is our laboratory and our playground, and our students explore and sink their teeth into the vast cultural and professional opportunities that abound in this world-class city.

Nearly 2,500 students live in our residence centers, all located just steps from our main campus.

More than 85 student organizations – from the Student Dance Organization to Japanese Anime and Manga – express the diversity, interests, and energy of our students.

We do it, watch it, support it, applaud it: We are one of the largest presenters of cultural events in the city, with hundreds of events crowding our calendar each year–including student performances and gallery showings, faculty and guest lectures, readings, and performances.

Columbia College Chicago and the institution continue to expand its educational programs and add to its physical campus by purchasing available buildings in the south loop. This plays a significant part in its presence in the south loop and downtown Chicago. Today, the college occupies almost two dozen buildings and utilizes over 2.5 Million square feet.



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