

Afternoon classes have been cancelled so that The Art Institute of Philadelphia students, staff and faculty can enjoy food & fun in the sun on Wednesday, August 26 at Markward Park (26th and Pine) from 12noon-3pm.

## 2009 Picnic Info At A Glance

**When:** 12noon - 3pm on Wednesday, August 26

**Where:** Markward Park (26th & Pine Streets)

**SHUTTLE BUSES** will run along a loop during picnic hours between 1622 Chestnut St and Markward Park (26th and Pine) beginning at 11:45am until 3:30pm.



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# Ai The Art Institute of Philadelphia® COLLEGE NEWS

an informational newsletter for students at The Art Institute of Philadelphia  
[www.artinstitutes.edu/philadelphia/collegenews](http://www.artinstitutes.edu/philadelphia/collegenews)

## Daniel Traub: Beijing

*Daniel Traub: Beijing* will be on display in the 1622 Chestnut Street Gallery from August 26 – October 16. The exhibit is being presented with Community Partner *Asian Arts Initiative*, a local non-profit arts organization based in Chinatown.

*Daniel Traub: Beijing* is a collection of the young Philadelphia photographer's work during his stay in Beijing from 1999-2005.



Lady with Fan Photo: Daniel Traub

"While I was born and raised in Philadelphia, my mother is Chinese," he says.

"Making these images enabled me to reconcile the China of my childhood imagination with its present day reality, a means of bridging the divide."

**An artist's reception will be held on Thursday, September 17 in the 1622 Chestnut Street Gallery.**

## Staff Changes In Academic Affairs

With the departure of Director of the Academic Achievement Center **Rena Daniels, Lya Redmond**, formerly Assistant Academic Director for Fashion Design, will be serving in a new position – Coordinator of Disability Services & Developmental Studies. Her responsibilities will include assisting students with disabilities and coordinating administrative support for the academic skills classes.

**Alyse Edwards**, Assistant Academic Director for General Education, will be taking on additional duties that will include supervision of Academic Advising.

**Patrick Carrow**, the newly appointed Assistant Academic Director for Fashion Design, is no stranger to The Art Institute of Philadelphia. Carrow received his Associate's Degree in Fashion Design here in 2004 (graduating with honors and as a Presidential scholar). While pursuing his bachelor's degree at Drexel University, Carrow studied abroad at the London College of Fashion, where he held an internship with **Alexander McQueen**.

Carrow returned to The Art Institute of Philadelphia as Fashion Lab Manager in October 2008. As Assistant Academic Director for Fashion Design, Carrow hopes to get to know the Fashion Design students even better, looking for more opportunities for their talent and creativity to shine.



Pictured L-R: Chris Rupp with his brother Scott and his father

## Racing Car at August 8 Open House

The sight of a "midget" racing car parked in front of 1610 Chestnut Street intrigued many prospective students and their parents who arrived for the Open House event on Saturday, August 8.

Industrial Design Technology student **Chris Rupp** races the vehicle in contests sponsored by the American Racing Drivers Association. The Art Institute of Philadelphia has been one of the sponsors for the last two years and the college logo is prominently displayed on the racing car.

Rupp says that he carries admissions brochures with him to races and when he displays the vehicle. He says that people often want to know more about the college after seeing the midget racing car.

As he progresses through the Industrial Design Technology courses, Rupp hopes to be able to combine his interest in racing vehicles with some of his classes.

## In Search of an "Accidental Alphabet"

Graphic Design students in *Typography III* (GR20795) classes taught by faculty member **Diane Zatz** soon learn that they will be expected to search the world around them for what she calls "found typography".

"Take pictures of accidental 'letters' you find in your environment," Zatz tells her students. Often the juxtaposition of shapes of random objects will form a pattern in a camera frame which looks like an **A** or a **Q**, for example.



**Andrew Sadowski**, who took the class in Spring 2009, was so taken with the project that he decided to create *Our Alphabet Adventure*, a picture-book in which he invites readers to "journey from home to school and back again with this short alphabetical story created to educate and entertain." Sadowski was awarded Best of Quarter for the project, which he has also self-published online at **Lulu.com**.

Current Option Settings		
Program	Session	Year
UNDG	FA	2009
Set Options		

## Get Ready To Register Online for Fall 2009 Classes

Yes, it's time to get ready to register online for Fall 2009 classes!

Students will need to check all **HOLDS online** (\*see instructions below) as well, so **all students will need an active Username/Password for MyAiCampus.com!** Students can start checking **HOLDS on Friday, August 14** to prepare for Online Registration.

The Registrar's Office asks that students check and print their own Degree Audit online in preparation for registering for Fall 2009 classes. (\*\*see instructions below)

1st, 2nd and 3rd quarter students can see their advisors Week 6 (8/17 - 8/21) and can start registering online 8am, Monday, August 17th

### Online Registration Will Be Available For All Students Starting 12:01am Thursday, August 20th

4th quarter students and above may see their Academic Director for **optional advising**. As students register online, it is imperative that they know the scope and sequence of their program and register for appropriate classes. **Students are responsible for knowing prerequisites and take full responsibility for class selections.**

#### \* How To View Holds Online:

1. Log onto **MyAiCampus.com** using your **Username and Password**.
2. At the "Home" page, click on "My Self-Service" icon
3. Click on "Biographical" icon from the left-hand menu options.
4. Select the "Holds" icon located under your name
5. If you have a hold, the holding office and reason will appear

#### \*\* How To Print Your Own Degree Audit:

1. Log onto **MyAiCampus.com** using your **Username and Password**.
2. At the "Home" page, click on "My Self-Service" icon
3. Click on "Degree Audit" from the left-hand menu options.
4. Click inside the frame with your Degree Audit before printing to be sure the correct frame will be printed.
5. Choose "File" and then "Print" from the Top Menu Bar.



## Denelle Green-Drake from *Neiman Marcus* Talks Fashion

"It all comes down to relationships," Denelle Green-Drake from *Neiman Marcus* told 50 Fashion Design and Fashion Marketing students on August 4. Green-Drake shared her experiences coordinating fashion events for *Neiman Marcus* King of Prussia in a lecture arranged by faculty member **Emil DeJohn**.

Green-Drake advised the students to take the time to talk to people and build real relationships with designers, vendors, co-workers and anyone else they come in contact with.

Green-Drake estimates that she has also developed relationships with about 40 different non-profit organizations in the Philadelphia area in the course of helping to organize charity fashion events.

"Treat people nice and do a good job and have a good work ethic," she told the students. "You never know when there's going to be an opportunity [to make a good impression]."

Green-Drake described her role in organizing corporate and private events in the King of Prussia store.

Attention to detail is necessary to plan an event which might involve creating the invitation,

**Pictured L-R:** Denelle Green-Drake and Emil DeJohn in the 1622 Chestnut Street Gallery

deciding on the desired demographic of the guests, choosing an appropriate designer for a runway show or a trunk show, and coordinating with visual designers and housekeeping or catering staffs.

"Trunk shows really drive our couture and designer business," she noted.

Such events give invited customers the unique opportunity to purchase custom-designed or one-of-a-kind clothing or jewelry. The goal is to get the customer to think, "This is why I came to *Neiman Marcus*."

Trying to develop close relationships with their customer-base is also why *Neiman Marcus* only accepts American Express in addition to the department store's own credit card. This makes it easier for the store to track sales activity and provide special attention to their customers.

Green-Drake finished her presentation by showing the students the *Fall 2009 Trends* video produced by the *Neiman Marcus* creative relations team in New York.

Leopard prints were predicted to be big in women's fashion this fall, while plaid was what men would be wearing. The color red and motorcycle jackets were predicted to be worn by the stylish across gender lines.