



TAG! VMFA LABEL WRITING CONTEST

WHERE: VMFA, 200 N. Boulevard, Richmond, VA 23220

DEADLINE: Mar 15, 5 pm

Museum labels...Informative or limiting? Easier to write than a term paper? Less pressure than an exam? Now's your chance to find out! Choose an object on view from the VMFA collection and write a label for it. You decide what to tell, what to express, and what to leave out.

Ten finalists will be selected to read their labels at Tag on April 19, 7 – 8 pm. Out of those 10 labels, one will be selected for installation in the VMFA galleries, published online, and the author will receive \$100.

Go to: <http://www.vmfamuseum.org/college/tag.aspx> for entry guidelines. Contest only open to actively enrolled undergraduate & graduate students.



HATCH VISITS VSU ART & DESIGN

JIM SHERRADAN, OF HATCH SHOW PRINT visited VSU Art & Design while preparing for a Smithsonian traveling exhibition of Hatch's work. Hatch Show Print is one of the oldest working letterpress print shops in America. It is a working museum and it is located in Nashville, Tennessee.

Hatch Show Print was founded by brothers Charles and Herbert Hatch in 1879. Their first print job was a handbill announcing the appearance of Rev. Henry Ward Beecher, brother of famed abolitionist and *Uncle Tom's Cabin* author, Harriet Beecher Stowe.

"Advertising without posters is like fishing without worms."

—The Hatch Brothers

FROM THE SEAT OF MY PANTS: A MESSAGE FROM THE CHAIR PLAYING NICE WITH OTHERS

FOR MANY OUTSIDERS, the life of an artist is seen as being a lonely outsider, being sequestered in one's studio with only the tools of your trade and your imagination. But as any artist can attest, we are an extremely gregarious lot and our profession requires us to interact and cooperate with many different individuals on a regular basis. This involves not only other artists, but clients and collaborators from all sorts of disciplines that require an artist's visualization skills.

Our faculty members, all professional artists in their various disciplines, work in this collaborative environment on a regular basis. For example, **Anh Do** (Animation) works with numerous individuals to produce the graphics and special effects for the University's commercials and television shows; while **Clinton Helms** (Drawing) works with the US military to produce illustrations of our combat forces. Even the display of art is a collaborative effort: for 'Conversation Quilts' by **Jacqueline Bishop**, three academic departments and offices at VSU came together to make the exhibition possible.

So to prepare our students for this life of cooperation, we place them into situations that require teamwork and collaboration. In many classes, there are projects requiring group-work and the division of tasks. The seniors are embarking into their Senior Thesis Projects, where they have to organize and perform every aspect of exhibiting a group show of their works. And we are experimenting in a collaborative 'team teaching' approach with **Ann Ford's** Advertising Design class and Andrew Feldstein's Brand Management class from the School of Business.

As society becomes more and more visually based, they need the services of artists. And we are preparing our students to meet those needs.

—Dr. Thomas Larose

VSU ART & DESIGN
DEPARTMENT NEWSLETTER
VOL. 2, SPRING 2012

art & design

STUDENT JURIED SHOW DEADLINE FOR SUBMISSIONS 3/6

OPENING NIGHT 3/19

RECEPTION AND AWARDS 4/12, 5:30p

Best in Show for each category will be announced at the reception on April 12. Winners will receive gift certificates to Joyners Paint & Frame Co.

DEADLINE FOR SUBMISSIONS: 3/6

Pieces must be **READY-TO-HANG** and include **ARTIST NAME** and a **TITLE**. Drop pieces off by Tuesday March 6th in the **MEREDITH ART GALLERY**.



VSU TO GRAD AUNSARA DENNIS

RECENT 2011 GRADUATE TALKS ABOUT VSU ART & DESIGN AND HER CAREER AND EXPERIENCES AFTER COLLEGE

MY EXPERIENCES AT VIRGINIA STATE UNIVERSITY were beyond life changing and by far the most impacting. I was able to walk away from VSU with a degree that gave me the necessary skills needed to compete in today's graphic design industry.

I earned the opportunity to work with students from various universities during my time at VSU and was also able to attend the AIGA PIVOT Conference in Phoenix, Arizona in 2011, where I was able to network with designers from all over the world and show my portfolio to the best-of-the-best in the design industry today.

I currently serve as a Marketing & Publications Coordinator and utilize the design skills I've acquired at VSU in the workforce everyday from meeting tight deadlines to putting together a proper presentation. My hopes for the future are to obtain my Master's degree in Graphic Design or Advertising and become an educator to shape and guide students into future successful designers as others have done for me.

Aunsara is the Marketing & Publications Coordinator at Tidewater Community College in South Hampton Roads, Virginia.

FAMED VSU GRADUATES

RODNEY C. WILLIAMS, President of *RCW Communication Design Inc.* Mr. Williams has had more than 35 years of experience working in the visual communications field. RCW Inc. is a full service graphic communications company whose purpose is to solve communications problems in the most conceptual, cost effective and timely manner. As the President, it is his responsibility to develop the philosophy, business marketing and client direction for the company. In the role of Creative Director, he sets the visual tone and standards for RCW Inc's projects. Learn more about Mr. Williams at <http://www.rcwinc.com>



UPCOMING AREA EVENTS & COMPETITIONS!

- **THE ART OF SCREEN PRINTING AND VSU STUDENT WORK, HOMAGES**
Petersburg Area Art League_7 E. Old Street, Petersburg, VA
- **FRESHMEN AND SOPHOMORE PORTFOLIO REVIEWS**
MARCH 9TH DROP OFF_MARCH 19TH PICK UP
- **SPRING 2012 STUDENT SHOW**
MARCH 19TH_Meredith Art Gallery, 2nd floor Harris Hall
- **SENIOR THESIS EXHIBITION**
APRIL 16TH_Meredith Art Gallery, 2nd floor Harris Hall
- **COMMUNICATION ARTS PHOTOGRAPHY COMPETITION 2012**
commarts.com/competitions/photography
DEADLINE: 03/16/12
- **RICHMOND ILLUSTRATOR'S CLUB JURIED SHOW CALL FOR ENTRIES**
commarts.com/competitions/photography
DEADLINE: 04/13/12
- **COMMUNICATION ARTS DESIGN COMPETITION 2012**
commarts.com/competitions/design
DEADLINE: 05/11/12
- **ADOBE DESIGN ACHIEVEMENT AWARDS 2012**
<http://www.adobeawards.com/us>
DEADLINE: 06/22/12