

INTENSITY OF DESIGN

chroma

SPRING 2012

INTENSITY OF DESIGN
Chroma



Chroma: Intensity of Design marks the 23rd Annual Design & Industry Student Design Exhibition at San Francisco State University. The exhibit marks a milestone for students of Design & Industry at the University. Students in the exhibits class have created a beautiful and functional environment perfectly suited to display their own innovative work and that of their peers.

Please celebrate with us the variety of exceptional student work in various disciplines of design, including product design and development, visual communications, digital media, manufacturing, electronics and research and development.

A man with a goatee, wearing a black beanie, a red t-shirt, and a white and blue jacket, is holding a large white sign. The sign has the text 'DAI Mission Statement' written on it in a bold, brown, pixelated font. The background of the sign is white, and the man is standing against a white background.

DAI
Mission
Statement

The Design & Industry Department offers a strong well-rounded, interdisciplinary education to a diverse population with an emphasis in Design & Technology, Visual Communication, Industrial Technology and Product Design & Development. Our program prepares students to make valuable contributions to their fields through communication, innovation, function, management and production. We strive for a global approach towards design that includes social, ethical and environmental responsibility.



Ahmad Ahmadi
Jose Alvarado
Destiny Askin
Rona Asuncion
Angela Baney
Gabriel Bentley
Aliiek Bertolucci
Dana Bondi
Steven Boyle
Jason Brooks
Matt Brouwer
Anthony Buada
Alerter Bungay
Altarose Calaguin
Cecily Cermak
Zoe Chang

Pichamon
Chamroenrack
Estela Choi
Natalie Christine
Judy Chu
Willi Cohen
Aileen Coutte
Dan Cranney
Tri Khai Dang
Elnaz Dauoudi
Kathryn Davi-Nolan
Christina Davidson
Larisa De La Torre
John DeLauder
Christopher Diaz
Ariana Doyle

Nick Dyer
Christopher Eber
Samuel Edwards
Kathryn Estocapio
Derek Fletcher
Dennis Foster
Celeste Freitas
Vicki Fu
Lucas Fultz
Luke Fultz
Robbie Giddens
Joshua Gomez
Rogelio Gonzalez
Pilar Gordillo
Julia Grosman
Darren Guertin

Nora Gutierrez
Zsofia Gutvill
Stella Halena
Kirk Hansen
Donald Hanson
Caroline Hartig
Stella Helena
Gareth Hellenthal
Alisa Highfill
Sho Hiruta
Kyle Holland
Megan Irwin
Sarah Jacczak
Mark Jackman
Jesse Jones
Anna Kocherovsky

Elena Kotchetova

James Kriedt

Kyle Kryska

Su Qin Kwan

Norissa Kyin

Shao-yi Lee

Carly Leung

David Li

Jin Li

Hui Liu

Marina Liu

Mariana Lobo

Madeleine Lucero-Simmons

Adel Lugue

Dana Lui

Jensen Luther

Sam Luu

Theresa Mariano

Brian Martinez

Gabriella Medina

Mario Mejia

Chelsea Michaels

Kayvan Mojtahedzadeh

Kyle Mooneyham

Ryan Morishige

Elizabeth Munnely

Trevor Myers

Kayvan Mzadeh

Fatima Nabi

Kenta Naoi

Paul Navasca

My Nguyen

John Nielsen

Breena Nunez

Larisa Ocanada

Hana Ohira

Khine M. Oo

Wen Pan

Luis Pascual

Abraham Perez

Raquela Petre

Ashley Petty

Alisha Piccirillo

Brad Quon

Thrudny Regan

Claudia Rodriguez

Natalie Rogers

Brian Rose

Christina Salangsang

Carla San Roman

Cesar Sanchez

Maria Gabriela Sanchez

Dave Santos

David Santos

Courtney Savage

Lee Schellenberger

Margaret Shum

Paul Skittone

Alexandra Soiseth

Justin Soong

Myles Stephens

Ben Stoelting

Annie Szafranski

Simone Tom

Johanna Vera

Huey Wang

Stefanie Wastell

Jenna White

Dan Wilbur

Christina Yick

Jeff Young

Annie Yu

Florence Yuen

Li Fang Zhang Tan

Grant Zhao

Yuan Zhong

Maggie



Cesar Sanchez



Connie Killian



Marielle Atanacio



Ryan Morishige



Grant Zhao



Andrew Wright



Joshua Gomez



Jason Brooks



Madeleine
Lucero-Simmons



Thuan Nguyen



Florence Yuen



Megan Irwin

Luis Pascual



Lee Schellenberger



Philip Chan



Urara Suzuki



Simone Tom



Tracy Qi



Myles Stephens



Shao-Yi Lee



Hui (Helen) Liu

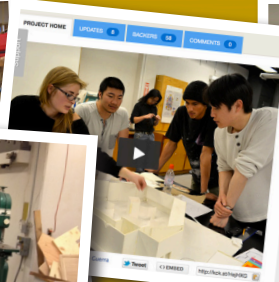


Meredith MacDonald



Prof. Pino Trogu



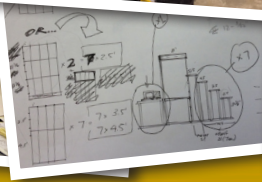


PROJECT HOME UPDATES BACKERS COMMENTS

58
BACKERS
\$1,745
PLEGDED OF \$1,600 GOAL
0
SECONDS TO GO

FINDING SUCCESSFUL
This project successfully raised its funding goal 2 days ago.

PLEDGE \$5 OR MORE
12 BACKERS
Commemorative "I sponsored Chr
Intensity of Design" button: Available





Department of Design & Industry Faculty and Staff

Ricardo Gomes (Chair)

Milan Bhatt

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Yu-Charn Chen

Hsiao-Yun Chu

David Cox

Heidi Dunkelgod

Nasser Jalali

Steve Jones

Martin Linder

Robert Natata

Nancy Noble

Paul Nowicki

Mimi Sheiner

Joshua Singer

Pino Trogu

Todd Wilkinson

Jane Veeder

Rosa Valencia

Sheril Salonga

Michael O'Brien

Roxana Estrada

Special Thanks

Associated Students Inc. SFSU

Instructionally Related Activities

College of Liberal & Creative Arts

Creative Arts Technical Services

DAI 320 – Drafting & Sketching

Jim Tay

Laurie Sosna

Mark Johnson

Mark Jaramilla

Mary Ford

Steven Boyle

Sharon Bliss

Vernon Piccinotti

Torben Torp-Smith

Sarah Bauer (LEAD)

Vincent Morreale

Mauk Design

West Office

Exhibition Design



The exhibit team thanks you for your contribution

Bi-Rite Market

John Sanger — Sanger & Olson

Trulia

Park 77

Amici's East Coast Pizzeria

Barbara Messmore

Maria Vella — Bomarzo Floral Design

Allam Elqadah — Café Rosso





A big thanks from the Chroma Team for helping us reach our kickstarter goal! {daishow.sfsu.edu/kickstart}

Meg Alexander

Robert Allen

John D. Berry

Maria Gabriella Bossi

Thomas Bier

Cassie Bratberg

Jia Chan

Philip Chan

Zoe Chang

Winston Chou

Johnson Chow

Karey Churchill

Leah & Bob Churchill

Dane

Craig Davidson

Jim & Nora Hansen

Eric Hirsch

Ted Hirsch

Sha Hwang

Kyle Kryska

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Stefanie Stingo

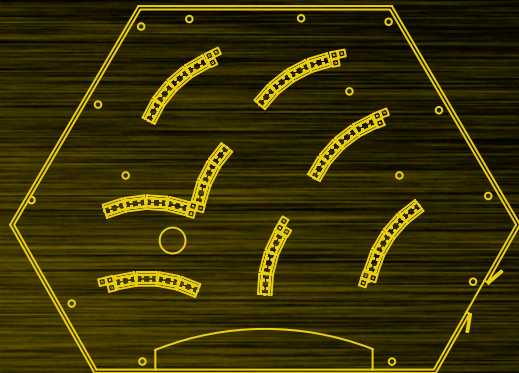
Ilona Vandergriff

Zachary Welburn

DAI department website design.sfsu.edu
exhibit website daishow.sfsu.edu
exhibit timeline daishow.sfsu.edu/archive
blog 524exhibit@sfsu.edu
email daishow@sfsu.edu
kickstarter daishow.sfsu.edu/kickstart

Exhibition Hours

Tue. May 8th 4pm – 9pm
Wed. May 9th 9am – 9pm **Opening Reception 6-9pm**
Thu. May 10th 9am – 9pm
Fri. May 11th 9am – 12pm



Jack Adams Hall / Cesar Chavez Student Center



Department of Design & Industry



College of Liberal & Creative Arts



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