

# The Capital Times

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## The Society of Design presents Chip Kidd at The Whitaker

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Hundreds of fans packed the lobby of The Whitaker Center Performance Theater on Feb 4 as they lined up for Chip Kidd's book signing before his lecture at 7 pm.

More than 400 people attended the event said Craig Welsh, adviser to the Society of Design. The SOD sponsored the event.

"From what anyone I talked to can recall, this was the largest design event ever held in Central PA. Quite an incredible turnout given that the organization is only five months old. Chip was very impressed by the turnout and said he'll help us get other people to the area if we're ever in need of assistance," said Welsh

Throughout the night Kidd discussed his different encounters with rejection throughout his 24 years at Alfred A. Knopf in New York City. As a graphic designer, rejection is quite common from clients. Kidd stated that it's perceived as if he "farts his ideas," because he is so far into his career.

"No, No. I get my s\*\*t rejected all the time. Pisses me off," he said.

As principal of the design studio GoWelsh, Welsh relates to Kidd's different encounters with rejection.

"His experiences are very much like what I believe to be the norm for many graphic designers. Lots of revisions and many times the revisions don't follow a logical or rational line of thinking," he said.

Among the 400 people who showed, about 40-50 were from Penn State Harrisburg according to Welsh. Lance Stennett, President of the SOD, had nothing but nice things to say about Kidd's lecture.

"I thought the lecture was brilliant. Chip wasn't afraid to be himself and be candid about



Photo by Jenna DeNoyelles/ The Capital Times

Chip Kidd lectures about rejection throughout his career and how he handles deals with it.

the design industry. He talked about rejection, retribution and creativity in an honest and sincere way," said Stennett.

Communications major Dee Sabatino a member of SOD also related to Kidd's comments on rejection.

"Yes! I appreciate how realistic he is about it. Rejection is something that everyone will experience at some point," she said.

Amy Kirby, member of SOD attended the event and also found Kidd's lecture on rejection compelling.

"I found it profoundly comforting that Chip Kidd's designs get rejected often. (Misery loves company), No really, it helped me realize that I shouldn't feel bad about getting my designs rejected," she said, "It happens ever day in this field, weather you are Chip Kidd, or a PSH student. It levels the playing field for me in my mind. That the sky is the limit, that both professional and student are on the same footing, almost."

Videographer for the SOD event, Sean Saman, a communications major, thoroughly enjoyed Kidd's lecture.

"Chip Kidd was hilarious and witty. He's got some great stage presence standing behind a podium underneath the spotlight. I had no knowledge of his work prior to the event, so it was surprising to see some familiar book covers," said Saman.

Fellow communications major Alicia Nolt also enjoyed Kidd's lecture. Chip Kidd had a spontaneous personality and an incredibly creative imagination, she said. Nolt also found inspiration from the event.

"I definitely thought it was inspiring how he was born in Reading, PA and worked his way to the top. He told us the story of how he filled up his wall in his apartment with rejection letters and then one day finally got a chance. It just shows us to work at our dreams and never give up," she said.

Kidd designs book covers. Most

notably are the covers he made for Michael Crichton novels. His design for the cover of "Jurassic Park" was used for the marketing of the movie. Comic book fans may also recall the work he did with Alex Ross in the DC Comics art book *Mythology*.

The SOD has one more speaker scheduled for this semester. Modern Dog is a design company from Seattle. Robynne Raye and Mike Strassburger are the principal and co-founders of Modern Dog. Raye and Strassburger plan to present at the same time.

"Their work is equally as groundbreaking as Chip Kidd's but with a totally different aesthetic sensibility," said Welsh.

The SOD events have attracted people from all over the Central PA area, and as far away as Baltimore.

The Maryland Institute College of Art (MICA) in Baltimore loved Chip Kidd and are now planning to bring a group of students to Modern Dog according to Welsh.