



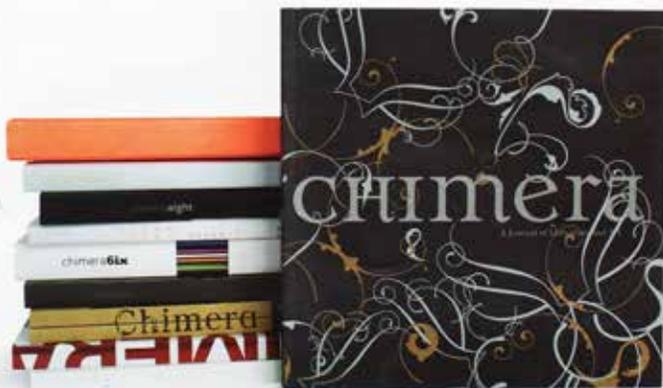
GOLD

Special Publication [Arts and Culture]
Edinboro University of Pennsylvania
Chimera X

The student work in this show really blew me away. I felt it was important that my judge's choice award went to a student entry. The Chimera 10 book stood out to me immediately on the judging table. It's hard to miss a 200 page book with a fluorescent orange cover. It was bold, intriguing, and I wanted to see what was inside. This book is beautiful. The typography is fantastic, and it's wonderfully art directed. It's not often you would applaud the restraint of a designer who floods the page with neon ink, but I'm happy to do it here. It would have been easy to over-design a piece like this, but the bold color is used tastefully, giving the book character without getting in the way of the content. A book this size is no small task. The designer(s) really cared about this piece, and clearly put a lot of time and effort into it. *juror's comment*

The *Chimera Journal of Literature and Art* (and Film, and Animation, and at times original Music), has won over 25 awards since its inception in 2003. Our journal has been featured in the **HOW International Design Awards Annual**, a competition that has thousands of international entries each year. Few of the large number of award-winning entries are published in the International Annual, yet Chimera has enjoyed publication in this prestigious annual **eight times** since the inception of the journal. Chimera has also been given top honors in **The One Show, The Great Design Show, The UCDA Design Competition, AIGA Flux Student Competition, The American Advertising Awards, and AIGA 365 (Pittsburgh)**.

These national competitions are extremely competitive. In some of the venues, *Chimera* was face-to-face with professional work entered in the competition, and (in some cases), triumphed...winning accolades, standing with honors among design studios with international standing. In addition to winning the top award in the **UCDA** competition for three consecutive years, *Chimera* received special mention from the jury. Each jury noted the excellence of the publication, and gave it special mention during the awards ceremony. As a result, Shelle Barron was invited to speak about the program at the **UCDA** National Convention in Kansas City. *Chimera* has additionally won a national award in the **National Student Literary Journal** competition and numerous awards in AIGA regional competitions.



A MONSTER STUDENT ART AND LITERATURE PROJECT MOVES INTO ITS SECOND DECADE

Chimera: 1. n. (mythology) a fire-breathing she monster 2. Greek mythology having a lion's head, a goat's body, and a serpent's tail; 3. an imaginary monster composed of incongruous parts 2. an illusion or fabrication of the mind; especially: an unresolvable dream 3. An individual, organ, or part consisting of tissue of diverse genetic constitution.

This definition, which has appeared at the front of every volume of *Chimera*, really is the most apt description of Edinboro University's award-winning undergraduate journal of art and literature. *Chimera* is a monster of a project assembled from diverse student-created pieces. It's a fabrication of many talented minds. And, at times, it has seemed an impossible dream.

Chimera began in 2002 as a conversation between former EU student Courtney Lang and English Professor Dr. Robert Haas. Lang suggested combining the budgets of the literary journal and the two art journals that existed on campus at that time to create a publication showcasing both art and literature.

Dr. Haas pitched the idea to the Student Art League, and Shelle Barron, associate professor of graphic design, agreed to be an advisor to the project.

The two have continued their involvement in *Chimera* since its inception.

"The word 'chimera' is often associated with the phrase 'pipe dream,' which is a fanciful or unattainable hope or scheme," Dr. Haas said. "When we first conceived of *Chimera*, our hope was to incorporate into one journal art from several different media: two- and three-dimensional art, poetry and fiction, and film. Such a dream, at the time, in fact seemed chimerical. Fortunately, through the dedication and devotion of so many people, this pipe dream became a reality."

Chimera has evolved over its first decade to include not only art, fiction, poetry and conflict, but has added animation, feature film, and musical composition and performance, which are included on a compact disc in the back of the journal.

Each edition of *Chimera* has won one or more national or international awards, accumulating a total of 32, including three HOW International Design Awards, a Director's Cup prize from the Associated Writing Programs, and numerous best of show awards from the American Institute of Graphic Arts and the University and College Designers Association.

Chimera won a gold award in the University and College Designers Association Design Competition,

emerging from about 1,000 entries to capture one of six top awards. Barron said *Chimera's* win was especially notable because the student-run campus journal won over many professionally produced college publications.

The journal's budget has expanded from about \$5,000 for the first issue to \$25,000 for Volume 10. After the first volume, SGA recognized *Chimera* as a program and began providing funding, although financial challenges led SGA to reduce its support in the current year. Students involved with the journal have raised additional funds over the years to pay for elaborate variations on the 7-by-7-inch format, which has been the publication's one design rule.

Trigetto Davitt, a 2003 Edinboro alumna who is now a graphic design faculty member, has helped with the design of every volume since 2005. She said a less expensive format will be adopted for *Chimera's* second decade, though she declined to reveal any details ahead of the unveiling of Volume 11 this spring.

"The success of the journal isn't because of the expense of the ink or the type of paper used, it's the collaboration of students and what they create," Davitt said.

Each year, 45 to 50 people are involved in the journal, competing for a place on one of the creative teams that produce it as well as for a place for their creative work in the finished product. Caitlin Feldmiller, one of the managing editors of *Chimera* 20, said the journal is unique on the EU campus in providing high-quality, hands-on experience to students in the humanities.

"*Chimera* has consistently been the best, though



"THE SUCCESS OF THE JOURNAL IS BECAUSE OF THE COLLABORATION OF STUDENTS AND WHAT THEY CREATE"

perhaps sole, student organization at Edinboro to prepare its transition undergraduate and graduate students alike for professions in their respective fields," Feldmiller said. "It is responsible for launching the careers of several prominent visual artists and for publishing some of the first work by writers up-and-coming in America's literary community today."

Pop-up Gallery Project Showcases *Chimera*, EU Art Scene

Chimera received an added dimension of public exposure in January 2014 through the display of the artwork selected for this year's volume in a pop-up gallery in Pittsburgh.

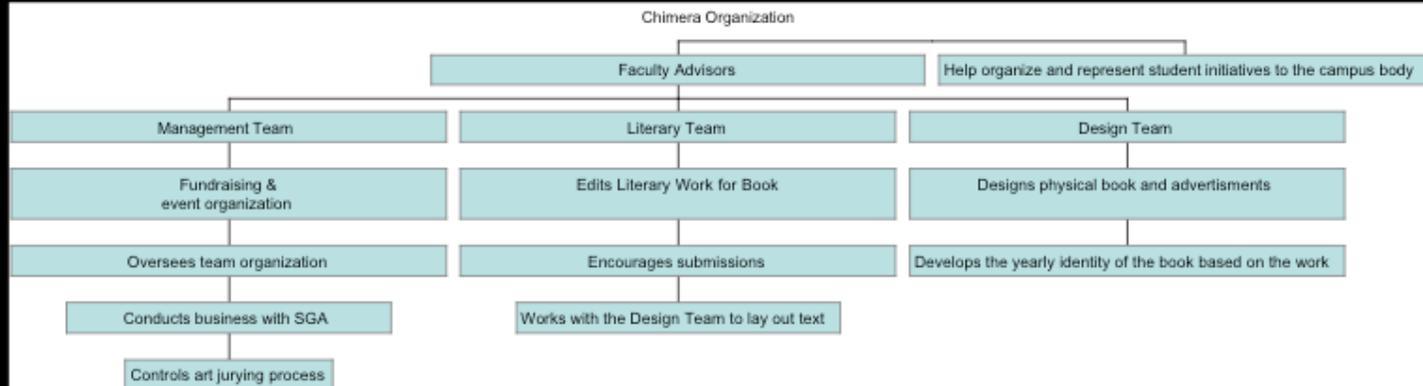
The installation of student art opened as part of the Highmark First Night Pittsburgh celebration on December 31, 2013, and remained open in a vacant storefront at 820 Liberty Ave. for the quarterly Gallery Crawl on Friday, January 24. Both events were produced by the Pittsburgh Cultural Trust.



The *Chimera* show was part of a "Transposi" project initiated by artist Tavia La Follette, the new director of EU's Bruce Gallery.

The project includes a total of 15 shows, seven in Bruce Gallery and seven as pop-up galleries, plus one summer festival pop-up show. An exhibition can begin in Edinboro, travel to Erie and then on to Pittsburgh, expanding awareness of the rich Edinboro and Erie County art scene at each stop.

More about the offerings of Bruce Gallery can be found at www.brucegallery.info.



STEP 1: ARTWORK AND LITERATURE SUBMISSIONS/JURYING

*CONDUCTED AT THE STUDENT FILM FESTIVAL, ONE SEMESTER PRIOR

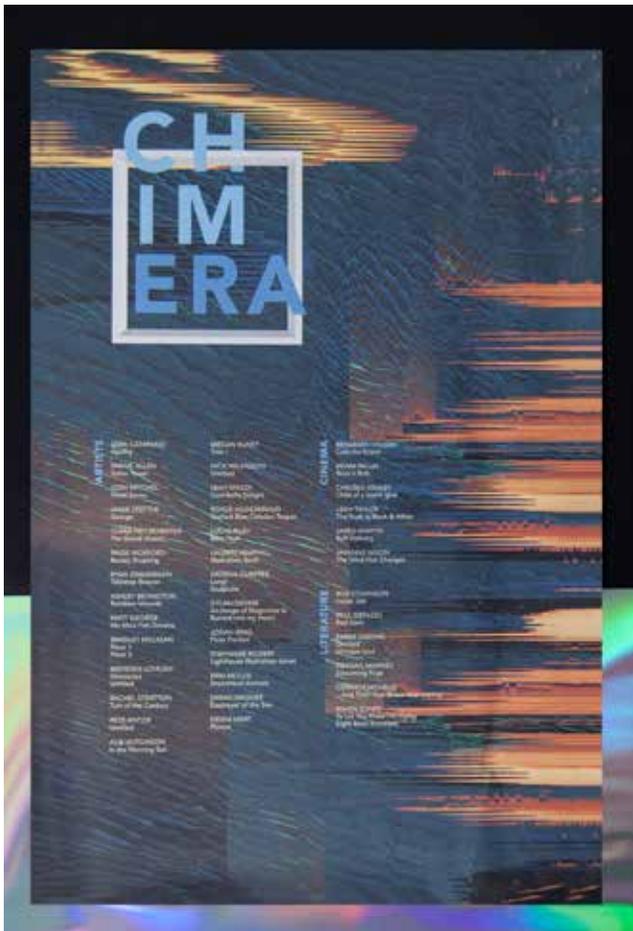


STEP 2: CHIMERA SOIREE at the EAM

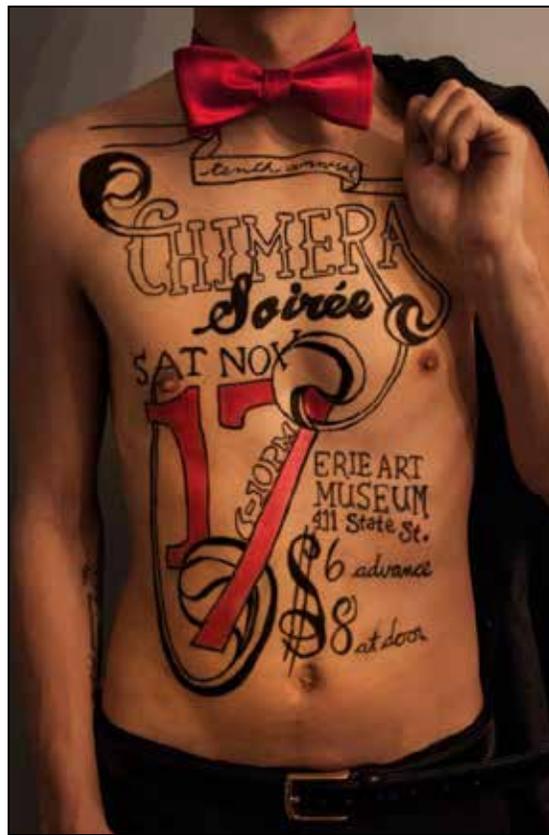
*PLANNING/INSTALLATION OF PROFESSIONAL EXHIBITION
*TICKET SALES GO TOWARDS PRODUCTION
*ARTISTS HAVE WORK DISPLAYED IN REGIONAL MUSEUM
*PROSE/POETRY READINGS (judged student literature)



STEP 3: DESIGNING THE BEAST



Promotional materials for *Chimera 13* included a call for entries poster, exhibition catalogue, and tickets to the Soiree/opening at the museum, which serves as a fundraiser for the Chimera program.



CHIMERA XII

CHIMERA is a student-led organization dedicated to creating and curating a variety of events for the student body. We are currently seeking writers, artists, and performers to submit their work to the magazine. We are looking for writers to submit their work to the magazine. We are looking for artists to submit their work to the magazine. We are looking for performers to submit their work to the magazine.

LITERARY SUBMISSIONS 11/03

Submit your work to the magazine. We are looking for writers, artists, and performers to submit their work to the magazine.

www.erie.edu/~chimeraxii

CALL FOR ENTRIES 10/25

Submit your work to the magazine. We are looking for writers, artists, and performers to submit their work to the magazine.

JURYING

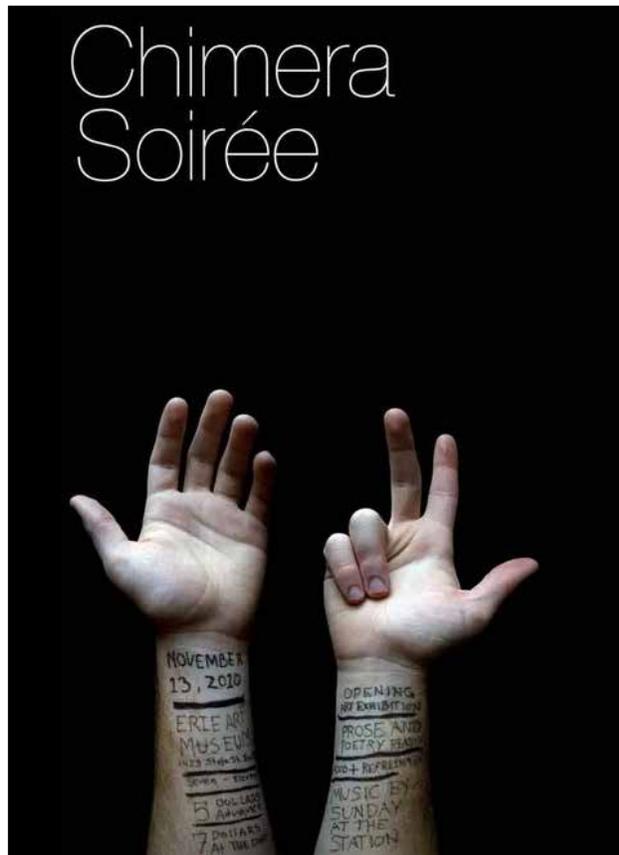
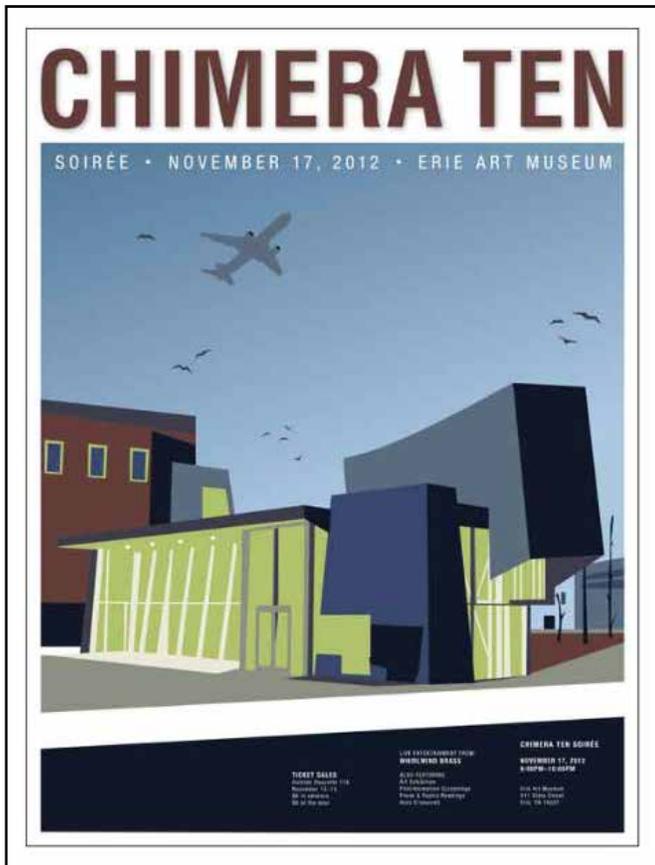
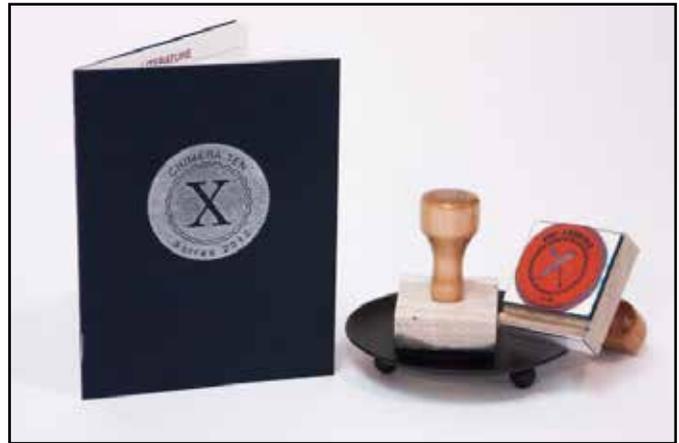
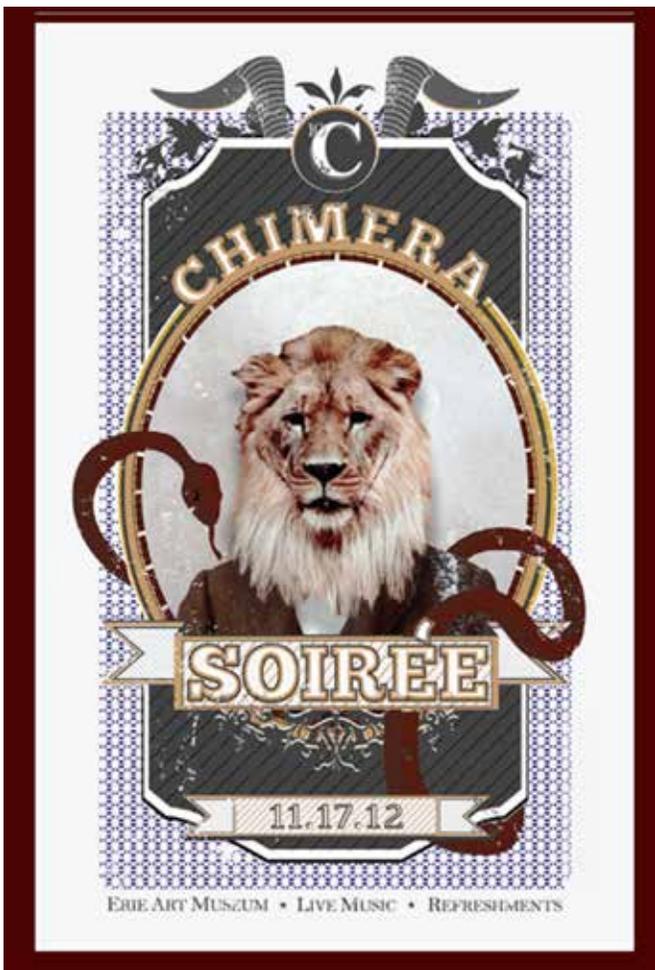
Submit your work to the magazine. We are looking for writers, artists, and performers to submit their work to the magazine.

SOIRÉE 11/22

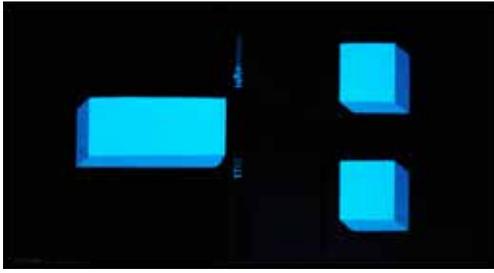
Submit your work to the magazine. We are looking for writers, artists, and performers to submit their work to the magazine.

Questions? chimeraxii@erie.edu

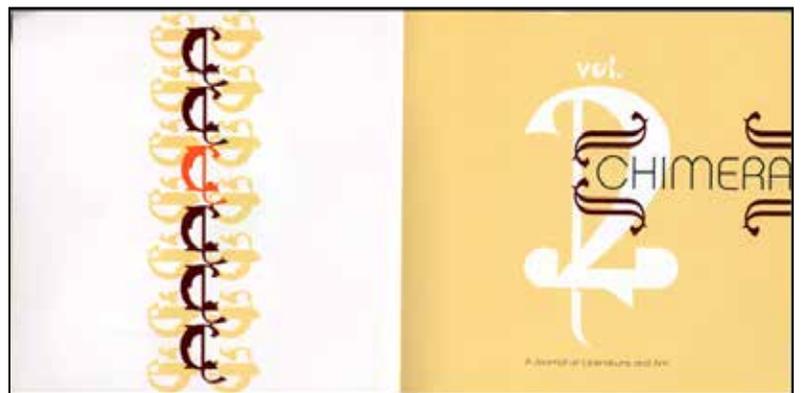
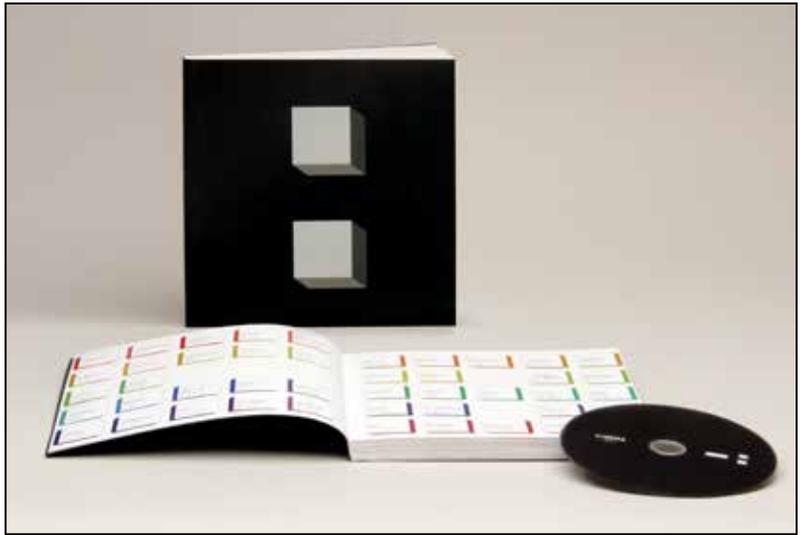
In addition to *Chimera* promotional materials created by the design team (at left), design students sometimes design their own original poster to support the exhibition, and post them in art buildings on campus.



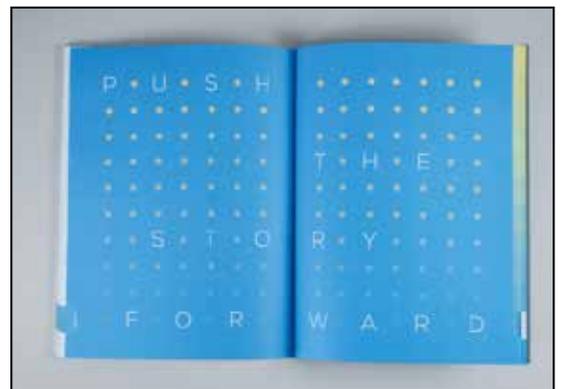
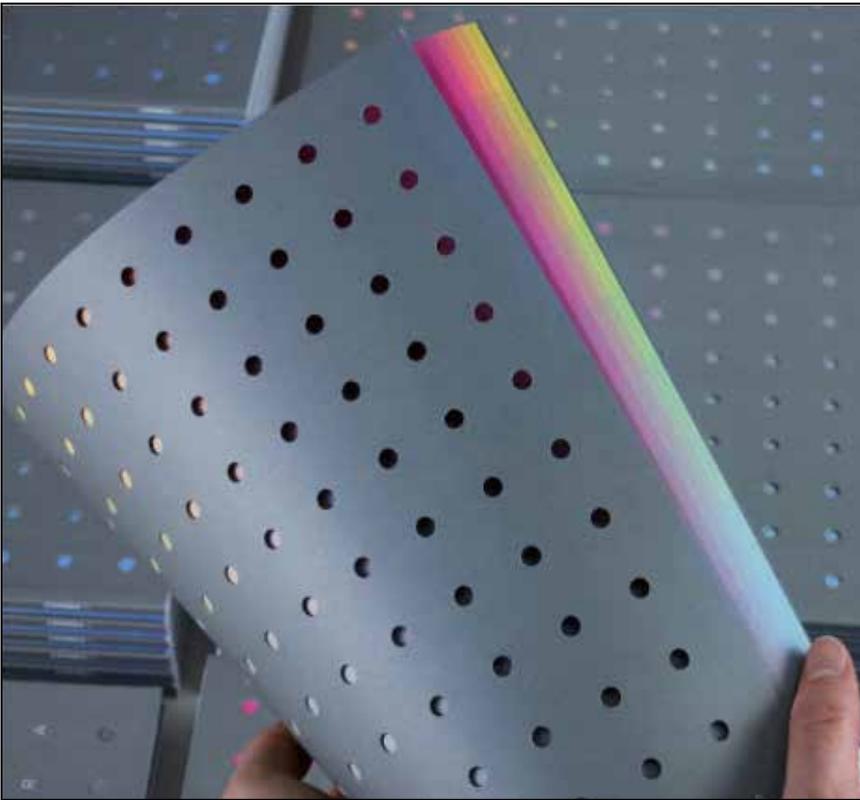
Chimera promotional materials (posters and collateral) have won numerous awards in regional, national and international competitions. The poster for the eighth exhibition (lower right) was featured in **Graphis**.



The front and back covers of *Chimera Eight* (composed from the negative space created from “C” and “8”), were screenprinted with an environmentally-friendly glow-in-the-dark tinted varnish, adding a surprise when lights were turned off.



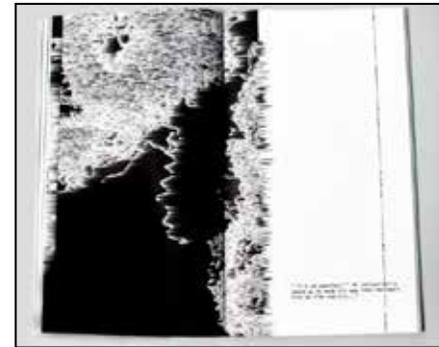
Beginning with *Chimera Ten*, QR codes (to access film and animation student work) replaced DVDs, which had been packaged with previous volumes. In recent years, the printing of the journal became FSC certified (paper from responsible sources and environmentally certified inks). Every volume of the journal has won numerous awards.



Chimera Twelve featured a cover with a pattern of die cut circles that revealed the spectral color scheme beneath. The pattern influenced the structure of the journal, the color scheme signaled the division of content. Fanning the book recreated the color palette on the edge of the journal.



Members of the *Chimera Thirteen* (at right) design team consult with advisors.



The *Chimera* website (above and at right) will serve as a hub for event announcements, deadlines for the juried exhibition and meeting schedules. When completed, viewers will have access to every page of every journal.

