

Designer Notes

FALL 2008

Fashion in the Park

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Twenty-two shows. Seven days. The parking lot at Northpark Center. It was another outstanding year for Fashion at the Park and Wade College students were front and center.

Dallas' best known fashion extravaganza was presented by Cadillac, October 10-16. Wade College students were hand-picked to participate in this New York modeled event by show producer, Jan Strimple of Jan Strimple Productions. Each student gained invaluable experience in the fashion industry and fashion show production.

Thais Azevedo is a 2008 graduate of Wade College and was selected as Jan Strimple's lead intern for the October event. Landing such a position required immense dedication and willingness to learn. Thais served as team leader for all other selected interns. "The experience I gained from Jan and Fashion at the Park



*Jan Strimple and Thais Azevedo,
Fashion at the Park 2008, Dallas, TX*

was priceless! The skills I have have learned I will forever take with me in my future career in the fashion industry."—Thais Azevedo

Seats Still Available for Spring 2009!

One of the many advantages of receiving an Associate of Arts degree from Wade College is that students can choose to start their education in the Fall, Spring, or Summer trimester each year! The Fall 2008 class kicked off in late September and students are already participating in industry events such as the Fall Market Week at the Dallas Market Center. Several new and returning students from all concentrations participated in this busy event for the opportunity to work with and interact with industry professionals.

These are important networking opportunities that can lead to full-time careers after graduation.

Many students come to Wade College as referrals from our network of students and alumni. If you know of other students interested in design and merchandising careers, be sure to let them know that we are still accepting applications for February 2009. Our admissions office direct line is 1-800-624-4850.

Art Department Chair, Jason Reynaga's Cirkit of Mythos: SYNAPTIC SNAP!



*Jason Reynaga's 12 Gig Galactic Splat!
Interactive Mixed Media Installation*

Jason Reynaga, Wade College Art Department Chair, is as busy outside of classes as he is in class. His new show, Cirkit of Mythos: SYNAPTIC SNAP! opened early this year and can be seen through Feb 2009.

Reynaga has a background as varied as his art. In addition to a three year stint in the Navy as a submarine quartermaster, Reynaga has studied art at the European Academy for the Arts in Trier, Germany. He finished his master's degree at Texas Christian University in 2006. You may hear Jason in class teaching students how to promote their artistic skills and he practices what he teaches. He is an active participant in gallery shows and exhibitions, always looking for that opportunity to promote his work. This is the same important message that he passes on to Wade students who dream of turning their art into a career.

Cirkit of Mythos: SYNAPTIC SNAP! combines politically-charged images with fun, beautiful materials. It combines a range of styles including mixed media, painting, drawing, installations, and digitally-altered photography. The show will be on display through Feb 17, 2009 at Artspace 111, 111 Hampton St., Fort Worth.

MDSA Guest Spotlight: Jennifer Fagge'tt

Jennifer Fagge'tt, founding member of the Professional Women's Network, was guest speaker at a recent MDSA meeting. She shared information regarding the significance of the Leslie K. Bedford Memorial Foundation. LKB is a not-for-profit organization whose mission is to assist females ages 10-25 in developing and maximizing their potential so they may be productive in a competitive society. MDSA members are partnering with the group to assist these young women in achieving their goals by volunteering at various events and activities with the group and providing information to the girls through a Wade College Day event.



Are YOU Eligible for Phi Theta Kappa?

Wade College is home to the Alpha Mu Phi chapter of Phi Theta Kappa, an international honor society for students at two-year colleges. To be nominated for membership in Phi Theta Kappa, students must have completed 12 hours of coursework at Wade College and have received at least a 3.5 GPA. Students receive their nominations at the beginning of their second trimester. If they accept the nomination, they will be inducted into the organization at a ceremony to which all students and staff are invited.

Phi Theta Kappa membership acknowledges exceptional academic achievement by two-year college students around the world. Not only does membership provide opportunities to continue education or enhance job searches through scholarships and career services, but it also provides an outlet for developing leadership skills through community service. Benefits include letters of recommendation for employment or scholarship applications, press releases announcing induction into Phi Theta Kappa, members-only discounts, and a scholarship directory.

Congratulations to the members of PTK on your academic success!

Designer Notes

Merchandise Marketing Students Act as Marketing Consultants

The marketing students at Wade College were challenged with an end of term project to hone in on the strengths of an existing product on the market, and redevelop the product and its marketing campaign. The project stemmed from a classroom discussion on marketers who breathe new life into brands that consumers begin to view as “stale.” From Apple Computers to Jell-O, we’ve seen brilliant marketers give new and innovative spins to long-enduring brands.

Wade students, acting as marketing consultants, developed marketing strategies for brands as diverse as Bare Escentuals mineral makeup, Aveda skin care, Dyson vacuum cleaners, Kotex brand feminine hygiene products, McDonald’s, Wal-Mart, and Coca Cola products. Each student developed an in-depth “repositioning” strategy by taking an existing brand’s image, and reinvigorating it in the current marketplace. The visual element of the projects involved professional pre-

sentation boards demonstrating new packaging, new slogans, print and broadcast advertising, and other marketing vehicles. Students gave professional sales pitches to persuade their audience regarding the strength of their new marketing campaign and the new end use of their existing product.

The level of creativity and the caliber of marketing strategy created by our Wade students across all four concentrations were unprecedented. Wade students were able to execute real-world marketing projects which present viable new opportunities for the marketplace. Not only has the project provided students with a professional portfolio piece, but the students also gained valuable experience in contemporary marketing.

MDSA: Merchandising and Design Student Association

During the Spring 2008 trimester, the students, faculty, and staff of Wade College recognized the need for a central student organization where students from all concentrations could come together, network, and share their experiences. After many months of research and development, the Merchandising and Design Student Association (MDSA) was born.

MDSA is a student-led group where membership is voluntary and participation is not only enjoyable but also educational. Potential members must display excellent leadership qualities and a willingness to be active team members. All students are eligible to apply for acceptance beginning their first trimester at Wade College. Benefits of membership range from participation in various social events to internships at Fashion at the Park at NorthPark Center in Dallas—the premier runway event in the city.

This past trimester, MDSA held several social events including theme days at the college and a mixer at Dave and Buster’s in Dallas. Students and administration alike enjoyed dressing in their most “awesome” attire for “80’s Day” and reminiscing about days gone by for some and childhood years for others. When it came time for food, fun, and prizes, a good time was had by all.



MDSA also assisted in hosting the Professional Portfolio Critique and open house for the summer 2008 graduating class. Members served as hosts and hostesses for visiting family and friends, and



several students were allowed to witness a portfolio presentation in person. This allowed them to gain first-hand knowledge of the interview process and all that goes into the creation, selling, and marketing of one’s portfolio.

In the upcoming trimester, MDSA is hosting a variety of events at Wade College. Some of the events include a Halloween Costume Party and Luncheon, a “Getting to Know You” mixer, and the “Bizarre Bazaar.” If you are not already a member, ask about membership today. Didn’t you come to Wade College to “Get the Attention You Seek?”

*By Mitzi K. Morris
Director of Education and Student Services,
Evening Program
Faculty Advisor for MDSA*

Oasis Award presented by Garden Design Magazine and Kalamazoo Outdoor Gourmet

One of the hottest trends in home design and renovation is the outdoor kitchen. Architects, interior designers, and landscape designers are being asked more and more to create this luxury space. The trend has grown so much in the past few years that *Garden Design* magazine, in conjunction with Kalamazoo Outdoor Gourmet, has developed an annual design contest for outdoor kitchens called The Oasis Award. This contest is open to all design professionals and students alike.



Alicia Lopez's outdoor design entry for The Oasis Award.

During the summer 2008 trimester at Wade College, the interior design students were given the task of designing an outdoor kitchen and living space to enter into the 2008 Oasis Award contest. When the dust settled there were two projects that stood above the rest. They were sent into the contest which was judged by a panel of professionals including a furniture design-

er, design author, *Garden Design* magazine editor, landscape architect, chef and author, and the National Kitchen and Bath Association president.

The two entries were summer 2008 graduates Casey Johnson and Alicia Lopez. Both Casey and Alicia's projects exemplified the criteria for the project and good design. Also, both students showcased their abilities to assemble a conceptual design presentation that was both aesthetically pleasing and professional. Congratulations to both Casey and Alicia for being chosen to enter this international award contest. www.oasisaward.com



Casey Johnson created this innovative and elegant outdoor kitchen design for the Oasis Award contest.

Janus et Cie Showroom Grand Opening

The Wade College Interior Design program was invited to attend the Janus et Cie interior and exterior furniture and fabric showroom opening. Former Wade College graduate, Nicole Miller, is a sales associate at Janus et Cie and wanted to give back to the college and current students by inviting them to the opening. Students who attended were treated to an evening of networking with professionals from large architectural and design firms including Staffelbach, HKS, RYA, and more. This was an excellent learning experience for the design students, allowing them to meet and interact with interior design professionals. Thank you to Nicole Miller and Janus et Cie for a wonderful event.

<http://www.janusetcie.com/>



Interior Design Faculty Head Jacob Fitzhugh and Wade interior design students at Janus et Cie showroom opening.

Fashion Trends: Inspiration from India



Lakme Fashion Week in the ever splendid Mumbai, India, dazzled audiences and designer hopefuls in late October 2008. Donning the runway were rich, jewel-toned colors that awakened the mind, and yes...even those with cheap tickets in the back row. Bold prints and romantic ruffles enticed Bollywood starlets while shimmering trims proved worthy to make any entrance a smashing one.

Look for influences of this ancient culture in fashion and home couture. Designers will be focusing on bringing exotic fabrics and saturated hues into their work well through winter 2009 collections. Dare we say goodbye to black? Discover inspiration everywhere from the Taj Mahal's gilded walls to the intricate detail of the Royal Palaces of Jaipur. From Mumbai to Dallas, Wade College students are bringing fashion forward trends to life. Interior Design students know that color is a strong factor in creating inviting rooms and look forward to drawing on these authentic traditions.



“Keeping up with trend forecasts is a major part of being in the design industry,” says an alumnus of Wade College. Native designers of the country like Vikram Phadnis and Gurpreet Fleming are ones to watch over the next year. And as with all new looks, we eagerly await the latest creations from our own students in the upcoming seasons.

*Global Design Contributor
Wade College Admissions Advisor
Julia R. Andalman*



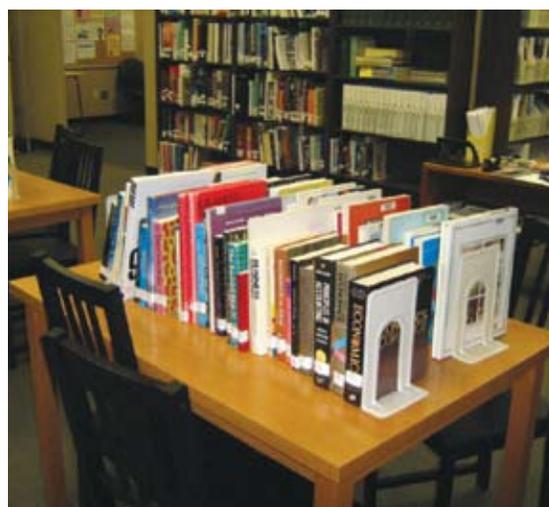
From the Library

The library is always growing and developing, and the summer of 2008 was no exception. Tessa Powell was hired as the new Library Director in July, and Kathryn Johnson was hired as the new evening librarian. During the first week of classes this fall, the library offered voter registration forms to students who had not registered to vote.

Several students took advantage of this opportunity and were registered by the October 6 deadline allowing them to vote in the November presidential election.

The Wade College Library also hosted a book sale November 12th-19th. Books in the areas of art, design, and business are made available to students at a minimal cost. Students can purchase books that will assist them at home both while they are a student and when they have entered the workforce. Proceeds from the book sale will be used to provide students with newer, cutting-edge materials in the library. The books that are not sold will be sent to libraries in southern Texas which were devastated by Hurricane Ike.

Improvements in automation, technological resources and security are allowing the resource center to continue to evolve. Under the guidance of Tessa and Kathryn, Wade students can expect more changes in the coming months.



Yeohlee Fall 2008



Yeohlee, the Malaysian-born designer who first appeared on the New York fashion scene in the 90's, was in Dallas this May presenting her Fall line-up at the W Hotel. Presented on the 16th floor wet deck, this was the ultimate pool party! Wade students and alumni were on hand to network within the Dallas fashion community at this spectacular event. As models made their way down the purple runway, the androgynous and utilitarian designs that have carved Yeohlee's place in fashion history were ever present. Her styles for fall are futuristic but with an eye on the challenges of the global economy and preserving the environment. Her "it" color for fall 2008?

Charcoal, baby.



Wade Alumni Kat Tran and Oahn Nguyen stop for a picture while attending the Yeohlee Runway Show at the W hotel in Dallas



Designer, Yeohlee Tang



Fall Trends:

Dresses
Gray and Purple
Jeans!
Jeans!
Fashion PUMPS
Belts, belts, and more BELTS!

Designer Notes

A Note from Valda Macready, Director of Alumni Relations and Job Placement



Though relatively new to the position, I am not new to Wade College. I am actually an alumnus myself and graduated in May 2005 with a concentration in Fashion Design. It wasn't long ago that I was embarking on the beginning of my Fashion Design career and had just as many questions about job placement as most students. Though many see job placement as a challenge, I encourage students and alumni to see this as an opportunity!

How do I find a job while in school? Should I seek internship or volunteer work? What does it mean to work Market? How important is a resume and how do I create one? How do I ensure job placement post graduation? What networking opportunities are available? How important is my portfolio? What are professional practices? How do I get a job within my chosen field if I don't have any experience?

These are just a few of the many questions students and even alumni face. My primary focus at Wade College as Director of Alumni Relations and Placement is to engage students and alumni in dialogue to assist and empower them to find answers to these questions. I am available for one-on-one career counseling appointments as well as within the classroom setting as instructor of the Portfolio Planning and Presentation class offered to fourth trimester students.

Our mission at Wade College is to provide students with the opportunity to develop skills needed for success within their chosen field. Students are encouraged to actively pursue and interact within their field by attending and participating in local events such as Fashion at the Park, working Market at the Dallas World Trade Center, attending showroom openings at the Decorative Center, attending Merchandising and Design Student Association meetings to find out more about volunteer opportunities, signing up for on-campus interviews with employers like Ralph Lauren, and registering to attend Fashion Group International's annual Career Day event, just to name a few.

Networking is crucial to the success of a career in the merchandising and design industry. Consider the 46-year history of Wade College and it doesn't take long to realize that it is the perfect ground for the beginnings of those vital relationships that define careers and foster relationships to take you in the direction of fulfilling your dreams!

Recent Wade Grads: Where are they now?

Nicole Miller (2006 Interior Design Grad) – Sales Associate – Janus et Cie

Amy Anderson (2007 Fashion Design Grad) – Head Designer – Peaches

Kate Davenport (2006 Merchandise Marketing Grad) – Sales Specialist, Armani Collezioni – Neiman Marcus

Cory Rader (2007 Fashion Design Grad) – Assistant Designer – Haggar

Kourtney Smith (2007 Interior Design Grad) – Owner/Designer – Bella Rouge Designs

Lindsey Stott (2008 Merchandise Marketing Grad) – Sales Representative – Mayfair Lane

Muneerah Muhammad (2008 Graphic Design Grad) – Type Setter – Business Cards Tomorrow

Wade College is a small, private college offering an Associate of Arts degree in Merchandising and Design. Full-time students can complete the program in as few as 16 months of intensive study. Classes are small. Personal attention is emphasized.

Our location in the heart of the Dallas Market Center, Decorative Center, and Design District is unsurpassed. Students have the opportunity to network with industry professionals, work daily in showrooms, and work numerous markets a year, thus gaining priceless industry experience. Many students make connections that allow them to travel to other markets around the country as well as enter permanent employment once they graduate.

In 2008, the college celebrated its 46th year in higher education. We welcome you to explore what we have to offer.

We're on the Web!
www.WadeCollege.edu

Wade College Newsletter

CAMPUS LOCATION

DALLAS INFOMART
1950 Stemmons Freeway
Suite 2026 LB #562
Dallas, Texas 75207

OFFICE OF ADMISSIONS

WORLD TRADE CENTER
2050 Stemmons Freeway
Suite 158
P. O. Box 421149
Dallas, Texas 75342

1-800-624-4850
p. 214-637-3530
f. 214-637-0827

Get the attention you seek

Get the attention you seek 

Alumni Profile



Name: Darron Henderson
Major: Graphic Design
Alumni: 2007
Job Title: Marketing Director
Company: Chick-Fil-A

Wade College Experience:
Wade College was a life-changing experience. They gave me the confidence I needed to become successful and accomplish my goals.

Current Occupation:
I am a Marketing Director for Chick-Fil-A. This is the job of my dreams. I work with the University of Texas in Austin, The Round Rock Express, and Local Schools to provide marketing at major events. Marketing is something that I always wanted to do, and my background at Wade College made it possible.