1968

Contemporary Mural for the Entrance Area to the College of Business

Joseph Schuler Jr

Follow this and additional works at: http://scholarworks.rit.edu/theses

Recommended Citation

This Thesis is brought to you for free and open access by the Thesis/Dissertation Collections at RIT Scholar Works. It has been accepted for inclusion in Theses by an authorized administrator of RIT Scholar Works. For more information, please contact ritscholarworks@rit.edu.
Thesis Proposal for the Masters of Fine Arts Degree
CONTEMPORARY MURAL FOR THE ENTRANCE AREA TO THE COLLEGE OF BUSINESS

Thesis Proposal for the Masters of Fine Arts Degree
School of Art and Design
College of Fine and Applied Arts
Rochester Institute of Technology

Submitted by: Joseph H. Schuler, Jr.
Graphic Design and Visual Communication

Approved by Graduate Committee:
Chairman: ___________________________ Date: 7/1/65

Advisor: _____________________________
Advisor: _____________________________
Technical Advisor: ____________________
MASTER THESIS PROPOSAL

Master Candidate
Joseph H. Schuler, Jr.
May 28, 1968

TITLE:
Contemporary Mural for the entrance area to the College of Business
Rochester Institute of Technology, Rochester, New York.

A sectional collage and assemblage composed of X units. An ensemblage
for the College of Business. Wall design on a 24' wide by 10' high
entrance wall to the College of Business, illustrating graphically,
with texture and paint symbolism of the three units, School of Business
Administration, Department of Food Administration, and School of Re-
tailing.

PURPOSE:
To create a decorative and descriptive mural composed of significant
symbolisms in the contemporary world of business, employing the services
of the creative artist and designer.

SCOPE:
Research through periodicals, books, promotional brochures, from business
administration, food administration, and retailing and any other sources
available on said subject. This research then applied to actual design
of a wall treatment, with the advice of advisors, and artists. Comprehensive
sketch in scale presented to the Dean of the College of Business, Director
of the School of Business Administration for approval, budget layout, costs
involved and final actual execution of completed treatment on specified
wall. Scope will include written research illustrating development of final accepted design.

PROCEDURES:

Presentation procedure already covered in scope with continuation of a time deadline. Wall to be completed not later than final week of Summer Quarter so as to be ready for the Fall Quarter opening. Studio space for execution of mural arranged by the Dean of the College of Business. Actual work to be done on campus employing the talents of Stephen Clippinger and David Regal with my active participation and under my supervision. At request of Dean Hogadone and Director Young of the College of Business, it was asked that wall treatment be exchangeable and as versatile as possible. A system of different size canvases to fit in the 24' x 10' area was devised to create the wall as versatile as possible. The canvases will each depict a symbolism of the related field, employing the use of paint and textile weaving upon the actual canvas.

I would like to request Professor Hans J. Barschel, Graduate School of Design, Kathryn Welch, Master Weaver, Jerry D. Young, Director, School of Business Administration, Elizabeth A. Hurley, Coordinator, Department of Food Administration and Dean Edwina B. Hogadone, College of Business to act as my advisors on this project.

Respectfully Submitted,

Joseph H. Schuler, Jr.
THE COMPLETED MURAL IN ITS ENVIRONMENT
THE RESEARCH FOR SYMBOLISM AND GRAPHICS USED IN THE MURAL
BIBLIOGRAPHY
Stocks are building up fast...

Inventory buying has run at an annual rate of about $9 billion for the past six months, on Roundup's estimates. It was high in late 1964 and early 1965 because of the effects of auto and dock strikes. At that time the ratio of stocks to final sales came out of a year-long dip. It has held fairly steady since then as both sales and stocks have soared, and it is now close to 1962-63 levels. The long-range trend of the ratio has been upward.

Forbes
60 Fifth Avenue
New York, N.Y. 10011

Paid circulation over 530,000
Founded 1917 by B.C. Forbes (1880-1954)
On the cover: ROI—A new criterion.

Application of the Return on Investment concept to retail advertising lets them operate their territories more profitably.

Brown & Bigelow is tapping a marketing field.

After a review of its production facilities in the marketing field, B&B develops.

Precedent is set to protect the public from fraud.

If designers 'think advertising,' pioneer a new concept.

Creative collaboration between agency and client can create the best package.

Women marketing execs are rare, essential.

Next week: Coverage of Marketing Innovation competition-conference.

From? Marketing Innovations centers failing?

Videotape, on the market.

Women's Wear Daily

Published by
Fairchild Publications, Inc.
7 E. 12th St., New York, N.Y. 10003
Telephone AL 5-0252

Published daily except Saturdays, Sundays and holidays. Copyright 1968, Fairchild Publications, Inc. Second Class postage paid at New York, N.Y., and other offices.

All signed articles published in this paper represent solely the individual opinion of the writer and not those of WOMEN'S WEAR DAILY.

Vol. 117 WHOLE No. 16662
ACKNOWLEDGEMENTS:

MRS. LILLYAN H. FOOSE, SECRETARY, COLLEGE OF BUSINESS FOR HER HELP IN THE WRITTEN PORTION.

MR. JERRY D. YOUNG, DIRECTOR, SCHOOL OF BUSINESS ADMINISTRATION, FOR HIS ALWAYS EXCELLENT COMMENTS.

PROFESSOR HANS BARSCHAL, COLLEGE OF FINE AND APPLIED ARTS, NEVER ENDING HELP IN GRAPHICS AS A FRIEND AND TEACHER.

MISS ELIZABETH A. HURLEY, DEPARTMENT OF FOOD ADMINISTRATION, FOR HELP IN OBTAINING FOOD ADMINISTRATION INFORMATION.

DEAN EDWINA B. HOGADONE, COLLEGE OF BUSINESS, WHOSE SPIRIT ALWAYS PUSHED ME ON.

SPECIAL THANKS TO ALL MY ADVISORS: PHILIP BORNARTH, DEAN HAROLD BRENNAN, AND KATHRYN WELCH. TO RICHARD HAHN FOR HIS EXCELLENT PHOTOGRAPHY, AND TO MY ASSOCIATES, STEVEN CLIPPERGER, DAVID REEGAL WHO HELPED ME EXECUTE THE MURAL.
Some highlights for my friends
SIDE COMMENTS:

MANY HOURS OF BEETHOVEN VIA FM AND GALLONS OF COFFEE BECAME THE RULE OF THE DAY FOR SEVERAL WEEKS. DUE TO THE GENEROSITY OF THE INSTITUTE THE STUDIO WAS EXCELLENT WITH AIR CONDITIONING SO THE PERSPIRATION DID NOT LAND ON THE PAINT.

AFTER ABOUT HALF A DOZEN NOTED PAINTED SHIRTS AND HAND RUBBED PAINTED PANTS, WE REALIZED WE DID NOT LEAVE PAINT ENOUGH FOR TOUCH-UP IN CERTAIN COLORS......BACK TO THE MIXING CHART! OUR VISITORS ONLY WANTED TO KNOW HOW HARD WE WERE WORKING NOT ON WHAT WE WERE WORKING. THE SUMMER QUARTER GRAPHIC DESIGN CLASS PAID US A VISIT AND COMMENTED, "OH, HOW INTERESTING!"

THE MAINTENANCE PEOPLE COULD NOT BELIEVE THAT THREE GROWN MEN COULD BE QUITE SO DIRTY AND MESSY, AND WE LEFT THEM SOME LOVELY CLEANING PROBLEMS WHEN QUARTS OF PAINT LANDED ON THOSE, OH, SO, BEAUTIFULLY KEPT FLOORS!


BUT LET IT BE SAID THAT WHATEVER IT IS...THERE IT IS IN ALL ITS GLORY! THE NIGHT WATCHMAN REMARKED, "I WANT TO MEET THE MAN WHO DID THIS..... IT IS GREAT!

GOD BLESS HIM....EVERY MURAL AND EVERY ARTIST NEEDS A NIGHT WATCHMAN.
FURTHER COMMENTS:

DEAN BRENNAN: "WELL, YOU WON'T GET IT DONE STANDING HERE....."

DEAN HOGADONE: "IF YOU LIKE IT, I'M SURE I WILL." (THANK GOD SHE DID)

MR. YOUNG: (NO COMMENTS ON HIS COMMENTS!)

PROFESSOR BARSCHEL: "NU, WIE GEHT'S, WORKING? YOU KNOW THE FRONT
OFFICE ALL WANT TO KNOW IF YOU ARE WORKING."

PASSEBY: "WHAT'S IT ALL ABOUT??????"

ANOTHER PASSEBY: "INTERESTING......"

EVEN ANOTHER PASSEBY: "WELL, AT LEAST IT MAKES MORE SENSE THAN THE
SUNDIAL....COLOR AND ALL...WILL IT RUST?"

AND STILL ANOTHER PASSEBY: "IT'S SO BEAUTIFUL, DEEP RELATIONSHIP,
AND THE TONAL VALUE IS GOOD, COLOR DIAMATICS AND...." (OH, PLEASE,
DID THE NIGHT WATCHMAN PUT YOU UP TO THIS?????)

IN THE FINAL ANALYSIS....WHAT IS THE MURAL?

IT IS A VISUAL EXPERIENCE TO BE ENJOYED. THAT IT IS....AN EXPERIENCE!