THE CREATION OF A MURAL

JOSEPH H. SCHULER JR.
A MURAL
FOR THE COLLEGE OF BUSINESS

AT THE ROCHESTER INSTITUTE
OF TECHNOLOGY
DEDICATION:

I WOULD LIKE TO DEDICATE THIS MURAL TO EDWINA B. HOGADONE. WITHOUT HER DARING, AND HER CONFIDENCE IN ME, IT NEVER WOULD HAVE BEEN DONE.

JOSEPH H. SCHULER, JR.
AUGUST, 1968
A MURAL FOR THE COLLEGE OF BUSINESS

AT

ROCHESTER INSTITUTE OF TECHNOLOGY

TO CREATE A MURAL FOR THE COLLEGE OF BUSINESS, THREE MAJOR CONSIDERATIONS HAD TO BE MET: 1) SUBJECT MATTER, 2) TECHNIQUE, AND 3) ENVIRONMENT. IT WAS AGREED BY THE COMMITTEE THAT SYMBOLISM OF THE THREE SCHOOLS, SCHOOL OF BUSINESS ADMINISTRATION, SCHOOL OF RETAILING, AND DEPARTMENT OF FOOD ADMINISTRATION, WOULD BE REPRESENTED IN GRAPHIC FORMS IN A CONTEMPORARY MANNER SO AS TO BE FITTING FOR THE NEW CAMPUS AND ITS FUTURE.
The mural would be placed in the entrance hallway of the College of Business.

This environment led to several conclusions. The subject matter would have to be simple because of the limitation of space. The technique with materials would be permanent in order to resist harm. It was also requested that the mural be movable as the growth of the College may change and the mural could be moved to another space or spaces. Interchangeability of sections would be adopted. Finally, it was agreed that a series of panels be used and that fifteen assorted size units be utilized to fit the space of 25 feet by 10 feet, 6 inches. Color and texture should be of such nature as to fit and blend into the surroundings.
THE FOLLOWING PAGES SHOW THE FIRST PROPOSAL.
BLUE PRINT OF FLOOR PLAN & WORKING DRAWING
SHOWING LOCATION OF MURAL
THIRD FLOOR PLAN
ADMINISTRATION GROUP
SCALE = \frac{1}{4} = 1'
College of Business

ADMINISTRATION GROUP

R.I.T.

SCALE = \( \frac{1}{4} = 1' \)
The committee agreed that the basic themes were fine and color was agreeable but subject matter was too busy in such a limited space and that more graphic simplification of material be used. Under the advisement of the advisors, especially Professor Barschal, the mural was revised and the following shows the selected panels that were approved by the committee.
THESE ARE THE ACTUAL WORKING PANELS THAT WERE USED FOR PRODUCTION OF THE MURAL TO SCALE TO FIT INTO THE ALLOCATED SPACE. IT SHOULD BE NOTED HERE THAT THE MAJOR PART OF THE MURAL WOULD BE HARD-EDGED WITH TEXTURE RELIEFS TO A MINIMUM BECAUSE OF VISUAL SPACE LIMITATIONS.
THE GRAPHIC MARK AS THE
STUDENT IMAGE