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1979

### Suffolk University Academic Catalog, New England School of Art and Design (NESAD)–summer division, 1979

Suffolk University

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THE  
NEW ENGLAND  
SCHOOL OF ART  
& DESIGN

SUNWINTER  
DAYS

1979



# GENERAL INFORMATION

## INTRODUCTION

The New England School of Art & Design is a non-profit educational institution and has, since 1923, offered a broad spectrum of courses in art for both professional training and personal development in its full-time programs. In recent years, however, the increasing need of people to combine these pursuits with business or family commitments has led NESAD to design part-time, evening and summer programs which allow a more flexible involvement on the part of students.

The Evening and Summer Divisions have offerings covering a variety of art courses, from the Fine Arts to the Commercial Arts, and include opportunities for beginners as well as for students with previous art background or professional experience.

Although the courses offered in the Evening and Summer Divisions do not constitute a vocational program, these courses are closely allied with the NESAD full-time vocational programs and credits earned may be transferred to these programs. For details regarding both full and part-time professional/vocational programs, please consult the daytime catalogue.

The New England School of Art & Design is licensed by the Commonwealth of Massachusetts, Department of Education. The School is an Accredited Member, National Association of Trade and Technical Schools.

The New England School of Art & Design welcomes the association of students of any race, creed, color, sex, and national or ethnic origin and prides itself in giving all an equal opportunity.

## CLASSES

The course descriptions listed below indicate the starting date, class time, and length of each course. Please make note of this information for any course for which you intend to register. The School reserves the right, in the case of insufficient enrollment, to cancel any course. In such an event a complete refund of amounts paid will, of course, be made.

Unless otherwise noted in the course description, students are expected to provide their own art supplies and books. Estimated average expenditures for art supplies and books are \$25 per course. Actual amounts will vary according to the course or courses taken, student use and maintenance.

## ADMISSIONS

Candidates for admission must be high school graduates or possess the equivalent of a high school education. Exceptions to this rule may be made for applicants of unusual motivation or ability at the discretion of the Admissions Committee.

Persons wishing to register for courses must complete the following application procedures:

- 1) All applicants must complete the Application Form (included in this catalogue) and return it to the School together with the \$10 Application Fee.
  - 2) All applicants must schedule an interview with a member of the Admissions Committee. Please call the School at 536-0383 for an appointment.
  - 3) Where indicated a portfolio of original artwork relevant to the course or courses for which the student has applied must be presented at the time of the personal interview. (No portfolio is required unless so indicated in the course description.)
- NOTE: Copies of photographs or pieces based on the work of others will not be considered valid portfolio material.

## REGISTRATION

Applicants will be registered in a course or courses following completion of all items listed under Admissions (above) and notification of acceptance by a member of the Admissions Committee. Students may register for courses anytime within 60 days of the beginning date of classes. Registrations from qualified students may be accepted during the first week of each semester for those classes not already filled.

## APPLICATION FEE

The Application Fee of \$10 applies to all persons making initial application for Evening and Summer Division courses and is in addition to tuition charges. The Application Fee is non-refundable. Note that the Application Fee is paid only once; applicants who have paid this fee will be exempted from the Application Fee should they apply for courses in other semesters of the Evening or Summer Divisions.

## TUITION

Tuition rates for courses are indicated in the course descriptions. Please make all payments in the form of check or money order only, payable to The New England School of Art & Design.

## PAYMENT DEADLINE

The Payment Deadline is the Wednesday prior to the beginning of classes and students paying after this date will be subject to a \$10 Late Registration Fee. Students accepted after the Payment Deadline will be exempted from this provision, but in any event all students will be required to pay full tuition prior to their first class meeting.

## CREDITS/GRADES

All credits listed in the course descriptions are quarter credits. Four quarter credits equal one semester credit hour. Students must successfully fulfill all course requirements in order to earn credit. Students will be given a transcript of grades earned following the completion of each semester of the Evening or Summer Divisions. Grades issued are as follows: A (Outstanding), B (Above Average), C (Satisfactory), D (Poor), F (Failing). Letter grades carry numerical values of 4, 3, 2, 1, and 0 respectively. In cases where a student is unable to complete course requirements on time due to illness or emergency, a grade of INC (Incomplete) may be issued. All incompletes must be made up within 30 days of the last scheduled class.

## WITHDRAWAL

Students may withdraw from any program or course at any time. Students wishing to withdraw must inform the School in writing of their intention to withdraw. Withdrawal will in all cases be dated from the last day of actual attendance by the student. However, failure to notify the School of withdrawal in writing within 15 days of the last actual attendance will make the student liable to an additional penalty charge of \$25 or 5% of the semester tuition, whichever is less. *Notice of withdrawal must be mailed Certified to: The New England School of Art & Design, 28 Newbury Street, Boston, MA 02116.*

## REFUNDS

All refunds are calculated on a semester basis (normally 15 weeks of classes for daytime programs; 8 or 10 weeks for Evening and Summer Divisions.) Withdrawing students will receive refunds of tuition according to the following schedule within 30 days of the receipt of notice of withdrawal. This policy (as stated below) applies to all students in all programs and courses.

- 1) If withdrawal occurs within 3 days after signing the Enrollment Contract and/or making initial payment, all tuition monies paid by the student will be refunded.
- 2) If withdrawal occurs later than 3 days after signing the Enrollment Contract and/or making initial payment, but prior to the beginning of classes, the School will retain 15% of the semester tuition or \$100, WHICHEVER IS LESS.
- 3) If withdrawal occurs during the first week of classes, the School will retain 20% of the semester tuition.
- 4) If withdrawal occurs after one week of classes, but within the first 25% of the semester, the School will retain 35% of the semester tuition.
- 5) If withdrawal occurs after 25% of the semester, but within the first 50% of the semester, the School will retain 60% of the semester tuition.
- 6) If withdrawal occurs after the first 50% of the semester, there will be no refunds.

7) In the event of prolonged absence (ie. 15 consecutive school days with no recorded attendance) with failure to notify the School in writing of withdrawal, it will be assumed the student has withdrawn as of the last day of actual attendance.

8) Refunds of the General Fee and any other fees applicable to the program or courses (except the Application Fees) will be calculated according to the schedule described above for tuition.

9) The Application Fees are non-refundable.

## SUMMER DIVISION CALENDAR 1979

Registration Period: April 15 - June 7

Payment Deadline: May 30

Classes Begin: Please consult Course Descriptions for starting dates of individual courses.

Classes End: Week of August 6 or Week of August 13.

Please note that classes will not be held on Wed. July 4 (Independence Day).



# COURSE DESCRIPTIONS

## INTRODUCTION TO INTERIOR DESIGN

SE10 (4 quarter credits)

**Al Cumbro — Designer, M.B. Stahl Interiors**

An introduction to the concepts, tools, and techniques of the professional Interior Designer. Through a series of lectures, discussions, and problems, students will learn the use and application of the creative process and the basic principles of design. Problems presented to the class will include the redesign of an existing space for a function other than its current one, and the overall design of a complete space, including concept, space planning, color, lighting, furniture, and fixtures. Part of the goal of the course is to teach students to overcome their subjective assumptions and preconceptions; to lead them to plan space objectively and functionally. Throughout the course students will be encouraged to approach problems as would the professional designer. Therefore the course will include drafting fundamentals, since this is the professional designer's primary means of presenting ideas clearly and accurately. Materials will cost approximately \$15.

Ten 3 hr. sessions. \$100 tuition  
Tues. 9:00 a.m. to 12:00 noon  
Begins June 5

## BASIC DRAFTING

SE40 (4 quarter credits)

**John Gambell — Architect, Architects & Associated Designers**

This course is designed to familiarize students with the basic equipment and concepts of visualizing interior and architectural space in graphic illustrative terms (ie. plan, elevation, and section). The course content aims to provide students with a working knowledge of the processes used to produce a basic set of drawings necessary in planning and designing interior spaces for commercial or residential structures. Materials needed for this course will cost approximately \$40. A list of these materials and an explanation of their use will be given during the first class meeting.

Ten 3 hr. sessions. \$100 tuition  
Tues. 1:00 to 4:00 p.m.  
Begins June 5

## PERSPECTIVE DRAWING

SB10 (2 quarter credits)

**Walter Hawk — Artist**

This course will introduce students to the concepts and techniques involved in the representation of three-dimensional forms and space on a two-dimensional surface. Emphasis will be placed on the creative possibilities inherent in a comprehensive understanding of the fundamental principles of perspective. Although the course will deal primarily with Renaissance Linear Perspective, other methods of space presentation and manipulation will be included. The principles learned will enable the student to work either mechanically or freehand and will serve as the foundation for more advanced studies for those pursuing interior/environmental design.

Eight 2 hr. sessions. \$75 tuition  
Mon. 1:00 to 3:00 p.m.  
Begins June 4

## BASIC DRAWING TECHNIQUES

SB02 (6 quarter credits)

**Walter Hawk — Artist**

We all have the potential to develop drawing abilities. It has always been a natural desire of human beings to doodle, create images and illustrate by scratching or marking on surfaces with various tools. This course is designed for the student with little or no drawing experience who feels that he has little "talent", or for the more advanced student who wishes to explore fundamentals in more depth. The student will be led to develop drawing techniques appropriate to objective drawing as well as techniques for more subjective, imaginative drawing. The contour line will be employed as a means of studying and understanding three dimensional form. Modelling exercises will heighten the student's awareness of and ability to draw light and shade on form. The course will also include exercises in "automatic" drawing which are designed to stimulate and develop the student's creative and imaginative powers as they relate to drawing. Throughout the student will be instructed in the use and control of the various tools and media and will be led to form an appreciation of the proper presentation of finished work.

Two 3 hr. sessions per week for 8 weeks.  
\$150 tuition  
Mon. & Wed. 9:00 a.m. to 12:00 noon  
Begins June 4

## **BASIC EXPERIMENTAL DRAWING**

SB04 (6 quarter credits)

### **Carol Owen — Artist**

An introductory course which will emphasize drawing possibilities rather than limitations. Exercises and assignments will range from drawing objects, rooms and people to working from photographs and the imagination. Areas of study will include shape, perspective, texture, form, color, light and composition. Demonstrations and critiques will be held in each class and a heavy emphasis will be placed on individual instruction. A basic goal of the course is the stimulation of the student's personal, creative, visual ideas and skills. Media to be used include charcoal, charcoal pencil, brush and ink, oil or chalk pastels, and watercolors.

Two 3 hr. sessions per week for eight weeks.  
\$150 tuition

Tues. and Thurs. 9:00 to 12:00 noon  
Begins June 5

## **DRAWING THE UNREAL**

SB06 (4 quarter credits)

### **Carol Owen — Artist**

A course designed to emphasize the role of imagination in drawing. Students interested in humor, whimsy, caricature, science fiction, fantasy, myth and other individual interpretations of their environment will find this course especially appropriate. The objective of the course is the development of expressive, professional drawing skills. Assignments will frequently emphasize a series of drawings which are working toward a specific imaginative goal. Individual instruction and group critiques will help the student to learn to analyze the structure of their drawings and to judge their effectiveness in communicating the desired ideas. *A minimum of five drawings demonstrating previous drawing experience is required for entry to this course.*

Ten 3 hr. sessions. \$100 tuition

Wed. 1:00 to 4:00 p.m.

Begins June 6

## **INTRODUCTION TO OIL PAINTING**

SB26 (4 quarter credits)

### **Ellen Stutman — Artist**

This course will introduce students to the manipulation of oil paint, including both the mixing of colors and the application of paint to a surface. Various techniques will be covered, such as underpainting and the use of glazes, the palette knife, and the proper stretching and preparation of canvas will be included. Students will also learn to deal with basic problems of composition and expression.

Ten 3 hr. sessions. \$100 tuition

Wed. 9:00 to 12:00 noon

Begins June 6

## **INTRODUCTION TO WATERCOLOR PAINTING**

SB22 (4 quarter credits)

### **Ellen Stutman — Artist**

An introduction to painting with watercolors, this course will deal with proper use of materials, basic strokes, color mixing (beginning with a limited palette and working up to a full palette), and the rendering of basic three-dimensional forms in space. In addition, the course will emphasize sound composition and design through still-life problems. The objective of this course is to help students to develop the ability to create their own designs with confidence. Students with previous experience with watercolors are also welcome to participate in this course. Such students will be encouraged to work on their own ideas with individual help from the instructor. Where appropriate, problems will be assigned to strengthen particular areas.

Ten 3 hr. sessions. \$100 tuition

Wed. 1:00 to 4:00 p.m.

Begins June 6



## **COLOR: PRINCIPLES & TECHNIQUES**

SB30 (4 quarter credits)

### **Steven Belcher — Artist**

Too often color is seen as an area of mystery which only secret formulas and systems are competent to deal with. *Color: Principles & Techniques* is a course which seeks to dispel this myth by developing an understanding of the basic principles of color and by providing practical techniques for effectively dealing with color problems. This is a course appropriate for anyone who works with color; e.g. designers, illustrators, painters, decorators, etc. The course will focus on color phenomena, the constituent elements of color (hue, value, intensity), and their discernment. Armed with perceptual color skills the student will execute specific assignments aimed at developing their ability to deal effectively with colors and their interaction within a situational context. It is these skills involved in the perceiving of color within a situational context that the student will draw on as his "system" for selecting, organizing and controlling colors, be they in a painting or an interior design project. In order to gain these skills the student should plan to spend several hours a week outside of class on homework. Text: *The Interaction of Color* by Josef Albers.

Ten 3 hr. sessions. \$100 tuition  
Thurs. 9:00 a.m. to 12:00 noon  
Begins June 7

## **BASIC DESIGN**

SB34 (8 quarter credits)

### **Steven Belcher — Artist**

Basic Design deals with principles of organization; the very structure of art forms. Basic Design asks the question, "How does one put together many divergent elements so as to end up with a unified whole?" The principles learned in this course are applicable to an advertisement, a poster, a book, a painting, a package, a photograph — to all forms of art, since virtually everything must be designed. The objective of this course is to develop in the student an understanding of and sensitivity to major design components such as line, value, texture, shape, color and form. Organizational concepts will be introduced which will guide the student in resolving these different elements into a unified composition. A variety of media and methods will be introduced in order to develop tools skills along with design skills through a series of assigned projects. Students registering for this course should expect to spend a considerable amount of time on homework.

Two 3 hr. sessions per week for 10 weeks.  
\$200 tuition  
Mon. & Thurs. 1:00 to 4:00 p.m.  
Begins June 4

## **BASIC AND INTERMEDIATE LIFE DRAWING CONCEPTS**

SB60, 61 (8 quarter credits)

### **Carol Owen — Artist**

An introductory course in drawing from the model which is designed to broaden the student's ideas and experiences of drawing. Two major objectives are the development of greater accuracy in drawing and an expansion of the range of drawing skills. Sensitivity to line and texture will be developed and students will learn to observe movement and gesture in the figure. Emphasis will also be placed on learning to judge proportions accurately. Shape, form, perspective and light will be studied with an emphasis on exaggeration and simplification as a means of developing effective compositions. Each class will have a different focal point and corresponding assignments. Demonstrations will be given by the instructor and the course will include the study of drawings by other artists. Media to be used will include charcoal, charcoal pencil, brush and ink, pastels, and watercolors.

Two 3 hr. sessions per week for ten weeks.  
\$200 tuition  
Tues. and Thurs. 1:00 to 4:00 p.m.  
Begins June 5

## **INTRODUCTION TO FASHION ILLUSTRATION**

SI10 (8 quarter credits)

**Frank Raneo — Chairman, Department of Fashion Illustration**

For those who wish to explore the world of fashion drawing and to be able to express their ideas with style and flair. The course will begin with knowledge of the human figure — its proportions, typical poses and techniques for illustrating them. Also: how to drape a figure and how to render fabric textures. Basic materials: layout pad (12" x 16" or larger), 2B and 4H pencils, erasers, ruler. All beginning work will be done in black and white. This course will include both male and female figures. *A portfolio demonstrating previous drawing background and ability is required for entry to this course.*

Two 3 hr. sessions per week for 10 weeks.  
\$200 tuition  
Mon. and Wed. 9:00 a.m. to 12:00 noon  
Begins June 4

## **BASIC SILKSCREEN TECHNIQUES**

SF50 (6 quarter credits)

**David Zaig — Artist**

Silkscreen is a highly adaptable medium which is especially suitable when reproductions are needed quickly and inexpensively. Basic Silkscreen Techniques is an in-depth introductory course which will familiarize students with a wide variety of silkscreen techniques appropriate for such diverse applications as posters, greeting cards and creative prints. The course will include an extensive exploration of photo-silkscreen techniques and will also deal with touche and glue, paper stencils, and cut film stencils. Emphasis will be placed on the practical application of these techniques and students will learn through the actual execution of their own designs in their own areas of interest. Basic materials (frame, silk, background) will be supplied for in-class use. Additional materials (inks, stencils, etc.) are the student's responsibility.

Eight 6 hr. sessions. \$150 tuition  
Mon. 9:00 a.m. to 12:00 noon and  
1:00 to 4:00 p.m.  
Begins June 4

## **BASIC PRINTMAKING TECHNIQUES**

SF54 (6 quarter credits)

**David Zaig — Artist**

In this course students will be given an in-depth introduction to a diversity of printmaking methods and techniques, including line etching, dry point, aquatint, wood block and linoleum block. Various grounds such as zinc, copper, steel and plexiglass will be used. Also studied will be the operation of the press for a wide variety of techniques and effects. The emphasis of the course will be on developing technical proficiency in order that the student may create expressive, professional quality prints. In the latter portions of the course students will be encouraged to produce print editions.

Eight 6 hr. sessions. \$150 tuition  
Tues. 9:00 to 12:00 noon and 1:00 to 4:00 p.m.  
Begins June 5

## **PICTURE MATTING AND FRAMING**

SF30 (4 quarter credits)

**Walter Hawk — Artist**

A course for the artist who realizes the importance of professional presentation to sales success in galleries and exhibitions. The student will be given experiences in the various tools and materials related to matting. Subjects covered: marking out and cutting mats with professional type beveled edges; French matting; Passe Partout style of assembly; the use of double mats; covering mats with linen, silk or other materials; mounting and counter-mounting; glass cutting; shrink-wrapping; the use of braquettes, Eubank frames and self assembly metal frames. For the student who desires it, the use of the mitre box for cutting wooden frames and methods of joining and assembling will be offered.

Ten 3 hr. sessions. \$100 tuition  
Wed. 1:00 to 4:00 p.m.  
Begins June 6



## THE BUSINESS OF ART

SF85 (4 quarter credits)

**Ray Barron — President, Barron Hillman & Mellnick Inc.**

A program of study designed to develop, improve and expand the management skills of professional artists, art dealers, artist's agents and art students. *The Business of Art* covers such important areas as selling, promotion, artist-dealer relations, prospecting, marketing, public relations and publicity, planning an art gallery or studio, making sales presentations, and the print market. The frank, in-depth course takes a hard look at today's art market: why people buy art; the realities of art galleries; the artist's role in today's society; artist-dealer contracts; channels of distribution. The course will include a visit to one of New England's most profitable and unusual art galleries and lectures from one or more guest speakers.

Eight 2 hr. sessions. \$75 tuition  
Mon. 9:00 to 11:00 a.m.  
Begins June 4

## TYPOGRAPHY FOR THE DESIGNER

SG10 (4 quarter credits)

**Mike Franklin — President, Mike Franklin & Friends Advertising**

This course will develop a fresh and meaningful way for graphic designers to look at the variety of letterforms around them and understand the importance of good typography as the key to successful communication. The development of current typographic trends and technology will be traced through the historic origins of type and printing. Emphasis will be placed on the practical techniques for ordering type — selecting type, typeface, method of composition and understanding the difference between hot metal and photo-composition; judging typographic quality — relating character, interword and interline spacing to the intended use of the job; and the mechanics of copyfitting — verifying if the type style and size selected for a job will fit into a given area before it is typeset.

Ten 3 hr. sessions. \$100 tuition  
Tues. 9:00 a.m. to 12:00 noon  
Begins June 5

## BASIC CALLIGRAPHY AND LETTERING

SG20 (4 quarter credits)

**Richard Merrill — Calligrapher, Richard Merrill & Co.**

This course will cover six styles of lettering: Roman, Uncial, Olde English, Chancery Cursive, Spencerian, and Bookhand. Particular emphasis will be given to the Chancery Cursive and Olde English. The use of different pens, inks, colors, and papers will be taught with a brief introduction to gilding and illuminating.

Ten 3 hr. sessions. \$100 tuition  
Wed. 9:00 a.m. to 12:00 noon  
Begins June 6

## **BASIC GRAPHIC DESIGN PRODUCTION TECHNIQUES**

SG42 (4 quarter credits)

**Wendell Arsenault — Senior Graphic Designer and Production Supervisor, Camp Dresser & McKee, Inc.**

An introduction to the methods, tools, language and techniques used by the Graphic Designer to bring artwork to final, printed form. The course will develop a basic understanding of offset printing, paste-ups, typography, papers, inks, etc. as they relate to the preparation of artwork for printing and reproduction. It is the objective of the course to expose students to the enormous range of possibilities available to the Graphic Designer and to help them to understand the necessary limitations imposed by the processes used. Since this course will emphasize production processes as opposed to aesthetics, no previous design background is required. Persons wishing to explore design concepts and aesthetics should see *Introduction to Graphic Design* (SG44) listed below.

Ten 3 hr. sessions. \$100 tuition  
Wed. 12:00 noon to 3:00 p.m.  
Begins June 6

## **INTRODUCTION TO GRAPHIC DESIGN**

SG44 (8 quarter credits)

**Rick Horton — Van Dine Horton McNamara Inc.**

This course is designed for students who wish to explore advertising and editorial art direction. Basic problems of layout design will be given weekly and will cover all basic print media: newspaper, magazine, billboard, poster, point-of-purchase, and direct mail. All class problems will be professional problems originally assigned to the instructor. Although visual solutions will be left to each student, all members of the class will work with the original headlines and body copy — copy written by professional writers. Students will be taught to think of layouts in typographic, photographic and illustrative terms. Emphasis will be placed on type identification, type specification, photo-indication techniques, proper use of drawing board materials (T-square, ruler, magic markers, pencils, etc.) and acquiring a basic understanding of the capabilities of the printing press. Students will be instructed in ways of dealing with the subcontractors — the printers, illustrators, photographers and mechanical artists who will do preparation of the final layout for reproduction. Class work will be geared toward the preparation of a portfolio.

Two 3 hr. sessions per week for 10 weeks.  
\$200 tuition  
Mon. and Thurs. 9:00 a.m. to 12:00 noon  
Begins June 4

## **BASIC PHOTOGRAPHY**

SG60 (6 quarter credits)

**Jim Haberman — Photographer**

An intense, in-depth introduction to the basics of camera use and control, and darkroom procedures for developing and printing photographs. Emphasis will be placed on learning by doing and the course will involve extensive use of the School darkroom. An appreciation of aesthetic considerations will be developed by critiques of student work and class discussions of the work of famous photographers. Students should have their own 35mm cameras and will be expected to provide their own film and printing paper. Darkroom facilities, chemicals, and equipment for processing are supplied by the School and are included in tuition cost. *Enrollment limited to 12 persons.*

Eight 6 hr. sessions. \$150 tuition  
Thurs. 9:00 a.m. to 12:00 noon and 1:00 to 4:00 p.m.  
Begins June 14



## **INTERMEDIATE PHOTOGRAPHY**

SG61 (6 quarter credits)

**Jim Haberman — Photographer**

This course is a continuation of Basic Photography (SG60) and concerns itself with two major areas: advanced camera and darkroom techniques, and the application of these techniques in communicating a personal message. Some of the topics to be covered include: filters, print manipulation, toning, print presentation, the portrait, the landscape. The format of the class will involve extensive use of the School darkroom for completing assignments and will feature classroom critiques of these assignments. The work of prominent photographers will be discussed in relation to the material presented. *Completion of Basic Photography (SG60) or equivalent experience is required for entry to this course.*

Eight 6 hr. sessions. \$150 tuition  
Wed. 9:00 a.m. to 12:00 noon and  
1:00 to 4:00 p.m.  
Begins June 13

## **COPYWRITING FOR ARTISTS & DESIGNERS**

SG94A (5 quarter credits)

**Richard Warren Buckley — President & Creative Director: Buckley, Charlebois, Sink & Assoc.**

In the advertising field art generally delivers only half the message. Equally important is the copy — the written or spoken words which almost always accompany the visual material. Yet far too often artists associated with advertising fail to adequately understand copy, its role and how it effects their art. This course is designed to develop in artists and designers the ability to work intelligently and collaboratively with copywriters, marketing specialists, etc. within the general advertising context. It will emphasize copy concepts, content and style with imaginative, creative problem-solving as a goal. Visits from professional copywriters in order to gain an outside perspective will be a common feature of this course. Students will be expected to complete several professional level assignments during the course and outside reading will be required.

Ten 2 hr. sessions. \$75 tuition  
Wed. 10:00 a.m. to 12:00 noon  
Begins June 6

## **INTRODUCTION TO ADVERTISING**

SG96A (5 quarter credits)

**Richard Warren Buckley — President & Creative Director: Buckley, Charlebois, Sink & Assoc.**

Intended for business people, artists, writers, designers and others who regularly deal with advertising, this course is designed to provide an introduction to basic concepts and methods used in advertising and public relations. The course will examine both creative and practical, business aspects and has as a goal the development of a preliminary working knowledge of advertising. Field trips to advertising agencies and guest speakers from the professional world will be a common feature of the course. Over the course of the semester students will develop a five to seven element campaign for a product or service of their choice. Outside reading will be required.

Ten 2 hr. sessions. \$75 tuition  
Wed. 1:00 to 3:00 p.m.  
Begins June 6

# THE NEW ENGLAND SCHOOL OF ART & DESIGN SUMMER DIVISION APPLICATION FORM

Application fee of \$10 must accompany this form

Last Name	First Name	Middle Initial
Number and Street	City or Town	State
Zip Code	Telephone (Home)	Telephone (Business)
Birth Date	Date of High School Graduation	
Post-Secondary School(s) Attended	Credits Earned	
Have You Previously Attended NESA/D?	When	

**Please list below the course or courses for which you are applying**

Course Code	Course Title
Course Code	Course Title
Course Code	Course Title
Course Code	Course Title

**Reminder:** Applicants must follow the application procedure detailed elsewhere in this catalogue under the heading *Admissions*. Applicants will not be registered for courses until all required application procedures have been completed.

**Tuition:** Students may not attend classes until tuition has been paid in full. Students paying after the Payment Deadline (see *Calendar*) will be subject to a \$10 Late Registration Fee.

**Please return this application form to:** Director of Admissions, The New England School of Art & Design, 28 Newbury Street, Boston, Massachusetts 02116

<b>For office use only:</b>	Application Received By	Date
Day and Time of Scheduled Appointment	Date Registered	



THE  
NEW ENGLAND  
SCHOOL OF ART  
& DESIGN

28 NEWBURY STREET/BOSTON/MASSACHUSETTS 02116