

# institute of design • chicago • summer session

to establish standards of design commensurate with the social responsibilities of designers employing industrial means of production.

to develop designers in all fields either as independent artists or as designers within industry.

to develop teachers of design.

to assist teachers already in the field.

to produce educational aids — publications, exhibition materials, films, etc. which shall effectively extend man's means of development.

to engage in design research in collaboration with industry and professionals in the field.

to present exhibitions, lectures and performances by which the Institute may contribute to the general cultural needs of the community.

aims

## history

The Institute of Design, now a non-profit institution, was founded in October 1937 as the New Bauhaus by Lázló Moholy Nagy who had helped develop many courses—particularly the basic training—at the Bauhaus in Germany under Walter Gropius. Since Moholy Nagy's death in 1946, the director has been Serge Chermayeff, architect, industrial designer and educator.

## facilities

The Institute occupies its own building a few blocks from Chicago's loop, within easy reach of the city's museums, libraries and amusements. It is within walking distance of the lake shore and near-northside bathing beaches and boat harbors.

Spacious workshops and studios are equipped with necessary hand and machine tools for all media. The school library is one of the most complete reference sources in its special field in America and includes more than 6,000 slides, reproductions and photographs of outstanding works.

## educational principle

Education for a designer must provide a foundation which will enable him to think comprehensively and to act effectively in the complex industrial world.

The student does not study the master, but the principles and facts which the master himself had to study. He must learn for himself. The Institute of Design stimulates the intellectual and emotional powers of the student so that he will be able to do creative work. The Institute's Foundation Course is aimed at removing prejudices, and reveals to the student the power that rests within himself.

## guiding principles

There is no barrier between the fine and applied arts.

Science, modern technology and production are the instruments and companions of the artist and designer.

The effective control of physical environment—which is the designer's task—depends on his understanding of contemporary man's needs and his ability to use to their fullest the tools at his disposal to achieve greater health and happiness for mankind.

## course instruction plan

At the Institute, the problems of design are first broken down into their elements so that they are presented to the student in an intelligible form. At each stage of the whole process, art, science and technology form an interlocking pattern. Throughout the course, the student's work with tools, machines and materials interacts with his theoretical knowledge, the one enriching the other.

## intensified 6-week study

of the Institute of Design's celebrated Foundation Course which may be applied to students at the high school and college level for advanced study of Architecture, Industrial Design, Advertising and Display, Photography and Film, Painting and Sculpture.

The Foundation Course is designed as an integrated experience rather than a number of separate classes. Therefore, only enrollments for the complete course will be accepted.

## sequence of emphasis in the course:

experiment

Free manipulation of media, materials and tools develop a visual vocabulary through familiarity with elements of visual design and a free, imaginative approach to design.

control

Mastery of materials and techniques and a wider range of visual perceptions is developed through a progressively sharpened technical discipline.

application

Understanding of the purpose of design in the broad social sense is developed together with ability to analyze a specific problem in terms of technique and to see contemporary problems in their historical context.

## faculty

All Summer Seminar instructors are on the permanent faculty of the Institute of Design.

## library, workshops and studios

will be available for extra-curricular work, informal discussions and social activities.

## an exhibition

of the Institute's work at all stages will be on view during the Seminar.

## classes

meet from 9 to 12 and from 1 to 4 Monday through Thursday; Friday from 9 to 12 to allow long weekends for enjoyment of many nearby lake and resort areas.

## the community of interest

which brings together participants in the arts provides an enjoyable atmosphere for study and for extra-curricular group activities in the cultural and recreational opportunities abundant in the Chicago area.

*the work is divided in two groups:*

## visual fundamentals:

Work in two dimensions employing the graphic, photographic and color media.

*drawing and color*

basic elements of two dimensional design and their characteristics: point, line texture, value, color. Spatial illusions: elements within a prescribed picture plane.

*photography*

light as a creative medium. Work in the photo studio. Fundamentals of the photographic medium with and without camera.

## sculpture and basic workshop

Work in three dimensions, using typical materials such as paper, wood, metal, plastics, clay and plaster with emphasis on plastic quality and structural method.

*sculpture*

sculpture treated as a fundamental part of every designer's experience not as an art end in itself. Emphasis on plastic rather than technical properties. Three dimensional design in relation to space, light, materials, scale and motion.

*basic workshop*

development of manual dexterity and sensitivity. Experimental construction in various materials of differing properties employing basic techniques and hand and power tools. Analysis of structural principles.

*recommended reading*

**The New Vision, Vision in Motion** by L. Moholy Nagy

**Language of Vision** by Gyorgy Kepes

**The Bauhaus 1919-1928**, edited by Herbert Bayer, Walter Gropius & Ise Gropius

# 1949

JUNE 27 TO  
AUGUST 6

## eligibility

Any professional educator or prospective teacher having college, technical or art school degrees, or any artist or designer with degree or completion certificate from a recognized school may apply.

## tuition

The fee is \$100 for the entire 6-week course.

## registration

Application in person or by letter should be made immediately as enrollments will be limited. Accompany application by statement of eligibility. Candidates will be required to fill out an application form and pay a deposit of \$10, non-refundable, which will be credited toward tuition.

## accreditation

Certification of attendance will be issued. The Institute of Design is recognized for promotional credit by the Illinois Department of Public Instruction. Reciprocal credits can be arranged with Columbia, Harvard, Illinois, Mills College, Michigan, Minnesota, Northwestern, Yale and others.

## overseas

The Institute of Design (formerly School of Design in Chicago) is listed in the Educational Directory of Colleges and Universities, issued by the U. S. Office of Education, Department of the Interior, Washington, D. C. Students from abroad who wish to attend should apply to the U. S. Consul in their respective countries. The Institute of Design (formerly School of Design) is approved under Section 4(e) of the Immigration Act of 1924. Refer to 2nd supplement dated August 1, 1946 to the edition of August 20, 1945 of the list of educational institutions approved by the Attorney General for non-quota immigrant students.

## veterans

Veterans may attend under the G. I. Bill upon presentation of a letter of eligibility.

## living accommodations

Through cooperation of its full-time faculty and students who will be away during the summer, the Institute is organizing a housing bureau for summer session students. Apply to Registrar.

apply

Mollie Thwaites, Registrar

**THE INSTITUTE OF DESIGN**

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Additional copies of this announcement will be furnished on request. These may be posted either side, singly or together.