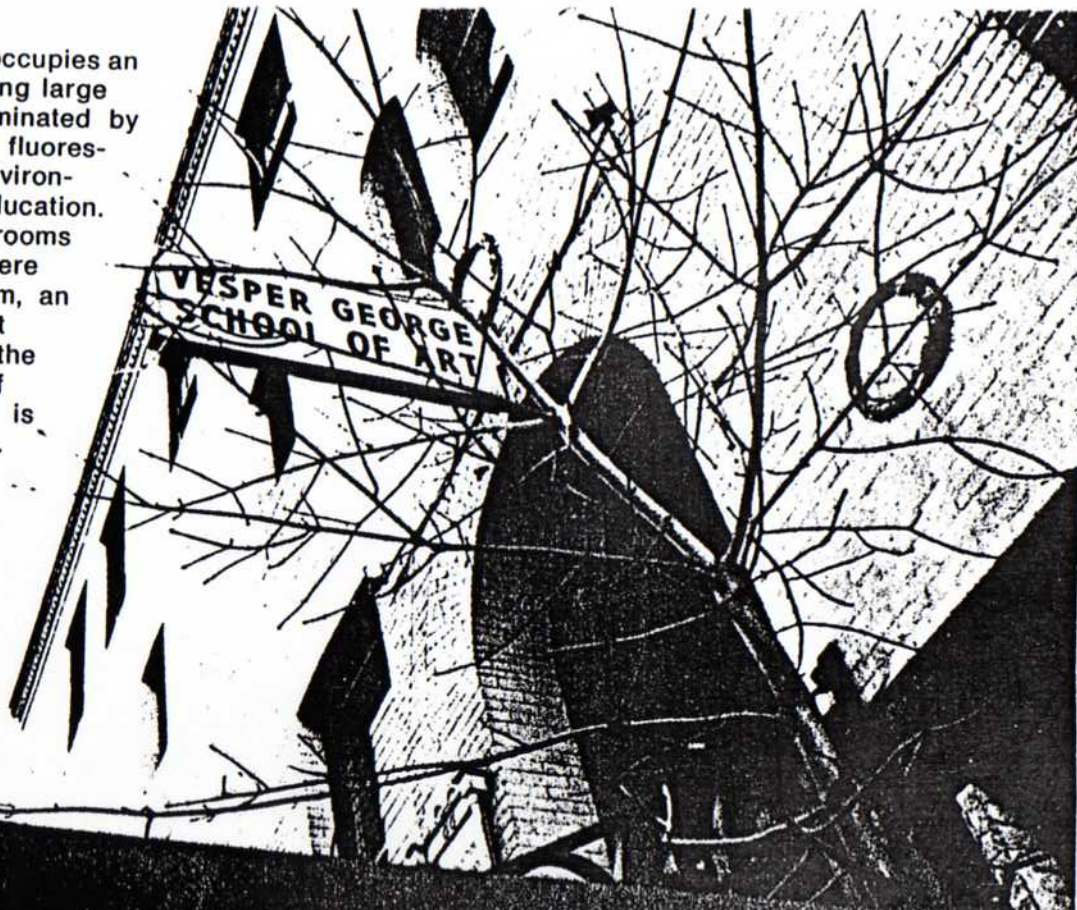


The Vesper George School of Art occupies an entire four-story building containing large studio working spaces, well-illuminated by sky-lights, and carefully planned fluorescent lighting to make an ideal environment devoted to practical art education. In addition to the many studio rooms used for study and instruction, there are lounge rooms, a faculty room, an assembly hall, a library, and an art gallery adding to the facilities of the School. For the convenience of students, an art material store is also maintained in the building.

GEORGE T. GUINANE
PRESIDENT-DIRECTOR



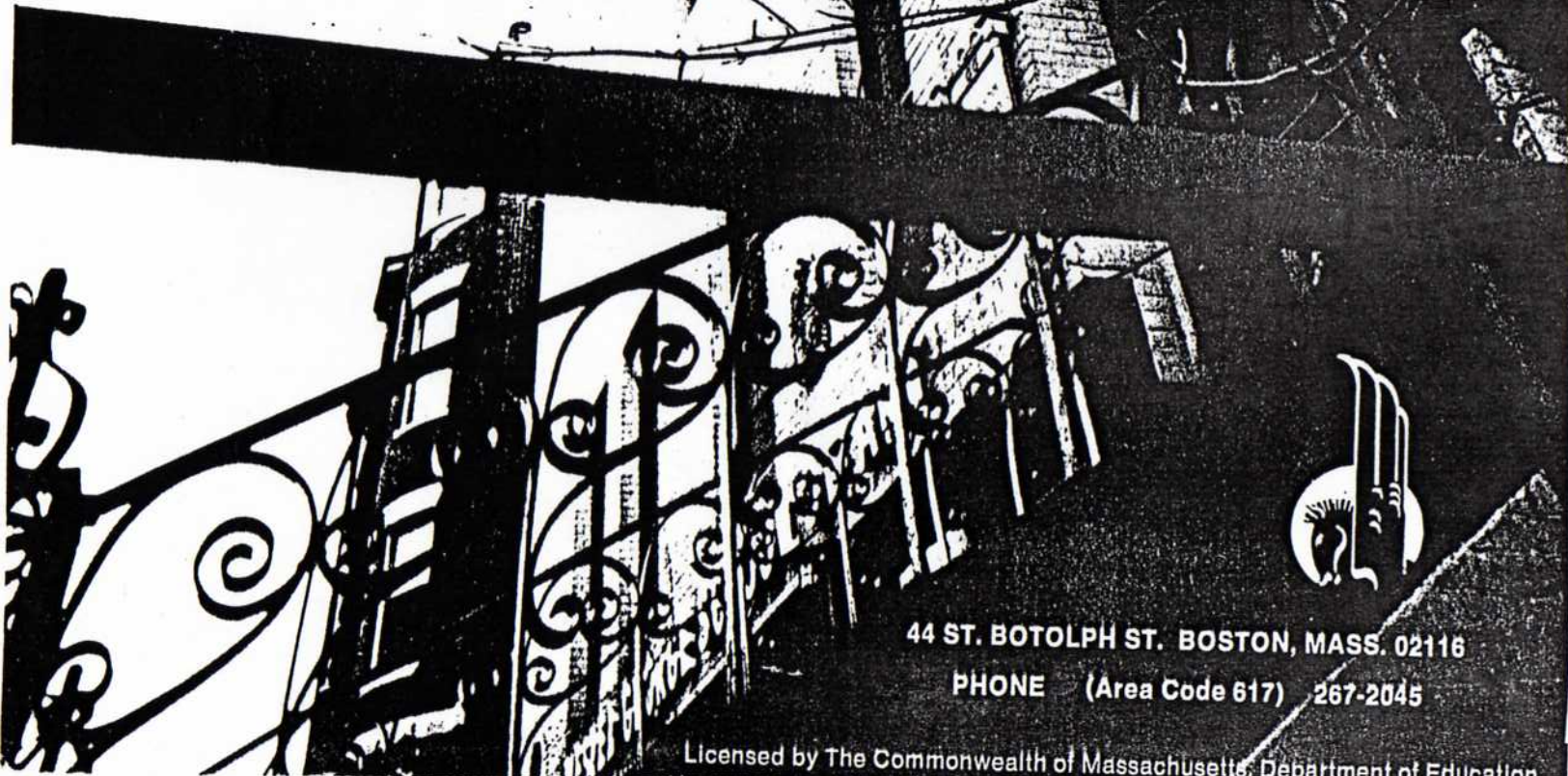
ACCREDITED SCHOOL



NATIONAL ASSOCIATION OF
TRADE AND TECHNICAL SCHOOLS

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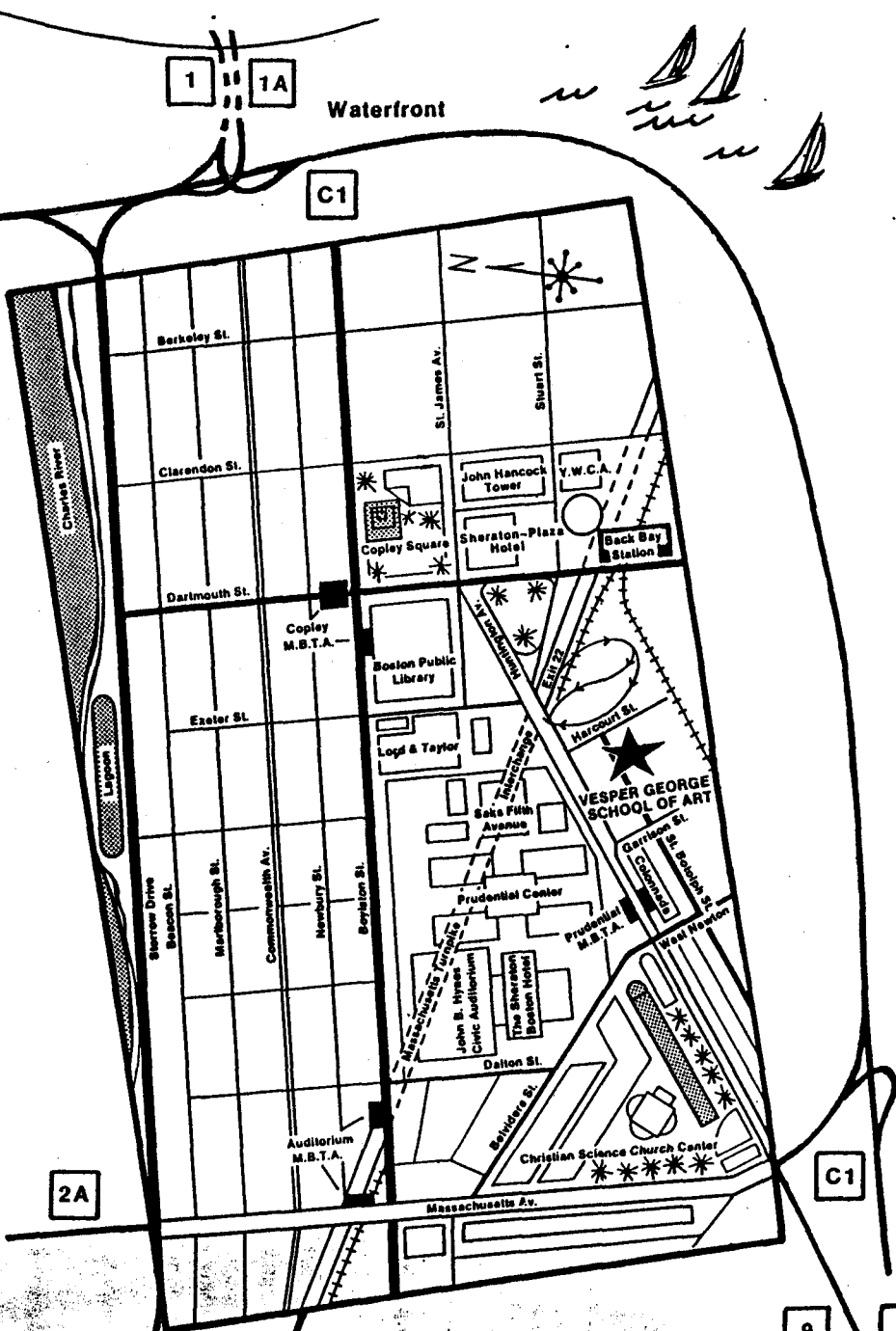
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LOCATION: As a city of arts and letters Boston, through its cultural institutions and organizations, offers numerous benefits to the art student. Of these benefits a Vesper George student can easily take advantage, since the school is located in the Back Bay section near the Boston Museum of Fine Arts, the Gardner Museum, and the advertising art organizations around the Park Square area and Boylston Street.

Within a short walking distance there is the Boston Public Library in historic Copley Square, and the Newbury Street art galleries. In the Boston Public Library one will find the murals of Sargent, Abbey, and Puvis de Chavannes. In addition, there are exhibits of contemporary art, as well as periodic exhibitions of commercial art in the Newbury Street galleries. To study art in Boston, particularly in the Back Bay, is a great benefit to the art student.

Nearer than the library and the Newbury Street galleries is the Prudential Center, which to the historically important architecture of Boston is a fine example of present day building design. The Prudential Tower, the John B. Hynes Civic Auditorium, the Christian Science Center, and the sixty-story, reflecting glass, John Hancock Tower and Plaza, produce a stimulating and informative atmosphere of contemporary spirit and a daily inspiration to the student travelling to and from the Vesper George School of Art. Adjacent to the school is Copley Square, the Prudential Center exit of the Massachusetts Turnpike, which is a true example of design applied to present-day needs. Thus in the area around the School there is much to stimulate and heighten the student's interest in his or her own work.

To reach the school from downtown Boston, take a Huntington Avenue car at the Park Street subway and ride to Prudential subway station. At the Colonnade Hotel, walk back to Garrison Street and turn right to St. Botolph Street. The School is only a three minute walk from Back Bay Railroad Station and within a short walking distance from Copley Square. It is also accessible by automobile from the Southeast Expressway, Massachusetts Avenue exit. St. Botolph Street is one block east of Huntington Avenue (Route 9).



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PHILOSOPHY: Incorporated in 1924, the Vesper George School of Art has become one of Boston's and New England's most distinguished co-educational and professional Commercial Art Schools. Vesper George trains the talented, enthusiastic and interested art student in the craftsmanship and fundamentals of drawing, design, color, varied mediums, and the disciplines of up-to-date professional techniques for the graphic arts used in the industry of advertising and publishing. A structured curriculum with specialized lessons in related subjects in studio practice, enable the student to acquire and coordinate the knowledge and craft to solve graphic answers in design and illustration in visual communications. Instructors train students in the skills and thinking processes needed for visual concepts used in advertising, illustration, layout, and design. Following this program the student will develop a personal portfolio which will provide numerous opportunities for a career choice in the commercial art field. Directors of the school set up schedules of related subjects or branches of learning, suggesting topics, outline and aim of lesson segments and exercises within each subject. Instructors create their own lesson plans, problems and assignments. Students then coordinate on their own the lessons of each related subject, and with practice and guidance, build and produce their own creative ideas. The art instructor, strong in practical experience, inspires and leads the student in the field of Commercial Art. The student educated by the professional, acquires a "professional" attitude and enters the job market with a full understanding of the field, and the ability to feel at ease with his or her first job.

Advertising in this country is an imposing business, and commercial art is a very important part of it. Commercial art is found in the visual communications of advertising, such as layout, illustration, lettering, typography and design. These graphic designs appear on television, in newspapers and magazines as layout, posters, packages, signs and displays. Story, book, television and editorial illustration and its use in greeting cards, booklets, brochures and annual reports are other areas of the commercial communication art field. Designed by visual and creative graphic artists, these different forms of art are realistic, expressive and powerful. Creative designers work on ideas, layout and design, while the illustrator works on the finished art and rendering of the picture, the story or book illustration and the institutional illustration used with product or service in advertising.

Production people are important for their knowledge of printing and reproduction methods, their precision and accuracy of mechanicals, layouts, paste-ups, and camera-ready art.

The graduate may work in an art and design studio, or an advertising agency, as an Art Director, Assistant Art Director, Creative Designer, Mechanical Artist, Illustrator or Paste-up Artist. The graduate might work for a publishing house, a display studio, a printer, newspaper, magazine, or record company. There are also opportunities in department stores, insurance or civic art departments, as well as in industry in such areas as electronics and television graphics. Some graduates will start working in their own studios as free lance artists.

During your personal interview check with the school office as to recent surveys of its graduates, where they are working and their positions. "Education is a reward not a gift"; opportunity in the practical commercial art field is there for well qualified and well trained men and women.

POLICY: The School's policy and purpose is to introduce, train, equip and advance the qualified art student in the skills, techniques, knowledge and good taste needed in the professional field of commercial art. The student is trained in planned structured subjects in practical and technical studio classes to become a competent, flexible and versatile professional artist; and in so doing, the student acquires the fresh, up-to-date skills needed to enter a career in the commercial graphic art field.

The school's education objective is to serve and nourish, train and foster, develop and promote the individual art student to the job of a professional creative commercial artist; to lead the graduate to the opportunities in the advertising field as a creative designer, graphic designer, layout artist; to lead the graduate toward the job of an illustrator in the varied fields of illustration of books, greeting cards, story and advertising art; to lead the graduate to the opportunity as an art director, a mechanical artist, a paste-up artist or a commercial artist in package design; an artist involved in art production.

