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## PREPARATORY TRAINING FOR ADVERTISING ARTISTS

From an interview with Professors O. H. W. Hadank and E. Böhm, instructors at the state high school for liberal and applied arts in Berlin.

IN Germany the future advertising artist is almost wholly dependent on technical schools for the necessary introduction into his chosen profession and is it therefore important to show something of the preparatory work done in these schools in the field of publicity.

Advertising art, in contrary to "l'art pour l'art" has of course a practical purpose exactly like architecture and industrial art but hitherto, the student's education has not fulfilled its purpose. The training required for a commercial artist is entirely different to that needed by a free artist.

The new advertising art schooling includes plenty of handwork plus a development of the right mental attitude to his profession. The student must begin with drawing instruction as in the higher art classes . . . in addition he must gain a great variety of technical experience and knowledge in all allied branches to cope later with outside-world problems . . . and he must be as familiar with all reproduction-techniques as an architect ought to be with actual building. Only on such a sound basis will he be able to produce unhampered creative work.

His ability to visualize is nursed in further classes . . . though at first his exercises are only distantly related to advertising. He learns to understand optical laws. He receives instruction in composition fundamentally different than that received by a liberal arts student (see examples pages 24-25). The classes of Professor Hadank are asked to build up a poster composition on a square or circle, the students selecting whatever subjects please their fancy. Through such practice he learns to control the division of a plane according to certain formal laws and one sees here how interesting these single pictorial compositions are in spite of the given limitations. Such and similar training disciplines the student and enables him later to do good work under restrictions.