



Lehrer

P R O F. H A D A N K

Teacher

Schüler

L. D E T T M A R

Student

Advertisement

Secondly, a problem from Professor Böhm—the creation of portrait posters based on photographs for film and theatre advertising. The composition is again important but in addition the likeness and character of the model has to be preserved.

In both examples we see that the student is sensing the advertising idea, though not yet a primary consideration. A clearly composed plane is already a strong eye-catcher and sounds the first note of advertising attention.

The sewing-machine posters are worked out on the same principles, though developed out of naturalistic studies. Other student solutions are also shown some being so far advanced that they effectively "carry the message". Both advertising idea and drawing are well expressed.

It may be noted that the student's work does not make the error of reflecting the style of the instructor, an easy error to make, especially when the instructor is a strong personality and a successful commercial artist. The student who has been getting along under the reputation of his professor soon finds himself at a point where he has to begin anew.

In addition to the training in the details of the profession, the artistic consciousness and ambition of the student must be deepened and sharpened. He has to learn the practical demands of his profession . . . the general economical background . . . how to constantly improve his art . . . in short, how to emerge from all of the difficulties with which his future calling is entangled.

Translated freely by Edward Fischer