The Relationship Between Art, Advertising & Graphic Design
Technical Process

How did they go from oil painting to printed magazine ad?

Fisk Cord Tires Advertisement, 1919

*Collier's Magazine*
Newell Converse Wyeth

*Untitled (Illustration for Fisk Cord Tires Advertisement, 1919)*

Canvas mounted to masonite, oil
32 x 71 1/2 in.
Joslyn Art Museum

[Detail] *Fisk Cord Tires Advertisement, 1919*

*Collier's Magazine*
Halftone & Photoengraving

Photographic negative of original artwork
Fine mesh screen was placed between negative and a metal plate coated with photosensitive emulsion.

Continuous tone negative converted to small & large dots. In the light areas, the emulsion was exposed to the light source, and hardened. Unexposed emulsion was washed off.
Halftone & Photoengraving

The metal plate was emersed in acid, where the exposed metal was “engraved”. Then the hardened emulsion was removed, leaving dots raised dots of varying sizes.
Typesetting

Type could have been set by hand

But most likely was set using a Linotype
How Did Advertising Come Into Existance?

- Industrial Revolution - mid 1800’s
  - Mass manufacturing
- Mass Communication - late 1800’s
  - Advertising
Magazines & Illustrators

1850: Harpers New Monthly Magazine

1863: Charles Parsons became art editor of Harper & Bros.

Late 1800’s: Parsons hired Howard Pyle, who went on to create over 3,300 illustrations during his career

1898–1902: Howard Pyle School of Illustration Art

1890’s–1940’s: known as the “Golden Age of American Illustration”

By the early 1900’s, magazines were carrying over 100 pages of advertising each month
Illustration & Photography

Mid 1800’s: Photography was used by illustrators as a reference tool
Illustration & Photography

Attributed to Matthew Brady, photograph,
Freedmen on the Canal Bank at Richmond, 1865
Illustration & Photography

Attributed to Matthew Brady, photograph, *Freedmen on the Canal Bank at Richmond*, 1865

John Macdonald, wood engraving, *Freedmen on the Canal Bank at Richmond* / *Scribner’s*, 1865
Illustration & Photography

The invention of the halftone process changed the role of illustration


This invention “freed” illustration from “factual reportage”
Illustration & Photography

Experimental photoengraving, Stephen Hogan, 1880

First printed halftone, *A Scene in Shantytown*, 1880
Artist / Illustrator

1881 illustration by Thomas Nast who, with Clement Clarke Moore, helped to create the modern image of Santa Claus.

Thomas Nast, with Clement Clarke Moore

Merry Old Santa Claus
Harper’s Weekly
January 1, 1881, p.8-9
Who's This?
Who’s This?

Henri de Toulouse-Lautrec, poster
*La Goulue au Moulin Rouge*, 1891
Who’s This?
Who’s This?

Andy Warhol, ink, watercolor

*Shoe Illustrations*, circa 1950
Creative Brief is a basic tool in creative communication.

- Used by graphic designers, copywriters, illustrators

- Can be written by client, creative professional, or both

- Helps both parties clearly define the purpose, scope and intended outcome
Who is the Client?
What’s the name of their company?
Fisk Rubber Co.
Are they national? Regional? Local?
National
What differentiates this company from its competitors?
Well known, has a reputation for making economical yet stylish tires

What Does the Client Want to Achieve?
For the exercise, you’ll all use the same goal:
increase sales through an advertising campaign

Who is the Target Audience?
Age Range: 35-50
Gender: Male
Profession: Banker, Industrialist
Income: upper class $50 - 95K
What do they value?
high quality, style
Brands they identify with:
Rolex, Forbes, Lexus

Creative Brief how it might have been written for the Fisk Cord Tire Ad
Exercise – Writing a Creative Brief

What Is a Creative Brief?

Advertising agencies, graphic designers, and other creative professionals often use a creative brief to help define the critical parameters of a design project. Creative briefs are sometimes written by the client who has hired the creative professional; if the client isn’t familiar with writing one, the creative professional(s) will “interview” their client to get the necessary information.

A creative brief will provide a road map to the team working on the project. It helps them focus on relevant information, key objectives, and ultimately, identify the goal(s) of the design project, as well as what deliverables would be most effective in achieving those goals.

Exercise

In a real world situation, much of the information on a creative brief would come from the client. But, for this exercise, you’ll play both client and creative professional, and make up answers for your fictional client.

Who is the Client?

What’s the name of their company?

Are they national? Regional? Local?

What differentiates this company from its competitors?

What Does the Client Want to Achieve?

For the exercise, you’ll all use the same goal: increase sales through an advertising campaign

Who is the Target Audience?

Age Range: Gender:

Profession: Income:

What do they value? Brands they identify with:

What Are the Product Features & Benefits?

Feature:

Strong, yet flexible rubber

Benefit:

Ample cushioning to save occupants from fatigue

Feature:

Ribbed tire treads

Benefit:

Minimize gas consumption

What Are Some Adjectives / Key Words That Go with the Product?

substantial
attractive
top notch
luxury
durable
dependable

Where Are the Best Places to Reach the Target Audience?

Online? Magazine Ad? TV Commercial? In-Store Promotion?

Magazine ads, road side ads, filling stations