

## Richard Wilde Papers

---

### Collection, SVA.RWP

#### Part Of

SVA Archives > Richard Wilde Papers

#### Related To

Richard Wilde

#### Date

1965 – 1996 (Date ranges)

#### Abstract

Richard Wilde is a designer and design educator who has been associated with the School of Visual Arts since 1969, including serving as chair of the Advertising and Graphic Design programs its various incarnations from 1971–2019. The Richard Wilde Papers comprise mainly posters, most of which Wilde had some hand in creating (as designer, art director, or creative director). Additional materials include exhibition announcements, invitations, and promotional material; professional certificates awarded to Wilde; advertisements for talks and workshops given by Wilde; and a few photographs.

#### Biographical / Historical Note

Richard Wilde is a designer and design educator who has been associated with the School of Visual Arts since 1969, including serving as chair of the Advertising and Graphic Design programs its various incarnations from 1971–2019. During his tenure at SVA, he taught more than 10,000 students in his landmark Visual Literacy class and hired renowned professionals to teach alongside him on the faculty. With Judith Wilde, he is cofounder of Wilde Design. His books include “Visual Literacy: A Conceptual Approach to Graphic Problem Solving,” “Problems: Solutions, Visual Thinking for Graphic Communicators,” and “The Process: A New Foundation in Art and Design,” cowritten with Judith Wilde. He retired as chair of SVA’s BFA Advertising and Graphic Design department in 2019, after fifty years at the College.

Richard Wilde began teaching at the School of Visual Arts in the Advertising Design department in 1969. In 1971, the Advertising Design and Illustration departments were merged to form the Media Arts department and Wilde became co-chair, alongside Marshall Arisman, formerly chair of the Illustration department. Under his auspices, faculty member Andrienne Leban developed the Public Advertising System around 1973, through which faculty and students created advertising communication for non-profit organizations across New York City. Wilde served as Art Director for the Visual Arts Press from 1977 until 1981, though by then he had already been involved in design for the school for many years, including the annual course catalog. In 1989, the Media Arts department split into Illustration and Cartooning, chaired by Jack Endwelt, and Graphic Design and Advertising, chaired by Richard Wilde. By 1993, Advertising and Graphic Design was its own department, apart from Illustration and Cartooning. In 2019, after fifty years at SVA, Richard Wilde retired as chair of the BFA Advertising and the BFA Design departments.

#### Scope And Contents

The Richard Wilde Papers comprise mainly posters, most of which Wilde had some hand in creating (as designer, art director, or creative director). Additional materials include exhibition announcements, invitations, and promotional material; certificates awarded to Wilde, to his wife and business partner, Judith Wilde, and to the School of Visual Arts (mainly for its publications, such as the Senior Library showcasing student work); advertisements for talks and workshops given by Wilde; and a few photographs.

Series 1: SVA Course Announcements comprises posters announcing various course offerings at SVA—courses either taught by Wilde or by others, in the Advertising and Graphic Design department and in other departments. Wilde served as art director on many of the posters.

Series 2: SVA Events comprises posters for SVA events.

Series 3. SVA Exhibitions comprises posters for SVA exhibitions. Wilde served as art director on many of the posters.

Series 4. SVA Media Arts/BFA Advertising and Graphic Design comprises two subseries containing the "Problems:Solutions" series of worksheet posters (many co-created with Judith Wilde), themed posters created by Media Arts (later Advertising and Graphic Design) students (Wilde served as art director on most of the posters), and two copies of the first issue of the student publication "Do You Like Me?"

Series 5. SVA Promotional Materials comprises posters, flyers, and ephemera promoting the school in general. Wilde served as art director on many of the posters.

Series 6. SVA Scholarship Fund is divided into two subseries: Subseries 1. Scholarship Competition comprises posters and some ephemeral materials relating to the annual scholarship competition for SVA hosted by the Scholarship Committee. Subseries 2. Public Advertising System comprises posters created as part of the Public Advertising System, a project created circa 1973 by Wilde, featuring posters created by students and faculty for New York City nonprofits.

Series 7. Professional and Early Career Materials comprises materials related to Richard Wilde's professional career as a designer and an educator, including certificates of professional membership, awards, and promotional materials for workshops and lectures.

Series 8. Photographs comprises three photographs of Richard Wilde: one in front of a classroom and two speaking at an dinner event.

Series 9. Miscellaneous Materials comprises materials donated by Richard Wilde that do not have a direct connection to his work as a teacher and administrator at the School of Visual Arts or as a design professional.

## General Physical Description

Three manuscript boxes (1.5 linear feet) and one flat file drawer containing fourteen oversize folders and three extra oversize folders.

## Restrictions

This collection is open for research.

## Preferred Citation

Richard Wilde Papers, [series. item]. School of Visual Arts Archives, Visual Arts Foundation, New York.

## Acquisition Information

The Richard Wilde Papers were acquired as a gift from Richard Wilde.

## Author/Processed By

Processed by Alexa Hagen and Lawrence Giffin. Finding Aid written by Lawrence Giffin.

## Related Collections

SVA Archives

# Collection Contents

---

## Richard Wilde Papers

### Series 2. SVA Events

(9 records)

School of Visual Arts Class of 1980 Commencement invitation, Box 1 Folder 1

School of Visual Arts Class of 1980 Commencement RSVP card, Box 1 Folder 1

School of Visual Arts Christmas Party announcement, Box 1 Folder 1

Modernism and Eclecticism: A History of American Graphic Design video and audio tape catalog, Box 1 Folder 1

Modernism and Eclecticism 9: A History of American Graphic Design (1996) poster, Box 106;1 Folder 1;1

School of Visual Arts Class of 1980 Commencement direction card, Box 1 Folder 1

Hamlet and the Dance of Denmark poster, Drawer 82 Folder 2

School of Visual Arts Christmas Party 1974 poster, Drawer 82;53 Folder 2;6

School of Visual Arts "Senior Prom" at P.S. 40 poster, Drawer 82 Folder 2

### Series 3. SVA Exhibitions

(87 records)

Front Page invitation, Box 2 Folder 3

What Makes Them Tick? announcement, Box 2 Folder 3

Problems And Solutions brochure, Box 1 Folder 2

Paul Davis: Recent Paintings poster, Drawer 81 Folder 20

A Matter of Life and Death poster, Drawer OS;81 Folder 19

The Bald Eagle: Survival or Extinction? poster, Drawer OS;81 Folder 18

Artifacts: What Will Survive? poster, Drawer OS;81 Folder 19

The Sight of Sound: A Visual Interpretation of Sound poster, Drawer 81 Folder 19

Masks poster, Drawer OS;81 Folder 18

Robert Weaver: Retrospective 1956 - 1977 poster, Drawer 81 Folder 20

Problems and Solutions poster, Drawer OS;81 Folder 18

America "My Country 'Tis of Thee" poster, Drawer OS;81 Folder 18

Sports: The 21st Century call for entries poster, Drawer 81;81 Folder 20;22

Winners poster, Drawer OS;81 Folder 19

Visual Passages poster (1 of 3), Drawer OS;81 Folder 19

Visual Passages poster (2 of 3), Drawer OS;81 Folder 19

Visual Passages poster (3 of 3), Drawer OS;81 Folder 19

Homage to the Palette poster, Drawer OS;81 Folder 19

An Illustration Is Worth a Thousand Words poster, Drawer OS;81 Folder 18

One Year One Day (1982) poster, Drawer 81 Folder 19

Double Take invitation, Box 1 Folder 5

The Sight of Sound: A Visual Interpretation of Sound invitations, Box 2 Folder 1

The Sight of Sound: A Visual Interpretation of Sound catalog, Box 2 Folder 1

Halley's Comet: Past, Present & Future invitations, Box 1 Folder 17

Halley's Comet: Past, Present & Future catalog, Box 1 Folder 17

Happy Birthday: A Celebration of the Past Forty Years catalog, Box 1 Folder 18

Happy Birthday: A Celebration of the Past Forty Years announcement, Box 1 Folder 18

Apartments for Rent invitations, Box 1 Folder 14

Apartments For Rent catalog, Box 1 Folder 14

Homage to the Palette invitations, Box 1 Folder 10

Homage to the Palette catalog, Box 1 Folder 10

Artifacts: What Will Survive? invitation, Box 1 Folder 15

Artifacts: What Will Survive? catalog, Box 1 Folder 15

School of Visual Arts in Soho: An Exhibition poster (1 of 2), Drawer 81 Folder 18

A Matter of Life and Death invitations, Box 1 Folder 13

The Side Show invitation, Box 1 Folder 4

Masks announcement, Box 1 Folder 9

Visual Passages invitations, Box 1 Folder 11

Sports: The 21st Century announcement, Box 1 Folder 7

America "My Country 'Tis of Thee" opening invitation, Box 1 Folder 6

An Illustration Is Worth a Thousand Words catalog, Box 1 Folder 8

School of Visual Arts 1978 Graduates poster, Drawer 81 Folder 20

Indian Paintings from Mughal and Rajput poster, Drawer 81 Folder 20

Navajo Weaving: Blankets and Rugs from 1850 to the Present poster, Drawer 81 Folder 20

Survey: Photographs by Hans Namuth poster, Drawer 81 Folder 20

The School of Visual Arts Legacy announcement, Box 2 Folder 2

13 Students 13 Mentors 13 Campaigns announcement, Box 1 Folder 3

Don't Touch That Dial announcement, Box 1 Folder 3

Used Cars for Sale! catalog, Box 1 Folder 16

Golf: The Birdies and Bogeys of Life announcement, Box 2 Folder 3

Masks call for entries poster, Drawer 81 Folder 22

Winners invitations, Box 1 Folder 12

An Illustration Is Worth a Thousand Words announcement, Box 1 Folder 8

Working drawings and other visible things on paper not necessarily meant to be viewed as art poster, Drawer 81 Folder 20

Twen poster, Drawer 81 Folder 20

Out of Context (1995) announcement, Box 2 Folder 3

One Year / One Night poster (1974), Drawer 81 Folder 21

Before and After poster, Drawer 81;81 Folder 20;21

School of Visual Arts Annual Exhibition (1973) poster, Drawer 81;81 Folder 20;21

The Bald Eagle: Survival or Extinction? invitation, Box 1 Folder 3

The Bald Eagle: Survival or Extinction? flyer, Box 1 Folder 3

The Bald Eagle: Survival or Extinction? promotional material, Box 1 Folder 3

The Side Show announcement, Box 1 Folder 4

The Side Show brochure, Box 1 Folder 4

Double Take ticket, Box 1 Folder 5

Double Take brochure, Box 1 Folder 5

America "My Country 'Tis of Thee" announcement, Box 1 Folder 6

Sports: The 21st Century opening invitation, Box 1 Folder 7

Sports: The 21st Century ticket, Box 1 Folder 7

America "My Country 'Tis of Thee" promotional mailer, Box 1 Folder 6

Masks invitation, Box 1 Folder 9

Fifty 3-D Artists at SVA announcement, Box 2 Folder 3

Anger: An Exhibition poster, Drawer 81 Folder 19

Yugo Next: Fuel for Thought announcement, Box 2 Folder 3

Yugo Next: Fuel for Thought promotional mailer, Box 2 Folder 3

America "My Country 'Tis of Thee" Bicentennial Stamp sheet of stamps, Drawer 81 Folder 23

Alan Williams Sculptures: Tortoise Rings poster, Drawer 81 Folder 22

Homage to the Palette call for entries poster, Drawer 81 Folder 19

Apartments for Rent poster, Drawer 81 Folder 19

Halley's Comet: Past, Present & Future (three dogs) poster, Drawer OS;81 Folder 19  
Happy Birthday: A Celebration of the Past Forty Years poster, Drawer OS;81 Folder 19  
Out of Context (1995) poster, Drawer 81 Folder 19  
Yugo Next: Fuel For Thought poster, Drawer 81 Folder 19  
Sports: The 21st Century press clipping (reprint from the New York Times) poster, Drawer 81;81 Folder 20;21  
Problems and Solutions invitation, Box 1 Folder 2  
The School of Visual Arts 1976 Media Arts Department Exhibit (Bicentennial) poster, Drawer 81 Folder 20  
America "My Country 'Tis of Thee" Bicentennial Stamp Series poster, Drawer 81 Folder 23

## Series 5. SVA Promotional Materials

(39 records)

It's Not Too Early to Study Art with the Professionals this Summer poster, Drawer 82 Folder 7  
The School of Visual Arts Proudly Announces a Degree Program in Writing poster, Drawer 82 Folder 7  
How to Draw a Kad poster, Drawer 82 Folder 7  
Q&A With Richard Wilde brochure, Box 2 Folder 4  
Visual Arts Summer 1982 flyer, Box 2 Folder 4  
Seeing Something In A New Way Is Seeing It For The First Time flyer, Box 2 Folder 4  
First Class, Summer 1980 flyer, Box 2 Folder 4  
The School of Visual Arts Talent Agency card, Box 2 Folder 4  
The School Of Visual Arts Talent Agency postcard, Box 2 Folder 4  
The School Of Visual Arts Talent Agency envelope, Box 2 Folder 4  
In The Evenings by the Moonlight, Visual Arts Works Wonders with Your Days flyer, Box 2 Folder 4  
This Autumn, Come to Visual Arts By the Light of the Silvery Moon flyer, Box 2 Folder 4  
Moonlighting at Visual Arts This Autumn, Might Be Better than a Second Job flyer, Box 2 Folder 4  
This Summer We'd Really Like to See You Again flyer, Box 2 Folder 4  
Our Idea of a Great Summer flyer, Box 2 Folder 4  
Our Idea of a Great Summer for Art Teachers flyer, Box 2 Folder 4  
Spend a Few Nights with Us. It May Change the Way You Spend the Rest of Your Days flyer, Box 2 Folder 4  
Theodora F. Garriss '73 Art Therapist flyer, Box 2 Folder 4  
Tony Curatola '71 Assistant Photographer: Ken Ambrose Studio flyer, Box 2 Folder 4  
Some of Our First-Round Draft Choices Still Haven't Signed poster, Box 2 Folder 4  
Graphis Advertising Medal Winners, Box 2 Folder 4  
Draw an Apple poster, Drawer 82;54 Folder 7;2  
The Greatest Advertising Story Ever Told advertisement, Drawer 82 Folder 7  
Great Designers Make Great Choices poster, Drawer 82;54 Folder 7;22  
The School of Visual Arts Talent Agency: Talent is Her Business poster, Drawer 49;82 Folder 5;7  
The Most Difficult Problem an SVA Design Student Will Ever Have To Face Is Choosing a Portfolio Instructor poster, Box 2 Folder 4  
You Learn Better When You Study with the Best poster, Drawer 52;82 Folder 9;7  
Get a Taste of the Next Four Years this Summer poster, Drawer 82 Folder 7  
Our Kind of Summer Will Last All Year poster, Drawer 82 Folder 7  
Film School: Art Is More than a Brush on Canvas poster, Drawer 82;54 Folder 7;6

How Can You Tell a Reitzfeld Ad? By the ® poster, Drawer 82 Folder 7  
Linda Stillman '71 Graphic Designer: George Tscherny Design Inc. poster, Box 2 Folder 4  
The Process of Becoming a Professional at Visual Arts poster, Drawer 82 Folder 7  
The School of Visual Arts Talent Agency business card, Box 2 Folder 4  
The School of Visual Arts: Talent Is Her Business flyer, Box 2 Folder 4  
School of Visual Arts Illustration Portfolio cover sheet, Box 2 Folder 4  
School of Visual Arts Illustration Portfolio cover sheet, Box 2 Folder 4  
School of Visual Arts Illustration Portfolio cover sheet, Box 2 Folder 4  
Our Kind Of Summer Isn't Over Too Soon, Drawer 82 Folder 7

## Series 6. SVA Scholarship Fund

### Subseries 2. Public Advertising System

(36 records)

Public Advertising System (PAS): After I Was Mugged.... poster, Drawer 82 Folder 12  
Public Advertising System (PAS): We Don't Cut Breakfast poster, Drawer 82 Folder 12  
Public Advertising System (PAS): We're Not Your Mother poster, Drawer 82 Folder 12  
1975 Campaign: The President's Committee on Employment of the Handicapped folder, Box 2 Folder 7  
"Profiles in the Arts", Box 2 Folder 7  
Public Advertising System (PAS): 20 Ways Your Kid Can Die And How To Save Him (version 1) poster, Drawer 82;54 Folder 10c;23  
Public Advertising System (PAS): My Brother Died From Smoking Cigarettes poster, Drawer 82;54 Folder 10c;23  
Public Advertising System (PAS): The Streets of N.Y. vs. The West Side Youth Center poster, Drawer 82;54 Folder 10c;23  
Public Advertising System (PAS): Important Information for Holders of Draft Numbers over 125 poster, Drawer 82;54 Folder 10a;24  
Public Advertising System (PAS): Your Healthy Looking Child May Have Sickle Cell Disease poster, Drawer 82;82 Folder 11a;10b  
Public Advertising System (PAS): I Didn't Brush poster, Drawer 82;82 Folder 11a;10b  
Public Advertising System (PAS): I Had an Abortion because I Love My Family poster, Drawer 82;82 Folder 10a;10b  
Public Advertising System (PAS): Last Week I Found A Lump In My Breast poster, Drawer 82;82 Folder 10a;10b  
Public Advertising System (PAS): Welcome to Our Workshop poster, Drawer 82 Folder 10c  
Public Advertising System (PAS): I Was Raped and My Father Blamed Me.... poster, Drawer 82 Folder 10c  
Public Advertising System (PAS): I'm 76 Years Old.... poster, Drawer 82 Folder 10c  
Public Advertising System (PAS): A Man Raped Me on the Way Home.... poster, Drawer 82 Folder 10c  
Public Advertising System (PAS): If You've Been Raped.... poster, Drawer 82 Folder 11a  
Public Advertising System (PAS): I Was Raped and My Husband.... poster, Drawer 82 Folder 10c  
Public Advertising System (PAS): I Had Gonorrhea poster, Drawer 82 Folder 11a  
Public Advertising System (PAS): No Solo de Amor Se Vive.... poster, Drawer 82 Folder 10a  
Public Advertising System (PAS): I Had a Good Breakfast, So Did Roger poster, Drawer 82 Folder 10a  
Public Advertising System (PAS): 20 Ways Your Kid Can Die and How to Save Him (version 2) poster, Drawer 82;82 Folder 11a;10b  
Public Advertising System (PAS): Ease on Down and Get Tested for Sickle Cell poster, Drawer 82 Folder 11a  
Public Advertising System (PAS): My Mommy Is Sick poster, Drawer 82 Folder 10a

Reprint of Article on the Public Advertising System from "Upper & Lower Case," U&LC October, Drawer 82 Folder 10a

Public Advertising System (PAS): Yo Tuve Syphilis poster, Drawer 82;82 Folder 10a;10b

Public Advertising System (PAS): I Had Syphilis (version 1, "Yes, you're reading right....") poster, Drawer 82;82;54 Folder 11a;10b;23

Public Advertising System (PAS): I Had Syphilis (version 2, "When I first thought I had syphilis....") poster, Drawer 82;82;54 Folder 10a;10b;12

Public Advertising System (PAS): I Didn't Want to Go Against My Church and My Family but I Had To. I Had to Have an Abortion poster, Drawer 82;82 Folder 10a;10b

Public Advertising System (PAS): Born a Loser poster, Drawer 82;82 Folder 11a;10b

Public Advertising System (PAS): Without Breakfast His Day Is Gonna Be Rough poster, Drawer 82;82 Folder 11a;10b

Public Advertising System (PAS): Give \$5. to Odyssey House. It Might Save You \$500 poster, Drawer 82;82 Folder 11a;10b

Public Advertising System (PAS): Our House Is Your House poster, Drawer 82 Folder 11a

Public Advertising System (PAS): Improving the West Side Doesn't Mean Just Building High-Rises poster, Drawer 82 Folder 11a

Public Advertising System (PAS): Are There Things About Yourself that You Feel Only Another Woman Would Understand poster, Drawer 82;54 Folder 11a;23

### **Subseries 1. Scholarship Competition**

(15 records)

Scholarship Committee letterhead, Box 2 Folder 6

Scholarship Committee letterhead, Box 2 Folder 6

Ten Reasons Why I Know I Can't Possibly Win a Scholarship to the School of Visual Arts poster, Drawer 82 Folder 9

School of Visual Arts Scholarship Examination label, Box 2 Folder 6

Twenty-Four Scholarships (planets, clouds, sky, shoes) poster, Drawer 49;82 Folder 514;9

Twenty-Five Scholarships: To be good is not enough when you dream of being great (zebra) poster, Drawer 49;82 Folder 22;9

Careers in Photography Extend as Far as the Eye Can See: Photography Scholarships (Saturn and two of its moons) poster, Drawer 49;81 Folder 15;17

Junior and Community College Scholarships to the School of Visual Arts. Two more years may be the difference between a job and a career (two trees) poster, Drawer 49;82 Folder 11;9

Having a Talent Isn't Worth Much unless You Know What to Do with It: Twelve Scholarships (pencil) poster, Drawer 49;82 Folder 20;9

Twelve tuition-free, full-time scholarships to high school students (12 plums) poster, Drawer 49;82 Folder 20;9

School of Visual Arts Scholarships: Two more years may be the difference between a job and a career: The Annual Junior and Community College Scholarship Competition (hot air balloon) poster, Drawer 49;82 Folder 12;9

Two More Years Could Make the Difference: The School of Visual Arts presents the 1977 Community and Junior College Scholarships (flower) poster, Drawer 49;82 Folder 11;9

Having a Talent Isn't Worth Much unless You Know What to Do with It poster, Drawer 82 Folder 9

Twelve tuition-free, full-time scholarships to high school students (keychain on forehead) poster, Drawer 49;82 Folder 19;9

Scholarship Competition communication materials, Box 2 Folder 6

### **Subseries 3. Miscellaneous Public-Service Posters**

(11 records)

Citizens Alliance to Save New York: War Has Been Declared on Manhattan poster, Drawer 82 Folder 11b

Citizens Alliance to Save New York: War Has Been Declared on Brooklyn poster, Drawer 82 Folder 11b

Citizens Alliance to Save New York: War Has Been Declared on Queens poster, Drawer 82 Folder 11b

Citizens Alliance to Save New York: War Has Been Declared on Staten Island poster, Drawer 82 Folder 11b

Citizens Alliance to Save New York: Declarda Guerra en el Bronx (War Has Been Declared on the Bronx) poster, Drawer 82 Folder 11b

American Cancer Society: Don't Light the Fuse poster, Drawer 82 Folder 11b

American Cancer Society: Don't Let Your Dreams Go Up in Smoke poster, Drawer 82 Folder 11b

New York Parent Teachers' Association: They All Had the Guts to Take a Dare poster, Drawer 82 Folder 11b

Citizens Against Potholes: New York Is One Big Rut Race poster, Drawer 82 Folder 11b

The Shot Glass Rip-Off poster, Drawer 82 Folder 11b

Department of Health, City of New York: This Kid Didn't Get His Shots poster, Drawer 82 Folder 11b

## **Series 7. Professional and Early Career Materials**

(11 records)

Richard Wilde MFA Thesis Show poster, Drawer 82 Folder 8

Designer Talks, Problem: Solution. The Work and Student Work of Richard Wilde, 1965–1987, poster, Drawer 82 Folder 8

Art Directors Club. "Sign Here." Membership promotion poster, Drawer 82 Folder 8

The 2nd Annual Creativity Workshop, featuring Richard Wilde poster, Drawer 82 Folder 8

All the Answers Are There but You're Not poster, Drawer 82 Folder 8

Come to Richard Wilde's Visual Thinking Workshop... poster, Drawer 82 Folder 8

Type Directors Club membership certificate, Drawer 82 Folder 8

Professional Awards, Box 2;3 Folder 6–12;1–3

Appointment Letter, Box 2 Folder 8

Miscellaneous Materials, Box 3 Folder 4

Professional Affiliation, Box 3 Folder 5

## **Series 8. Photographs**

(1 record)

Photographs (3) of Richard Wilde, Box 3 Folder 6

## **Series 1. SVA Course Announcements**

(10 records)

Conscious Awareness For The Twentieth Century Man course announcement, Box 5 Drawer 82 Folder 1

The James McMullan Portfolio Workshop: Developing Genuine Style course announcement, Box 5 Drawer 82 Folder 1

Giraldi course announcement, Drawer 82 Folder 1

The Photography Class course announcement, Box 5 Drawer 82 Folder 1

Henry Sandbank: How He Works course announcement, Box 5 Drawer 82 Folder 1

Writing better commercials for T.V. ("I can build you into a stronger, vibrant, powerful more interesting writer in only sixteen weeks") course announcement, Box 5 Drawer 82 Folder 1

Painting Techniques of Five Great American Illustrators, a Seminar course announcement, Box 2 Drawer 82 Folder 1

Wilde: A Special One Week Course for Graphic Designers course announcement, Drawer 51;82 Folder 18;1

The Team course announcement, Drawer 82 Folder 1

How to Do Good Ads under Pressure course announcement, Drawer 82 Folder 1



## Series 9. Miscellaneous Materials

(20 records)

Cohiba Cigar print, Drawer 82 Folder 13  
"Brief Encounters with Some Very Fine Artists" newspaper, Drawer 82 Folder 14  
"No" Self-Portrait/Rita Dubas poster, Drawer 82 Folder 13  
School of Visual Arts Bachelor of Fine Arts diploma (proof), Drawer 82 Folder 13  
School of Visual Arts Doctor of Fine Arts diploma (proof), Drawer 82 Folder 13  
Cutouts print, Drawer 81 Folder 17  
The Art Directors Club, Inc. 3rd Annual International Exhibition poster, Drawer 81 Folder 17  
Master Eagle Family of Companies Bicentennial poster, Drawer 81 Folder 17  
America Goes Metric poster, Drawer 81 Folder 17  
Graphis No. 217 (eye sculpture with splattered paint), Box 74;3 Folder 1;7  
Underground Images: School of Visual Arts Subway Posters, 1947-1987 poster, Drawer OS;81 Folder 17  
"The Bald Eagle" animation cel, Drawer 82 Folder 13  
Two Men with Thought Bubbles poster, Drawer 82 Folder 13  
"The Daily News Tonight," Wednesday, April 29, 1981 (front page), Drawer 82 Folder 14  
"The Daily News," Sunday, April 30, 1995, Drawer 82 Folder 14  
"Words" Eight poster, Drawer 82 Folder 13  
The Master Eagle poster (stained glass eagle) (for The Bald Eagle: Survival or Extinction?), Drawer 81 Folder 17  
"Raw," Vol. 1 No. 2, Drawer 82 Folder 13  
Master Eagle Gallery promotional materials, Box 3 Folder 8  
1980 Winter Olympics envelopes, Box 3 Folder 9

## Series 4. SVA Media Arts/BFA Advertising and Graphic Design

### Subseries 2. Miscellaneous Posters/Publications

(18 records)

Trees poster, Drawer 82 Folder 6  
Candles poster, Drawer 82 Folder 6  
The Sun poster, Drawer 82 Folder 5  
Arrows poster, Drawer 82;54 Folder 5;35  
The Mouth poster, Drawer 82;54 Folder 5;35  
Light Bulbs poster, Drawer 82;54 Folder 5;35  
Keys poster, Drawer 82;54 Folder 5;35  
Stars posters, Drawer 82;54 Folder 6;35  
Apples poster, Drawer 82;54 Folder 5;34  
Nuts & Bolts poster, Drawer 82;54 Folder 6;34  
Hotdogs poster, Drawer 82;54 Folder 6;36  
A Rose Is a Rose poster, Drawer 82;54 Folder 5;36  
Hearts poster, Drawer 82;54 Folder 5;36  
The Anatomy of a Pencil poster, Drawer 82;54 Folder 6;33  
The Anatomy of a Scrap Shots poster, Drawer 82;54 Folder 3;33  
Clouds poster, Drawer 82;54 Folder 6;36

The Eye poster, Drawer 82 Folder 4

"Do You Like Me?" (no. 1) periodical, Drawer 82 Folder 3

### **Subseries 1. Problems:Solutions Series**

(19 records)

Problems:Solutions Series, "Graphic Design 101", Drawer 54 Folder 27

Problems:Solutions Series, "A line is a dot that went for a walk" (1993), Drawer 82 Folder 4

Problems:Solutions Series, "Jack and Jill Problem", Drawer 82;54 Folder 4;26

Problems:Solutions Series, "Less Is More" (1989), Drawer 82;54 Folder 4;25

Problems:Solutions Series, "Letter Problem", Drawer 54 Folder 31

Problems:Solutions Series, "Life and Death", Drawer 82;54 Folder 4;30

Problems:Solutions Series, "Nursery Rhyme",

Problems:Solutions Series, "Hey Taxi!",

Problems:Solutions Series, "UPC Barcode", Drawer 82;54 Folder 4;25

Problems:Solutions Series, "Visual Letter" (twelve squares) (2011),

Problems:Solutions Series, "Visual Diary" (2016),

Problems:Solutions Series, "Homage to Andre Breton", Drawer 82;54 Folder 4;21

Problems:Solutions Series, "Black and White", Drawer 82;54 Folder 4;27

Problems:Solutions Series, "The Altered Page" (1989), Drawer 82;54 Folder 4;26

Problems:Solutions Series: Typographic Portraits (1999), Drawer 82;54 Folder 4;29

Problems:Solutions Series, "Map Problem" (1988), Drawer 82;54 Folder 4;30

Problems:Solutions Series, "Black Square Problem", Drawer 82;54 Folder 4;28

Problems:Solutions Series, "Sound Problem" (1987), Drawer 82;54 Folder 4;28

Problems:Solutions Series, "Graffiti" (pink), Drawer 82;54 Folder 4;31

### **Subseries 3. Film and Video**

(1 record)

BFA Advertising Spoof Ads,