

**Guide to the California Institute of the Arts School of Design Records  
1966-1976 [bulk 1970-1974]**

**California Institute of the Arts Institute Archive**

**California Institute of the Arts  
Valencia, California**

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**Processed by:**

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2014

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## Summary

**Title**

School of Design records

**Date [inclusive]**

1966-1976

**Date [bulk]**

1970-1974

**Collection Number**

CalArts-006

**Creator**

California Institute of the Arts

**Creator**

California Institute of the Arts. School of Design.

**Extent**

6 linear feet

**Repository**

California Institute of the Arts. Institute Archives. Valencia, CA

**Language:** English

**Abstract:** The California Institute of the Arts' School of Design was established in 1970. In 1976, it merged with CalArts' School of Art to become the School of Art and Design, a merger that lasted until 1984. In 1984, the School of Art and Design became the School of Art. Collection consists of administrative, curricular, exhibition and event materials, black-and-white photographs, and posters related to the School of Design.

**Physical Locations**

Institute Archives and Archives Annex

## Administrative Information

**Access**

Open for research. Advance notice is required for access to the collection. Please contact the institute archivist to make an appointment to view materials.

**Publication Rights**

Permission to publish, quote or reproduce must be secured from the Institute Archive and any copyright holders.

**Preferred Citation**

School of Design Records, California Institute of the Arts Institute Archives.

**Acquisition Information**

Collected by California Institute of the Arts as part of the California Institute of the Arts Institute Archives.

**Processing History**

Processed by Kathy Carbone, 2014

**Administrative History**

The California Institute of the Arts, commonly known as CalArts, is located in Valencia, California, and grants degrees in the visual and performing arts. Incorporated on September 1, 1961, it was the first degree-granting institution of higher learning in the United States created specifically for students of both the [visual](#) and the [performing arts](#). It was the dream and vision of [Walt Disney](#) to create such an institute and he provided funding for it in his will. Initially formed through the merger of the [Chouinard Art Institute](#) (founded [1921](#)) and the Los Angeles Conservatory of Music (founded [1883](#)), it opened at its present campus in Valencia, California, in [November 1971](#).

The California Institute of the Arts' School of Design existed from 1970 to 1976 offering BFA and MFA degrees. From 1970 to 1974 its goal was to train students in the management of the future and in the initiation of positive changes as they applied to shelters, settlements, regions, tools, systems, artifacts, visual communications, the environment and products, with an emphasis on an ecological approach to design. Areas of study included visual and physical phenomena, design strategy, morphology and structure in nature, production processes and technology, the history of invention, principles of ecological design, computer-assisted design, economics and distribution strategies, human factors engineering, environmental simulation and gaming, photographic communications and product design. The aim was to form the faculty and students into task forces bent on solving concrete problems in natural and social environments.

In 1974 the goal of the School of Design was to train designers to would work in designer-manager positions in industry, production, and community planning. Graduates were expected to contribute to the management of the future and to the innovation of improvements in those areas of human endeavor that deal with the social, practical, and aesthetic aspects of design. Courses in Design were grouped into four categories: Photography, Graphic Design, Product Design, and Environmental Design. Courses offered included visual and physical design, photography, science, programming, probability and statistics, systems theory, design of shelters, settlements and regions, as well as courses in methods, tools and processes.

The Women's Design Program, initiated by Sheila deBretteville in 1971, was a year-long program within the School of Design that aimed at the development of a design subject matter appropriate to, and in keeping with, feminist identity. Design processes, group processes, media projects, and a reading seminar were the cornerstones of the program. The School of Design merged with the School of Art in 1976 to become the School of Art and Design.

**Sources:** Admissions bulletin, 1971- 1972; 1972-1973; 1974-1975.

### **Collection Scope and Content Summary**

The California Institute of the Arts School of Design Collection documents the activities, events, and academics of the California Institute of the Arts School of Design. The bulk of the collection comprises correspondence and memoranda of deans and of faculty. It also contains a small number of design project proposals and publications; black and white photographs of exhibitions, students, and faculty; and notably, several posters designed by Sheila de Bretteville.

The collection is arranged into seven series, one of which has been further arranged in subseries:

- Series 1, Administrative records, 1966-1976
  - Subseries 1.1, Courses and curricula, 1969-1975
  - Subseries 1.2, Deans, 1966-1976
  - Subseries 1.3, Chronological file, 1968-1974, undated
- Series 2, Faculty files, 1968-1976
- Series 3, Events and projects, 1971-1974, undated
- Series 4, Publications and publicity, 1971-1972, undated
- Series 5, Photographs, 1970-1975, undated
- Series 6, Posters, 1970-1975, undated
- Series 7, Restricted materials, 1969-1976

### **Related Materials**

California Institute of the Arts School of Art Collection  
 California Institute of the Arts Feminist Art Materials Collection  
 California Institute of the Arts Photographic Materials Collection

### **Indexing Terms**

The following terms have been used to index the description of this collection in the library's online catalog.

#### *Subjects*

California Institute of the Arts – School of Design – History  
 Bretteville, Sheila de  
 Maguire, Paul  
 Papanek, Victor J (1925-1998).  
 Farson, Richard

*Genres/Forms*

Black-and-white photographs.

Correspondence.

Curricula.

Memoranda.

Posters.

Publications.

**Collection Contents****Series 1 Administrative records, 1966-1976****Scope and Content Note**

This series comprises course descriptions and schedules, curricula planning materials, memoranda and correspondence of deans and other individuals, and a chronological file consisting primarily of memoranda and correspondence related to the School of Design by members of the CalArts administration.

Files are arranged alphabetically.

**Subseries 1.1 Courses and curricula, 1969-1975****Subseries Scope and Content Note**

This subseries contains schedules and descriptions of courses, a small number of documents describing the school's curriculum, and a list of faculty members.

**Folder Title****Box/Folder**

Course descriptions and schedules, 1971-1972	1:1
Course descriptions and schedules, 1973-1975, undated	1:2
Curricula, 1969-1974	1:3

**Subseries 1.2 Deans, 1966-1976**

This subseries comprises primarily memoranda and correspondence of Deans Richard Farson, Victor Papanek, and Paul Maguire, and of Associate Deans Craig Hodgetts and Peter Pearce; a small number of resumes, travel itineraries, project proposals, and Papanek's Rolodex business card file.

**Folder Title****Box/Folder**

Associate Dean, Hodgetts, Craig, 1969-1971	1:4
Associate Dean, Pearce, Peter, 1969-1972	1:5
Dean, Farson, Richard, 1968-1972	1:6-7
Dean, Maguire, Paul, 1974-1976	1:8
Dean, Papanek, Victor, 1966-1975	1:9-11

**Subseries 1.3 Chronological Files, 1968-1974, undated**

This subseries comprises correspondence and memoranda related to the School of Design, primarily written by CalArts President, Robert Corrigan.

**Folder Title****Box/Folder**

Chronological file, 1968-1974, undated

1:12

**Series 2 Faculty files, 1968-1976****Scope and Content Note**

This series comprises primarily correspondence and memoranda and a small number of resumes, publications, and teaching schedules.

Files are arranged alphabetically.

**Folder Title****Box/Folder**

Bretteville, Peter de, 1970-1973

2:1

Bretteville, Sheila de, 1970-1974

2:2

Danziger, Louis, 1972-1976

2:3

Friedkin, Anthony, 1975-1976

2:4

Godard, Keith, 1970-1972

2:5

Goodman, John, 1968-1974

2:6

Hennessey, Jim, 1971-1976

2:7

Higgins, Dick, 1970-1971

2:8

Lent, Tina, 1974-1976

2:9

Lifson, Ben, 1970-1974

2:10

Melzian, John, 1973-1975

2:11

Pelly, Charles, 1975

2:12

Proppe, Hans, 1971-1975

2:13

Robinson, Harold D., 1969-1971

2:14

Ross-Clunis, Robert, 1971

2:15

Sandreuter, Emanuel, 1972

2:16

Schlossberg, Edwin 1970

2:17

Tabibian, Jivan, 1971-1974

2:18

**Series 3 Events and projects, 1971-1974, undated****Scope and Content Note**

This series comprises proposals, memoranda, correspondence, photographs and press releases for three projects by faculty and students in the School of Design.

Files are arranged alphabetically.

**Folder Title****Box/Folder**

A Proposal for American Indian Art and Cultural Exchange, 1974

2:19

International Design Conference in Aspen, 1971	2:20
Valencia Housing Project, undated	2:21
Valencia Site Sign, 1971-1972	3:1

#### **Series 4 Publications and publicity, 1971-1972, undated**

##### **Scope and Content Note**

This series contains publications created by CalArts as well as publications published by outside publishers.

Files are arranged alphabetically.

##### **Folder Title**

##### **Box/Folder**

<i>Arts in Society</i> , Victor Papanek, 1971 (CDs and cassettes)	3:2
<i>Box (A Quarterly)</i> , 1971	7:oversize
<i>Broadsheet 1</i> , Women's Design Program, no date	4:oversize
<i>Dorm Book One</i> , California Institute of the Arts Design Group, 1971	3:3
"Home on the Road" by Ben Lifson, no date	3:4
<i>Mobilia</i> , "What to Design and Why" by Victor Papanek, 1971	3:5
<i>Networks 1</i> , 1972	3:6

#### **Series 5, Photographs, 1970-1975, undated**

##### **Scope and Content Note**

This series contains black-and-white photographs of individuals, events, and objects related to the School of Design.

Items in folder are arranged alphabetically.

##### **Folder Title**

##### **Box/Folder**

Photographs	3:7
deBretteville, Peter, undated	
Egan, Frances, 1975	
Farson, Richard, undated	
Godard, Keith, undated	
Schweitzer, Frank, "Installation," 1973	
Selkowitz, Steve, "Planetarium," undated	
"Student-faculty at work," 1970	
Unidentified hands working, undated	
Unidentified objects, undated	
Unidentified people, undated	

**Series 6, Posters, 1970-1975, undated**  
**Scope and Content Note**

This series contains posters created by CalArts and faculty and students in the School of Design. Notably, two posters were designed by Sheila de Bretteville.

Posters are located in the institute archive's annex, grey filing cabinet, drawer 8, except for the recruiting poster by de Bretteville, which is in oversize box 6.

<b>Items</b>	<b>Drawer</b>
International Design Conference in Aspen, "Registration Card," design by Sheila de Bretteville, 1971	8
Poster by the Boxers, photographs by Ben Lifson, 1971	8
Poster for "Through My Eyes," exhibition by Fran Egan, 1975	8
School of Design recruiting poster, design by Sheila Levrant de Bretteville, 1970	6:over.
School of Design recruiting poster, "Tooling Tomorrow," by Keith Godard, undated	8
School of Design recruiting poster, "Auto-Graphics," undated	8
School of Design recruiting poster, design by Osmond S. Guy, undated	8
School of Design recruiting poster, undated	8

**Series 7, Restricted Materials, 1969-1976**  
**Scope and Content Note**

This series contains memoranda and correspondence related to faculty salaries, appointments and contracts and a memorandum about the expansion of the photographic program. Internal use only until 2051.

Items in folder are arranged chronologically.

<b><u>Folder Title</u></b>	<b><u>Box/Folder</u></b>
Faculty appointments and contracts	5:1