

# School of the California Guild of Arts and Crafts



**Season 1907-1908**

**Begins August 6th**

**Studio Building,**

**Berkeley, California**







## Introduction

**The Guild** The California Guild of Arts and Crafts, formed in 1903, is a Society whose purpose is to encourage and bring into closer communication the craftsmen of the State; also to provide means for bringing their work to the attention of the public, and through exhibitions, lectures and instruction to raise the standard of arts and crafts work and cultivate the public taste. To accomplish this annual exhibitions were given, later courses of lectures, and in 1906 a library was started. Permanent and special exhibits are at present held at the Guild Hall, 1825 California Street, San Francisco.

**The School** The demand for instruction in industrial art made by members of the Guild, as well as by the public, led to the formation of a school known as the School of the California Guild of Arts and Crafts. The school specializes in two courses: Applied Art, for the training of designers, etc.; Normal Art, for the training of special teachers in drawing and manual training.

**Location** Berkeley was chosen as the place for the school on account of its picturesque location, pleasant climate, and the fact that it is the recognized educational center of California. The school is located in the well known Studio Building, directly opposite the main stations of the ferry lines, both the Southern Pacific and Key Route, and the termini of the local as well as Oakland street car lines. The school is within one block of the University grounds, which will make it possible for students to take work both at the University and the Art School.

**Accommodations** The school itself has no facilities for boarding or lodging; but Berkeley being a college town, has ample accommodations for students; good board may be obtained from \$5.50 per week and upward.

**Note** Inquiries about the California Guild of Arts and Crafts should be addressed to the Secretary of the Guild, Jeanne Alferitz, 1825 California Street, San Francisco. Inquiries about the School to the Secretary of the School of the California Guild of Arts and Crafts, Laetitia Summerville Meyer, Studio Building, Berkeley, California.

## Faculty

**Frederick H. Meyer,** Graduate Royal Art School of Berlin; and Pennsylvania Museum and School of Industrial Art, Philadelphia; Supervisor of Drawing in Stockton Public Schools from 1898-1902; Instructor in Drawing at the University of California, Berkeley; and Professor of Applied Art, Mark Hopkins Institute of Art, San Francisco, 1902-1906; Practical Designer.

**Perham Nahl,** Graduate of Mark Hopkins Institute of Art, San Francisco; formerly Instructor of Pen and Ink Rendering in the Architectural Department of the University of California; later Student of Art in Munich and Paris; Practical Lithographer and Illustrator.

**Isabelle C. Percy,** Graduate of the Art Department of Teachers College, Columbia University, New York; student under Arthur W. Dow and Henry B. Snell, A. N. A., England; and Frank Brangwyn, A. R. A., Belgium.

**Rosa G. Taussig,** Pupil of Douglas Cockerell, London; Miss Haskell, New York; and Cesare Tartagli, Florence.

**Elizabeth Ferrea,** Graduate Mark Hopkins Institute of Art, San Francisco; formerly Teacher of Drawing in the Mission High School, San Francisco. Modeler.







## Subjects of Study

## Day Classes

### A Class in Industrial Drawing

FREDERICK H. MEYER, Instructor.

**Freehand Drawing** 1. Drawing from simple objects in outline and light and shade. 2. Type Solids. 3. Vases and jars, furniture. 4. Studies of flowers, fruit and foliage from nature.

Subjects are drawn single and in groups; in charcoal, pencil, wash drawing, and pen and ink. Special attention is paid to perspective.

Teachers are instructed in Blackboard Drawing.

FREDERICK H. MEYER, Instructor.

**Instrumental Drawing** 1. Practice in the use of instruments. 2. Lettering. 3. Drawing of Geometrical Problems and Designs. 4. Projections, Isometric, Parallel and Orthographic. 5. Construction of Conic Sections and other mathematical curves.

ISABELLE C. PERCY, Instructor.

**Designing** 1. Study of freehand lettering and monograms. 2. Historic Ornament, Egyptian, Greek, Roman, Romanesque, etc. 3. Analysis of Plants for the purpose of design. 4. Application of ornaments (a) to flat surfaces, (b) to curved surfaces, such as pottery, etc.

This course is planned to give teachers such work as can later be introduced into the schools, and craftsmen such work as bears especially upon their special branch.

ISABELLE C. PERCY, Instructor.

**Antique Class** Drawing in charcoal, crayon and red chalk from ornament, animals and human figure.

NOTE. Pupils in this class attend lectures once a week in each of the following studies: Instrumental Drawing, Perspective, etc., Principles of Design, Historic Ornaments, or some other subject directly related to the work of the class room.

### B Class in Applied Design and Interior Decoration

F. H. MEYER and ISABELLE C. PERCY, Instructors.

1. Advanced Work in Historic Ornaments. 2. Studies in Color Harmony. 3. Studies of Plants, Flowers, etc., from Nature, in water colors. Plant analysis and conventionalization. 4. Application of Natural and Historical Motives to the Decoration of Flat and Curved Surfaces. The different methods of execution, as by printing, stamping, stenciling etc. 5. Designs for Mosaics, Stained Glass, Jewelry, Book and Magazine Covers, Portfolios and Leather Work, the cutting of patterns and stencils. 6. Historic Styles of Architectural Ornaments. 7. Original Designs and Working Drawings for Furniture and Woodwork. 8. Schemes for Interior Decoration. Lectures on 1, Harmony of Color; 2, Historic Styles; 3, Principles of Decorative Design.

### C Class in Normal Art Instruction

F. H. MEYER, Instructor.

1. Principles and Methods of Drawing. 2. Methods of Teaching. 3. Blackboard Drawing. 4. Practice in Teaching besides these studies, such portions of Class B, and the Water Color, Sketch and Life Classes, as are necessary to give such mastery of these subjects as is required by teachers and supervisors of Drawing and Manual Training.

**Lectures** 1. On methods of teaching drawing for primary, grammar and high school work. 2. Principles of design. 3. On color harmony. 4. Perspective.





## Life Class

PERHAM NAHL, Instructor.

**Life Classes** These classes are for the thorough study of the figure from the living model by students who are sufficiently advanced to profitably pursue such study.

**Men's Life Class** Monday, Wednesday and Friday evenings, from 7:30 until 9:30.

**Women's Life Class** Monday, Wednesday and Friday afternoons, from 1 until 4.

PERHAM NAHL, Instructor.

**Anatomy Class** Anatomy lectures illustrated by chart and living models. Day class, Friday afternoon between 4 and 5. Night Class, Friday night, between 9 and 9:30. All life class students are required to attend.

PERHAM NAHL, Instructor.

**Sketch Class** 1. Costumed models in studio. 2. Out-door work in pencil, pen and ink and water color. Compositions upon given themes are required, and special attention is paid to designing such forms of commercial illustration as Calendars, Title Pages, Posters, etc., as well as Pictorial Work for Newspaper, Book and Magazine illustration. Tuesday and Thursday from 1 to 4.

Note:—Class lectures on process work, lithography, copper etching, and short methods of the trade, illustrated by actual demonstration.

PERHAM NAHL, Instructor.

**Pen and Ink** 1. Studies from nature, flowers and fruit. 2. Drapery. 3. Furniture, etc. For illustration and architectural rendering.

PERHAM NAHL, Instructor.

**Oil Painting** Classes in oil from the nude and costumed models, portrait and still life, for advanced students who can show sufficient proficiency in drawing.

ISABELLE C. PERCY, Instructor.

**Water Color** 1. Simple studies from nature of fruits, flowers. 2. Drapery. 3. Still life. 4. Interiors.

ELIZABETH FERREA, Instructor.

**Clay and Wax Modeling** 1. Modeling from simple casts, details of the human figure. 2. Modeling from nature, fruit, flowers and foliage. 3. Modeling of conventional ornaments. 4. Modeling of the bust and the entire figure.







## Special Classes

**FREDERICK H. MEYER, Instructor.**

### **Descriptive Geometry**

1. Solving of Problems. 2. Intersection and Developments. 3. Shades and Shadows. 4. Perspective.

**FREDERICK H. MEYER, Instructor.**

### **Wood Carving**

1. Selection and care of tools. 2. Exercises for the practice of the different cuts. 3. Study of the character and grain of woods. 4. Carving of panels, etc.

All exercises in this class are so planned that when executed can be put to practical use.

**ROSA G. TAUSSIG, Instructor.**

### **Book Binding**

1. Sewing. 2. Forwarding. 3. Finishing. 4. Blind Tooling. 5. Gold Tooling. 6. Case Books with stiff boards. 7. Case Books with flexible boards. 8. Library Bindings, etc.

Note:—Special Classes will be formed only if a sufficient number of students apply.

## Saturday Classes

### **Teachers' Class**

Class every Saturday from 9 until 12, from August 17, 1907, until April 11, 1908, excepting during vacations. This class includes the work of Classes A, B, and C, but as it is attended mainly by teachers, the work is arranged to meet their special requirements.

### **Juvenile Class**

From 9 until 12, beginning August 17th. Work in this class will be given to suit the age and individuality of the pupils.

## Night Classes

**PERHAM NAHL, Instructor.**

### **Men's Life and Antique Classes**

Note—See Regular Classes.

**F. H. MEYER, Instructor.**

### **Freehand Instrumental Drawing and Designing**

Monday, Wednesday and Friday from 7:30 to 9:30 p. m.

Note:—Night Classes will start August 6th.



## Information

**Entrance** For entrance no special qualifications are required beyond good moral character and such proficiency in the common English branches as the completion of the ordinary grammar school course would imply. For advanced **Qualification** work, proof that the necessary preliminary work preceding the selected course has been properly done; the latter reservation is made for the benefit of applicant. Those working for the Normal Art Diploma must be graduates of either High or Normal School.

### Examinations

- Class A**—1. Drawing from still life or casts.  
2. Historic Ornaments, a written paper illustrated by sketches.  
3. Perspective, freehand and instrumental.  
4. Projections, shades and shadows.

**Class B**—Illustrated thesis on the principles of decorative design, including color harmony and historic styles.

**Class C**—Examination will consist of advanced drawing and illustrated paper on a given subject of this course.

### Certificates and Diplomas

**Class A**—Industrial Certificate. Students having satisfactorily concluded exercises in Class A will be eligible to examination; and those passing creditably will receive the **Industrial Certificate**.

Note—Students having received the certificate or proving that they have done equivalent work may choose Classes B or C.

**Class B**—Applied Art Diploma. After the satisfactory completion of the work, and having passed the required examinations, the **Applied Art Diploma** will be given.

**Class C**—Normal Art Diploma. After satisfactory completion of the course in Class C, diploma will be given under the same conditions as in Class B.

Notes—For any of the required work satisfactorily done at other schools, credit will be given. But no diploma will be granted unless the applicant has done at least one year of advanced work in the school. All work executed by students will be regarded strictly as exercises, not as results. It is expected that at least one specimen of each student's work in each class will be retained by the school.

### Terms

All-day classes: \$70.00 a year; \$37.50 per term; \$10.00 per month.

Half-day classes: \$40.00 a year; \$22.50 per term; \$7.00 per month.

Evening Class: \$20.00 a year; \$11.00 per term; \$3.00 per month.

Teachers' Saturday Class: \$15.00 a year; \$9.00 per term; \$2.50 per month.

Junior Saturday Class: \$12.00 a year; \$7.50 per term; \$2.00 per month.

Special classes by arrangement.

Note—All fees payable in advance.

*\$45 a year. \$24 per term.*

### Scholarship and Prizes

At the end of the school year, two free scholarships will be awarded, based on general improvement and examinations. Special prizes will be competed for in **concours**.

The school reserves the right to revoke free scholarship either for unsatisfactory progress or infringement of rules and regulations.



### Registration

To insure adequate arrangements in due season, and to facilitate prompt communication with prospective students in case of change in present plans, all persons who desire to attend any of the courses are urgently requested to notify the Secretary before August 1st, using regular application forms. Term begins August 6, 1907.