

arts

Commercial Art

"Having the ability to create an idea."

By Kristi Blackman
Of The Print

"I saw the empty wall during a tour of the College and I said that wall was made for a mural," said Jack Adams, College art instructor, who created the design of the soldier on the lower level of Barlow Hall.

Adams who teaches commercial art Friday mornings said "Commercial art is having the ability to create an idea for money." He said, "It's limited as far as creativity goes. The commercial artist is more skilled than a 'fine artist.' He added, "an artist should be a 'fine artist' before entering the commercial art field.

"I stress quality before quantity," he said. "I try to work individually with people. Some people in the class have specific interests. The students are to find something that is interesting enough that they can do a good job."

He said, "The class is not business-like. I want them to think of me as an art editor, so when they present a piece I have to accept it."

Adams, a self-claimed graduate from the "school of hard knocks," was always interested in art. "When I was in the first grade, I was always drawing. I guess it was an escape from the real world. People tell me I was shy, and I was afraid of teachers, and of things," Adams said.

He is basically a self-taught artist. In high school he studied

under Jack Richard. Richard studied under the late Robert Brackman, a famous painter. When Adams left school, he got involved in the printing trade and spent 30 years there developing and exercising his talents.

"Working in the commercial end can be an education," he said. "It involves a lot of research to complete the finished product."

He also explained the professional level of commercial art in an advertising firm. "If a company wants an ad showing travel on a cruise to be in a magazine, the artist will get a copy of the magazine. He will study what types of advertisements that are used and begin from there," he said.

"After it is done, it is presented to the company and they decide from there and make more changes. They might not want so much of the ship here, or there is too much fruit and not enough of the water or beach," Adams explained.

"If you're working for an advertising firm, you have a good job. Commercial art is the only way to make money," he said.

"I never graduated from a college," Adams said. "If there was something I wanted to learn, I went to college and got it. When I went to Long Beach State College, I discovered Andrew Wyeth."

"Wyeth is kind of an odd ball," commented Adams.

"While I was in college, I studied why he does the things he does. I tried to emulate him." Adams will be lecturing on Wyeth, May 20, 7:30 p.m., in the Community Center. "It will be sort of an artist's reaction to an artist," Adams said.

Recently Adams met an artist, Don Gray from Union, Oregon, who travelled back to

Pennsylvania and found in the phone book Wyeth's number and rang him up to see if he could talk with him. Adams says of this encounter, "I would give anything to just talk with Andrew fifteen minutes! Gray spent four hours talking to him."

Adams' presentation will include slides of Wyeth's work.

"When Wyeth's work was on display in New York modern museum, the general public flocked to see it," Adams said. "The art critics who overlooked him tried to judge his work by saying 'look at who's going in.' His art is what the average person would like."



AN ADAMS' CREATION is a mural displayed in Barlow Hall.

Staff Photo by Duffy Coffman

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