

# Guide to the Graphic Design Program Collection of Faculty Problem Books

ALSC MS 0007



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Arts Library Special Collections  
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<https://web.library.yale.edu/arts/alsc>

## Table of Contents

Collection Overview .....	3
Requesting Instructions .....	3
Administrative Information .....	3
Immediate Source of Acquisition .....	3
Conditions Governing Access .....	3
Conditions Governing Use .....	4
Preferred Citation .....	4
Processing Information .....	4
Related Materials .....	4
Biographical / Historical .....	4
Scope and Contents .....	4
Arrangement .....	4
Collection Contents .....	5
Selected Search Terms .....	8

## Collection Overview

**REPOSITORY:** Robert B. Haas Family Arts Library Special Collections  
Arts Library Special Collections  
180 York Street  
New Haven, CT 06511  
203-432-1712  
haasalsc@yale.edu  
<https://web.library.yale.edu/arts/alsc>

**CALL NUMBER:** ALSC MS 0007

**CREATOR:** Yale University. School of Art. Graphic Design Program

**TITLE:** Graphic Design Program collection of faculty problem books

**DATES:** 1960–2018

**PHYSICAL DESCRIPTION:** 2.09 linear feet (5 boxes)

**LANGUAGE:** English (Latin script)

**SUMMARY:** This collection consists of "problem books" - assignments set by Yale's graphic design faculty of graphic design "problems" to be creatively solved. The collection includes problems set by Paul Rand, Sheila Levant de Bretteville, Pamela Hovland, Julian Bittner, Barbara Glauber, John Gambell, and others.

**ONLINE FINDING AID:** To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/ead.arts.alsc.0007>

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## Requesting Instructions

To request items from this collection for use on site, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/ead.arts.alsc.0007>.

Key to the container abbreviations used in the PDF finding aid:

- b. box
- f. folder

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## Administrative Information

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### Immediate Source of Acquisition

Transferred by the Graphic Design Program office, July 2024.

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### Conditions Governing Access

This collection is open for research.

## Conditions Governing Use

Copyright has not been transferred to Yale University. Transmission or reproduction of materials protected by U.S. Copyright Law (Title 17, U.S.C.) beyond that allowed by fair use requires the written permission of the copyright owners. Works not in the public domain cannot be commercially exploited without permission of the copyright owners. Responsibility for any use rests exclusively with the user.

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## Preferred Citation

Graphic Design Program collection of faculty problem books, Robert B. Haas Family Arts Library, Yale University.

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## Processing Information

Please note that some folders/subject dividers were received empty; these have been retained. Any personally identifiable student information (such as class lists including student identification numbers) was removed and destroyed.

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## Related Materials

Related material: School of Art, Yale University, records (RU 291)

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## Biographical / Historical

The Department of Design was established at Yale University in 1950, with Josef Albers as chairman. Alvin Eisenman was hired as the first Lecturer in Graphic Arts and became the first director in graphic arts (later called graphic design) in 1951. Initially an undergraduate program, graphic design soon became a graduate program focused on professional practice rather than fine arts. The early curriculum focused on typography, photography, printmaking, and the production and design of printed materials. Although the term had been in use for decades, Yale was the first university to establish a degree program in graphic design. Eisenman led the department until 1990, and continued to teach in the program through the 1990s. Sheila Levant de Bretteville was appointed professor and director of graduate studies in graphic design in 1990. She was succeeded in 2022 by Nontsikelelo Mutiti.

Alvin Lustig, a Visiting Lecturer in the department from 1951-1953, taught that "The solution to any design problem lies within an analysis of the problem." "Problem books" were a collection of exercises and situations designed to teach students to solve these problems with design.

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## Scope and Contents

This collection consists of "problem books" - assignments set by Yale's graphic design faculty of graphic design "problems" to be creatively solved. The collection includes problems set by Paul Rand, Sheila Levant de Bretteville, Pamela Hovland, Julian Bittner, Barbara Glauber, John Gambell, and others. In addition to descriptions of problems and assignments, problem books may contain syllabi, readings, and other course materials.

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## Arrangement

This collection maintains the order of the binders received. Arrangement is roughly chronological.

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## Collection Contents

b. 1, f. 1	Paul Rand's problems	1960-1967
b. 1, f. 2	Paul Rand "Parcheesi problem"	Fall 1974
b. 1, f. 3	Paul Rand "On the Plastic in Art" and "Stephane Mallarme"	1983-1991
b. 1, f. 4	Paul Rand bibliography	1984-1986
b. 1, f. 5	Paul Rand "On the Plastic In Art (Le Courbusier)"	1991
b. 1, f. 6	Paul Rand "On the Plastic in Art" illustrations	circa 1991
b. 2, f. 1	Paul Rand "Principles of Perceptual Organization by Max Wertheimer"	circa 1980s
b. 2, f. 2	Paul Rand "Visual Semantics: Theme and Variations" and "Fernand Léger"	Fall 1982
b. 2, f. 3	Paul Rand "Visual Semantics: Masks"	Fall 1983
b. 2, f. 4	Paul Rand "Idees Personnelles"	Fall 1984
b. 2, f. 5	Paul Rand "Design and the Play Instinct"	1984-1990
b. 2, f. 6-7	Paul Rand "What is Cubism?"	1985
b. 2, f. 8	Books by Rand	circa 1985
b. 2, f. 9	Paul Rand "Page Design and the Grid"	Fall 1990
b. 2, f. 10	Paul Rand "On the Plastic in Art"	Fall 1991
b. 3, f. 1	Problem book  Contains: Allen G710; Boom G720; Boom G730; De Bretteville/ Sellers G720; Frere-Jones seq. 743a; Gambell ART 264a; Glauber G710; Hall G720; Hall G730; Hori Seg G740a; Martens G730; Martens G720; Opara/Plesko Seg 752a; Pullman Seg 744a; Elliman/Mevis/Rock G730; Stowell Art 468a; Thesis G739a; van Assen Art 367a; Hovland/Cummings Art 132a-2; Term Reviews	Fall 2003
b. 3, f. 2	Norfolk  Contains: Schedule; Estate Map; Participants; Correspondence; Contact Info; Handouts; Catering; Room Arrangements; Work Assignments; Supplies; Transport	2004
b. 3, f. 3	Problem book  Contains: Art 113b-1 Van Ass; Art 113b-2 Hovland; Art 265b Cummings; Art 469b Cummings; G711b Glauber/Scott; G711b Edwards; Seq. G742b Edwards; G720 Carter; G720 de B/Sellers/Fac.; G720 Hall; G730 Hall; G730 Boom/Rock/VanD; G730 de B (Exhibition); Seq. G740b Hori; G742b (see Prelim); Seq. G747b St. John; Seq. G762b Strausfeld/Rubin	Spring 2004

b. 3, f. 4-5	Problem book Contains: Julia Born; 3676 Hovland; 469b Adv GD; 720 Core I; 730 Core II; Nigel Robinson / Lucienne Roberts; 743b Van Assen; Antenna; Michael Bierut; 132a-2 Intro GD Julian Bittiner; 264a Typography I Alice Chung; 367a Intro. GD Alice Chung; 720 1st Yr Grad Studio de Bretteville/Faculty; 730 2nd Yr Grad Studio de Bretteville/Faculty; 739 Degree Presentatinon de Bretteville/Faculty; 743a Letterform Tobias Frere-Jones; 264a Typography 1 John Gambell; 710a 3rd Yr Grad Studio Glauber/Stowell; 740a Type as Image Allen Hori; 752 D. Michaelson Networks; C. Pullman Motion Graphic; 132a-1 Intro GD Henk van Assen; 468a Advanced GD van Assen/Bittiner; 730 L. van Deursen 2nd Yr Studio	Fall 2008-Spring 2009
b. 4, f. 1	Problem book Contains: G720 1 Grad Studio Hovland/Fac; G710a 3 Grad Studio Allen/Glauber; G730 2 Grad Studio Roc/Fac; G739 Deg. Pres Rock/Fac; G740a Seq. Type Hori; G743a Seq. Letter Frere-Jones; G744a Seq. 4-D Pullman; G752a Seq. Inter. Opara/ Plesko; Art 132a-1 Cummings; Art 132a-2 van Assen; Art 367a Interim van Assen; Art 468a Stowell; Art 471a van Assen; Art 495 van Assen; Final Reviews Fall 2004	Fall 2004
b. 4, f. 2	Problem book Includes files: Fall 06; Spring 07	Fall 2005-Spring 2006
b. 4, f. 3-4	Problem book Contains: Sellers/Alexandra 1st Yr Grad Studio; 730b Core Antenna; 730b Core Julia Born; 762b Exhibition Design Glen Cummings; 720 Core Elliman, Paul; 742b Networks&Trans Dan Michaelson; 711b 3rd Yr Grad Studio Doug Scott; 720b Core Sellers/Alexandra; Writing Workshop Sledge/Storandt; 1st Yr workshop Sledge/ Storandt; 741b Type at Large Henk van Assen; 365b; Fall 2007; Michael Bierut Day In, Day Out; 264a Typography I Chung, Alice; 367a Intermed. GD Chung, Alice; 720 1-yr Grad Studio de Bretteville, Sheila; 730 2-yr Grad Studio de Bretteville, Sheila; 739 Deg Presentation de Bretteville, Sheila; 740a Type as Image Hori, Allen; 720 1-yr Grad Studio Elliman, Paul; 743a Letterform Frere-Jones, Tobias; 132a-1 Intro GD Hovland, Pamela; 720 1-yr Grad Studio Martens, Karel; 468a Adv. GD Michaelson, Dan; 730a 2nd YR Graduate Core Michaelson, Dan; 739a Thesis Presen Michaelson, Dan; 752a Networks&Trans Michaelson, Dan; 744a Motion Graphics Pullman, Chris; 744a Motion Graphics Stowell, Scott; 720 1-yr Grad Studio van der Velden, Daniel; 132a-2 Intro GD van Assen, Henk; 730 2 yr Grad Studio van Deursen, Linda	Fall 2007-Spring 2008
b. 5, f. 1	Problem book Contains: Core I; Antenna; Bierut, M.; Bittiner, J.; Chung, Alice; Elliman; Frere-Jones, T.; Glauber/Stowell; Helfand, J.; Hori, Allen; Hovland Spring 2010; Michaelson, D.; Mulder, M.; Pullman, C.; van Assen, H.; van Deursen, L.; Wouters + Puckey	Fall 2009-Spring 2010
b. 5, f. 2	Problem book Contains: de Bretteville; Hovland, P.; Scott, Doug; van Assen, H.; Fall 2010; Antenna; M. Bierut; Buckley, Craig; Gambell, John; Martens, K.; Mulder, M.; Puckey, Jonathan; Pullman, Chris; van Assen, Henk; Van Deursen, L.; van der Velden;	Fall 2010-Spring 2011
b. 5, f. 3	Problem book Contains: Bittiner, Julian; Craig Buckley; Alice Chung; de Bretteville + Faculty; Frere-Jones, Tobias; Gambell, John; Glauber/Stowell; Hori, Allen; Martens, Karel; Michaelson, Dan; Mulder, Matt; Pullman, Chris; Reinfurt, David; Rudelius, Julika; van Assen, Henk; van der Velden; van Deursen; Wouters, Roel	Fall 2011-Spring 2012
b. 5, f. 4	Problem book	2012-2013

b. 5, f. 5	Problem book	2013-2014
	Includes files: Bittiner 745a; Bittiner/van Assen 468a; Yeju Choi 132a-1; A. Chung 264a; Frere-Jones 743a; J. Gambell 264a-1; Glauber/Stowell 710a; N. Goldberg 744a; Helfand 001; A. Hori 740a; P. Hovland 368a; D. Michaelson 752a; C. Pullman 370a; H. van Assen 132a-2; van der Velden 720; van der Velden 730; van der Velden 739; Born + Brunner	
b. 5, f. 6	Problem book	Fall 2014-Spring 2018
	Contains: Antenna; Bittiner, Julian; Boom, Irma; Choi, Yeju; Chung, Alice; de Bretteville, Sheila; Elliman, Paul; Frere-Jones, Tobias; Gambell, John; Glauber/Stowell; Goldberg, Neil; Hori, Allen; Hovland, Pamela; Martens, Karel; Michaelson, Dan; Pullman, Chris; Schwulst, Laurel; van Assen, Henk; van Deursen, Linda; Wiesenberger, Rbt.	

## Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

### Subjects

Art -- Study and teaching  
Graphic arts -- Study and teaching  
Graphic design

### Corporate Body

Yale University. School of Art. Graphic Design  
Program