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Designed for Art Majors

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Preparing for new roles in wartime industry, a teacher and student in the applied art department study the principles of construction.

Designed for Art Majors

College women trained in applied art at Iowa State are to assume roles of new importance in wartime industry. The artist has become a vital aid in building the morale of men in service and on the home front. Forms of propaganda such as cartoons and poster illustrations require the training of an artist, and women experienced in blending colors and values are needed in the field of camouflage.

Applied art majors are being trained to take positions teaching arts and crafts in service men's clubs, Red Cross centers, U. S. O. clubs and Y. M. C. A. units, giving the men an opportunity for creative expression in their leisure time. During wartime the value of the artist as an occupational therapist cannot be overemphasized. Applied art students will be able to help rebuild the minds and bodies of wounded men by giving them art projects such as wood carving, weaving, painting and clay modeling during their convalescence.

Women who have taken courses in engineering drawing as a part of their applied art training are going into industry as draftsmen. They will do the detailing and tracing of many hundreds of tools and parts necessary in building bombers, tanks and war equipment.

During the reconstruction period following the war, the artists' opportunities in industry will be unlimited for they will be needed to design new products. The artist will play an important part in bringing greater efficiency and beauty to the consumer in the post war world.

—JoAnne Nicholson

May, 1943

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