Margaret Schmid Hartelius student work, 1946-1947
KA.0079

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February 28, 2017
Describing Archives: A Content Standard

Kellen Design Archives
August 19, 2010
66 5th Ave./
lobby level
New York, NY, 10011
212.229.5942
archivist@newschool.edu
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Collection Overview

Repository Kellen Design Archives

Creator Hartelius, Margaret A.

Title Margaret Schmid Hartelius student work

Date [inclusive] 1946-1947

Extent 0.1 linear ft: 2 illustrations

Summary Consists of two illustrations completed by Margaret Schmid (1922-2001) for an advertising design course at Parsons School of Design. After graduating in 1947, Schmid, whose name changed when she married Paul Hartelius, Jr., went on to a successful fifty-year career as an illustrator and children's book author.

Preferred Citation note

[Identification of item], [date (if known)], Margaret Schmid Hartelius student work, KA.0079, box __, folder __. New School Archives and Special Collections, The New School, New York, New York.
Biographical note

Margaret Schmid (1922-2001) was born in Reading, Michigan. She attended Parsons School of Design in the 1940s and graduated in 1947. She and her husband, Paul Hartelius, Jr., established Briarmead, a commercial illustration studio, through which she served as a freelance illustrator for major publishing companies. Among their joint projects was the design of the Camp Fire Girls handbooks. She later became a prolific author and illustrator of children's books. She died in 2001 at the age of 78.

Source:


http://www.ancientfaces.com/person/margaret-a-hartelius/50630632

Scope and Contents of Collection

The two items in the collection are brightly colored advertisements for CBS records and WABC news. Attached to one of the drawings is a copy of the design problem describing the class assignment: to create an advertising campaign for a broadcasting company.

Administrative Information

Bernadette Vitale in 2010; initial processing by Anne Kumer in 2007.

Publication Information

Kellen Design Archives August 19, 2010

Conditions Governing Access note

Collection is open for research use. Please contact archivist@newschool.edu for appointment.

Use Restrictions

To publish images of material from this collection, permission must be obtained in writing from the New School Archives. Please contact: archivist@newschool.edu.

Immediate Source of Acquisition note

Donated by Margaret Schmid Hartelius, 1996.

External Support
The processing of this collection was supported in part by a grant from the J. Paul Getty Trust.

Keywords for Searching Related Subjects

Corporate Name(s)

• Parsons School of Design. Graphic Advertising and Illustration Department.

Genre(s)

• Drawings.
• Student projects.

Subject(s)

• Advertising layout and typography.
• Commercial art -- United States -- 20th century.
• Graphic design -- Study and teaching -- New York (State) -- New York -- 20th century.

Collection Inventory

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<th>Student work, 1946-1947</th>
<th>Box</th>
<th>Folder</th>
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