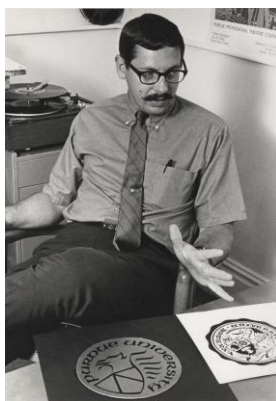


PURDUE

UNIVERSITY



FINDING AID TO THE ALBERT J. GOWAN PAPERS

**Purdue University Libraries
Virginia Kelly Karnes Archives and Special Collections
Research Center
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Descriptive Summary

Creator Information	Gowan, Albert J.
Title	Albert J. Gowan papers
Collection Identifier	MSF 474
Date Span	1890-2011, predominant 1968-1969
Abstract	The papers document Albert J. Gowan's involvement in the design of the Purdue University seal, Purdue centennial material, Krannert logo and cover proposal for Krannert MS in Industrial Administration, along with miscellaneous items, such as press clippings related to the projects.
Extent	0.95 cubic feet, (1 mss box and 1 small flat box)
Finding Aid Author	Mary A. Segó
Languages	English
Repository	Virginia Kelly Karnes Archives and Special Collections Research Center, Purdue University Libraries

Administrative Information

Location Information:	ASC
Access Restrictions:	Collection is open for research.
Acquisition Information:	Donations received from Albert J. Gowan on May 8, 2010, August 18, 2010, November 9, 2010 and May 13, 2011.
Accession Number:	20100508, 20100818, 20101109, 20110513.1
Preferred Citation:	MSF 474, Albert J. Gowan papers, Archives and Special Collections, Purdue University Libraries
Copyright Notice:	Purdue University per deed of gift.
Related Materials Information:	MSP 119, Collection on the Purdue University Seal

Subjects and Genres

Persons

Gowan, Albert J.

Estes, Dan

Organizations

Purdue University

Purdue University. Dept. of Art and Design

Topics

Purdue University--Centennial

Form and Genre Types

Clippings

Correspondence

DVD--Video discs

Ephemera

Magazines (periodicals)

Negatives

Photographs

Reports

Seals (Artifacts)

Occupations

Professor

Graphic designer

Biography of Albert J. Gowan

Albert J. Gowan grew up in East St. Louis, Illinois, the son of a steel-worker family. He studied at Southern Illinois University, 1953-1955, where he first gained an appreciation for the impact designers can have in contributing to the socio-economic change in people's lives.

He went on to an advertising agency job in St. Louis for two years, then for two more years was an artist-designer with a church publishing house in Nashville, Tennessee, and in 1959 he returned to Southern Illinois University to study with R. Buckminster Fuller. An opportunity became available for a job in Columbia, Missouri with a publishing firm, so he left Southern Illinois University and enrolled in the University of Missouri. While working full-time jobs, he earned a B.A. degree in 1964.

Gowan began teaching at Indiana University in 1964 and for two years he practiced and preached the role of the visual designer as a social force. He came to Purdue as an assistant professor in 1966 when the Department of Creative Arts expanded its design program to include the responsibility of designers in society, under the direction of Professor Victor Papanek.

Soon he was chairman of the visual design section, involved in teaching what is generally labeled commercial art in many schools to about 60 undergraduates and a dozen or so graduate students annually.

From 1957 to 1985, he won more than thirty medals and awards for posters, packaging, catalog design, logo design, and filmmaking in art director's competitions in Nashville, Tennessee, St. Louis, Missouri, Indianapolis, Indiana, Chicago, Illinois, and Boston, Massachusetts.

He takes special pride in accomplishments of students, some of which have won distinction while still students. One such student, Dan Estes, designed the official Purdue University centennial logo, several have won professional awards in competition with professionals, and some have stepped into directorships upon graduation.

Gowan has stated that designing the Purdue seal became just another way to demonstrate the validity of his ideas. But he is quick to point out that it was a team effort – the same process needed to solve society's problems. It is this kind of cooperation he promotes among students, "I just try to help them find a sense of personal satisfaction in solving some pressing problems through their specialty." "We've all got to be concerned about the environment which can kill. We're never idle, "Something is always working – even if it's only our stomachs growling."

Gowan left Purdue in 1970. He is now Professor Emeritus of Design, Massachusetts College of Art and Design.

Source: Purdue People, Number 24, April 1969 and Curriculum Vitae

Collection Description

Scope

The Albert J. Gowan papers (1890-2011; 0.95 cubic feet) document Albert J. Gowan's involvement in the design of the Purdue University seal, Purdue centennial material and Krannert logo, along with miscellaneous items, such as press clippings related to the projects. Information on the various designs of the Purdue seal preceding Gowan's 1968 design is also included among the papers. The press material also provides key information on the Purdue seal, Purdue centennial graphic materials and the design of the Krannert School logo and cover proposal for Krannert MS in Industrial Administration. The Purdue centennial material was the graduate thesis project of Dan Estes, and Gowan was his faculty advisor. The papers are housed in one legal sized manuscript box, with the oversized material housed in a small flat box.

Descriptive Rules

Describing Archives: A Content Standard

Processing Information

Whenever possible, original order of the materials has been retained. All materials have been housed in polyester sleeves, acid-free folders, and acid-free boxes. Some clippings containing images of people or color graphics, or front pages of newspapers, have been preserved for display purposes, with photocopies made available for research. Oversized material has been separated and grouped into an individual box for preservation purposes.

DETAILED DESCRIPTION OF THE COLLECTION

Box 1 Purdue Seal Material, Purdue Centennial Material and Miscellaneous Items, 1890-2011

(0.5 cubic feet)

Folder 1 “*Original Sources on Campus – Purdue Seal,*” 1890-1948

Item

1. History of the Purdue seal, 1890-1943 [one page manuscript]
2. First Purdue seal design by Bruce Rogers, 1893 [image on 19th Commencement program, June 7, 1893]
3. Second Purdue seal design by Bruce Rogers, 1894 [image on front page of October 1894 *Exponent*, volume 6, no. 1]
4. Third Purdue seal by Miss Abby Phelps Lytle, 1895 [image on 1895 Commencement program]
5. Fourth Purdue seal design by Mrs. Marion Woodbury, 1909 [image on program for 4-H Round-up]
6. Purdue seal, 1924 [image on Purdue semi-centennial, Alumni Record]
7. Hepburn, W. M. (1943). History of University Seal. *Exponent*, Tuesday August 31.
8. Reeder, John. (1948). History of Unofficial University Seal Related. *Exponent*, November 5.

Folder 2 “*Purdue Seal Correspondence,*” 1966-1969

Items

Items include an initial letter of intent to design a new University seal, correspondence dealing with the cost and where funds would come from, meeting correspondence, board of trustee correspondence, university senate minutes dealing with the seal, press release announcing the new seal, presentation information after the seal was officially put to use on May 6, 1969. Material is dated November 8, 1966 – July 26, 1994.

Folder 3 “*Press Clippings on Al Gowan at Purdue,*” 1967-1970

Item

1. Gowan, Al. (1967, April 21). ‘Thanks...for allowing a little room for a dreamer.’ *Metro-East Journal*, p. 11.
2. Meyers, Robbie. (1967, May 10). Creative Advertising Seminar Held In Krannert On Friday. *The Purdue Exponent*, p. 3.
3. Art Director Club of Indiana, 1967/68 [brochure, includes a letter stating that Al Gowan had four poster entries eligible for professional awards]
4. Lundstrom, Meg. (1968, May 21). Senate Considers Student Unrest. *The Purdue Exponent*, p. 1. [2 copies, one is torn]

5. Staff Photo by Vellinger, Dick. (1968, May 23). Student Rights Aired. *The Journal and Courier*, p. unknown [a black and white photograph of Purdue students at the “Hello Walk” rally]
6. (1968, August 2). Centennial Seal. *Purdue University Summer Times*, p. 1 [image of the seal and caption in left front corner of newsletter]
7. Photograph, with caption, Students Undo Damage. *The Journal and Courier*, p. unknown [caption explains art students protest in regards to a proposed centennial monument vs. a new art center building]
8. Photograph, by Frank Keegan, with caption, Marauders Pose A Question. *Exponent*, p. unknown. [vandalism at art and design house]
9. Black and white photograph of Al Gowan, 1969
10. (1969, February 17). Purdue Approves Use Of New Seal. *DIMENSION: Purdue*, pp.8-9 [page 9 and author missing from article, includes a photograph of Gowan with “new and old Purdue seals”]
11. Letter from *The Indianapolis Star*, January 13, 1969 [asks Gowan to comment on an article where his name appeared, article in question not in folder]
12. Carrier, Gerald L. (1969, March 9). Purdue Trustees A “Plucky” Lot. *The Indianapolis Star*, p. unknown [describes the “plucking” of a sixth feather from Gowan’s griffin design]
13. Author unknown. (1969, April). Al Gowan’s World. Better By Design. *Purdue People...they make a university great*, p. 1.
14. Black and white photographs with captions, photographer not identified, (1969, March 7). Discrimination Against Art Students? *The Purdue Exponent*, p. 11.
15. Editorial. (1969, March 7). Displaced Students. *The Purdue Exponent*, p. 10. [includes photograph by Dick Fee of art students in “cramped space”]
16. Thornburg, Ron. (1969, April 22). Student Protestors Granted Amnesty After 41 Arrests. *The Purdue Exponent*, pp. 1-2. [includes photograph of Purdue students in front of president’s office]
17. Author unknown (1969, July 7). Stylizer Says New Seal May Be Used 50 Years. Publication and page unknown. [the stylizer is Gowan, talks about his Purdue seal design that followed the one that had been in use for 73 years]
18. Photographs with caption, “Feathers Plucked?” [paragraph describes how Gowan’s original griffin design had six feathers, with one later being “plucked” for aesthetic reasons]
19. Author unknown (1994, Summer). Seal of Approval at Purdue. *Alumnus*, p. 38 [includes photograph of Gowan with his Purdue seal in the background]
20. Page torn from unknown publication. Preparing tomorrow’s leaders today...Herman C. Krannert Graduate School of Industrial Management. [includes the Krannert logo designed by Gowan]
21. Author unknown, date and publication unknown. Artist Graduate Never Took High School Class. [includes a picture of Steven K. Lynch and states that he was a student of Professor Al. Gowan]
22. Author and date unknown. For \$50 Prize, Krannert School Gets a Striking Recruit Poster. *Journal and Courier*, p. unknown [includes photograph with caption, “Award-Winning Design,” explains that Professor Gowan directed the poster contest]

23. Advertisement "Prudential Salutes Purdue," publication and date unknown [includes Gowan's Purdue seal]

Folder 4 *"Purdue Seal Report to University Resources Policy Committee," April 15, 1968*

Item

1. University Senate Report No. 7, 15 April, 1968 – Purdue Seal Grant, Number 0001-56-352, PRF General Fund – Gowan [twenty-one page report, \$600.00 grant]

Folder 5 *List of Faculty in Creative Arts Department, Krannert School Logo, Cover Proposal for Krannert MS in Industrial Administration and Announcement for Bruce Rogers Centennial Conference, 1967-2011*

Item

1. Department of Creative Arts, Faculty List, 1967-1968
2. "Original pen and ink "finished art" for the Krannert School logo," 1968
3. Announcement for the Bruce Rogers Centennial Conference held on May 8-9, 1970 [designed by Gowan, using Bruce Roger's Centaur type face]
4. "Cover proposal for the new Krannert MS in Industrial Administration," undated [notes state embossed K was done on 19th century platen press in the Purdue Creative Arts Department]
5. Correspondence sent to Katie Markee from Gowan, explains items he was giving to the Purdue Archives and Special Collection, May 11, 2011

Folder 6 *Biographics: a film by Al Gowan and Victor Papanek, Prototype Booklet for Krannert materials, 1968*

Item

1. *Biographics: a film* by Al Gowan and Victor Papanek, 1968 [DVD; footage of biological specimens, sliced in a linear fashion by Dr. Samuel N. Postlethwait, Professor in the Purdue Biology Department at the time; film then spliced and set to a jazz soundtrack by Gowan and Papanek, to create a virtual trip through a three dimensional object. They were later invited to the International Design Conference in Aspen, Colorado to show the film.]
2. Logo for Krannert School of Industrial Management (now called Krannert School of Management), 1968 [prototype booklet for Krannert materials, along with an explanation of the design by Gowan]

Folder 7 *Dan Estes Graduate Thesis Project, Faculty Advisor; Al Gowan, 1968*

Item

1. Proposals for Guide to Official Purdue University Seal and limestone centennial marker, by Dan Estes and Al Gowan, 1968 [manual is original rough draft]
2. Author unknown. (1968, September 14). Bedford Firm Making Marker For Purdue.

- Bloomington Herald*. p. unknown. [includes photographs of limestone quarry located on Purdue research farm in Bedford, where centennial marker material came from, photograph of the Purdue University Centennial marker and photo of Dan Estes, the designer and Robert Ingalls Jr., president of Ingalls Stone Company, Incorporated, Bedford. Hale Furniture Company, also of Bedford and Ingalls Stone donated the marker to Purdue University.
3. Newspaper photograph. (1969, June 18). Medallion For Purdue Marker. *Bedford Times*, p. unknown. [shows marker and Ingalls Stone Company stonecutter foreman Bob Haithcock]
 4. Author unknown. (1969, August 23). Combined Gifts To Purdue Make Centennial Marker. *The Journal And Courier*, p. 11. [includes photographs of limestone quarry located on Purdue research farm in Bedford, where centennial marker material came from, photograph of the Purdue University Centennial marker and photo of Dan Estes, the designer and Robert Ingalls Jr., president of Ingalls Stone Company, Incorporated, Bedford.
 5. Various slides of Purdue seal and board showing proper placement of seal alongside the *Exponent* title, circa 1968

Folder 8 *Designcourse and Correspondence, Editor, Al Gowan, 1969-1970*

Item

1. *Designcourse*, Volume 1, no. 1, Spring, 1969
2. *Designcourse*, Volume 1, no. 2, Summer, 1969
3. *Designcourse*, Volume 1, no. 3, Fall, 1969
4. Correspondence in regards to Gowan's publication; *Designcourse*, 1969-1970 [3 items]

Folder 9 *Design at Purdue – 56 Slides, 1965-1970*

Item

1. Slides of various designs and miscellaneous items by Purdue students and Al Gowan, 1965-1970

Folder 10 *Michael Horoho, "The Purdue Crest," 1992*

Item

1. Correspondence between Michael Horoho and Al Gowan in regards to Horoho's request for Gowan to write a foreword for his book, *The Purdue Crest: a visual history*, 1992
2. Signed and numbered copy of Michael Horoho's book *The Purdue Crest: A Visual History*

Folder 11 *"Purdue Seal – Images, Negatives, Prints, Tests," 1890-1968*

Item

1. Image of the first Purdue seal designed by Bruce Rogers, along with a copy of the

- cover of the *Annual Register of 1890-91* on which it appeared, 1890
2. Image of the second design, also drawn by Rogers, which first appeared on the cover of the *Exponent's* October 1 issue of 1894
 3. Image of the third design by Abby Phelps Lytle, who was asked by the University Administration to design it, while she was head of the art department. Also includes a copy of the cover of the *School of Pharmacy, Purdue University, Twelfth Annual Catalogue, 1895-96* and a copy of the *Bulletin of Purdue University, Annual Catalogue, 1903-1904*. The image was in use from 1895-1909.
 4. Image of the fourth design, speculated to have been designed by engineering students, which was a bronze casting not suitable for reproduction, 1905
 5. Image of fifth design; working from a sketch by Mrs. Marion Woodbury, his daughter, Charles H. Benjamin, Dean of Engineering designed this 1909 design. [The shield was reduced in size and the symbols reduced to three. The griffin now held a Roman lamp of learning. The design was used for the next sixty years.]
 6. Image of sixth variation; appeared in the *Semi-Centennial Alumni Record of 1924*. [This variation separates the griffin, the shield, and the banner from their positions on the Benjamin version. The design has appeared in Memorial Union publications from time to time. The designer is unknown.]
 7. Image and negative of seventh design by Bruce Rogers, 1947 [includes a copy of the cover of the *Bulletin of Purdue University, Catalogue Number for the Sessions of 1946-1947* and Purdue University stationery on which the seventh design appears]
 8. Image of the eighth variation appears on a supplemental sheet of seal designs. Commissioned by Robert W. Babcock, it was an attempt to simplify the Benjamin design. It appears in the March 1947 issue of *Campus Copy*, included among the papers in this folder. After seeking faculty opinion, the University continued to use the Benjamin seal instead.
 9. Two images of ninth Purdue seal design by Al Gowan, then assistant professor of the new School of Creative Arts, 1968 [He remained faithful to the calligraphic style of the Lytle seal of 1895. Rather than defining the curriculum, which is subject to change, Gowan felt the seal should represent the three permanent aims of the University: education, research and service. The images show the griffin with six feathers, but that was later changed to five feathers]
 10. Negative of seal, 2 inches with six feathered griffin, 1968
 11. Two gold, 3.5 inch seals with original six feathered griffin, 1968
 12. One black, 3.5 inch seal with original six feathered griffin, 1968
 13. Negative of original six feathered griffin, 8", 1968
 14. Paper, 8 inch, gold, original six feathered griffin, 1968
 15. Paper, 10 inch, gold, original six feathered griffin, 1968 [in fragile condition]
 16. Image, 10 inch, black seal, original six feathered griffin, 1968
 17. Two transparencies of original, six feathered griffin, 3 inches, 1968
 18. Two sheets that show the progressive changes of the Purdue seal from 1890-1968
 19. Baynes, Margaret. (1943, August 31). History of University Seal Revealed By W.M. Hepburn. *Purdue Exponent*, pp. unknown [photocopy of article]
 20. Reeder, John. (1948, November 5). History of Unofficial University Seal Related. [no publication title, page numbers available; photocopy of article]
 21. Author, date unknown. The Story Of The Seal. *Campus Copy*, p. 3 [photocopy of

- article, follow up to March 1947 story which featured the seventh design by Rogers and the eighth design by Babcock]
22. Hepburn, William M. (no date). Bruce Rogers of Purdue. *Purdue Alumnus*, volume 33, no. 5, pp. 6-7, 21-22 [page 21 missing, photocopy of article]
 23. Author, date, publication and pages unknown. If Topless Go-Go Girls Shock You, Take a Look at Virginia State Seal. [copy of seal and part of text of article, last part of article missing]
 24. Seal of the Purdue Trustees, no date [simple "P", with "Purdue University Seal of The Trustees" around the "P"]
 25. Embossed "P", no date
 26. Images of the seals for the Big 10 Universities, State University of New York and Virginia, no dates
 27. Three sheets of negatives of seals of Big 10 Universities, State University of New York and Virginia, no date

Box 2 Purdue Centennial Material and Purdue Seal (five feathered griffin), 1968-1969

(0.45 cubic feet)

Folder 1 Oversize Materials - Packet of Information Compiled by Graphics Coordinator (Dan Estes) during Purdue's Centennial, 1968

Item

1. The organized packet of Centennial material contains; the logo, selected colors for publications (blue/green), stationery, program, *Centennial Post* newsletter, photographs of general publicity posters, flag, billboards, match books, desk trophy given to a select few, placemats, *Hail Purdue '69* magazine, marker (with time capsule to be opened in 2069), 1968-1969
2. One 10 inch seal, black background with gold lettering; revised five feathered griffin, 1968
3. One 10 inch seal, white background with black lettering; revised five feathered griffin, 1968