

Worksheet 3: Advertising Through Calendar Art

Griffith Harold Teller (1899-1993) was born in Newark, New Jersey. He attended the School of Fine and Industrial Arts in Newark and the Art Students' League in New York City and went on to work for the Osborne Company as an artist in advertising. "Grif," as he was affectionately known, painted many works of art for calendar production. From 1928 to 1942 and from 1947 to 1958, he created oil paintings used on the Pennsylvania Railroad's annual advertising calendar. These calendars were mass produced; in fact, hundreds of thousands of calendars were manufactured and distributed worldwide! As a result, his artwork has become well-known and admired.

You have an example of Griffith Teller's calendar art for Pennsylvania Railroad and a black and white photograph taken of the same location.

1. Compare the painting to the photograph. Is the photograph the exact same perspective as the painting?

Which perspective is more appealing? Why?

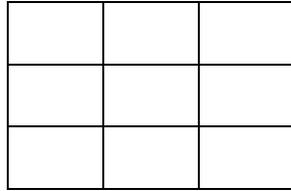
Name three details that are different from the painting to the photograph.

- 1.
- 2.
- 3.
2. Where do think this is? (Clue 1: It is in Pennsylvania. Look at the clues the painting provides as well: It is a big city. A river is nearby. Coal is being transported here to possibly make steel.)
3. What would you name this painting? What is the message of the painting?
4. During what time of day did Teller paint this scene? How do you know?
5. Teller did not paint the scene realistically, but romanticized it. One way he did this was by painting things unusually clean and brilliant. What seems unnaturally clean in the picture? Name at least three things.
 - 1.
 - 2.
 - 3.
6. Let's look at the visual elements and principles of this artwork.

Color: Teller uses color very effectively in his painting. What are the two dominant (main) colors in the piece?

Where are they used?

Focal points: Fold your painting into thirds. Repeat the process so that you have three sections vertically (up and down), and three going across the painting. Now make four marks.



Mark all four corners of your center square. These are four focal points of the painting.

What landmarks did Teller paint along these lines?

Movement: Does this painting feel like it has movement in it? Explain your answer.

7. In your opinion, is this an effective advertising tool for Pennsylvania Railroad? Why or why not?