

PAINT,  
 RUB,  
 DEVELOP,  
 PHOTOCOPY,  
 HAMMER,  
 KINDLE,  
 FABRICATE,  
 OBSCURE,  
 GRAPPLE,  
 IMPROVISE,  
 SPILL,  
 VARNISH,  
 NAIL,  
 JUXTAPOSE,  
 ERASE... (fine arts assignment)

There is a certain kind of knowledge that comes only from doing, from the engagement of our mind, hand, and eye with three-dimensional materials. This information cannot be entirely communicated through words. "Tacit knowledge," scientist-philosopher Michael Polanyi called it. "We know more than we can say."

Otis, during its 80-year history and with its unique curricular approach, has produced graduates who shape the world—from museum and exhibition design to the Hollywood screen, from the clothes we wear to the toys with which our children play. As government debate over educational priorities continues, Otis remains firmly committed to our core beliefs and teaching philosophy. It is gratifying to witness that **now, more than ever, those who choose the creative path will prosper and flourish.**



Samuel Hoi

**President's Letter**  
number 4

**Otis and the World**

At Otis, students learn that there are many ways to define a problem, and therefore virtually unlimited possibilities for intelligent answers.

Their course of study prepares them to be superb idea generators who will manage key intellectual resources in much the same way as past generation industrialists organized and arranged and tamed the physical world.

Over and over, economic experts predict that 21st century society will increasingly depend on the leadership of such "knowledge workers." **Otis believes that the flexible, adaptive, and panoramic thinking promoted by arts education is particularly well suited to training today's leaders.**

*CREATE BOLD, MODERN, POETIC, AND  
 COLLAPSIBLE CUBIC PODS WITH PROJECTABLE  
 SURFACES ... RESEARCH BY PLAYING WITH  
 LEGOS ... THINK FUTURE CROSS-POLLINATION ...  
 NO RIGHT, NO WRONG* (fashion design assignment)



FOLD HERE



# LUNCH WITH PICASSO THREE TIMES, SUCCESSIVELY PUTTING YOURSELF IN THE POSITION OF A FEMINIST, A PERSON OF COLOR, AND ONE OF HIS CONTEMPORARIES, TO DISCUSS **Les demoiselles d'AVIGNON.**

(LIBERAL ARTS + SCIENCES ASSIGNMENT)

## Our Changing World

The Otis curriculum responds to changes in today's economy:

1 » Rapid and accelerating technological changes have led companies to search for employees who can respond effectively to conditions that can't even be imagined now—employees who know how to focus on the process of asking questions rather than the habits of reciting answers. Some firms have set themselves up as virtual think tanks, for the sole purpose of churning out new entrepreneurial ideas. Even IBM, once the stereotype of gray flannel conformity, now declares on its website that it seeks people with “a knack for thinking ‘outside of the box.’” When auto industry legend Robert Lutz took over as chairman of General Motors North America, he said, “I see us as being in the art business. Art, entertainment, and mobile sculpture, which, coincidentally, also happen to provide transportation.”

2 » Design has become an indispensable and increasingly differentiating component of a wide variety of goods and services. Improvements in technology, combined with cheaper overseas labor costs, have homogenized quality and cost factors. Manufactured products are becoming more and more like interchangeable commodities. According to *Fortune*, “America's consumers ... increasingly think that how a product looks is as important as how well it works ... Appearance

can have a huge effect on how much money a product makes .... Downright dowdy manufacturers are successfully reinventing themselves as design-driven shops.” Whirlpool, Coleman, Master Lock, AC Delco, and Procter & Gamble are just a few old-line firms that have recently bolstered the role of design in their manufacturing process.

3 » Creative industries such as advertising and fashion will grow significantly. John Howkins points out in *The Creative Economy* that between 1977-1997, the value of U.S. creative industries grew an average annual rate of 6.3% compared to 2.4% for the overall economy.

4 » Globalization will intensify the importance of multi-cultural understanding. The recent communications technology revolution is dissolving national borders and encouraging people from richly diverse cultures to reach across to one another in a spirit of cooperation and curiosity. More and more, marketplaces and production sources will network around the world. Those who can productively manage these relationships will emerge as leaders.

In short, tomorrow's workplace will emphasize qualitative values more than ever before. Synthesis, invention, aesthetics—these factors will drive success.

## The Otis Approach

The first professional art college in Los Angeles—one of the most imaginative cities in the world and a center of art-driven economy—Otis prepares diverse students of art and design to enrich our world through their creativity, their skill, and their vision.

Always emphasizing qualitative values, the Otis curriculum has evolved over the years to balance the traditional and the new. Guided through the Foundation Year into a major, students discover and develop their unique paths:

» **across disciplinary boundaries.** Otis believes that creativity and innovation are most likely to occur when people step outside their disciplinary “boxes” to explore a breadth of ideas, approaches, and methodologies. Multiple practices and points of view tap hidden potential. Integrated learning is one of Otis' major academic initiatives.

» **with cultural tradition.** Innovation results from a culture's conversation with its past. We look backward in order to see forward. Our students study cultural frameworks and role models while navigating their own path in the world.

» **with new technologies and emerging disciplines.** Smart classrooms, state of the art equipment, and cutting-edge studios offer the richest learning opportunities.

» **toward individual vision.** The Otis faculty is deeply committed to treating each student as an individual talent with a highly personal voice, inimitable in both style and substance.

» **with marketplace needs and trends.** Otis' academic programs are continually enriched with new offerings that respond to promising real world opportunities. This year, Otis introduces a new Interactive Product Design major, a concentration in Advertising Design, and an art teacher training program.

» **with leading practitioners.** Internships and mentor relationships with working artists and designers groom students for professional success. Otis believes that the image of the artist as an isolated and impoverished figure is an unfortunate and outmoded myth. Our graduates earn a living doing the work they love.

» **among unfamiliar cultures and social strata.** Otis has long championed diversity and ranks as the most culturally diverse private art college in the US. Twelve percent of our students come from foreign countries such as China, France, Germany, Japan, Korea, Mexico, the Philippines, Poland, Singapore, Spain, Taiwan, and the United Arab Emirates. Additionally, contrary to prejudices about art being an elitist activity, fully 78 percent of our students receive financial aid. With open classrooms that physically facilitate interaction among these kaleidoscopic groups, Otis fosters a community that mirrors the world as well as the emerging workplace.

In addition to the above, Otis' studio “making”-based curriculum adds the crucially important but often undervalued dimension of practice.

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