



THE ART CENTER SCHOOL

PROFESSIONAL ART TRAINING • 5353 WEST THIRD ST • LOS ANGELES • WEBSTER 8-5166

June 13, 1960

To Whom It May Concern:

As President of The Art Center School, I became acquainted with Govind K. Deshpande before he completed his one year of study under the Fulbright and Smith-Mundt program. Since I did not teach any classes, myself, during Mr. Deshpande's two semesters here, I did not work with him directly.

His instructors reported to me that he has been most conscientious, eager and hardworking as a student here. In addition to other courses, he completed three courses in Advertising Design, his special objective.

My conversations with him have assured me that he has learned a great deal about the Western world's professional approach to the design of advertisements in magazines, on posters and other media.

I believe Mr. Deshpande will prove very capable in planning and teaching specialized courses in advertising.

Sincerely,

A handwritten signature in green ink that reads "E. A. Adams". The signature is written in a cursive, flowing style.

E. A. Adams
President

EAA/hw



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June 13, 1960

To Whom It May Concern:

Mr. Govind K. Deshpande has attended the Art Center School on a Fulbright Scholarship and Smity-Mundt Grant from September 28, 1959 to May 28, 1960.

Mr. Deshpande was enrolled as a special student, concentrating on professional art studies in the Advertising Design Department. During his two semesters at this School, he completed three specialized courses in Advertising Design (posters, mailing pieces, advertisements). In addition, he completed several courses in Design and Drawing, all related to Advertising Design.

Mr. Deshpande made tremendous progress during his attendance. Since he had previously studied in India, he had to adjust to Western approaches and succeeded in doing so. His attendance, of course, was very good. The few absences he had were caused by illness. He is one of the most conscientious, serious, and hard working students this School has had.

A poster he designed in his second semester's class in Design Structure was one of four selected out of a total of thirty-five to be exhibited in the School's galleries.

Throughout his attendance, I had frequent contact with Mr. Deshpande and found him most cooperative and intelligent. He was permitted to complete his work one week early and was granted leave to permit him several days in Washington, D. C. and New York to study museums, other art schools and a leading American advertising agency.

I am convinced that Mr. Deshpande will make very valuable contributions as an instructor in poster design, based on his specialized education in this country.

Very truly yours,

A handwritten signature in green ink that reads "Karla Martell". The signature is written in a cursive, flowing style.

Karla Martell, Registrar

KM/hw

FOOTE, CONE & BELDING

900 Wilshire Boulevard · Los Angeles 17

May 13, 1960

TO WHOM IT MAY CONCERN:

The bearer of this letter, Govind K. Deshpande, was a pupil of mine for one semester at Art Center School in Los Angeles, California. The course was advertising design, which covered all phases and approaches to the commercial field of advertising art. Mr. Deshpande was an excellent student and even being of foreign birth was still quite capable of fully grasping the problem and coming up with a very original and satisfactory approach. I believe Mr. Deshpande to be quite astute and aside from being a good student he is a fine person who was very well liked by his fellow classmates.



Mario Donna, B.P.A.
Art Director
Industrial Advertising Art
Art Center School

MD/vt

POLIFKA AND FLEURY

4524 COLDWATER CANYON • NORTH HOLLYWOOD • CALIFORNIA

May 18, 1960

TO WHOM IT MAY CONCERN:

Mr. Govind K. Deshpandé, who came to the Art Center School in Los Angeles from India, on a Fullbright and Smith/Mundt Exchange Program, was in my Design Structure II class this last semester.

Mr. Deshpandé has been a student of outstanding ability, invention and drive. His progress has been extremely satisfactory. One of his works has been exhibited in the School Gallery as an excellent solution to a word-image and communications problem given in my class.


Bernyce Polifka
Instructor of Design
The Art Center School

BP/bh



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July 6, 1960

To Whom It May Concern:

During the Spring Semester which ended May 28, 1960, Govind K. Deshpande was a student in my course "Figure Indication" at this School. This course is designed to teach the advertising design student fast and authoritative methods for making comprehensive drawings of ideas. Work is being done in black and white and color dry media.

Mr. Deshpande was a very sincere and hard worker. He made considerable progress despite the fact that much of the subject matter he had to work with was unfamiliar to him.

I believe he understands the principles underlying this course sufficiently to apply them effectively.

Very truly yours,

A handwritten signature in dark ink that reads "Harry Carmean". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Harry Carmean
Instructor
Painting and Drawing

HC:km