

2 THE ADVENT OF GRAPHIC DESIGN



Video Activity 2: Great Gatsby first edition

Francis Cugat was a portrait, poster and book jacket artist and set designer. He worked as an illustrator in the 1920s, performed in New York City in the 1940s, and then moved to Hollywood, where he is credited as technical color consultant on sixty-eight films from 1948 to 1955.

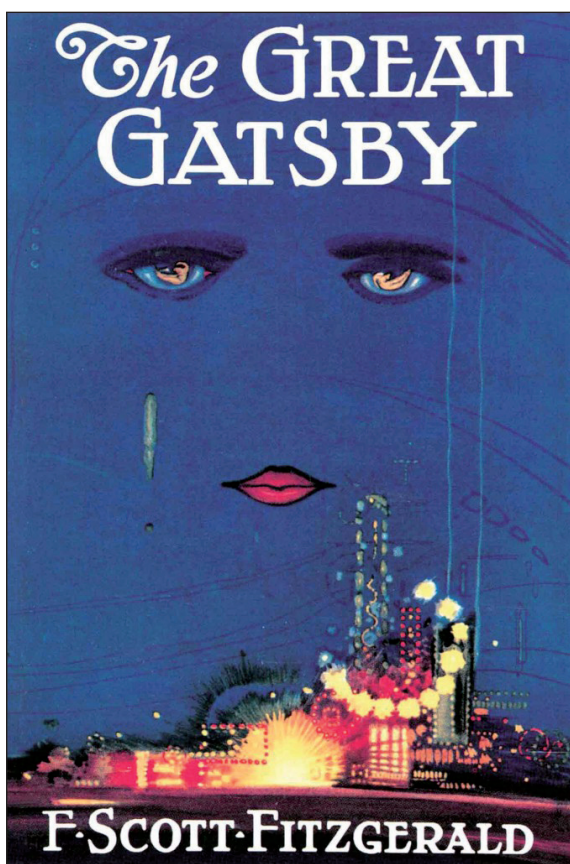
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Watch the video and find out which famous book made him famous as well.

<https://www.youtube.com/watch?v=B6Fj9ngTI84>

SCRIPT

It is possible to judge some books by their cover, especially if the book in question is a first edition of *The Great Gatsby* by F. Scott Fitzgerald. Published in 1925, *The Great Gatsby* is famous for being one of the finest American novels of the 20th century. Jay Gatsby and Daisy Buchanan are characters that linger in the memory, but in the rare book world the value of *The Great Gatsby* first edition is all in the dust jacket. A first edition with this dust jacket sold for one hundred and eighty-two thousand dollars at auction in 2009 and the vast majority of the price was attributed to the presence of the dust jacket. A first edition without its dust jacket can sell from between two and eight thousand dollars depending on condition, but a first edition with its dust jacket is quite simply a treasure. Back in the 1920s, it was common for publishers to issue their books with illustrated dust jackets, but dust jackets were becoming less of a protective covering and more of a promotional tool for publishers. The Gatsby book is important because it was where high art met high literature. The art deco artwork



is called “celestial eyes” and was created by Francisco Cugat who had been commissioned by the publisher Charles Scribner. F. Scott Fitzgerald instantly adored the artwork and you can see why. The woman’s face is sad melancholy and the deep blue is almost hypnotic. It’s a haunting image of the jazz age in all its decadence and excess. In case you are wondering, this dust jacket is a twenty-two dollar facsimile of the original.

2 Fill in the gaps with a word taken from the video.

- It is possible to judge books by their
- The value of *The Great Gatsby* first edition is all in the jacket.
- The art artwork is called “Celestial Eyes”.
- The woman’s face is sad melancholy and the deep blue is almost
- It is a image of the jazz age in all its decadence and excess.

3 Decide if the statements below are true (T) or False (F). Correct the false ones.

	TRUE	FALSE
1. Cugat called his design “Celestial Eyes”.		
2. Fitzgerald didn’t like Cugat’s artwork.		
3. Daisy Buchanan is the publisher.		
4. Auction is the equivalent of the Italian “asta”.		
5. The book is set in the Jazz Age.		
6. A first edition with “Celestial Eyes” may be bought for about twenty-two dollars.		



Video Activity 3: Cubism

4 After watching this video on Cubism made by a student, do the following tasks.

<https://www.youtube.com/watch?v=UNrrNg20luw>

Task 1. Find the odd man out.

1. Cubism; 2. Braque; 3. tradition.
1. challenge; 2. the 18th century; 3. *Les Demoiselles d’Avignon*.
1. classical perspective; 2. *La Bouteille de Suze*; 3. *Ma Jolie*.
1. Paris; 2. Cézanne; 3. Berlin.

Task 2. Answer the following questions.

- Are there any mistakes from a visual point of view in this video?
- Which paintings shown in the video have you already seen in Module 2 of the book?

Task 3. Explain the student’s choice for the soundtrack.