ROBBERSON RESEARCH and CREATIVE ENDEAVORS GRANT

APPLICATION FORM
(Please TYPE the required information)

Incomplete or incorrect applications will not be considered.
Place this form on the front of the application packet.

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<th>Last Name</th>
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<th>Phone Number</th>
<th>OU E-mail Address</th>
<th>Amount Requested</th>
<th>Grad. Department</th>
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<td>$1,000</td>
<td>Art History</td>
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<th>Major Professor or Advisor</th>
<th>Master's Student</th>
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# of Graduate Hours Currently Enrolled: (If less than full-time, please explain)
5

Have you ever received a Robberson Travel or Research Grant? ☑ Yes ☐ No
If Yes: ☑ Travel ☐ Research;
Date received: Month June , Year 2015
Level of degree sought at time of award: ☑ Masters ☐ Ph.D.

Are you a graduate fellow receiving professional development funds from the Graduate College? ☑ Yes ☐ No

Project Title
Maynard Dixon's Commercial Image of the American West, 1890 – 1930

Verification
The undersigned have read and fully understand the specifications of the Graduate College Robberson Grant Policy.
In addition, the undersigned represent that the applicant meets the eligibility requirements as stated herein and understand that if the application fails to meet the specifications on this form and the Application Guide in any way, then it will be ineligible for consideration. Furthermore, the undersigned represent that the student is in good academic standing with the department.

Notice of Compliance
It is a violation of Oklahoma State Law and the University of Oklahoma Student Code to knowingly omit other sources of funding. If an applicant receives or learns that he or she will receive funding for this conference, research, or creative activity, the applicant must immediately notify the Assistant Dean of the Graduate College of the source and amount of the funding. Failure to do so will result in the revocation of the award and the applicant may be charged with a violation of the Student Code.

Student’s Signature

Date

4/13/16

4-14-16

Department Chair or Liaison (Please Print)

Department Chair or Liaison Signature

Direct completed application packets to:

Dr. Janis M. Paul, Associate Dean
Attn: Suzanne Peters
Graduate College
Robertson Hall Room 213
Norman, OK 73019

Updated: January 2015
Research Proposal:
Maynard Dixon’s Commercial Image of the American West, 1890–1930

Between 1893 and 1900, some American advertising posters—usually promoting books and magazines—acquired fine art status. Typically created by art school-trained illustrators and featuring bold compositions of abstracted imagery, these so-called “art posters” spurred a poster “craze” that swept the United States; they were collected, criticized in new journals devoted to poster art, and exhibited across the country as a democratic form of fine art. Although the collecting frenzy declined by 1900, art posters survived in the American West after the turn of the century. Between 1900 and 1930, abstracted graphics promoted western railroads and periodicals including Sunset, Overland Monthly, and Out West, on posters, billboards, and book and magazine covers designed by prominent West Coast commercial artists including Maynard Dixon, Maurice Logan, and Louis Treviso.

Peter Blodgett and other historians have insightfully investigated advertising images that promoted tourism in the American West; however, the image of the American West depicted on “art” posters (and their successors) has never received in-depth art historical investigation and analysis.¹ Although art historians Michelle Bogart and Ruth Iskin have usefully applied visual culture approaches to insert graphic design into its broader commercial contexts, they do not address advertising images of the West.² My dissertation addresses these overlooked images of the American West produced between 1893 and 1930 from an interdisciplinary perspective. By looking closely at posters, proofs, sketches, and correspondence, I seek to illuminate the often complex and sometimes contradictory relationships between artists, clients, and viewers in shaping the commercial image of—and thus historical perceptions of—the American West.

I am applying for a Robberson Research Grant to fund research travel to Sacramento and Berkeley, California, where I will investigate commercial art in California as a result of relationships between early West Coast commercial artists and their clients, with particular emphasis on the work of American artist Maynard Dixon. I intend to analyze and compare commercial art produced by Dixon in New York beginning in 1906 with posters, periodical covers, and billboards he designed following his return home to California in 1912. To that end, I will spend two days in Sacramento going through Dixon’s correspondence, ephemera, sketches, and advertising proofs in the California History section at the California State Library. If time permits, I will spend an afternoon investigating related materials at the California Railroad Museum, also in Sacramento. I will then travel to the University of California-Berkeley to spend three days examining Dixon’s papers at the Bancroft Library in addition to Dixon materials in the Bancroft’s Robert B. Honeyman Jr. Collection of Early California and Western American Pictorial Materials, Foster/Kleister Advertising Art Collection, Roy Partridge Papers, and Lewis Ferbrache Pictorial Collection. If time allows, I will investigate materials related to Dixon’s California colleagues, Maurice Logan and Louis Treviso, in the Bancroft’s collection as well. This research trip will inform three chapters of my dissertation, tentatively titled “Art Posters, Graphic Modernism, and the Commercial Image of the American West, 1890 – 1930.”

Notes
BUDGET FORM
(Please TYPE the required information)

Name: ___________________________ OU ID #: ___________________________

Research Topic/Title: Art Posters, Graphic Modernism, and the Commercial Image of the American West, 1890 – 1930

Estimated Travel Expenses

Airfare: $160.96 (Southwest)
Lodging: $478 ($242 + $336)
Per Diem: $367 ($160 + $ 207)
Other: Amtrak $58 (roundtrip Sacramento to Berkeley) + Sacramento airport shuttle $40

Total: $1103.96

Technology Expenses (include item description plus dollar amount for each expense)

Hardware: "
Software: "
Other: "

Total: "

Other Expenses (include item description plus dollar amount for each expense)

1) VSP Airport Parking (at Burbank airport): $78
2) 

Total: $78

Funding requested from the Graduate College: $1,000

Other sources of funding:

Source: ___________________________ Amount: ___________________________
Source: ___________________________ Amount: ___________________________
Source: ___________________________ Amount: ___________________________

Updated: August 2014
BUDGET JUSTIFICATION FORM

Please use the following space to provide a detailed justification of each budget item requested.

Name: ________________________ OU ID # ________________________

I received a short-term research fellowship from the Huntington Library in Pasadena, CA, and will be researching materials related to my dissertation there in June 2016. Prior to the fellowship period, I plan to spend one week (May 22 - 28) in Sacramento and Berkeley, CA researching in archival collections at key museums and libraries. The materials investigated during this trip will support several chapters of my dissertation.

AIRFARE
As I will already be in Pasadena, CA prior to the research trip, I am requesting funding to cover roundtrip airfare from Burbank, CA, to Sacramento, CA. Roundtrip airfare on Southwest between Burbank and Sacramento is $160.96. Although I'll have my car in Pasadena, driving to Sacramento would take more than six hours, whereas flying from Burbank only takes one hour.

LODGING
I have secured lodging through airbnb.com in Sacramento that is walking distance to both the California State Library and the California Railroad Museum. The total for three nights in Sacramento is $142. Both institutions contain collections and archival files pertaining to the American artist Maynard Dixon. Dixon's commercial design and poster art will feature prominently in two chapters of my dissertation. I plan to spend Monday, May 23 and Tuesday, May 24 researching at the California State Library and California Railroad Museum.

The Bancroft Library at the University of California-Berkeley also houses an important archival collection related to Maynard Dixon. I plan to travel by Amtrak from Sacramento to Berkeley on Wednesday morning, May 25, in order to spend the second half of the week going through Maynard Dixon's correspondence and other materials at the Bancroft Library. I have secured lodging through airbnb.com walking distance from the Berkeley campus, the total for three nights in Berkeley is $336. (142 + 3 x $112 = $478)

OTHER TRAVEL EXPENSES (LOCAL TRANSPORTATION)
I am requesting funding for the airport shuttle from the Sacramento airport to downtown Sacramento, where I will be staying. The shuttle costs $40. I will travel between Sacramento and Berkeley by Amtrak. The fare for roundtrip Amtrak service between Sacramento and Berkeley is $58.

PER DIEM
Government per diem rates for meals and incidentals are $64/day in Sacramento and $69/day in Berkeley. I will spend 2.5 days in Sacramento and 3 days in Berkeley. (2.5 x $64) + (3 x $69) = $367

OTHER EXPENSES (AIRPORT PARKING)
Due to reports of cars being broken into in lots around the Burbank airport, I plan to leave my car at the secure VSP lot, which costs $13/day for the least expensive parking option. My car will be at the lot for six days; 6 x $13 = 78.