



My future profession



Why Get Maps?

Good maps are in general extraordinarily easy to use. Even the small-scale maps distributed free by gas stations are generally pretty good. Sectional maps, particularly those government publications, are inexpensive in the extreme. Furthermore, most suppliers will furnish upon request free detailed lists of exactly what they have available.

Maps of those portions of the United States from the Mississippi River may be secured free from the U. S. Geological Survey, in Washington, DC. For maps of areas west of the Mississippi contact the U. S. Geological Survey, Federal Center, Denver, Colorado.

For maps of national forest areas, write the Forest Service, Department of Agriculture, Washington, DC. Maps of the Great Lakes and Lake Survey, Federal Building, Detroit, Michigan and Canadian maps may be obtained from the U. S. State Department, State Department, Michigan Building, Detroit, Michigan.

For governmental maps of Mexico, write: Dirección de Geografía y Meteorología, Tacamarcos, D. F., Mexico. Two private sources for foreign maps are: The National Geographical Society, International Map Company, Washington, DC, and the International Map Company, 90 West Street, New York, NY.

Why colour Maps are preferable

Colour maps are by far the most valuable for wilderness use, indicating as they do valleys, canyons, mountains, and other such geographical features in terms of elevations. Consulting such

maps in strange country can save one an exhausting amount of unnecessary climbing, descending, and then scaling again. If possible, it is often not advisable. In mountainous terrain, for example, we soon learn that on a map a distance of several miles along an open ridge is not the same as striking a small fraction of the distance straight across a deep ravine to the same destination.

In the future I want to work in ADVERTISING.



Advertising is a global industry operating around the world.

It's always changing. It's fast-paced and innovative. Every day is a little bit different.

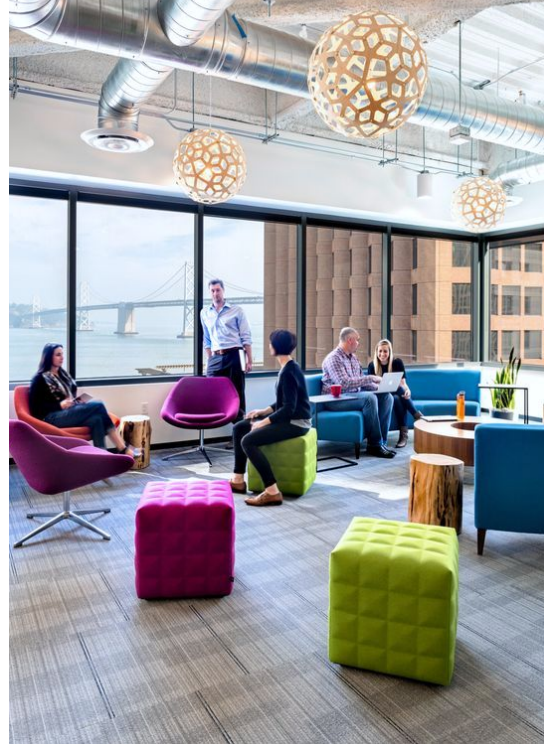




Advertising is a creative work specializing in luxury, fashion, culture and art.



But it's not just about being creative. Advertising combines analysis, planning and communication with people.



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I am a creative and sociable person. Now I'm studying to become an advertising specialist and I think that this kind of activity requires a lot of patience and creativity.





I can be anything in advertising. I can work as a photographer and create a promotional photo.





I can also find myself in marketing and work with people. Marketing deals with people—real people, not just business people. The way people behave, think, act, interact and so on will always be interesting.

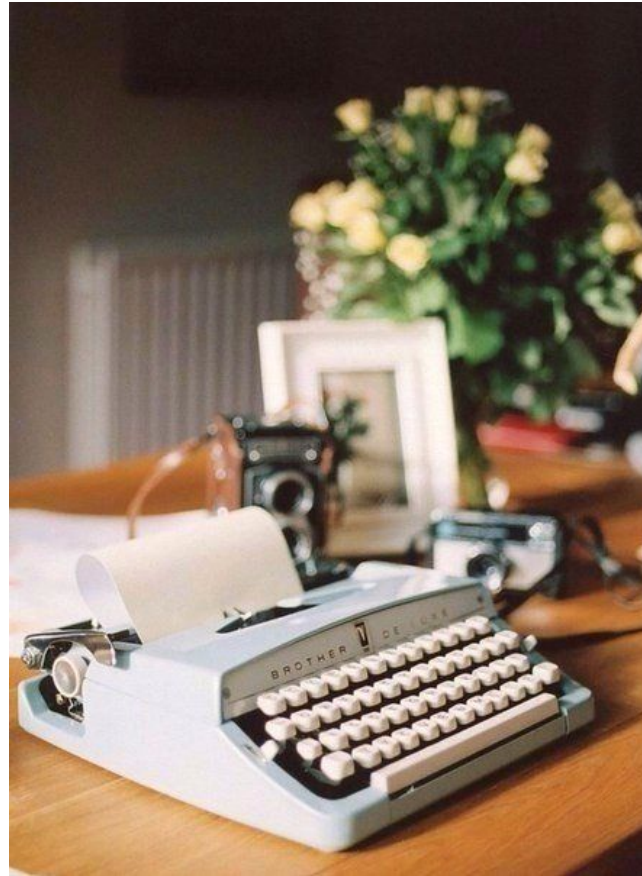


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I love to read and also try myself in copywriting. In the future, I hope to reveal myself well in this area.

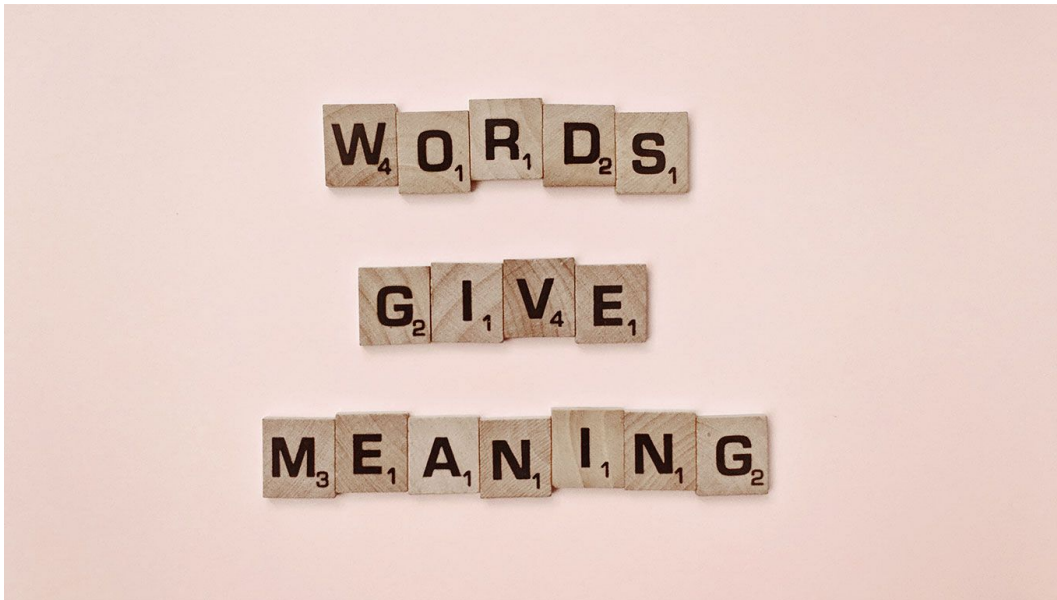


Copywriting is a creative profession associated with the creation of advertising information or informational articles.



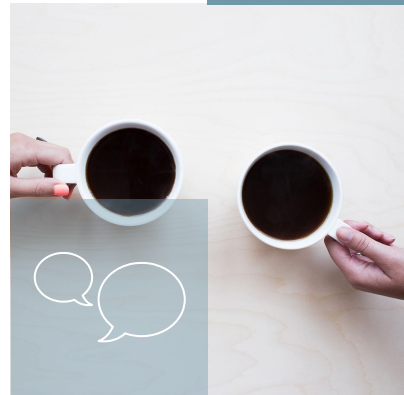
Creating texts to order, i will gradually hone my writing skills, learn how to concisely, clearly and interestingly Express thoughts that will surely come in handy in the future.

Working as a copywriter means constantly learning something new, because you need to write texts on all sorts of topics. My Outlook will constantly become wider and I will be able to try myself in something else.



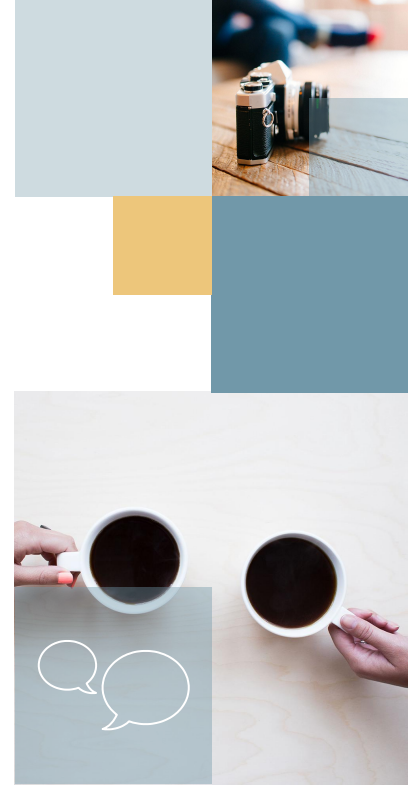
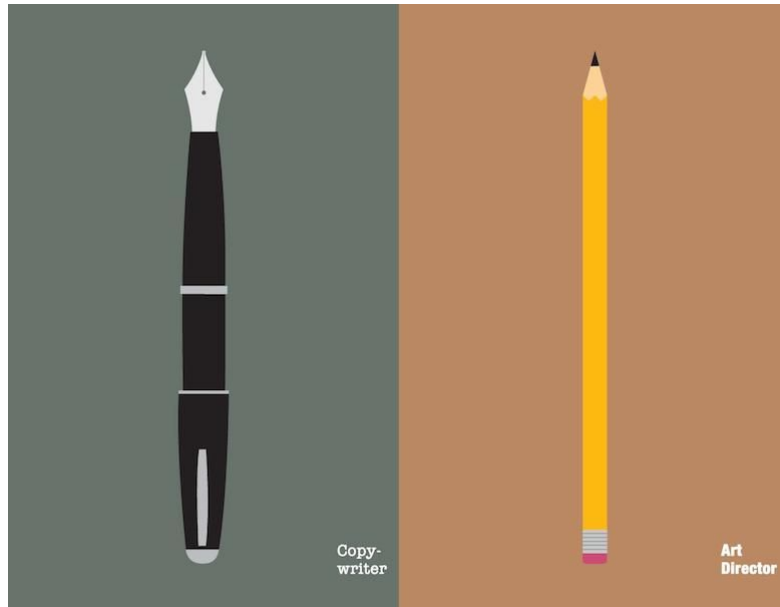


One of the brightest personalities in advertising that inspires me is William Bernbach.





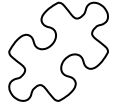
Bernbach made a creative revolution in the world of advertising: he created a new format in the organization of work - "creative team".





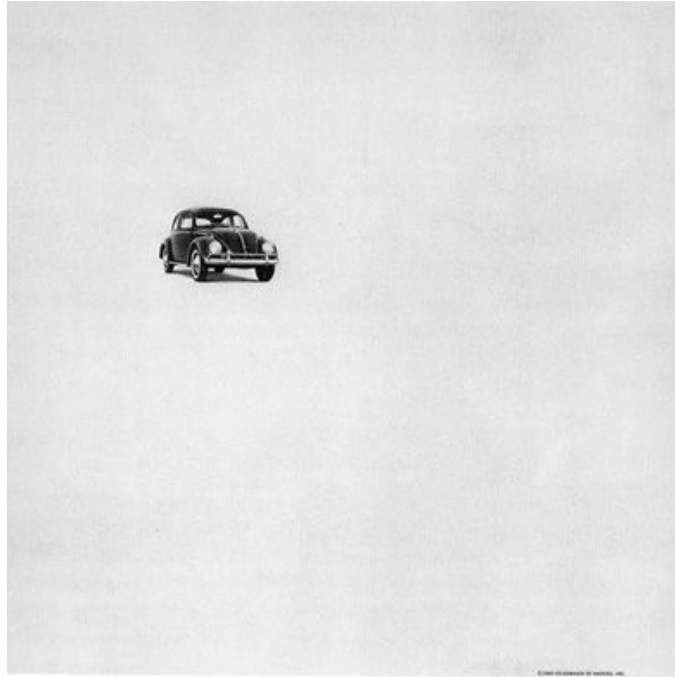
It included the author of the texts and the artist, who worked on the project from beginning to end and corrected each other in the course of work. Previously, copywriters and art Directors worked in different departments.





He created the Agency DBB (Doyle Dane Bernbach), whose main values were simplicity and creativity.

Volkswagen
"Think Small" is a company that has changed the face of modern advertising.



Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stores at our shops. In fact, some people who drive our little

river don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot.

Or receive your small insurance bill.

Or trade in your old VW for a new one.

Think it over.





Lemon.

The Volkswagen missed the boat. The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it, Inspector Kurt Kropfer did. There are 1,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. 3,000 Volkswagens are produced daily; there are more inspectors

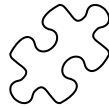
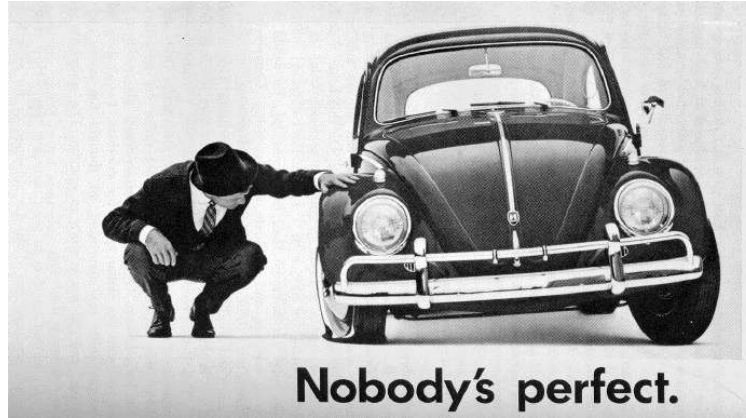
than cars! Every shock absorber is tested (spat checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, give ahead to the automatic

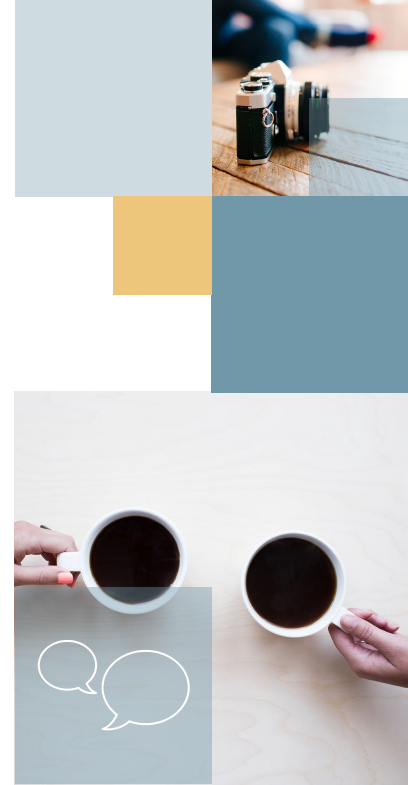
break stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car!

We pluck the lemons; you get the plums.



Bernbach believed that the shortcomings of the goods can be turned into its advantages.





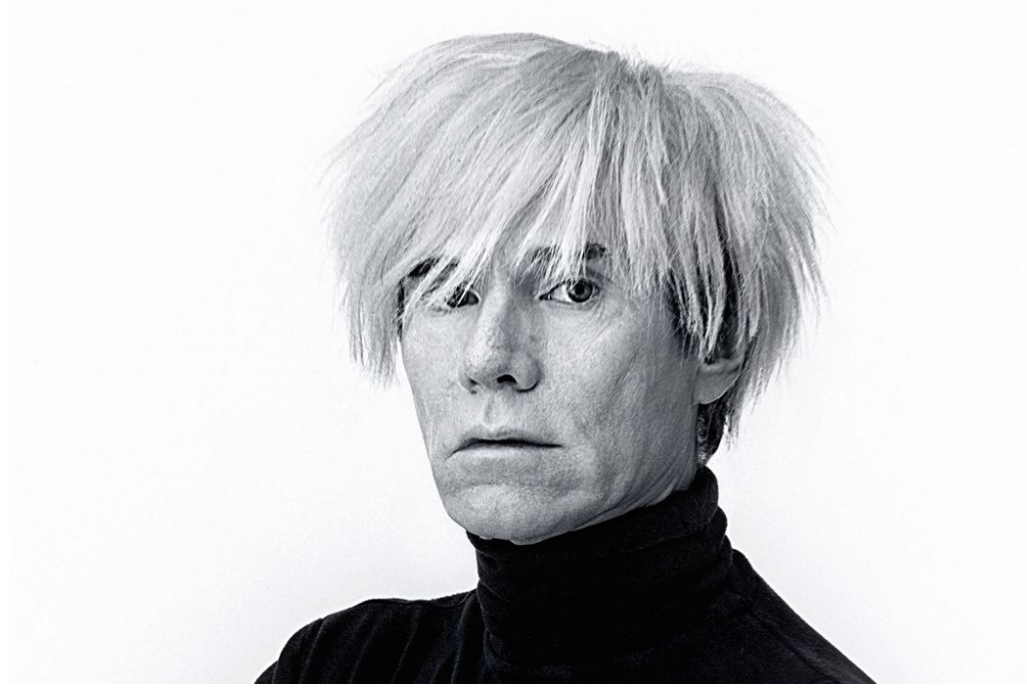
This commercial has become a classic, and Henry S. Levy bakery has become the largest seller of rye bread in New York and gained fame outside the city.

“Mama mia, that’s a spicy meatball!” for Alka-Seltzer.





Andy Warhol was an American artist who was a leading figure in the visual art movement known as pop art.



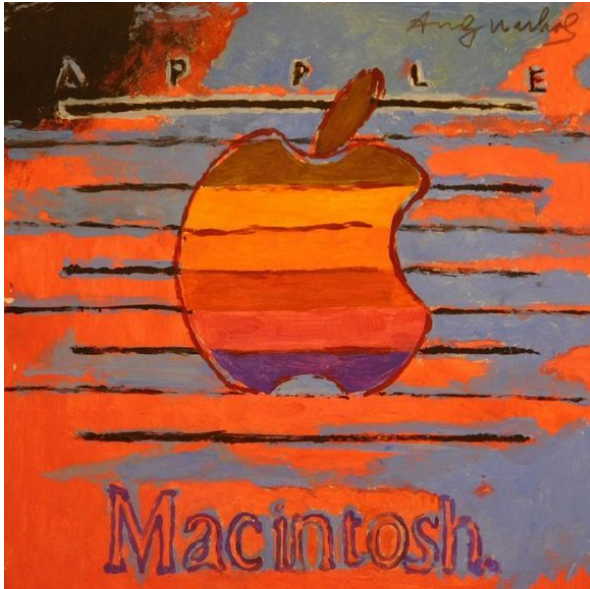


Warhol's most famous works are MARILYN DIPTYCH and CAMPBELL'S SOUP CANS



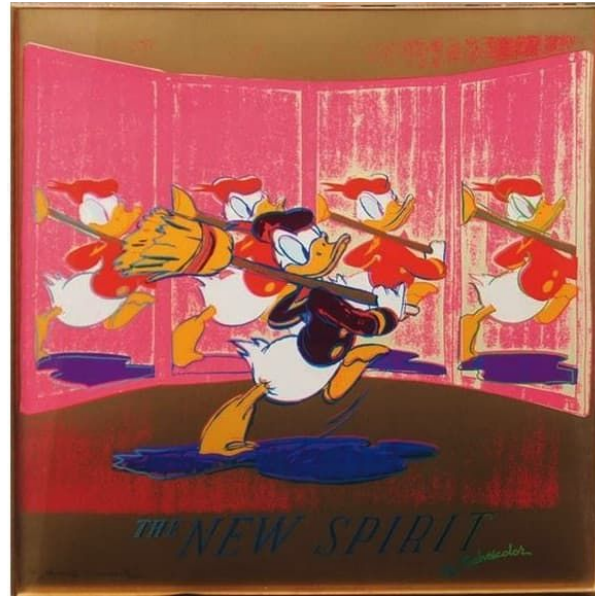
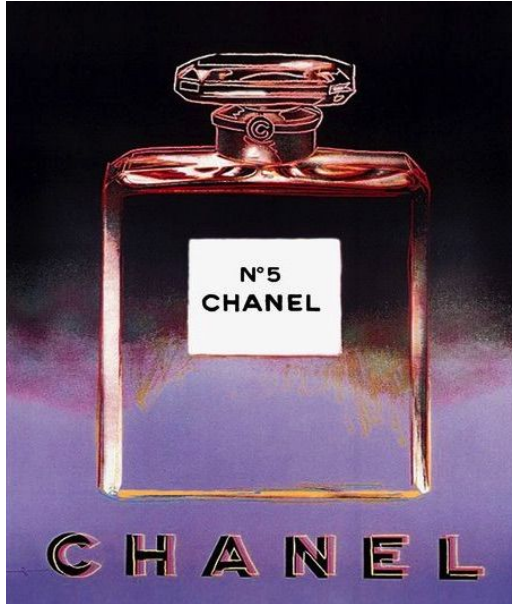


I also love Andy Warhol's work in advertising.
Warhol worked for a decade as a commercial illustrator.



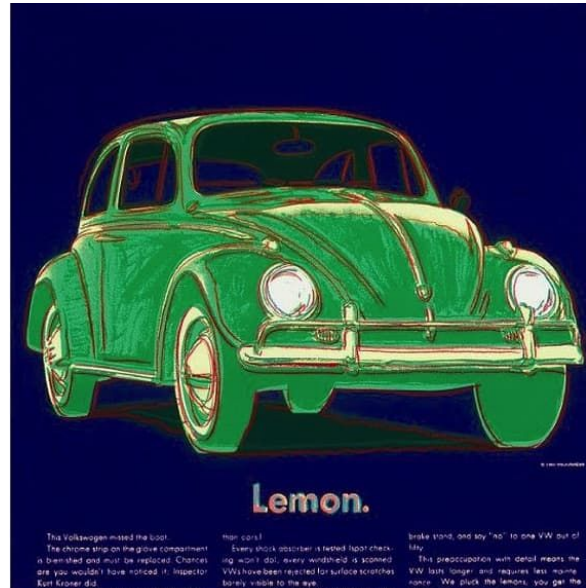


These images that make up Warhol's Ads Series reflect Warhol's fascination with American consumerism.

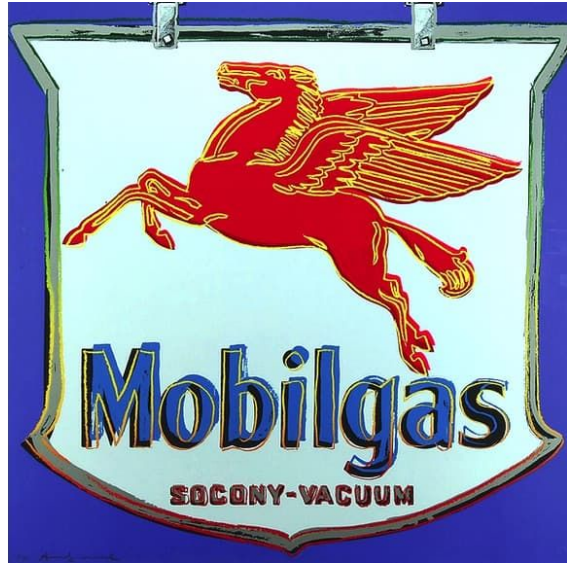




Transforming everyday advertisements into colorful works of art, each with a distinct identity, Warhol further expanded the integration of high and low cultural reference.



Once again, Warhol here reproduces a widely recognizable corporate logo. This time, he depicted the logo of the gasoline product lines marketed as Mobilgas and Mobilgas Special.



“I just happen to like ordinary things. When I paint them, I don’t try to make them extraordinary. I just try to paint them ordinary-ordinary”, the artist once explained.



Advertising is developing the world, and I want to develop with it. I know that my profession is difficult, but I get great aesthetic pleasure from a job well done.



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This year I will improve my skills and will be able to realize my dream. I love my studies and will try to work well in the future.





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Thank you for
your attention!