


“

HISTORY & EVOLUTION OF GRAPHIC DESIGN

OBJECTIVES

- To analyze and summarize the history and evolution of graphic design.
- To analyze the impact graphic design has on society.

MAIN MENU

-  Ancient Graphic Design
-  Graphic Design in the Renaissance
-  Graphic Design in the Industrial Revolution
-  Graphic Design in the Modernist Era
-  Graphic Design in the Age of Information

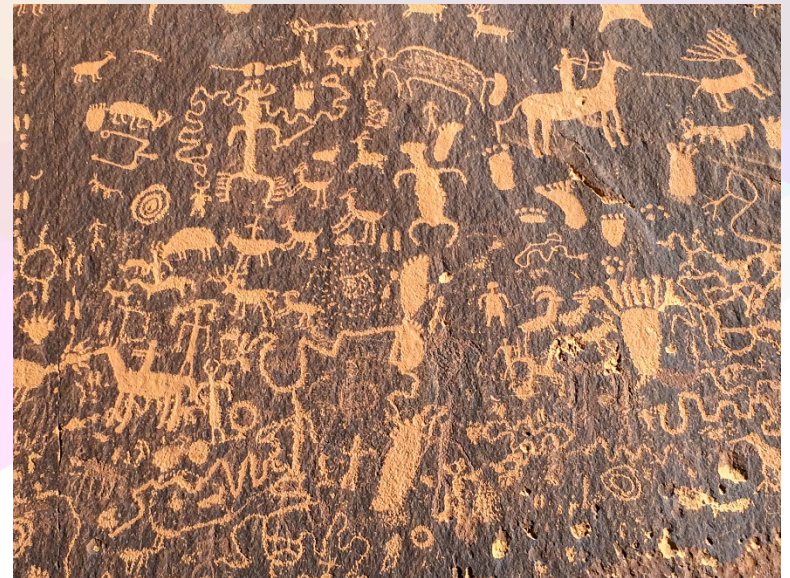
“

ANCIENT GRAPHIC DESIGN



ANCIENT GRAPHIC DESIGN

- Had a timeframe from 38,000 B.C. to the 13th century
- Was influenced by:
 - social and economic changes
 - technology advances
 - design trends



SOCIAL & ECONOMIC CHANGES

- In ancient times included:
 - growth of civilization
 - population shifted from nomadic hunters to agricultural societies which required the ability to share news and information
 - growth of commerce
 - population needed able to trade required



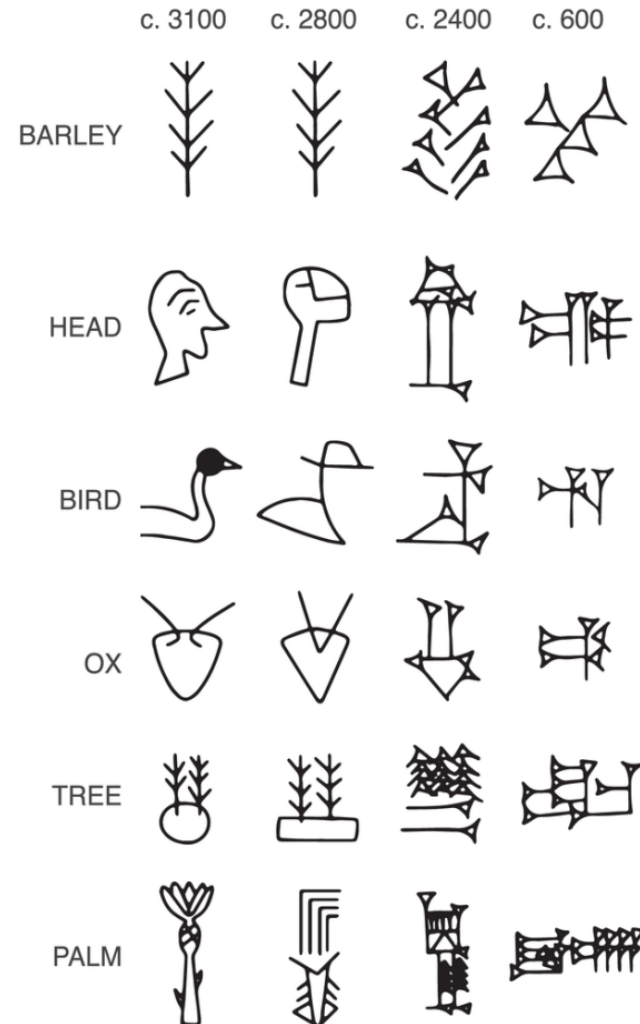
TECHNOLOGY ADVANCES

- In ancient times included:
 - establishing symbols to communicate information
 - developing writing
 - facilitating writing and publishing with the invention of tools



ESTABLISHMENT OF SYMBOLS

- Was one of the first forms of communication
- Was first seen in:
 - European cave art
 - Egyptian designs



CAVE ART

- Are paintings or engravings on cave walls found in Europe
 - there are about 400 sites featuring cave art
 - are some of the earliest known forms of art
 - were used as a form of communication for the native people
- Location examples
 - Chauvet
 - Lascaux



CHAUVET

- Is located in southern France
- Was discovered by a team led by Jean-Marie Chauvet in December, 1994
- Is dated as 32,000 to 36,000 years old
- Contains paintings of animals
- Was created using pigments blown onto artist's hands and pressed onto the walls

LASCAUX

- Was discovered September 12, 1940 near Montignac, France
- Is dated as 15,000 to 17,000 years old
- Contains paintings of animals and symbols
- Painting methods had obviously advanced because:
 - pigments were made from a variety of minerals blown onto the walls of the caves, similar to spray paint

EGYPTIAN DESIGNS

- Could be seen on textiles, buildings, tombs and art pieces
- Were used as a form of communication for the ancient Egyptians



EGYPTIAN DESIGNS

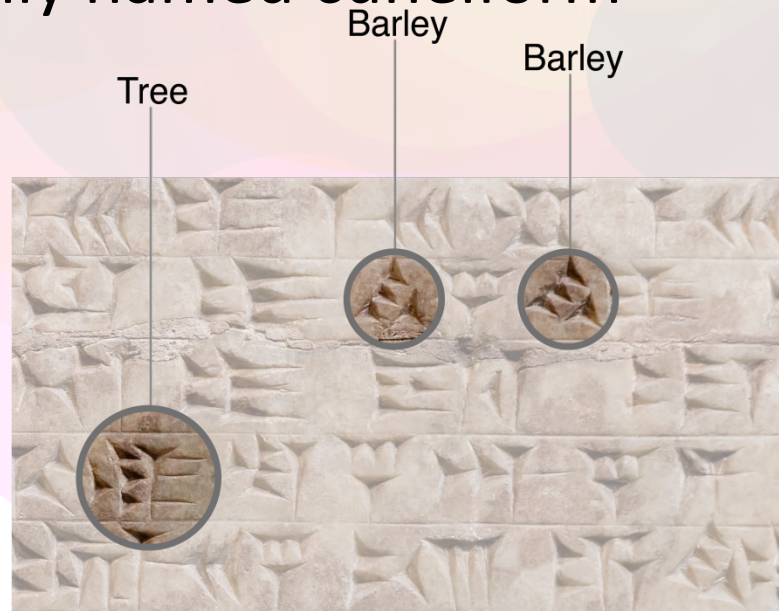
- Included:
 - real life scenes
 - hunting or working
 - animals
 - symbols
 - hieroglyphics



Hieroglyphics: characters in the ancient Egyptian writing system

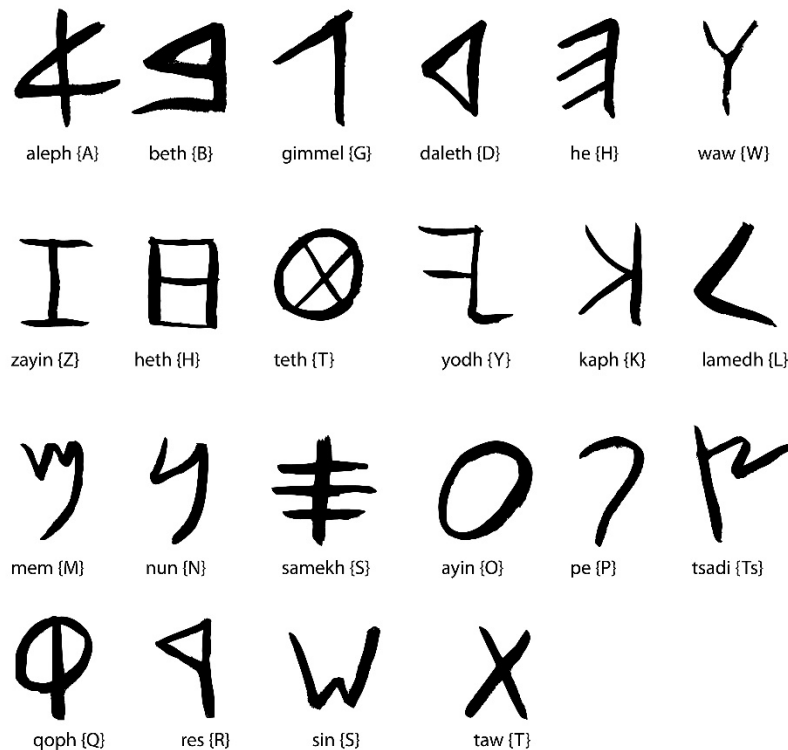
DEVELOPMENT OF WRITING

- Began in Mesopotamia as a way of recording the amounts of crops grown
 - drew symbols representing the crop in soft clay tablets
 - eventually named cuneiform



DEVELOPMENT OF WRITING

- Was largely influenced when the Phoenicians created the first alphabet
- Was seen in manuscript designs



MANUSCRIPT DESIGNS

- Were created to assist in religious conversion
- Provided a form of communication which included writing and pictures
- Included:
 - religious text
 - abstract or representational art



INVENTION OF WRITING & PUBLISHING TOOLS

- Affected graphic design by expanding the type of material and techniques a design could be created with
- Includes:
 - woodblock printing



WOODBLOCK PRINTING

- Is the process of pressing ink onto a carved piece of wood which was transferred onto paper, clay or silk
- Was developed by the Tang and Song dynasties around 600 A.D.
- Was the first technique which played a role in communication without writing it by hand



“

GRAPHIC DESIGN IN THE RENAISSANCE

THE RENAISSANCE

- Began in Florence, Italy in the 14th century
- Society was controlled by social power, such as wealth, occupation and class
- Was the transition from the medieval to the modern world
- Was influenced by:
 - social and economic changes
 - technology advances
 - design trends

SOCIAL & ECONOMIC CHANGES

- During the Renaissance included:
 - publishing became more common
 - people wanting more educational materials
 - developing consistency in communication



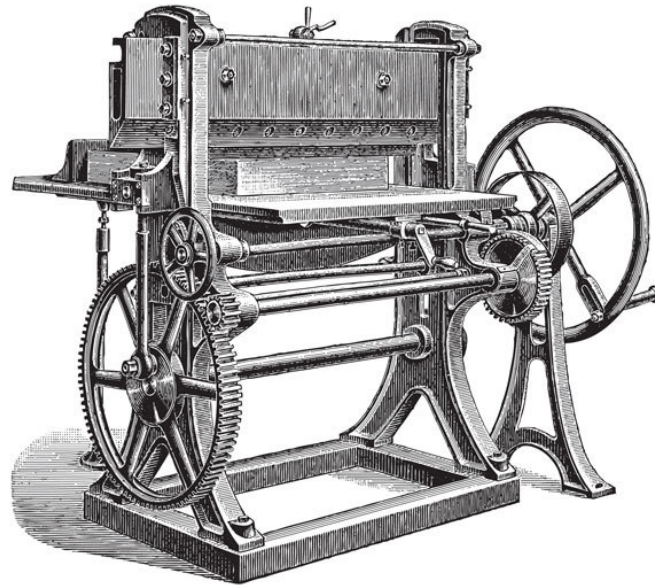
TECHNOLOGY ADVANCES

- During the Renaissance included:
 - printing press
 - typography



PRINTING PRESS

- Is a machine which transfers text and images onto paper through the process of pressing ink onto paper using moveable, reusable metal type
- Was invented by Johannes Gutenberg around 1439



PRINTING PRESS

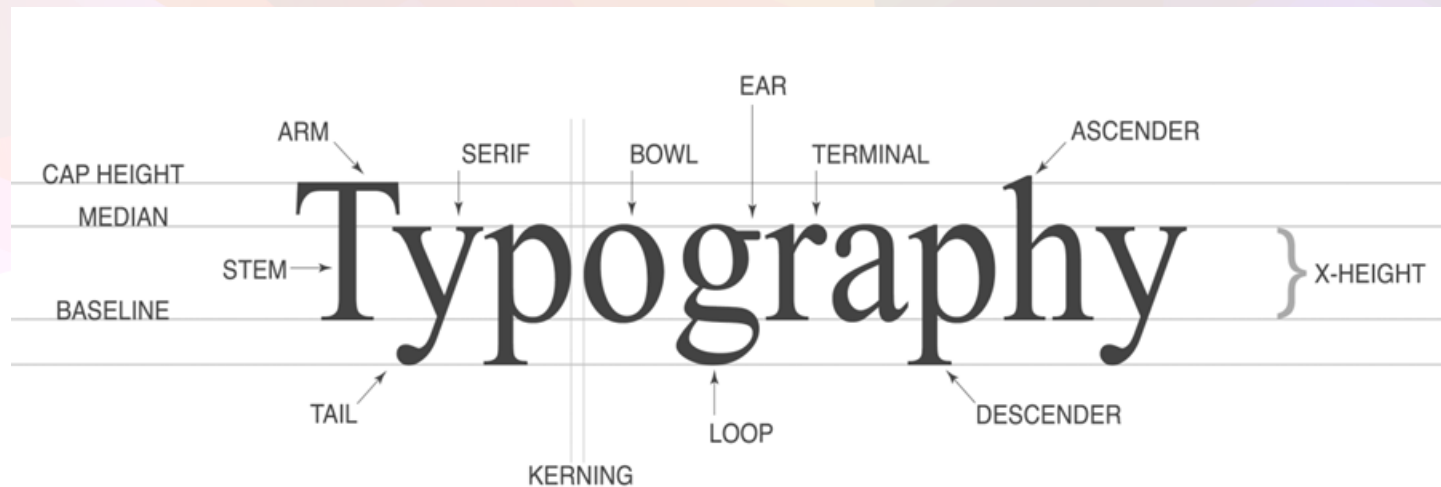
- Improved the speed of production and lessened the need for scribes
- Improved the uniformity of each item made



Fun Fact: Before the use of woodblock printing and the invention of the printing press, books were written by scribes and required at least four months to complete.

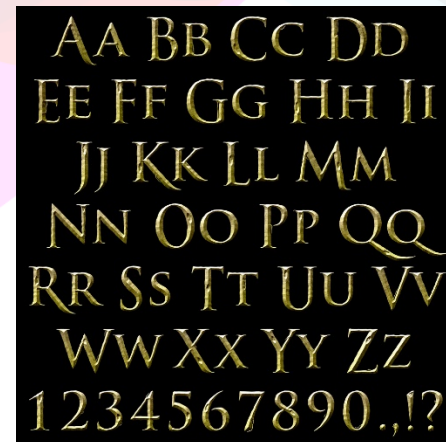
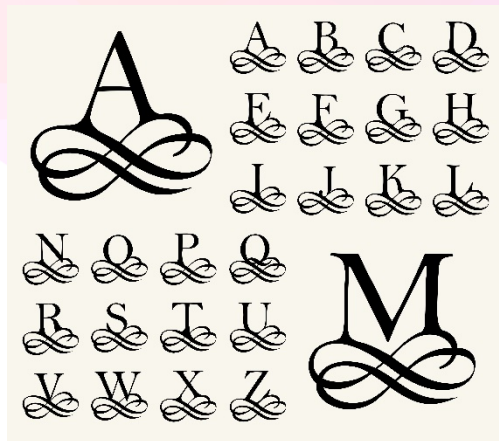
TYPOGRAPHY

- Is the appearance of a written or printed word
- Was further developed during the Renaissance through elaborate styles and ornate design



TYPOGRAPHY

- During the Renaissance included:
 - Antica
 - mathematically perfect sized letter
 - Venetian Type
 - resembled the same line weight as a wide nib pen
 - Centaur
 - easily legible and evenly designed



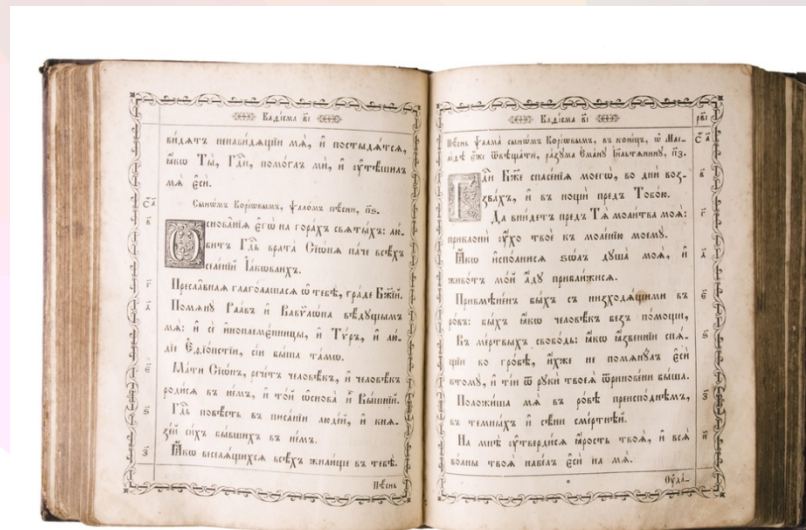
GRAPHIC DESIGN TRENDS

- During the Renaissance included:
 - publication design

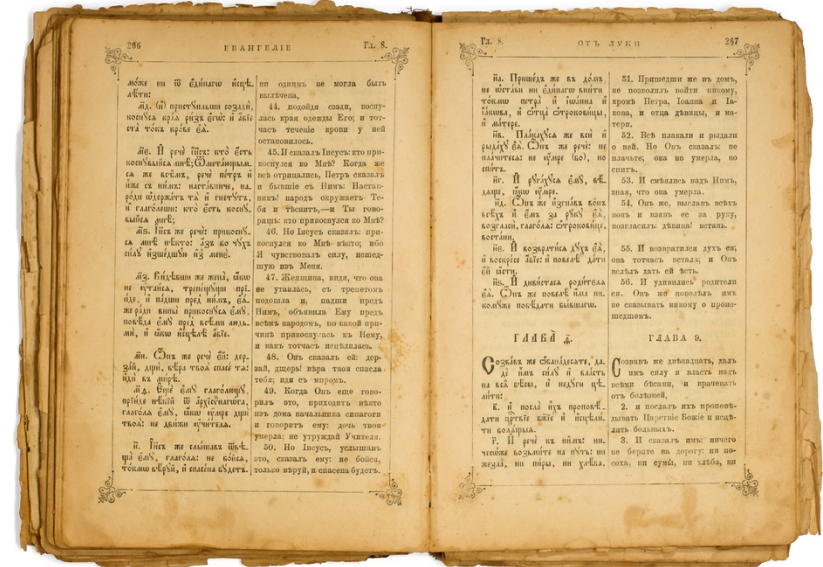


PUBLICATION DESIGN

- Is the layout and illustrations of printed and drawn publications
- During this time featured:
 - elaborate, ornate design
 - decorative borders



PUBLICATION DESIGN EXAMPLE



“

GRAPHIC DESIGN IN THE INDUSTRIAL REVOLUTION

THE INDUSTRIAL REVOLUTION

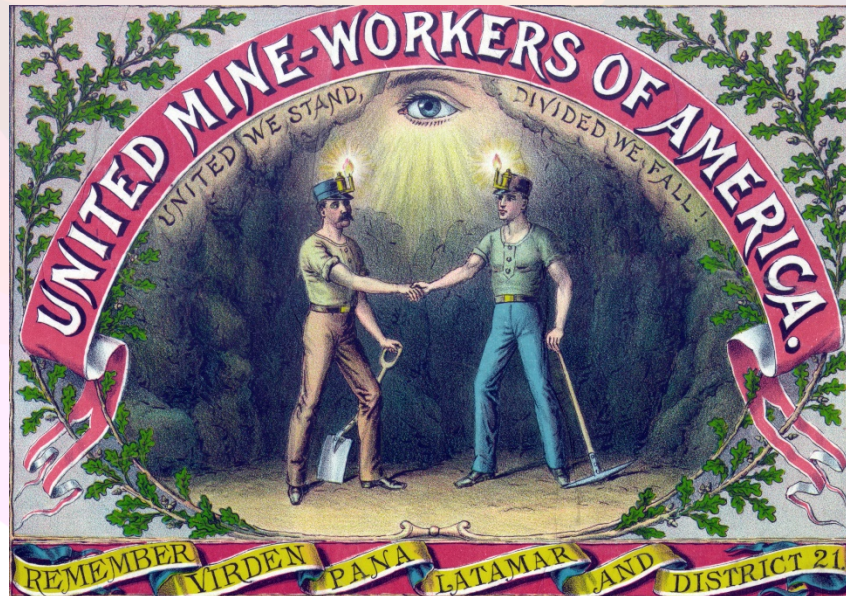
- Began in Britain in the 18th century and continued through the late 19th century
- Was the transition between handcraft to machine manufacturing, including:
 - urbanization
 - child labor in factories
- Was influenced by:
 - social and economic
 - technology advances



Urbanization: movement of population into urban environments

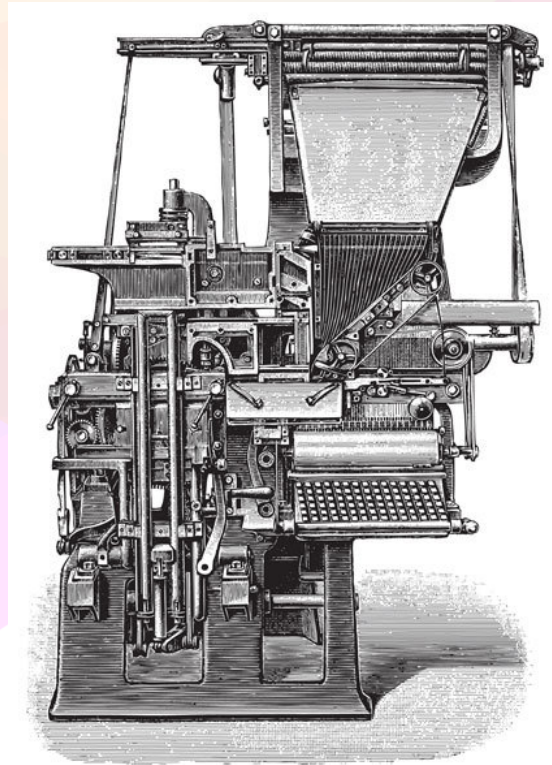
SOCIAL & ECONOMIC CHANGES

- During the Industrial Revolution included:
 - increasing industrialization
 - required graphic designs for marketing the increasing amount of products produced



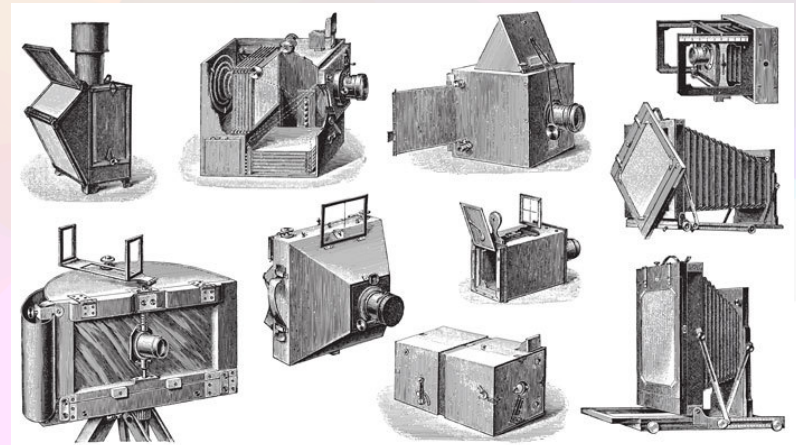
TECHNOLOGY ADVANCES

- During the Industrial Revolution included:
 - developing photography
 - expanding the range of typographic sizes and letterform styles
 - accelerating printing speed
 - creating the linotype machine



DEVELOPMENT OF PHOTOGRAPHY

- Occurred in 1824 by Joseph Nicéphore Niépce
- Was done by placing lithographic stones in the back of a camera obscura
 - required many days of exposure time to complete
- Made an impact on graphic design by creating the ability to recreate and record images



TYPOGRAPHIC SIZES & LETTERFORM STYLE

- Expanded due to the need for styles which would market products better



TYPOGRAPHIC SIZES & LETTERFORM STYLE

- During the Industrial Revolution included:
 - Slab Serif
 - bold, machine-like
 - Tuscan Style
 - curved serifs with many options

SLAB SERIF



Copse



Bree Serif



Aleo



DEBORAH



IT'S THANKS
YOU



Medici Text

TYPOGRAPHIC SIZES & LETTERFORM STYLE

- During the Industrial Revolution included:
 - Sans Serif
 - originally used for subtitles due to simplicity to read
 - Victorian
 - elaborate

VICTORIAN

SAN SERIF



Connie



DROWN
FOX



Rochester



Verdana



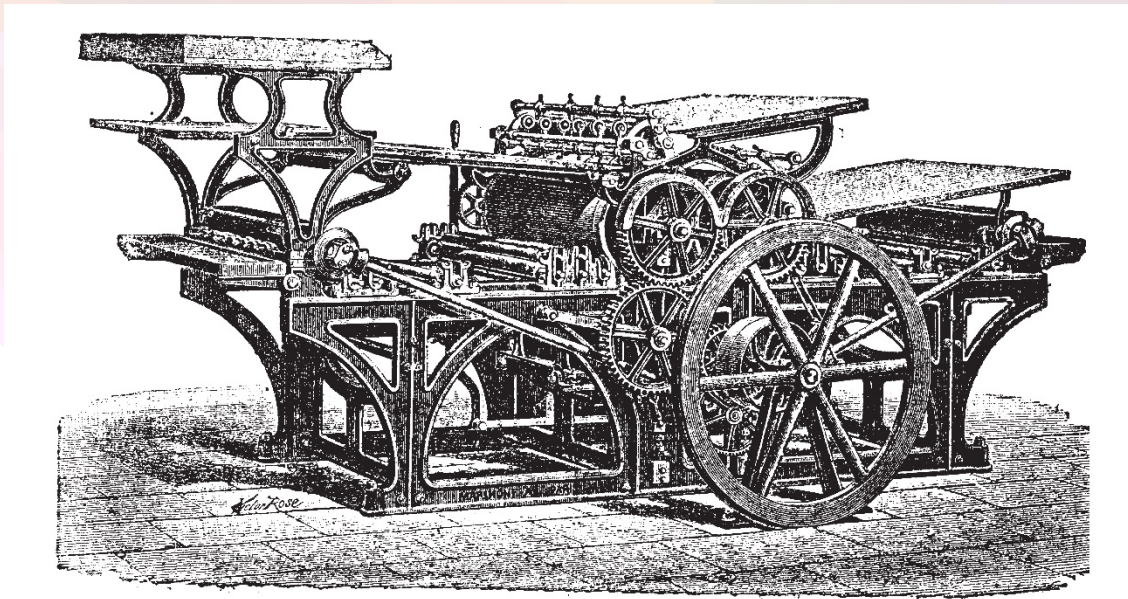
ITC Avant
Garde Gothic



Myriad Pro

PRINTING

- Was accelerated by the use of the four-cylinder printing press
 - allowed for an increase in production
- Went from printing 400 pages an hour in 1810 to 4,000 pages an hour in 1827



LINOTYPE MACHINES

- Were typesetting machines where a complete line of text is set at once, in comparison to single letters being set individually
 - produces 25,000 pages an hour



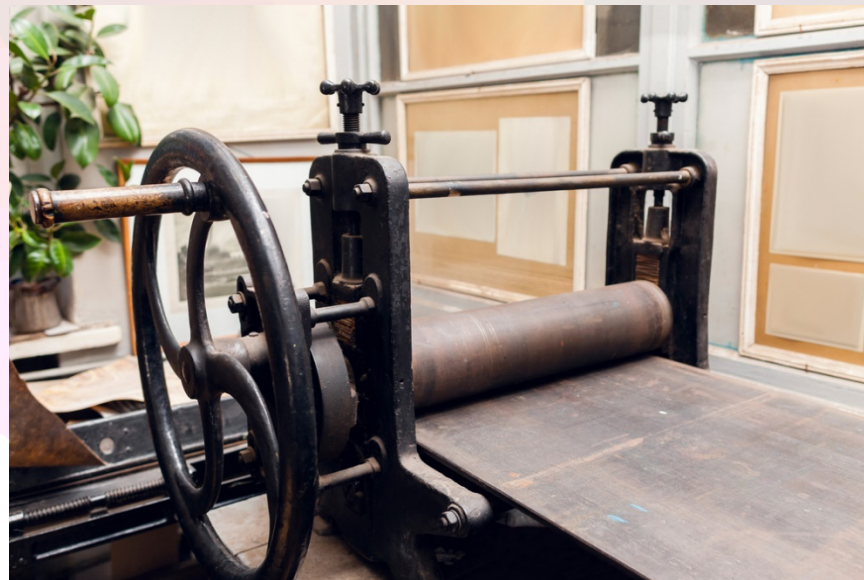
LINOTYPE MACHINES

- Were originally set by hand until Ottmar Mergenthaler's development of a keyboard typesetter in 1886



LITHOGRAPHY

- Was discovered by Alois Senefelder in 1798
- Is a printing process where ink is applied to a grease-treated printing surface which only accepts ink where grease is not placed



GRAPHIC DESIGN TRENDS

- Included:
 - Victorian Design
 - book and magazine design formats
 - Art Nouveau



VICTORIAN DESIGN

- Began in 1837 and lasted through 1901
 - same time Queen Victoria was the Queen of England
- Featured:
 - embellishment of furniture, clothes and architecture
 - elaborate borders and lettering

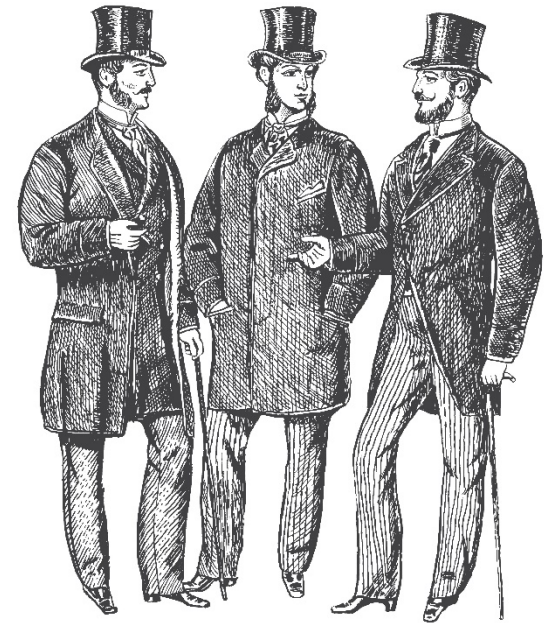


VICTORIAN DESIGN EXAMPLES

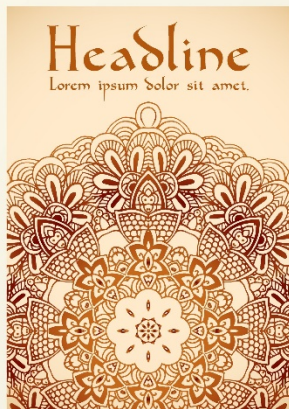
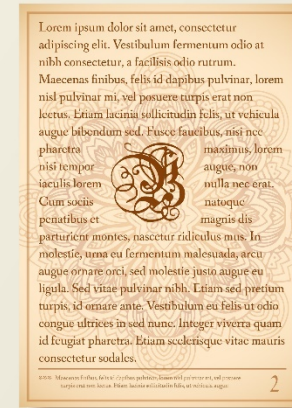
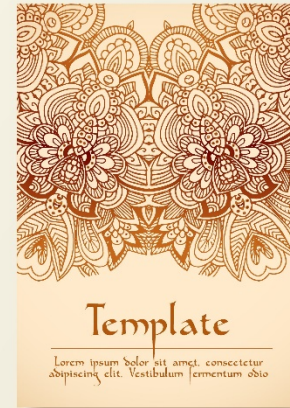
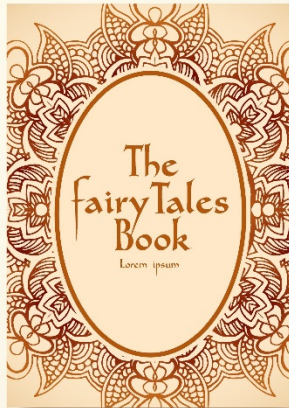


BOOK & MAGAZINE DESIGN FORMATS

- Became more organized and consistent due to increases in technology and the need for more publications
- Included:
 - printed drawings
 - columns
 - illuminated first letters



BOOK & MAGAZINE DESIGN FORMAT EXAMPLE



ART NOUVEAU

- Was first developed in Europe
- Was often seen in:
 - art
 - architecture
 - iron, glass, ceramic and brick work
- Is a style which featured:
 - asymmetrical linear patterns
 - often flower stalks, vines, wings or other delicate natural objects
 - ornamental characteristics

ART NOUVEAU EXAMPLE

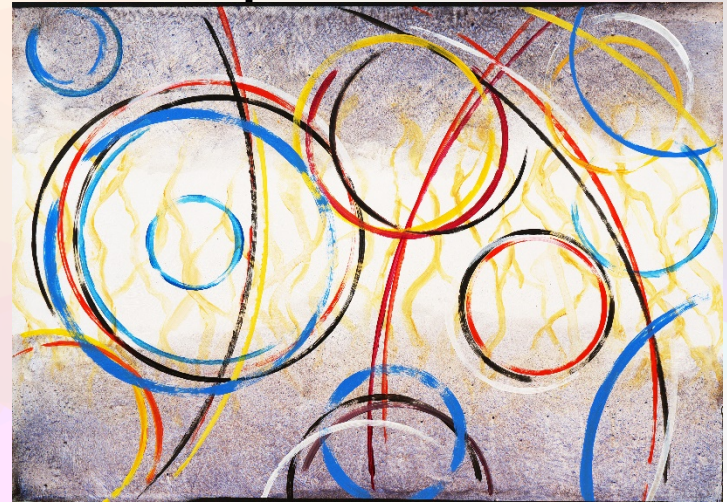


“

GRAPHIC DESIGN IN THE MODERNIST ERA

MODERNIST ERA

- Occurred during the late 19th century and into the 20th century
- Was the movement and development of:
 - art
 - architecture
 - music
 - literature
 - arts
- Was influenced by:
 - social and economic changes
 - technology advances



SOCIAL & ECONOMIC CHANGES

- During the Modernist Era included:
 - using art and graphic design to establish a change in beliefs and thinking
 - making it easier to see other places and new design styles due to advancements in transportation
 - emerging class of entrepreneurs
art



TECHNOLOGY ADVANCES

- During the Modernist Era included:
 - collapsible paint tubes
 - four-color printing



COLLAPSIBLE PAINT TUBES

- Were created by John Rand in 1841
- Allowed artists to create art away from a studio
 - led to an increase of art which portrayed outdoor scenes



FOUR-COLOR PRINTING

- Was developed by the Eagle Printing Ink Company in 1906
 - was determined the four colors combined can produce an unlimited number of tones
- Colors included:
 - cyan
 - magenta
 - yellow
 - black (often called key)



GRAPHIC DESIGN TRENDS

- During the Modernist era included:
 - plakatstil
 - cubism
 - bauhaus
 - art deco
 - pop art



PLAKATSTIL

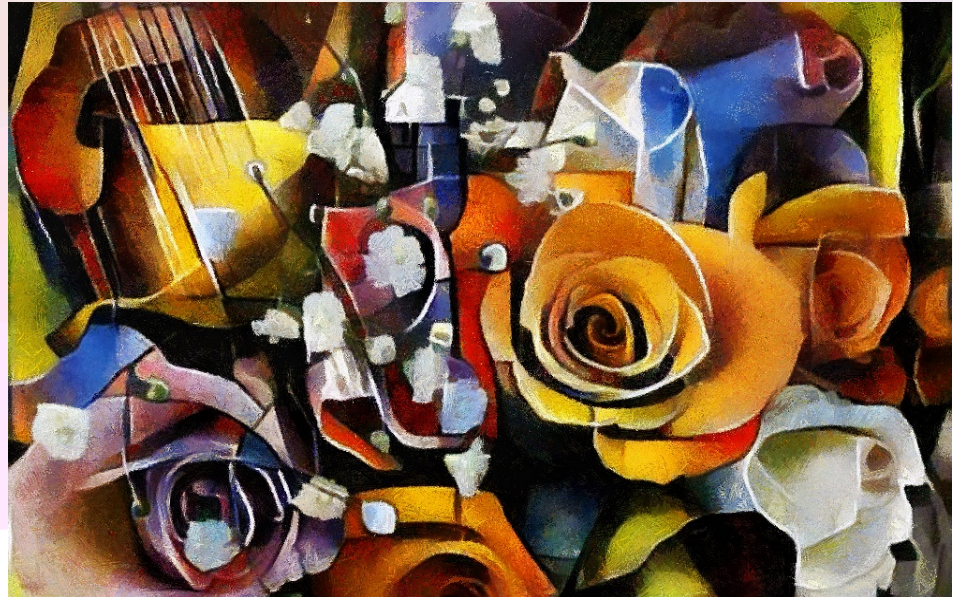
- Began in 1905 by Lucian Bernhard and lasted through 1930
- Was a trend focused on the design of posters
 - nearly 150 posters were created using this style
- Featured:
 - flat colors and shapes
 - simplicity to sell products or advertise events

PLAKASTIL EXAMPLE

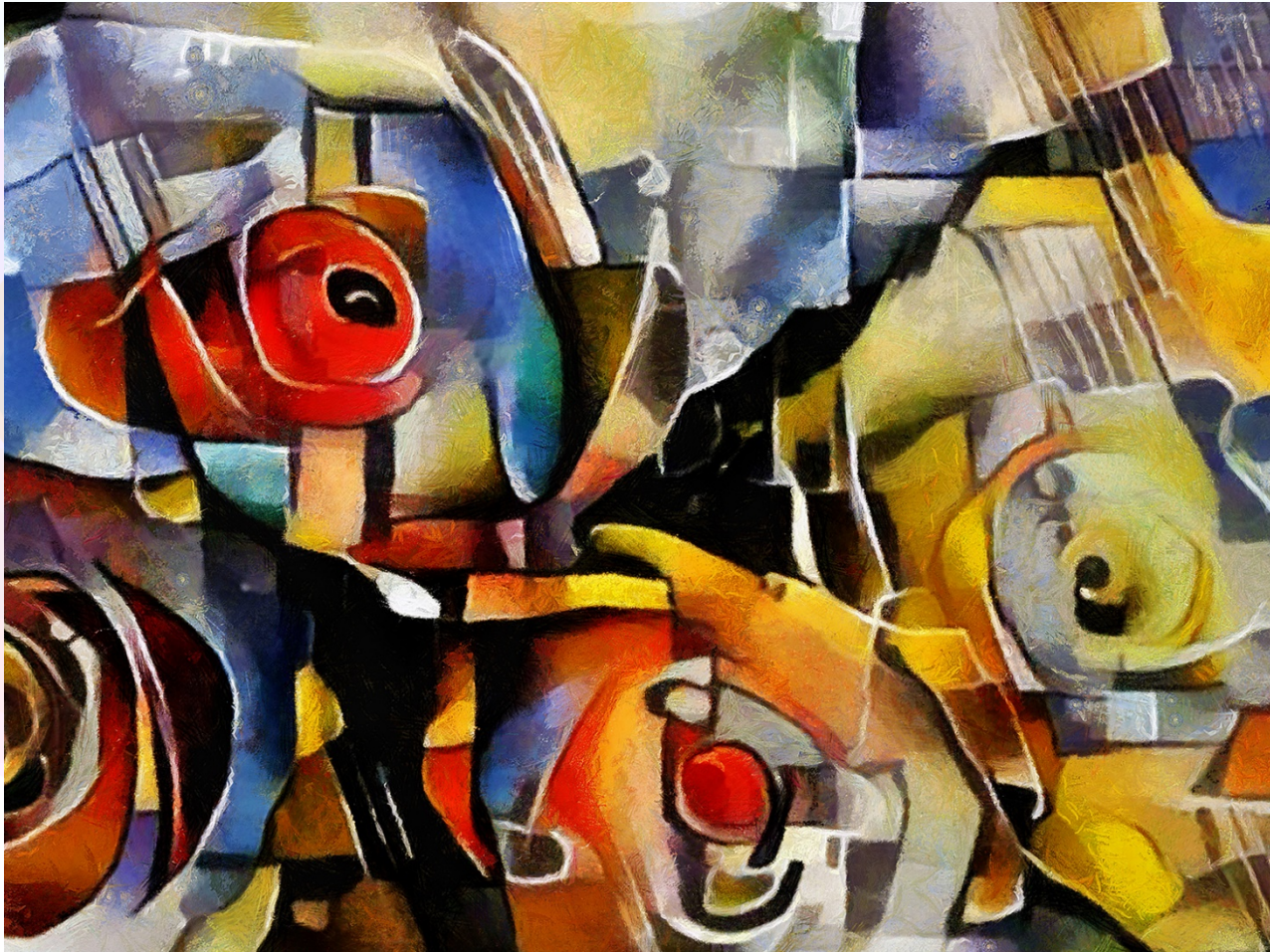


CUBISM

- Is an art style developed by Pablo Picasso and Georges Braques in Paris between 1907 and 1914
- Is a style which features:
 - flattened appearance
 - geometric angles and lines
 - square or rectangle shapes



CUBISM EXAMPLE

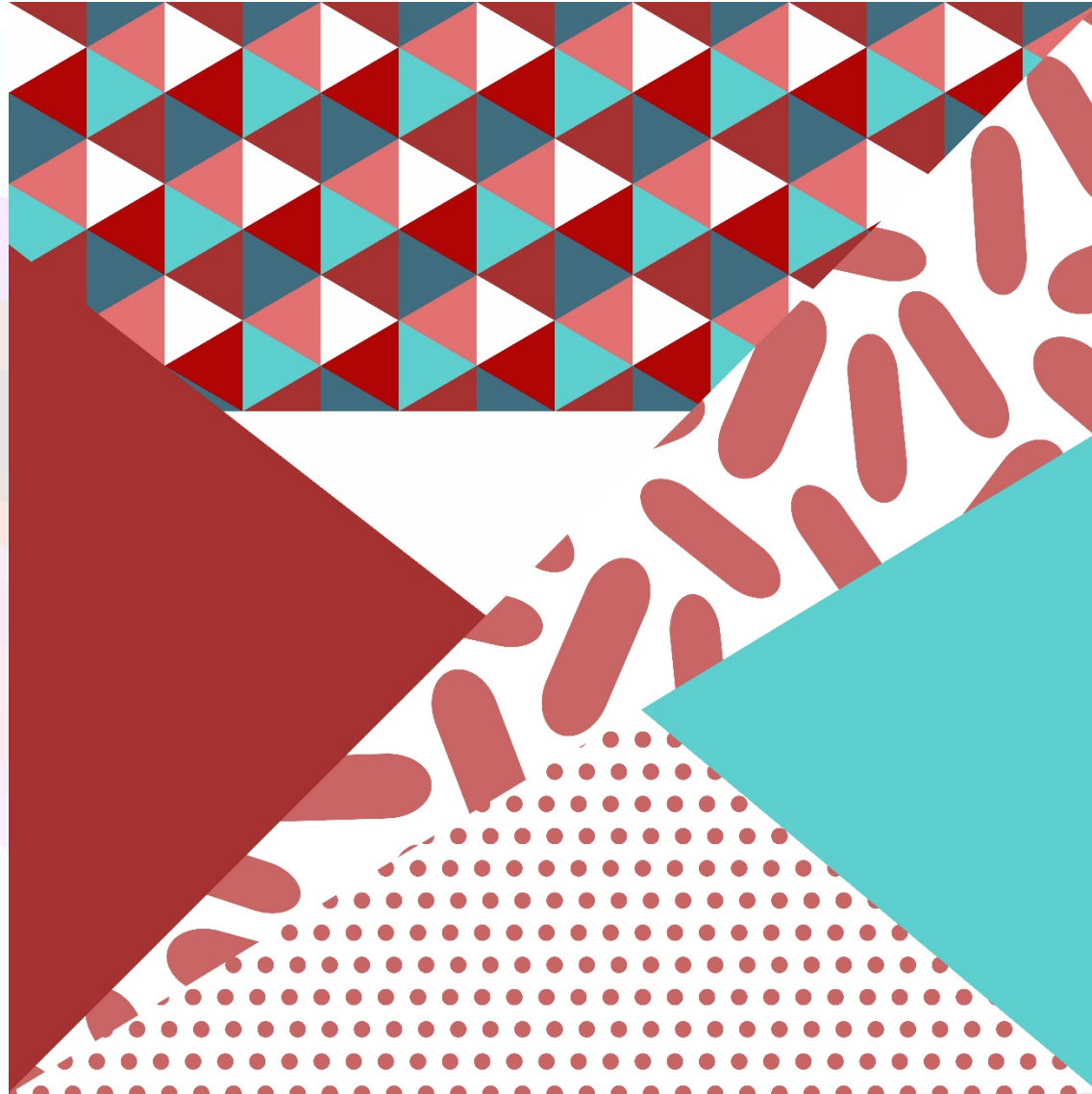


BAUHAUS

- Was developed in the 19th century
- Aimed to rejuvenate design by reconnecting creativity and manufacturing
- Featured:
 - bold typography
 - blocks of color
 - functionality



BAUHAUS EXAMPLE



ART DECO

- Originated in the 1920s in western Europe
- Exhibited an elegant, luxurious look in art and architecture
- Featured:
 - clean, simple shapes
 - geometric and symmetrical



ART DECO EXAMPLE



POP ART

- Emerged in the late 1950s in Britain and the United States
- Aimed to remove the boundaries between low class individuals and high class art
- Is a style which features:
 - abstract expressions
 - color
 - emotionally removed
 - media and cultural objects and people



POP ART EXAMPLE



“

GRAPHIC DESIGN IN THE AGE OF INFORMATION

THE AGE OF INFORMATION

- Occurred during the late 20th century to the early 21st century
 - often known as the post-modern era or digital age
- Was influenced by:
 - social and economic changes
 - technology advances



SOCIAL & ECONOMIC CHANGES

- During the age of information included:
 - computer development which allowed for the creation of graphic design programs
 - accessibility of information leading to development of new styles
 - high-tech economy needing a new way to market goods



TECHNOLOGY ADVANCES

- During the age of information included:
 - computer development
 - design technology
 - World Wide Web
 - expanded creators



COMPUTER DEVELOPMENT

- In 1970, made it possible for individuals to purchase computers for personal use today
- Expanded the ability for everyone to make an impact on graphic design

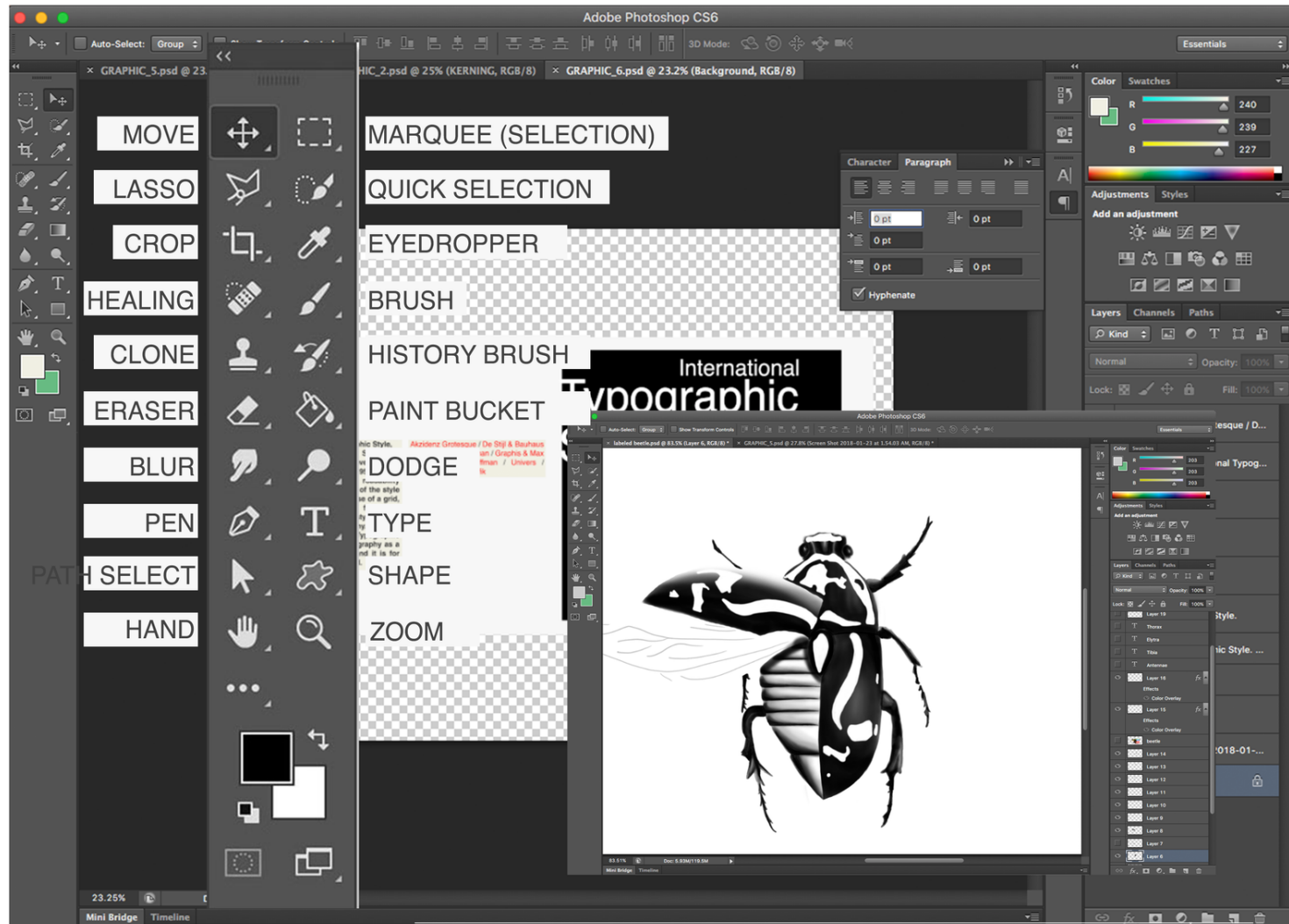


DESIGN TECHNOLOGY

- Began with the development of a program for Macintosh[®] computers which contained tools controlled by a mouse and allowed for photo manipulation and graphic design
- Has greatly influenced the graphic design industry by expanding the options for designers



DESIGN TECHNOLOGY EXAMPLE



WORLD WIDE WEB

- Is commonly known as www
- Is a space where information containing documents, photos and other resources within URLs can be accessed through the Internet
- Was released to the general public in 1991



URL: Uniform Resource Locator; also known as a web address

EXPANDED CREATORS

- Were developed through social media and easy access to photography and graphic design
- Includes:
 - photo edits and filter
 - publication development
 - publishing on social media



GRAPHIC DESIGN TRENDS

- Includes:
 - International Typographic style
 - De Stijl
 - 80s Deco
 - Cyberpunk



INTERNATIONAL TYPOGRAPHIC STYLE

- Is a graphic design style which was developed in Switzerland in the 1950s
- A style which features:
 - asymmetric layouts
 - sans-serif typefaces
 - readability
 - cleanliness



INTERNATIONAL TYPOGRAPHIC STYLE

EXAMPLE

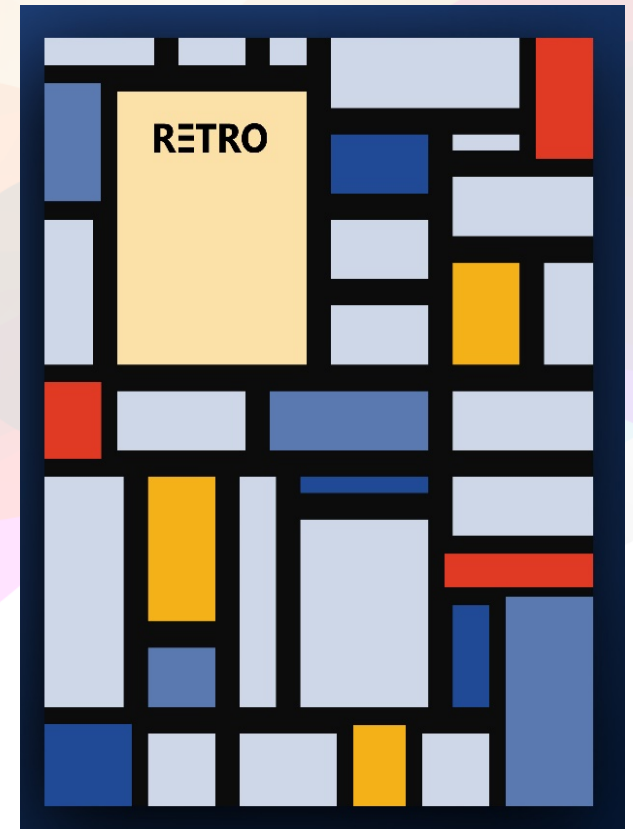
The International Typographic Style, also known as the Swiss Style, is a graphic design style developed in Switzerland in the 1950s that emphasizes cleanliness, readability and objectivity. Hallmarks of the style are asymmetric layouts, use of a grid, sans-serif typefaces and flush left, ragged right text. The style has a preference for photography. Many of the early International Typographic Style works featured typography as a primary design element and it is for this that the style is named.

Akzidenz Grotesque / De Stijl & Bauhaus
/ Josef Muller Brockman / Graphis & Max
Bill / Ruder & Hoffman / Univers /
Helvetica / Neue Grafik

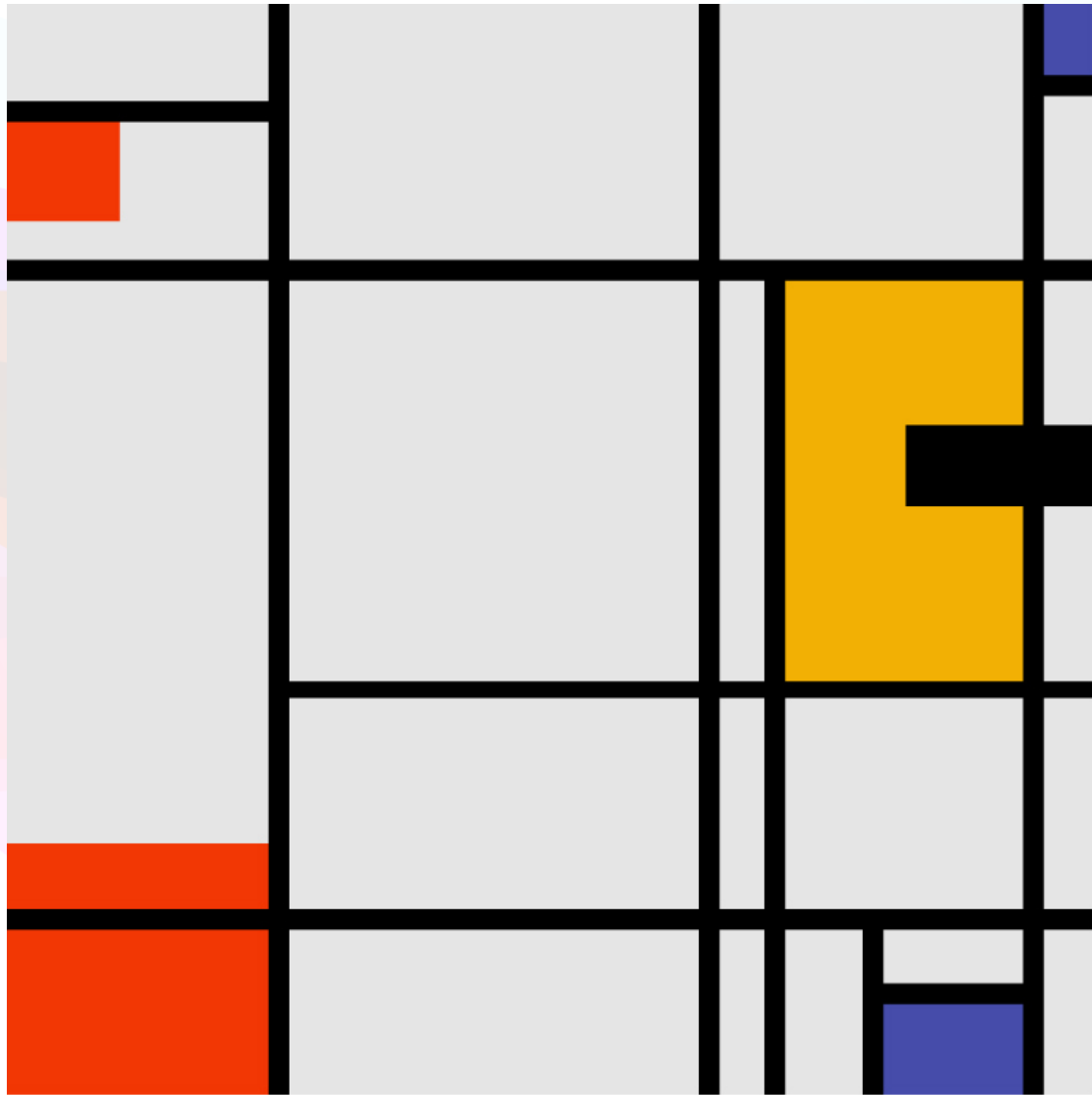
International
Typographic
Style.

DE STIJL

- Began in 1917 by Theo van Doesburg
- Aimed to express order and accord after the end of World War I
- Is a style which featured:
 - geometric forms
 - abstraction



DE STIJL EXAMPLE



80S DECO

- Was developed in the 1980s
- Was seen in graphic design, interior design and architecture
- Featured:
 - sans-serif typefaces
 - pastel colors



80S DECO EXAMPLE

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z ? !
0 1 2 3 4 5 6 7 8 9

CYBERPUNK

- Was developed in the 1980s
- Was the first case of digital-looking design
- Featured:
 - sharp lines
 - grids
 - dark colors
 - attention-grabbing



CYBERPUNK EXAMPLE



RESOURCES

- http://history.kimnanhee.com/wp-content/uploads/2015/08/GD_History_Chapter9_Class.pdf
- <https://design.tutsplus.com/articles/history-of-art-ancient-egypt--cms-26908>
- <http://www.visual-arts-cork.com/cultural-history-of-ireland/illuminated-manuscripts.htm#introduction>
- <http://education.asianart.org/explore-resources/background-information/invention-woodblock-printing-tang-618%E2%80%9393906-and-song-960%E2%80%93931279>

RESOURCES

- www.historyofgraphicdesign.com
- www.historygraphicdesign.com
- Meggs' History of Graphic Design:
- www.britannica.com
- <http://www.creativebloq.com/graphic-design/easy-guide-design-movements-modernism-10134971>
- <http://www.visual-arts-cork.com/modern-art.htm>
- <http://www.theartstory.org>
- <http://www.internationalposter.com/style-primer/plakastil-posters.aspx>

ACKNOWLEDGEMENTS

Production Coordinator

Erin Metzler

Brand Manager

Whitney Orth

Director of Brand Management

Megan O'Quinn

Graphics Editor

Melody Rowell

V.P. of Brand Management

Clayton Franklin

Quality Control Director

Angela Dehls

Executive Producer

Gordon W. Davis, Ph.D.