

# Graphic Design History

Survey of Design and Media Art

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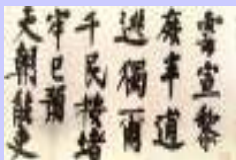
## History of Graphic Design

- From the 1<sup>st</sup> printing press to modern technology
- Delimited by social, political, technological milestones
- The tasks of graphic designer evolved
  - Bringing in and out of scope specific aspects of the art

### Before Printing



Ice Age Horse Engraving on Pelvic Bone



1190, Chinese Calligraphy:  
Block Printed



c. 1250 Medieval Medical  
Text

## History of Graphic Design

1400

- Books were valuable and rare
- 3 factors made mass production of text important

## History of Graphic Design

- Wood block printing
- The printing press
  - Inventor: **Johan Gensfleisch Gutenberg**
- First Uses
  - 42 Line Bible
  - Letters of Indulgence

## History of Graphic Design



Letter of Indulgence



## History of Graphic Design



Gutenberg and his press



Gutenberg Type

## History of Graphic Design

- 16<sup>th</sup> Century
  - 1460 – 1520: “The Incunabula”
    - Presses spread through Europe
- 17<sup>th</sup> Century:
  - Loads of creativity
  - Shakespeare in print

## The Industrial Revolution



## History of Graphic Design

- The Industrial Revolution (1760 – 1840)
- 1796: Lithography / “Stone printing” invented
    - High detail / low cost
    - Explodes into the printing world

## Lithographs



James McNeill Whistler (1834-1903 )  
Part of the Art Institute of Chicago's Collection

## Photography

- c.1822 Photography Invented
  - Joseph Niepce
  - Louis Daguerre
    - Daguerreotypes invented circa 1839

## Daguerreotype



The Royal Palace in Paris (circa 1845)



Abolitionist, John Brown, circa 1847

## Victorian Era

1819 – 1901

- Decorative extravagance
- Strong moral and religious beliefs
- Often contradicting aesthetic styles
  - Gothic Influence
  - Grand Style

## Victorian Era Packaging



Package designs using lithography on tin

## Victorian Era Print



Lithograph Detail

## Victorian Era Print



Victorian era advertisement

## Victorian Era Print



Victorian era advertisement

## Post Industrial Revolution

- **Arts and Crafts Movement**
  - Philosophical revolt against the industrial revolution
  - Celebration of individual craftsmanship and design
  - William Morris, book designer who spearheaded the movement
- **Photography:**
  - Eastman Kodak
  - Introduced a mass marketed, low cost camera (circa 1888)
  - Photography becomes accessible to “all”



## Post Industrial Revolution



William Morris (1834 – 1896)



George Eastman

## Photography



*Cameras for the masses*

AMERICAN MERCEDES  
70 H. P. Demi Limousine Touring Car  
**\$10,000.00**



The Most Handsome Car in the World... Amazingly Efficient... Immediate Delivery  
DAIMLER MFG. CO. Factory, Long Island City, L. I.  
AMERICAN MERCEDES

1898

1907

## Art Nouveau

- 1890 – 1910
- Organic forms
- Comes to America via magazine covers of
  - Harpers
  - Scribner's
- A spirit with often imitated aesthetic qualities
- By 1910, highly imitated and mass produced

## Art Nouveau



Jugend Cover



Peter Behrens, *The Kiss*, 1898



Harper's Cover

## Art Nouveau

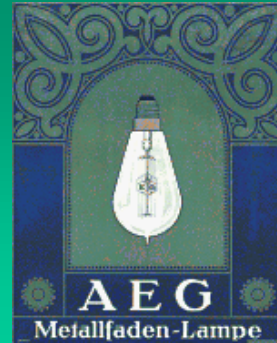


1904

1904

1904

## Art Nouveau



Peter Behrens, 1910 (lithograph)

## Art Nouveau



1898, The Dance by Mucha.

## 1890-1910



c.1900, New York (packaging)

1895, L.F.Hurd, New York

## Modernist Era

- Early 20<sup>th</sup> Century
- Reactions to Art Nouveau
- Peter Behrens
- Influence of Modern Art
  - Cubism
  - Futurism

## 1920's Advertising



1923

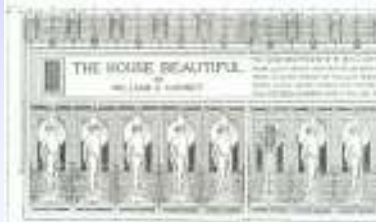
1920

## The Art and Craft of the Machine

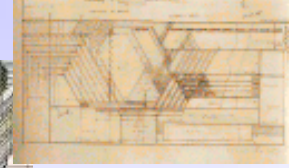
- Frank Lloyd Wright

“The invention of printing was the greatest event in history.”

“It was the first great machine, after the great city.”-Frank Lloyd Wright



## Frank Lloyd Wright



- The natural with the machinated
- American Style

## Bauhaus

- Union of art and Industry



1928



Member:  
Mies Van  
Der Rohe

Disbanded  
by Nazi  
Party



1928

## Cubism



Pablo Picasso, 1955



Pablo Picasso, 1907

## Futurists

- Immense optimism for the future
- Favored the machine and technology
- Foundation for Multimedia
  - Simultaneity

## Futurist Poetry



## World War 1 and World War 2

- Recruitment Posters
- Challenge of encouraging people to enlist
- *Images of empowerment and adventure*
- New female roles



## World War 1

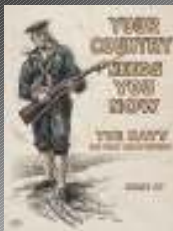


1918, USA



1918, Louis Fancher

## Recruitment



1914



1918



1942

## World War II Norman Rockwell



1943 Rally Poster



1942 Rally Poster



1943 Rally Poster

## 1940s



## American Consumer Culture

- Began around the turn of the 20<sup>th</sup> century
  - 1929
    - Birth of US consumer society, commercial artists, advertising and illustrators
- Mass production required businesses to create demand through advertising
  - Sears
  - Wards

## Catalog Production

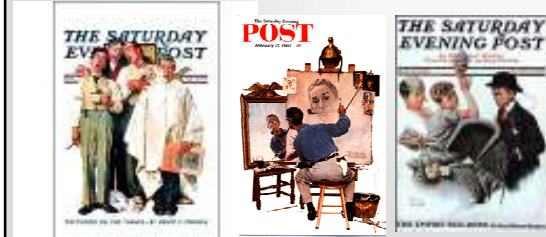


Sears Catalog, Circa 1915

1940 Montgomery Ward Catalog Page

## The Saturday Evening Post

*America's greatest show window for an illustrator*



1936

1960, Self Portrait

1969

## Rockwell



Problem we all live with, N. Rockwell

## Pulp Fiction



1935



1941

Impulse Items

## Pulp Fiction

- While Rockwell painted pictures of America, Pulp fiction artists painted things *out of this world*
- *Pulp Fiction (dime store novels): Cheap reading with cheap writing*
- *Subjects include:*
  - Science fiction
  - Detective Stories
  - Adult Content

## Pulp Fiction



1953



1961



## United States Advertising

A new concept is created:

### Marketing

Born from:

- The new science of Psychology
- War time propaganda
- A corporate need to create demand

## United States Advertising



1942 Packard Automobile

## United States Advertising



1940 Whirlpool Display

## United States Advertising



1948

## 1950 to Present

- US leads in advertising (New York)
- Entrenchment of Corporate Identity
  - The establishment of brands and national or multinational identity
  - Big companies, with big names

## 1950 to Present



1960

## Corporate Identity



Paul Rand logos (1965-1975)

## United States Advertising: 1970



1975

1971

## 1970s Catalogs



1979 Sears Catalog Page

## The Digital Realm (1980s)

- Personal computers offered in 1982
- *Desktop publishing* first coined (circa 1985)
  - 1984: First Apple Macintosh
  - 1984: First Laser Jet Printer (Hewlett Packard)
  - 1985: Adobe introduces PostScript
  - 1985: Aldus introduces PageMaker for the Mac

## Digital Influence



1983, Michael Graves Poster

## The Digital Realm (1980s)



Michael Vanderbyl, 1985

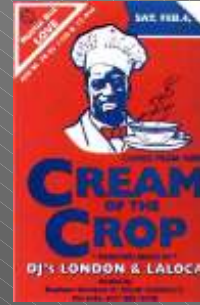
## The World Wide Web

- Project Xanadu:
  - Concepts first introduced in 1960
- Modern World Wide Web
  - Change in audience
  - New medium

## Contemporary



Nekket Design magazine 1998



1994

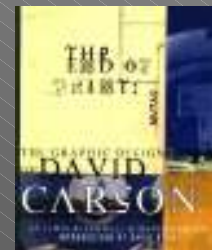
## Contemporary



## Contemporary



1995



1995

## Web Publishing, Design, and more Powerful Computers

- 1993, Mozilla project completed,
  - First Web browser introduced (Netscape)
- New issues in design
  - Computer Graphics
  - Technical aspects
    - Lower resolution
    - Fewer colors (initially)
    - Existence only in the digital world

## Digital Image



2003

2003



