Graphic Design History
Survey of Design and Media Art

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History of Graphic Design

• From the 1st 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

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 Gensfleesch Gutenberg
• First Uses
  – 42 Line Bible
  – Letters of Indulgence

History of Graphic Design

Letter of Indulgence
History of Graphic Design

Gutenberg Type

16th Century
- 1460 – 1520: “The Incunabula”
- Presses spread through Europe

17th Century:
- Loads of creativity
- Shakespeare in print

The Industrial Revolution

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

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”

Photography

George Eastman

Cameras for the masses

William Morris (1834 – 1896)

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)

Modernist Era

• Early 20th Century
• Reactions to Art Nouveau
• Peter Behrens
• Influence of Modern Art
  – Cubism
  – Futurism

1898

The Dance by Mucha, 1890-1910

c.1900, New York (packaging)

1920’s Advertising

1923

1920

1895, L.F. Hurd, New York

1904

1895, The Dance by Mucha

1910

AEG Metalhaden-Lampe

1890-1910

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

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

- Images of 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

- Recruitment
- Norman Rockwell
- 1914
- 1918
- 1942

American Consumer Culture

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

World War II

- Recruitment
- 1940s

1940s

- Hires Root Beer
- So Good With Food
- 1940s

1940s

- We Can Do It
- 1942

1940s

- Norman Rockwell
- 1942 Rally Poster

1940s

- OURS... to fight for
- 1943 Rally Poster

1940s

- Let's give them enough and on time
- 1943 Rally Poster

1940s

- Freedom From Want
- 1943 Rally Poster
Catalog Production

1940 Montgomery Ward Catalog Page

The Saturday Evening Post

America’s greatest show window for an illustrator

1936
1960, Self Portrait
1949

Rockwell

Problem we all live with, N. Rockwell

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

1935

Impulse Items

1941

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

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

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

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