

Graphic Design History

Survey of Design and Media Art

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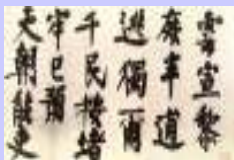
History of Graphic Design

- 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



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

- 16th Century
 - 1460 – 1520: “The Incunabula”
 - Presses spread through Europe
- 17th 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)



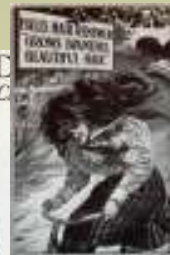
George Eastman

Photography



Cameras for the masses

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



The is the Mercedes Car in the World...
Daimler MFG. CO. Factory, Long Island City, L. I.
AMERICAN MERCEDES

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

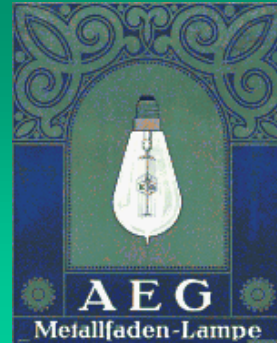


1904

1904

1904

Art Nouveau



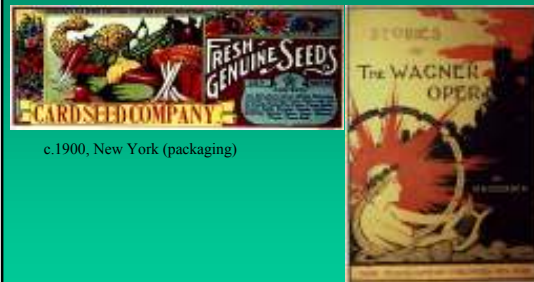
Peter Behrens, 1910 (lithograph)

Art Nouveau



1898, The Dance by Mucha.

1890-1910



c.1900, New York (packaging)

1895, L.F.Hurd, New York

Modernist Era

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

1920's Advertising



1923

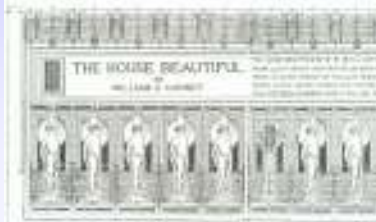
1920

The Art and Craft of the Machine

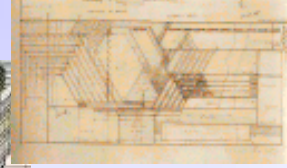
- Frank Lloyd Wright

“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

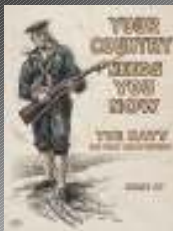


1918, USA



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 20th 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

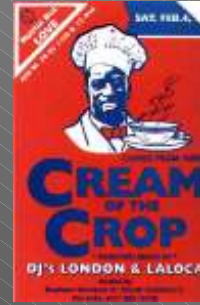
The World Wide Web

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

Contemporary



Nekket Design magazine 1998



1994

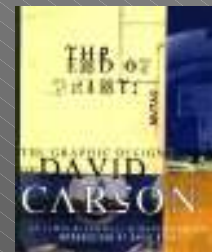
Contemporary



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



