

HISTORY OF GRAPHIC DESIGN

ART NOUVEAU

Art Nouveau, a decorative style of art that flourished between about 1890 and 1910 throughout Europe and the United States. Art Nouveau is characterized by its use of a long, sinuous, organic line and was employed most often in architecture, interior design, jewelry and glass design, posters, and illustration.



1870

FUTURISM

Futurism was an artistic and social movement that originated in Italy in the early 20th century. It emphasized speed, technology, youth and violence, and objects such as the car, the airplane, and the industrial city.



1907

DADA

Dada in Cochin was an art movement of the European avant-garde in the early 20th century, with early centers in Zurich, Switzerland, and the Cabaret Voltaire. Here, the Dada began circa 1915, and after 1920 Dada flourished in Paris.



1912

CONSTRUCTIVISM

Constructivism was an artistic and architectural philosophy that originated in Russia beginning in 1917 by Vladimir Tatlin. The goal of the idea of constructivism, as he wanted to construct art. The movement was in favour of art as a practice for social purposes.



1917

ART DECO

Art Deco, sometimes referred to as Deco, is a style of visual art, decorative fine and design that first appeared in France just before World War I. Art Deco influenced the design of buildings, furniture, jewelry, fashion, cars, movie posters, light bulbs, radios, and everyday objects such as tables and vacuum cleaners.



1919

POP ART

Pop art is an art movement that emerged in Britain and the United States during the mid to late 1950s. The movement presented a challenge to traditions of the art by including imagery from popular and mass culture, such as advertising, comic books and newspaper culture.



1950

GRUNGE GRAFFITI

Grunge emerged during the mid-1980s in the U.S. cities of Washington, Seattle, Portland and Coeur d'Alene as part of the modern street scene that has developed in public spaces and art venues. It is characterized as an approach to the art developed by the establishment.



1980

1890

ARTS & CRAFTS

The Arts and Crafts movement was an international movement in the decorative and fine arts that began in Britain and flourished in Europe and North America between about 1880 and 1920, emerging in Japan in the 1920s.



1909

CUBISM

Cubism is an early 20th century art movement which brought European painting and sculpture radically toward toward 20th century modern art. Cubism in its various forms represented movements in literature and architecture.



1916

EXPRESSIONISM

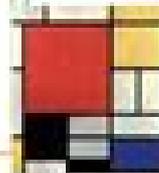
Expressionism was a modernist movement, initially in poetry and painting, originating in Germany. It sought to be to present the world with form or subjective perspective, departing drastically from the emotional effect in order to evoke moods or ideas.



1919

DE STIJL

De Stijl (Dutch for "The Style"), also known as Neoplasticism, was a Dutch artistic movement founded in 1917 in Laiden. De Stijl consisted of artists and architects. In a narrower sense, the term (in English) is used to refer to a body of work from 1917 to 1931 founded in the Netherlands.



1920

BAUHAUS

Bauhaus literally translated to "construction house" originated as German school of the arts in the early 20th century founded by Walter Gropius, the school eventually merged into its own modern art movement characterized by its unique approach to architecture and design.



1960

AMERICAN KITSCH

"Kitsch" is a German word meaning "bad taste." In the arts, kitsch is used to describe art that is sentimental, vulgar and appeals to a common taste of sophistication. On the other hand, the idea that something is so bad that it's good, an accurate descriptor of 1960s American kitsch.



1990

DECONSTRUCTIVISM

Deconstructivism is a movement of postmodern architecture which emerged in the 1980s, which gives the impression of the fragmentation of the constructed building. It is characterized by an absence of harmonic, continuity, or symmetry.



A History Of Graphic Art

Burton Raffel, Ellen Mazur Thomson



A History Of Graphic Art:

A History of Graphic Art James Cleaver, 1969 *The Origins of Graphic Design in America, 1870-1920* Burton Raffel, Ellen Mazur Thomson, 1997-01-01

By the time the phrase graphic design first appeared in print in 1922 design professionals in America had already created a discipline combining visual art with mass communication In this book Ellen Mazur Thomson examines for the first time the early development of the graphic design profession It has been thought that graphic design emerged as a profession only when European modernism arrived in America in the 1930s yet Thomson shows that the practice of graphic design began much earlier Shortly after the Civil War when the mechanization of printing and reproduction technology transformed mass communication new design practices emerged Thomson investigates the development of these practices from 1870 to 1920 a time when designers came to recognize common interests and create for themselves a professional identity What did the earliest designers do and how did they learn to do it What did they call themselves How did they organize them selves and their work Drawing on an array of original period documents the author explores design activities in the printing type founding advertising and publishing industries setting the early history of graphic design in the context of American social history

Graphic Design Stephen Eskilson, 2012 Now in its second edition this wide ranging seminal text offers an accessible account of the history of graphic design from the nineteenth century to the present day Organized chronologically the book makes an important critical contribution to the subject by presenting graphic design and typography as deeply embedded in the fabric of society in every era This distinctive approach enables Stephen Eskilson to discuss the evolution of graphic design in light of prevailing political social military and economic conditions as well as nationalism and gender After surveying typography from Gutenberg to Bodoni he traces the impact of the Industrial Revolution and the influence of Art Nouveau and the Arts and Craft movements on the graphic arts In the richly contextualised chapters that follow he chronicles the history of the early twentieth century modernist design styles the wartime politicization of American and Soviet regional styles the Bauhaus the rise of the International Style in the 1950s 1960s and the post modern movement of the 1970s 1980s right through to the challenges facing the world s designers today This second edition has been carefully reviewed and updated to best reflect contemporary scholarship In addition to 75 new colour images there is a revised final chapter that includes an up to date survey of the wealth of aesthetic conceptual and technical developments in graphic design over the last few years

The Graphic Art of the Underground Ian Lowey, Suzy Prince, 2014-09-25 *The Graphic Art of the Underground A Countercultural History* takes the reader on a dazzling journey through the visual art and design of alternative and youth cultures from the 1950s to the present day Ian Lowey and Suzy Prince s compelling account draws upon the work of an array of artistic figures many of whose lives have proved as colourful as their work such as Ed Big Daddy Roth Kenny Von Dutch Howard Robert Williams Robert Crumb Martin Sharp Jamie Reid Linder Sterling Gee Vaucher Winston Smith Barney Bubbles Mark Ryden Shag Camille Rose Garcia Marion Peck and Pete

Fowler among numerous others **United States Senate Catalogue of Graphic Art** United States. Congress. Senate, 2006 Contains over 900 historical prints and engravings of 19th and early 20th century images portraying the events people and settings of the U S Senate **Discoveries: Graphic Design** Alain Weill, 2004-07-01 Rooted in the decorative arts movements of late 19th century and early 20th century Britain and continental Europe and furthered by progress in printing technology the graphic arts answered industry s call to communicate to the masses in an increasingly crowded and competitive marketplace Over the last hundred years commercial graphic design has evolved into increasingly sophisticated strategies in brand identity repetition and conceptual advertising The graphic arts have also emerged from the purely commercial sphere into both political and artistic realms furthering the reach and uses of this unique art form Heavily illustrated with archival images illustrations and photographs and with an informative text by graphic arts expert Alain Weill this book will be the perfect introduction to the societal artistic and political uses of graphic design over the last century

United States Senate Catalogue of Graphic Art ,2006 Graphic Design History Johanna Drucker, Emily McVarish, 2013 A Fresh Look at the History of Graphic Design Graphic Design History 2nd edition is a critical approach to the history of graphic design Organized chronologically the book demonstrates the connection to the current practices of graphic arts visual expression and design with its engaging narrative and special features With new images chapter revisions and features like Tools of the Trade the authors stay true to connecting what designers do every day to a history of innovative graphic forms and effects Instructor PowerPoints featuring nearly all of the images from the text make class preparation easier than ever with this new edition A better teaching and learning experience This program will provide a better teaching and learning experience for you and your students Here s how Improve Critical Thinking Chapters are framed by critical issues and historical themes so that students can fully grasp an understanding of the history of graphic design Engage Students Timelines and images with detailed captions easily highlight relevant information for students Support Instructors high resolution PowerPoint are available for this text **A History of the Rise and Progress of the Arts of Design in the United States** William Dunlap, 1918 **A History of the Art of Writing** William Albert Mason, 1920 **A History of British and American Etching** James Laver, 1929 A History of Miniature Art John Lumsden Propert, 1887 **Design History** Dennis P. Doordan, 1996-03-06 his anthology compiled from volumes 3 10 of Design Issues includes material from areas seldom discussed in existing surveys and will facilitate the general discourse within the design community on a wide range of conceptual and methodological issues of contemporary design history Design history has emerged in recent years as a significant field of scholarly research and critical reflection With their interest in the conceptualization production and consumption of objects large and small unique or multiple anonymous or signed and environments ephemeral or enduring public or private design historians investigate the multiple ways in which intentionally produced objects environments and experiences both shape and reflect their historical moments This anthology compiled from volumes 3 10 of Design Issues

includes material from areas seldom discussed in existing surveys and will facilitate the general discourse within the design community on a wide range of conceptual and methodological issues of contemporary design history Individual essays investigate various aspects of design in the modern era They provide fresh insights on familiar figures such as Harley Earl and Norman Bel Geddes and shed new light on neglected aspects of design history such as the history of women in early American graphic design or the history of modern design in China The essays are grouped in three broad categories Graphic Design Design in the American Corporate Milieu and Design in the Context of National Experiences Contributors David Brett Bradford R Collins Dennis P Doordan David Gartman Gyorgy Haiman Larry D Luchmansingh Roland Marchand Enric Satu Mitchell Schwarzer Paul Shaw Svetlana Sylvestrova Ellen Mazur Thomson Matthew Turner John Turpin Shou Zhi Wang A Design Issues Reader Art and History of Paris and Versailles Georges Poisson,1996 Discover the rich history and culture of some of the world s most influential historical places with these highly illustrated books packed with informative and enlightening descriptions and information The History of Music Emil Naumann,1894 *American Printer and Bookmaker* ,1926 Sesqui-centennial Number of The American Printer American printer,1926 *A History of Classical Philology from the Seventh Century, B.C. to the Twentieth Century, A.D.* Harry Thurston Peck,1911 A History and Handbook of Photography. Translated from the French Gaston Tissandier,1876 **Vocational Education Magazine** ,1922

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