

History [of] Graphic Design

ART301

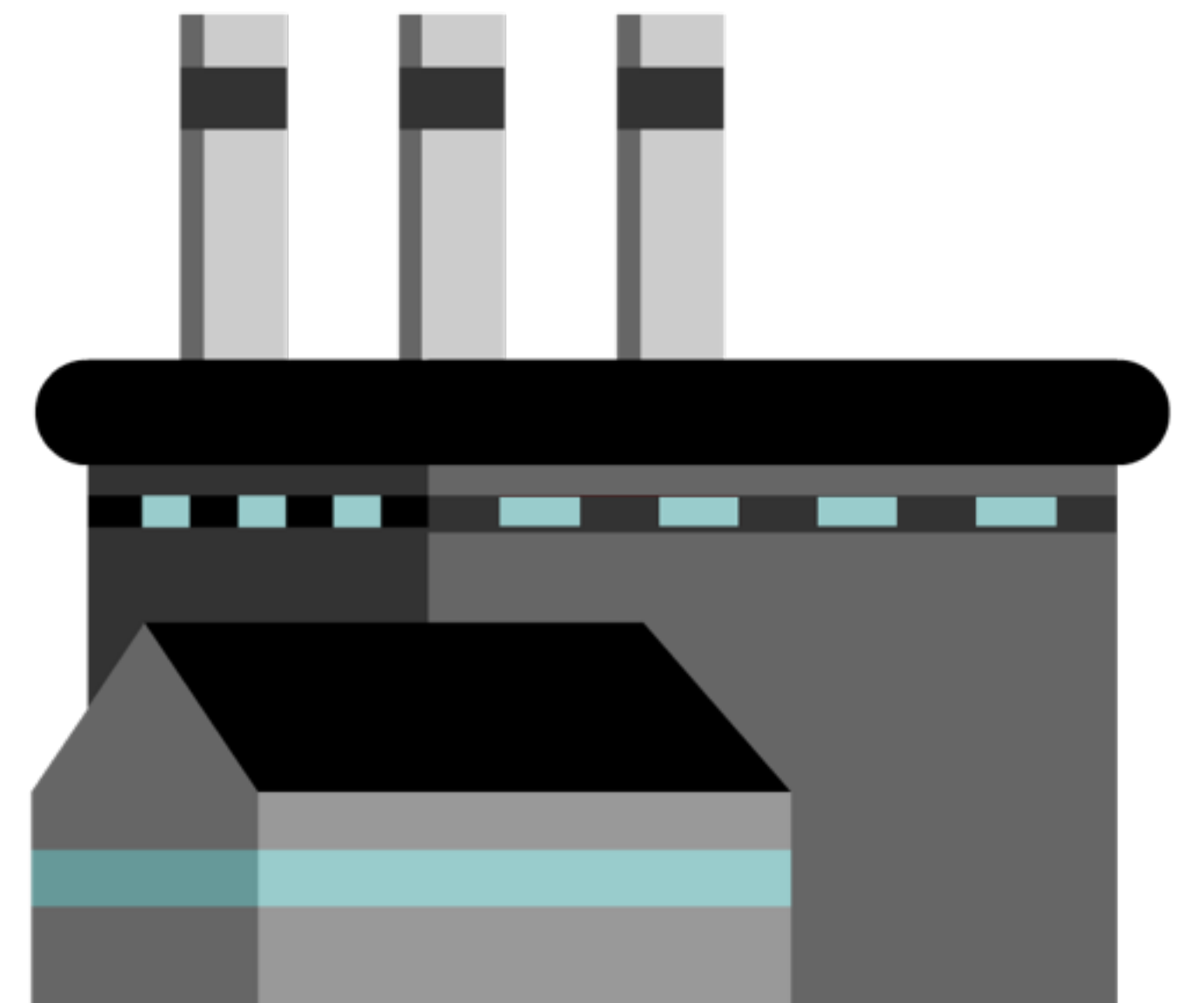


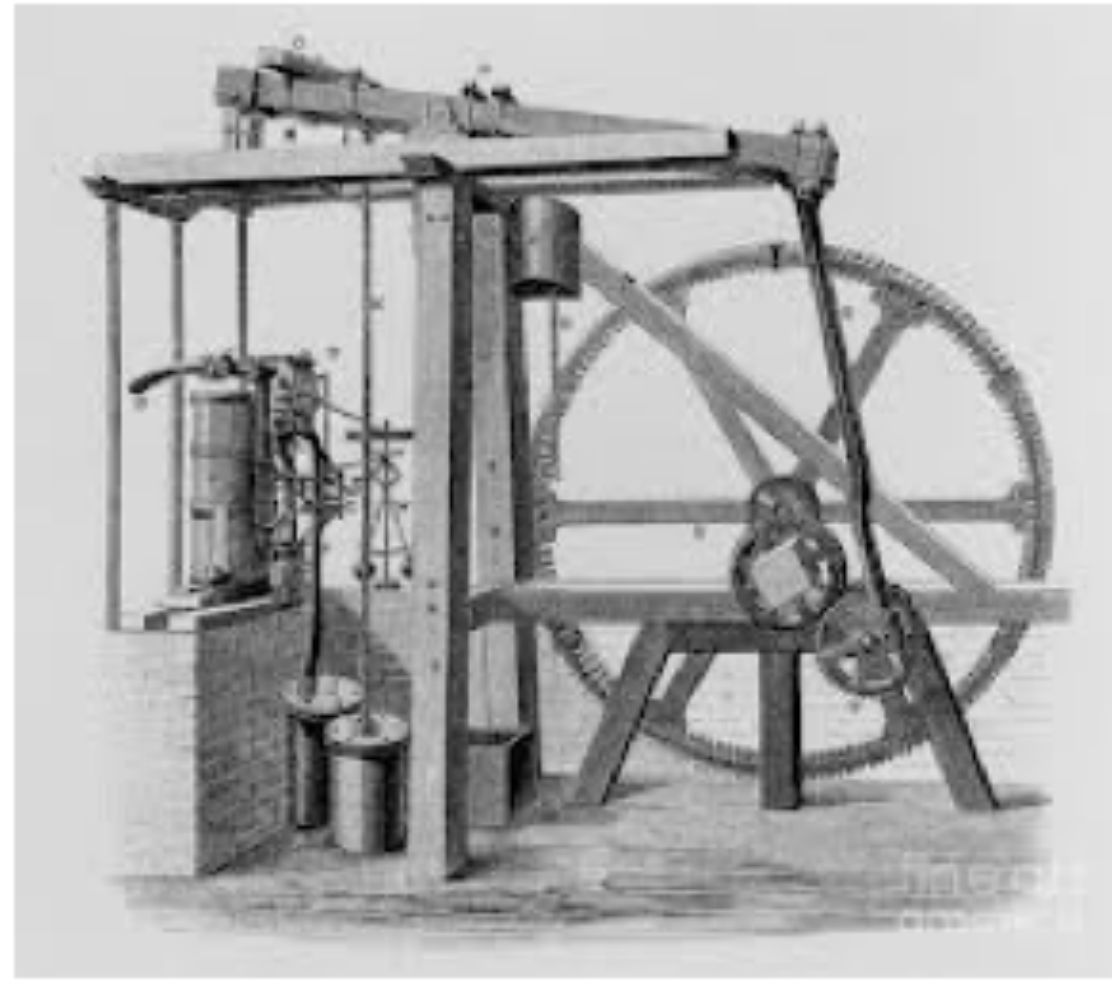
Industrial Revolution

In the late 1700s, the economy shifts from manual labor to machine-based manufacturing.

Power shifted from landowners to industrialists.

Beginning of the mass production of advertising, fliers, newspapers, magazines and posters.

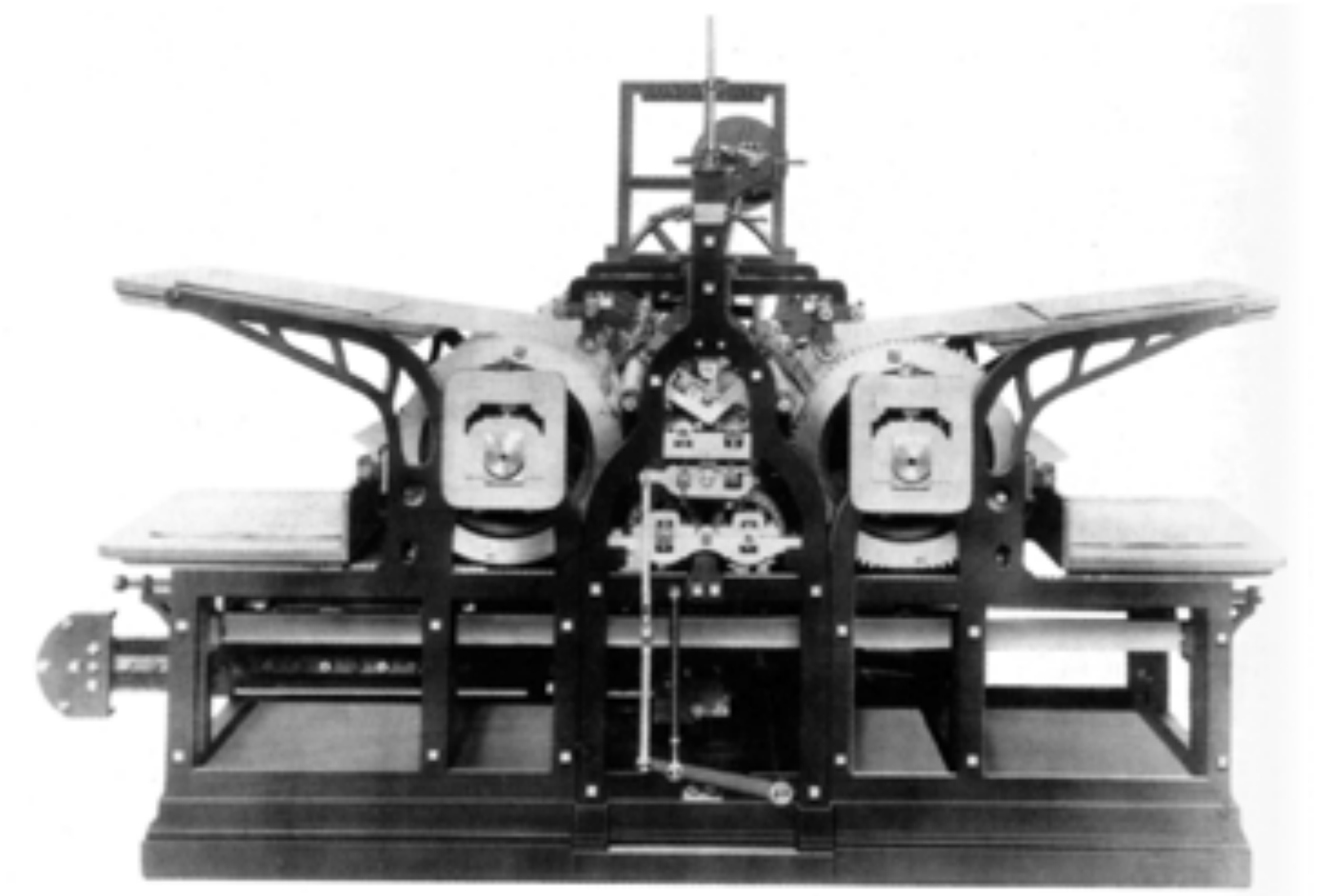




THE STEAM ENGINE
JAMES WATT, ENGLAND



ROLL PAPER MACHINE
NICHOLAS ROBERT, GERMANY
1799



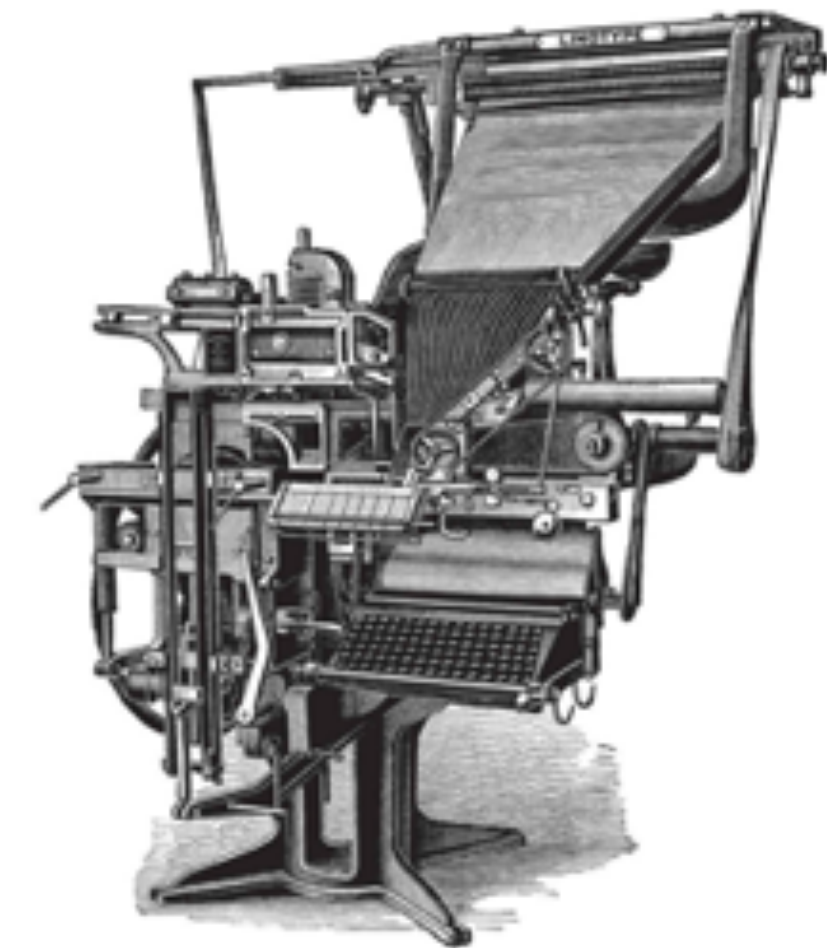
ROLL PAPER MACHINE
NICHOLAS ROBERT, GERMANY
1814



THE 1ST PHOTOGRAPH
JOSEPH NICÉPHORE
NIÉPCE, FRANCE, 1826



THE DAGUERREOTYPE
JACQUES-MANDE DAGUERRE,
FRANCE, 1839



THE LINOTYPE MACHINE
OTTMAR MERGENTHALER,
GERMANY, 1886



THE **DAGUERRETYPE** PROCESS

I. POLISH — *A piece of silver-plated copper is polished with a soft cloth until the surface is mirror-like.*

II. SENSITIZE — *In a dark room, the plate is exposed to iodine, bromine or chlorine fumes to make the plate light-sensitive.*

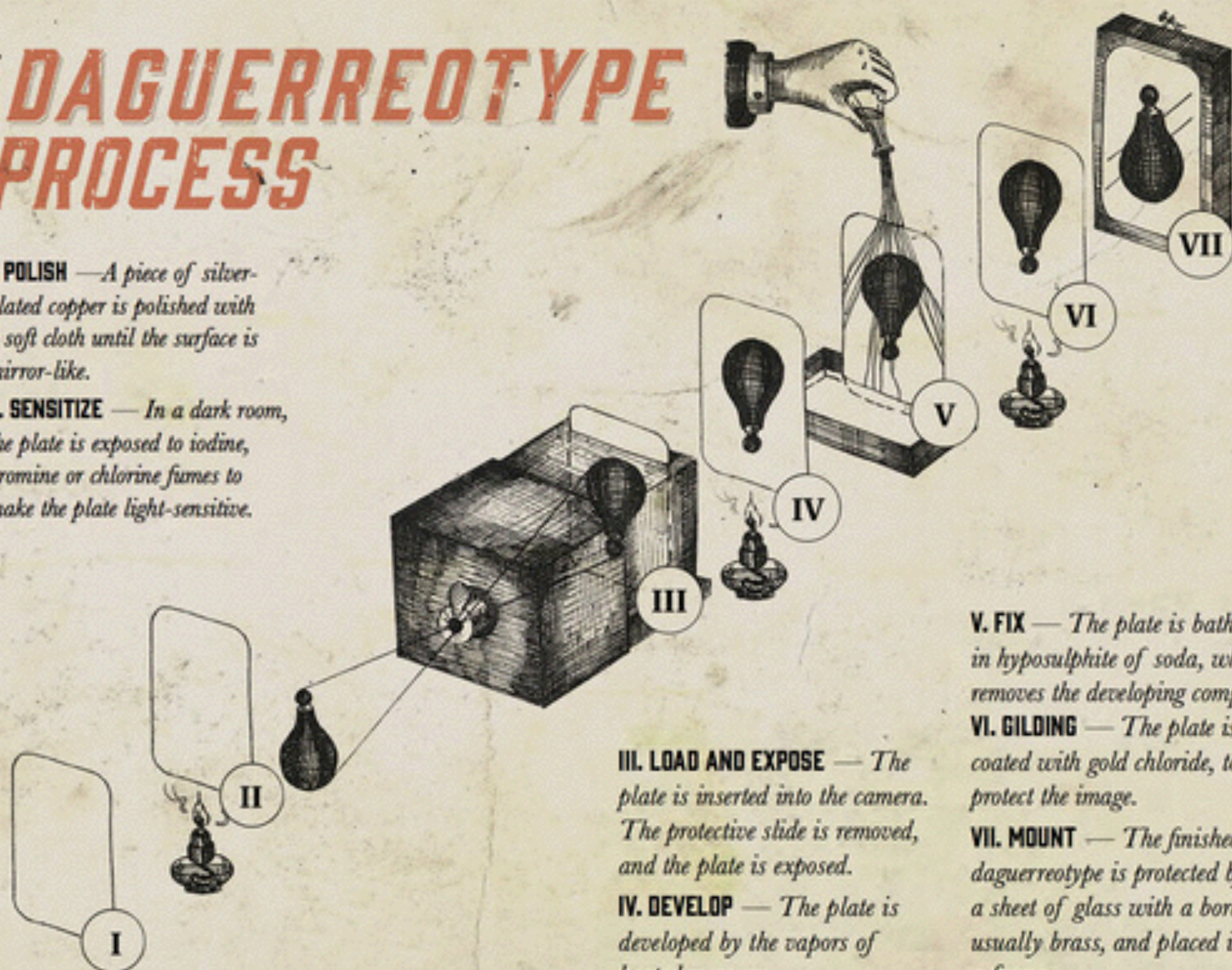
III. LOAD AND EXPOSE — *The plate is inserted into the camera. The protective slide is removed, and the plate is exposed.*

IV. DEVELOP — *The plate is developed by the vapors of heated mercury.*

V. FIX — *The plate is bathed in hyposulphite of soda, which removes the developing compound.*

VI. GILDING — *The plate is coated with gold chloride, to protect the image.*

VII. MOUNT — *The finished daguerreotype is protected by a sheet of glass with a border, usually brass, and placed into a frame.*





Casting Metal Alloy

85%

lead

11%

antimony

4%

tin



Linotype could set type 6 times faster than a person.

90

key

character

board

A Line of Type or Slug was produced after the type was set.



A SLUG OF TYPE WAS CAPABLE OF

300,000 IMPRESSIONS



7 YEARS OF SCHOOL

3 To Learn Operation

4 To Learn Maintenance



2012

Linotype the film is released in hope of encouraging the preservation of the machine.

The Hell Bucket



The Bucket used to catch molten lead that escaped from the machine during use.

Responses to IR

Critics rejected the dehumanizing effect of mechanization.

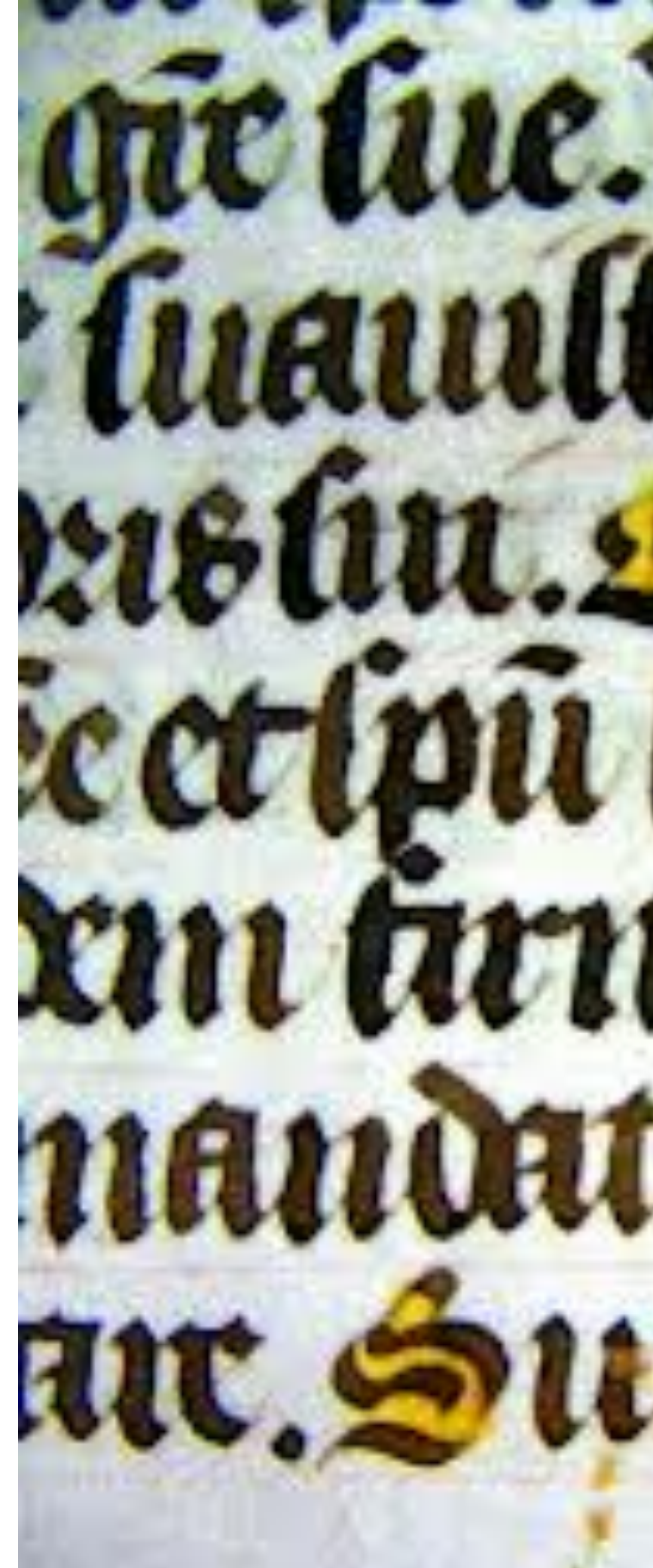
Individuals, such as John Ruskin, looked to the handcrafted Gothic style of the late Middle Ages, as a way to offset the new mechanical nature.

Three movements, or approaches to art, surfaced based on the Gothic Revival of Ruskin's theories:

Arts and Crafts

Aestheticism

Art Nouveau



Arts & Crafts Movement

William Morris, movement leader, had a strong interest in the natural forms of the Middle Ages.

Wanted to recapture the handcrafted art forms of the past.





RIFLE PAPER CO.

ICE CREAM CONE
ART PRINT



\$24.00

MONSTERA LEAF
ART PRINT



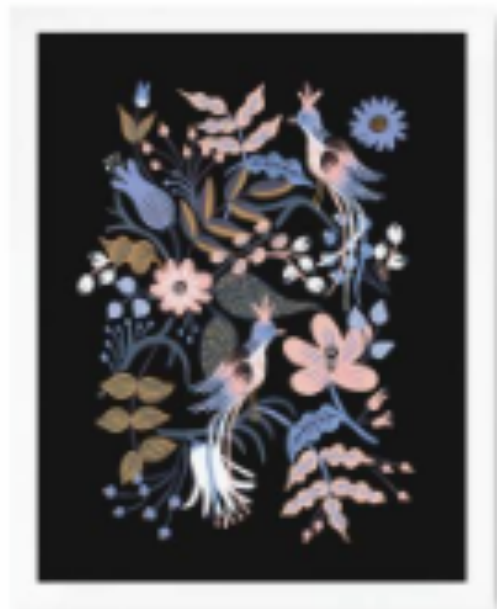
TOUCAN
ART PRINT



MACAW
ART PRINT



FEATHERED FOLK
ART PRINT



SAPPHIRE FOLK
ART PRINT



RUSSIAN FOLK
ART PRINT



RUBY FOLK
ART PRINT



Aestheticism

Advocated a complete separation of art from utility.

Victor Cousin coined the phrase **art for art's sake**.

Searched for ideal beauty.





WILLIAM DE MORGAN



AUBREY BEARDSLEY,
"THE BLACK CAT"



EDWARD BURNE-JONES, "MERCHANT'S DAUGHTER"

Arts Nouveau

Broke away from classical/historical subject matter, while utilizing appealing forms.

Influenced by Japanese woodblock prints & ornamentation.

Incorporated natural forms: birds, flowers, vines

Style: high contrast shapes and patterns, organic, spiritual





TOULOUSE-LAUTREC "LA GOULUE"



ALPHONSE MUCHA - FOUR PRECIOUS STONES



ALPHONSE MUCHA "ZODIAC"



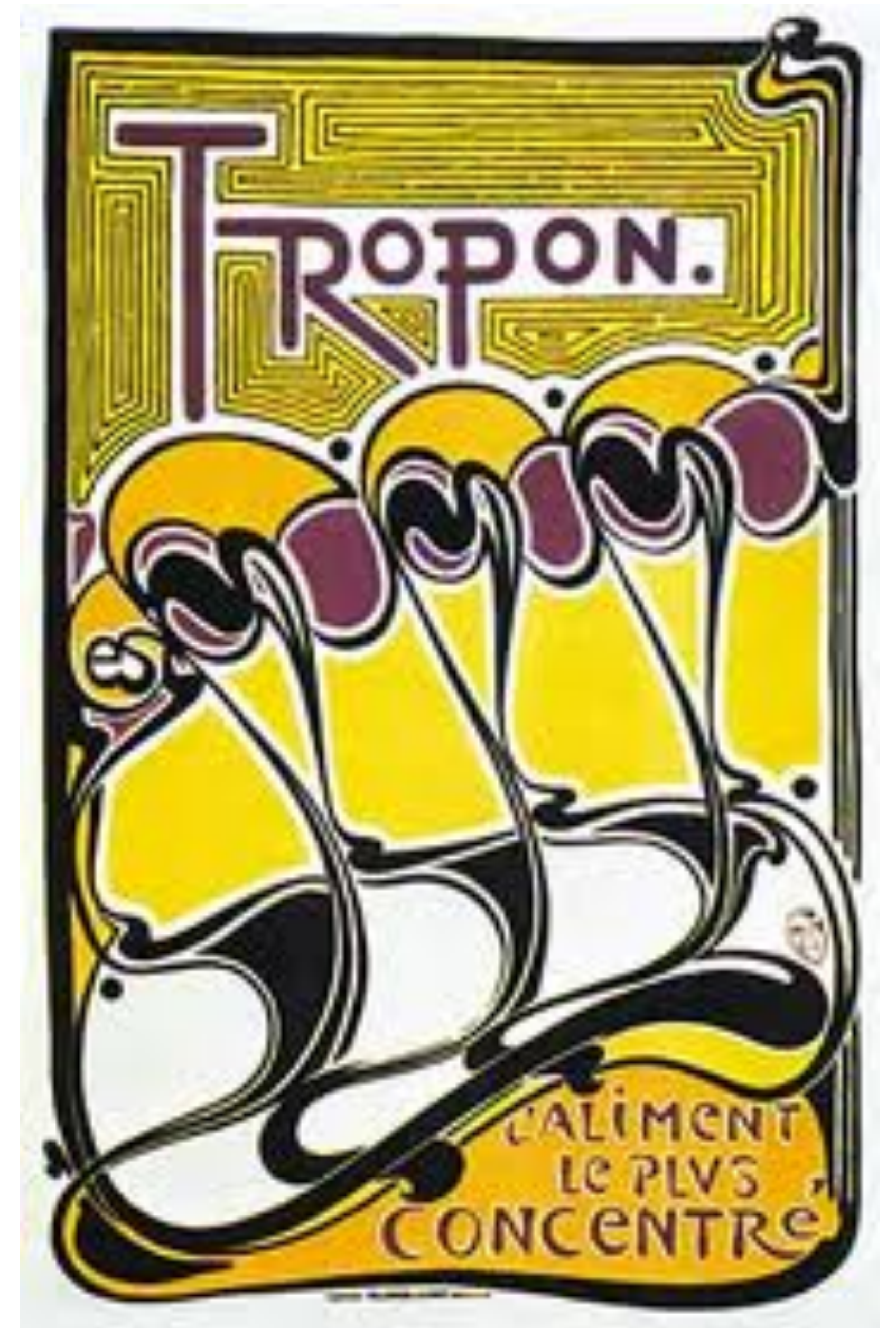
Coca-Cola

Abstraction

With industrialization, the theory of relativity, wars, and the changing of the “family unit,” people began to search for authentic answers.

As a result, artists focused on the intrinsic qualities of media (line, form and color), rather than literal.

The process of distilling information down to basic elements or qualities is known as **abstraction**.



HENRY VAN DE VELDE
SHOWS: SEPARATION OF EGGS & YOLKS

Modern Art (1860–1970)

Qualities: self-consciousness, break from the past, attention to processes and materials, and abstraction

Cubism

Futurism

Suprematism

Dada

Surrealism

Constructivism

De Stijl

Bauhaus

New Typography

Swiss International Style

Psychedelia

The New York School

Cubism (1907–1921)

Pablo Picasso greatly influenced by Paul Cezanne (basic forms), and abstract qualities of African art.

Utilized a fragmented perspective questioning viewpoint, reality, time and space.

Cubism discarded past art techniques (perspective, foreshortening, modeling, chiaroscuro, etc.)





PABLO PICASSO
"DEMOISELLES D'AVIGNON"



Brani and
Desi
Ivanova



Oscar De La Renta
2012 Resort
collection entitled
Picasso and his
Guitar

Futurism (1910–1918)

Established by poet and writer Filippo Marinetti on premise that “motion and light destroy the materiality of bodies.”

Letters used as expressive objectives to convey the energetic experience of speed, technology, time, light and emotion.





Suprematism (1915–1934)

Russian-based movement that completely eliminated objects and reduced objects to geometric forms.

The supremacy of pure feeling in creative art.

Focus on pure form and pure concept.



KAZMIR MELEVICH

Dada (1916–1923)

A reaction by artists to what they perceived as a world gone mad.

Rejected all traditions and standards in art.

Logic and reason caused so much horror, so anything else seemed like a better choice.

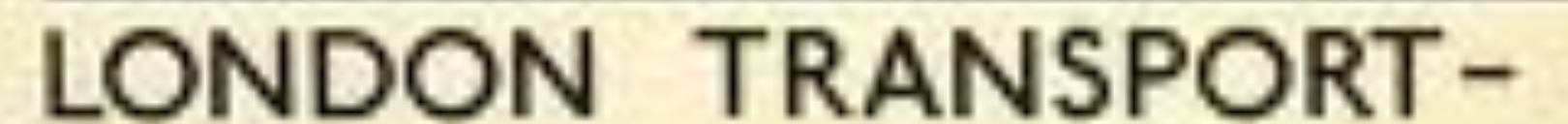
A nonsensical spirit.



MARCEL DUCHAMP "FOUNTAIN"

Surrealism (1924–1955)

Developed out of Dadaism, surrealism explored unexpected juxtapositions with psychologically based images that caused shock and surprise.



LONDON TRANSPORT -



SALVADOR DALÍ

AMERICAN HORROR STORY **FREAK SHOW**



OCT 8
FX
FEARLESS



Ben Goossens

Constructivism (1919–1934)

Inspired by the early politics of Soviet Russia.

Rejected art for arts sake.

Proclaimed art should have a social purpose.

Style: focus on machines, space, materials, and motion.

STENBERG BROTHERS
"MAN WITH A MOVIE CAMERA"





ALEXANDER RODCHENKO
"BOOKS"



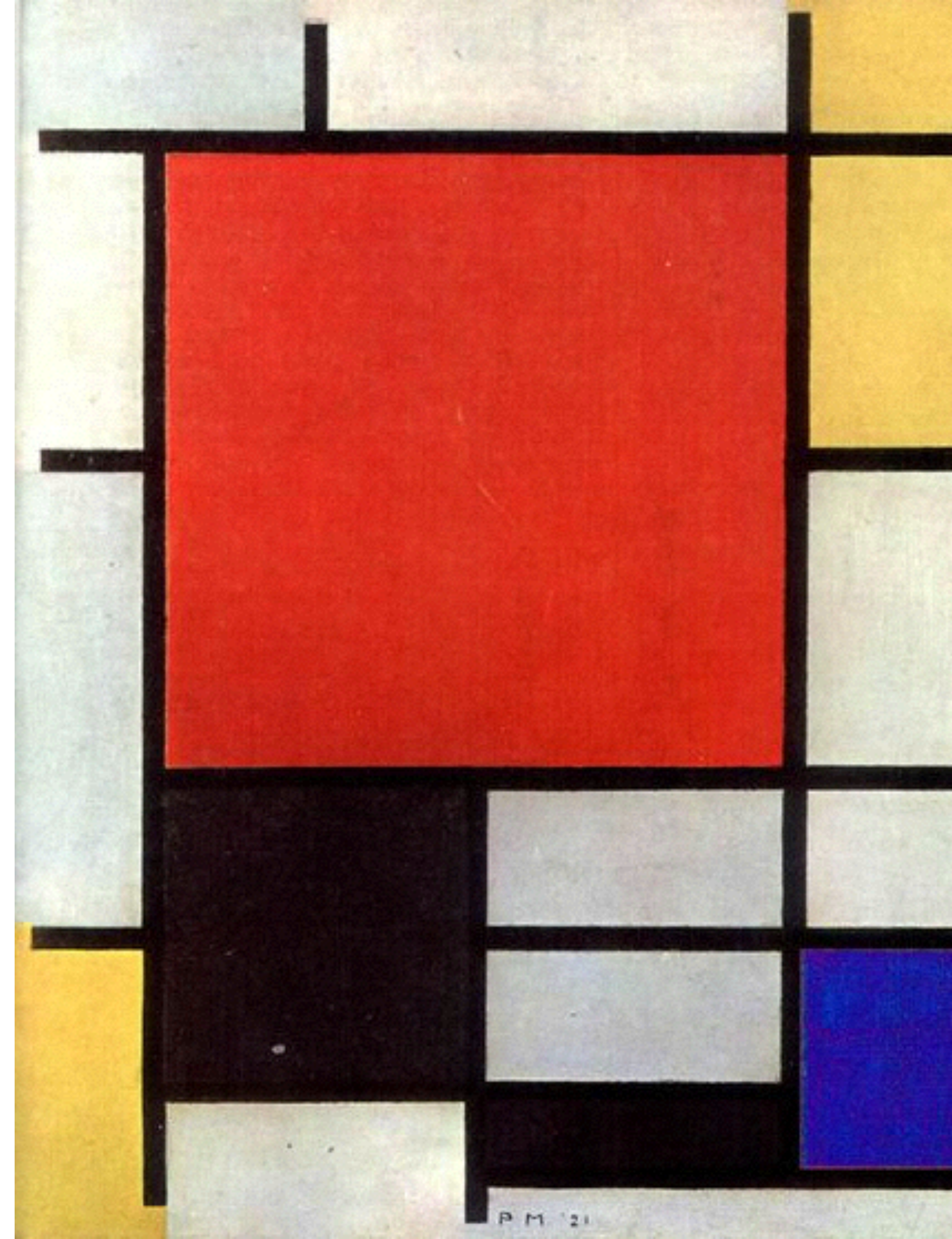
Fairey, Shepard. Hope.

De Stijl (1917–1931)

A Dutch abstract art movement,
“The Style”.

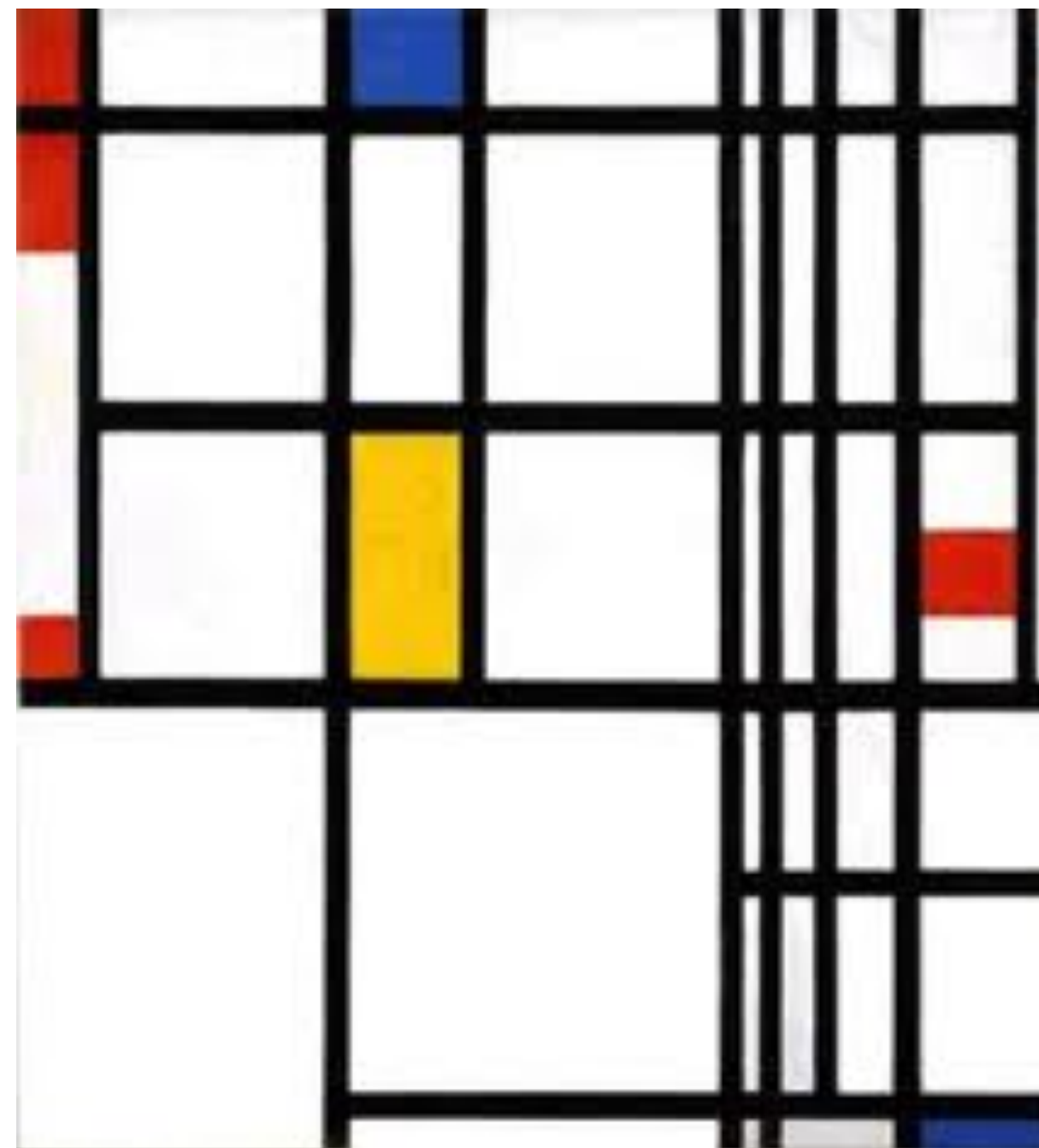
Known for its straight lines, right
angles, and primary colors.

Sought to express utopian ideal
and spiritual order.





GERRIT RIETVELD - "SCHRODER HOUSE"



PIET MONDRIAN "COMPOSITION II IN RED"



THEO VAN DOESBURG - "COVER OF DE STIJL"

Bauhaus (1919–1933)

Means “house of construction.”

Founded in Weimar, Germany in 1919 by Walter Gropius.

Strived for a union of arts, crafts, and industry working together for the greater good.

Focused on designing for mass production.

Influenced furniture design, textile design, architecture, and color theory.





Weimar >
1919–25



Dessau >
1925–30



Berlin >
1930–33

Style: asymmetric type and layout,
geometric shapes, a limited range
of colors, sans serif typefaces



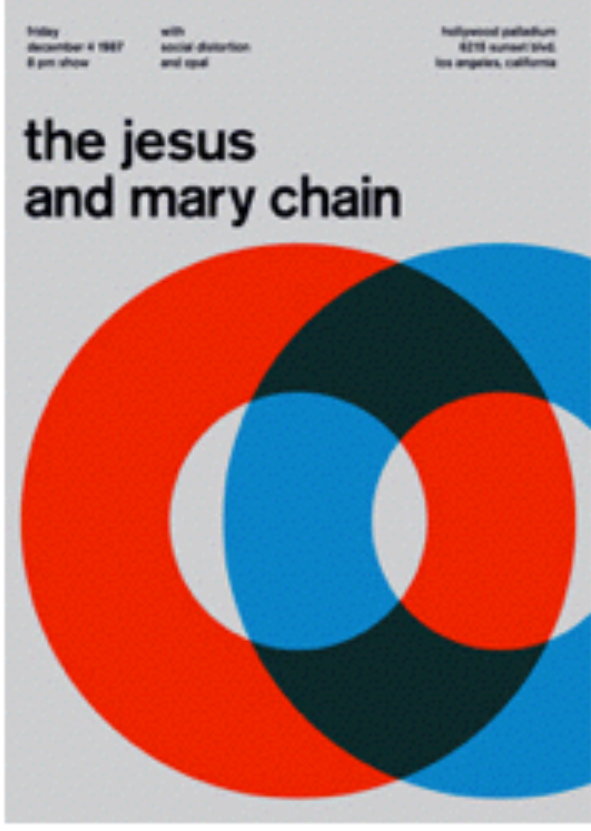
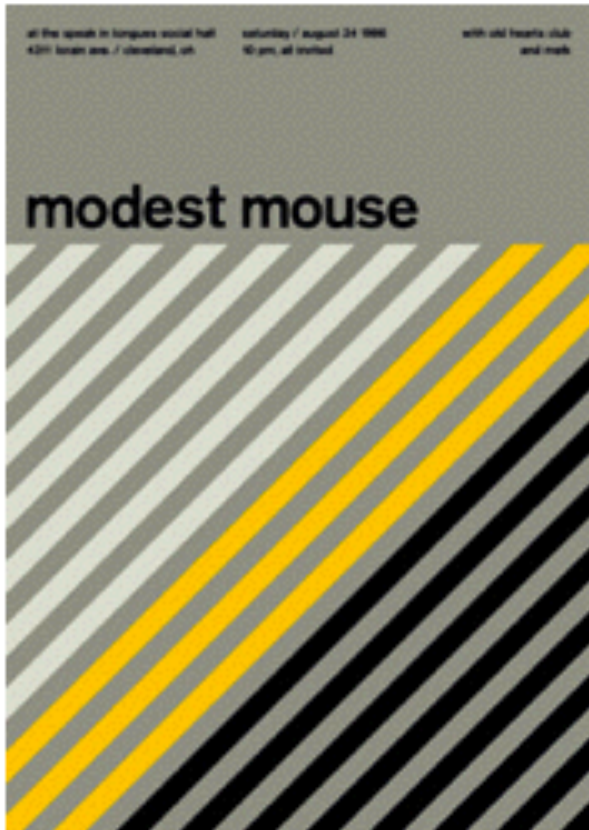
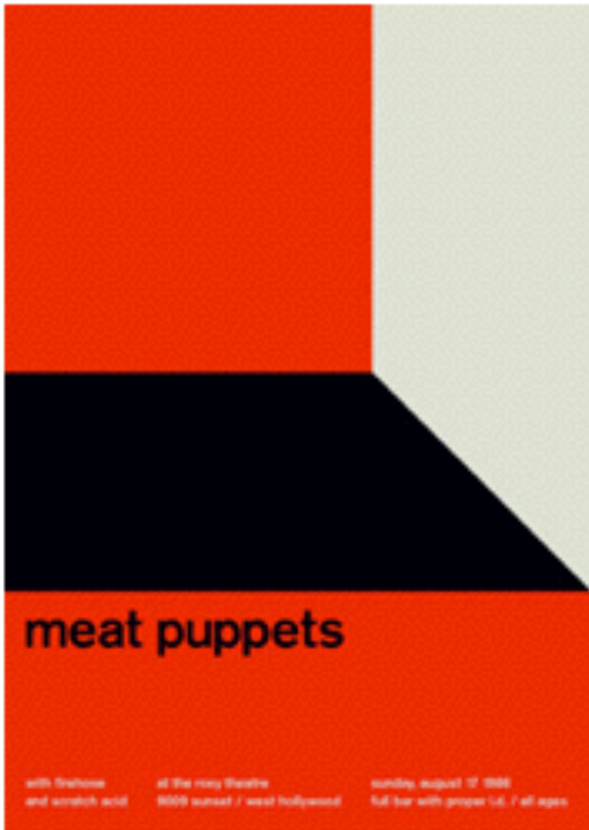
Swiss International Style (1950–60s)

A refined philosophy of
type and image.

Largely initiated in Swiss design
schools and was based in large part
on the mathematical organization
of the page.

Flush left, ragged-right
typography.





Psychedelia (1960s)

An obscure poster style developed in San Francisco.

Embraces past styles (Victorian), and lived alternative lifestyles.



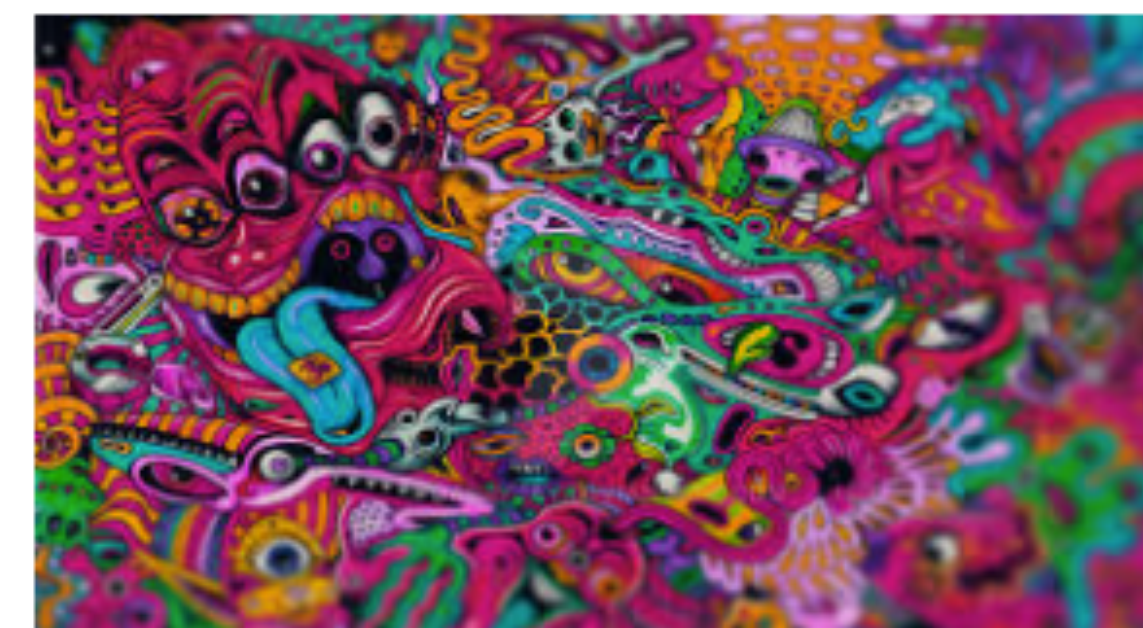
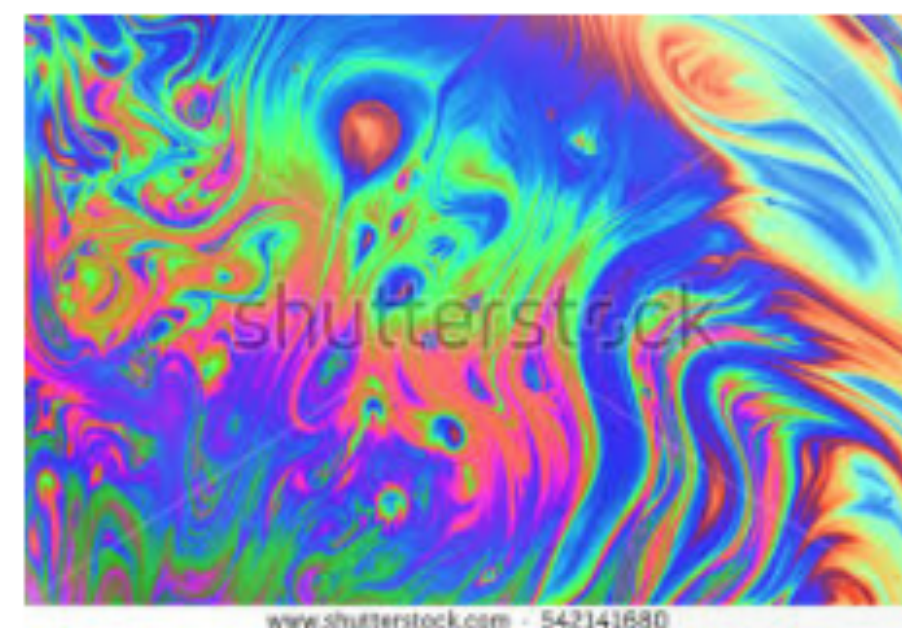
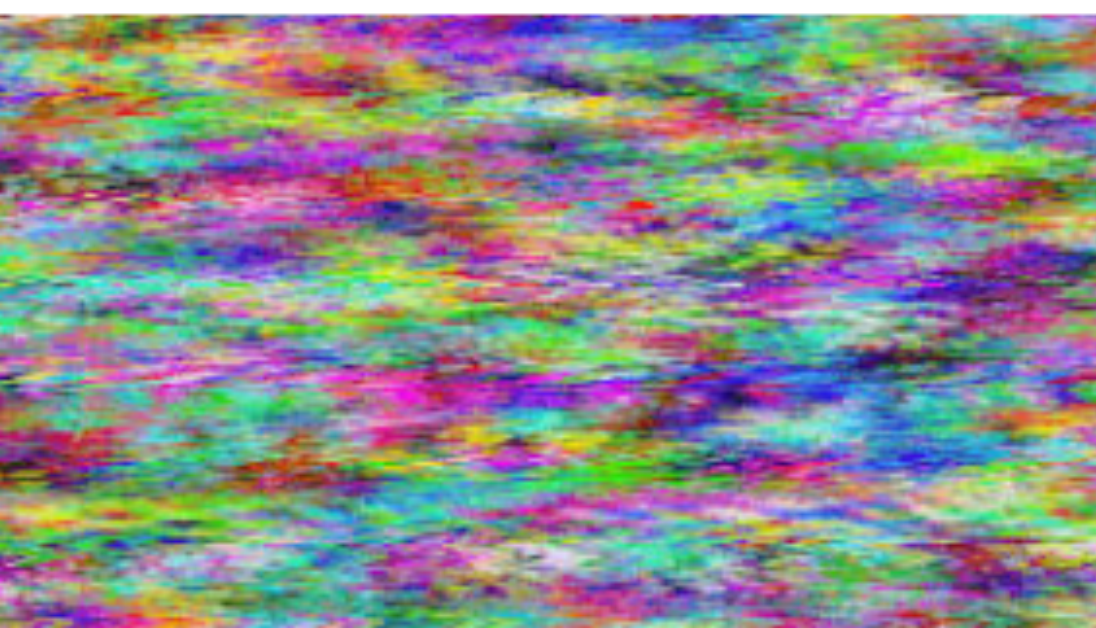
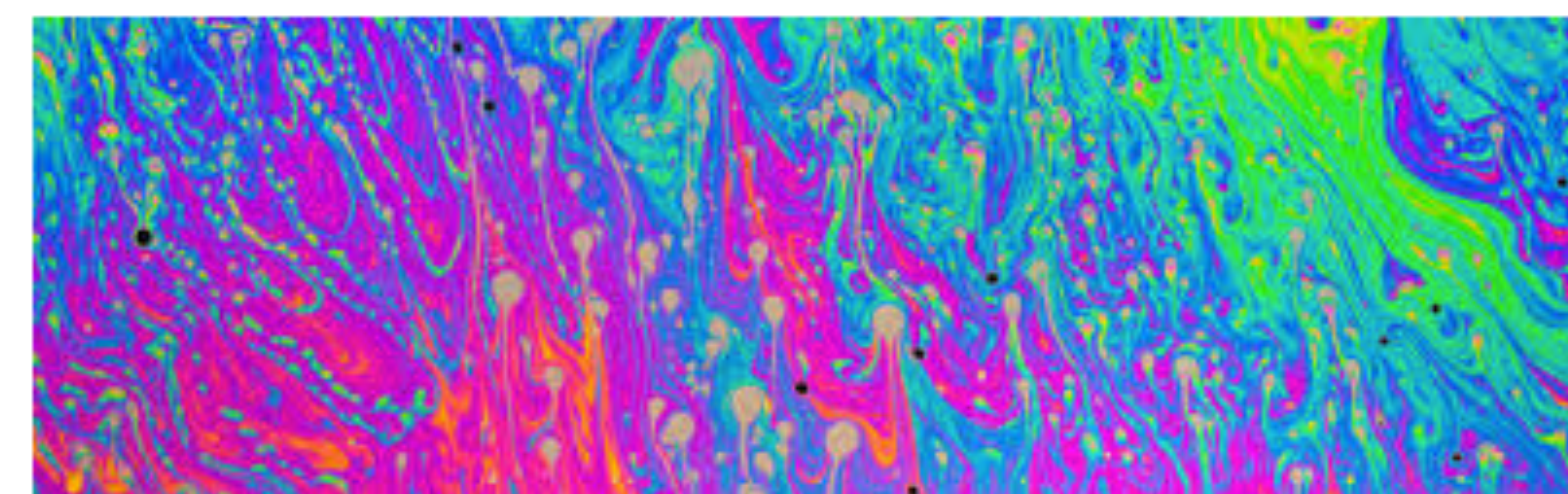
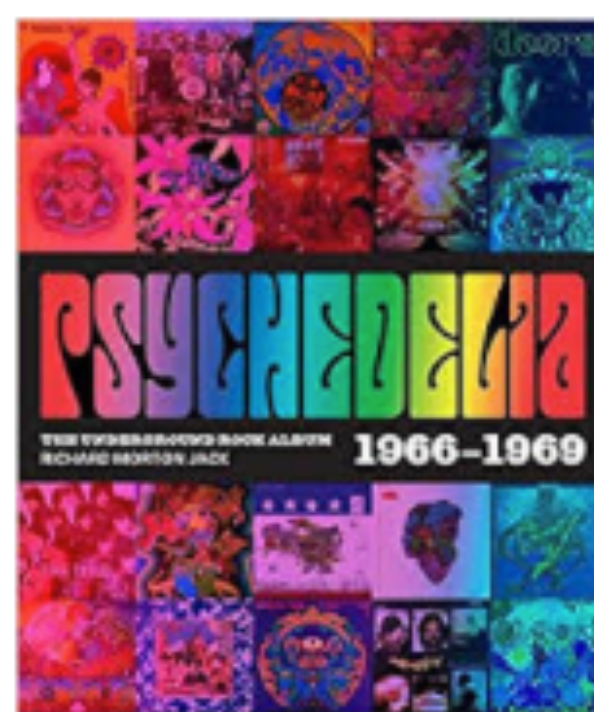
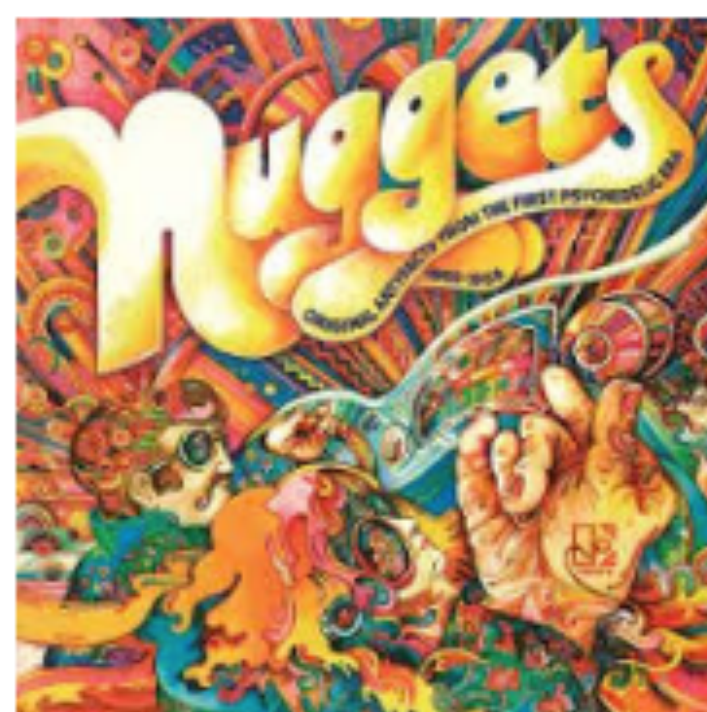
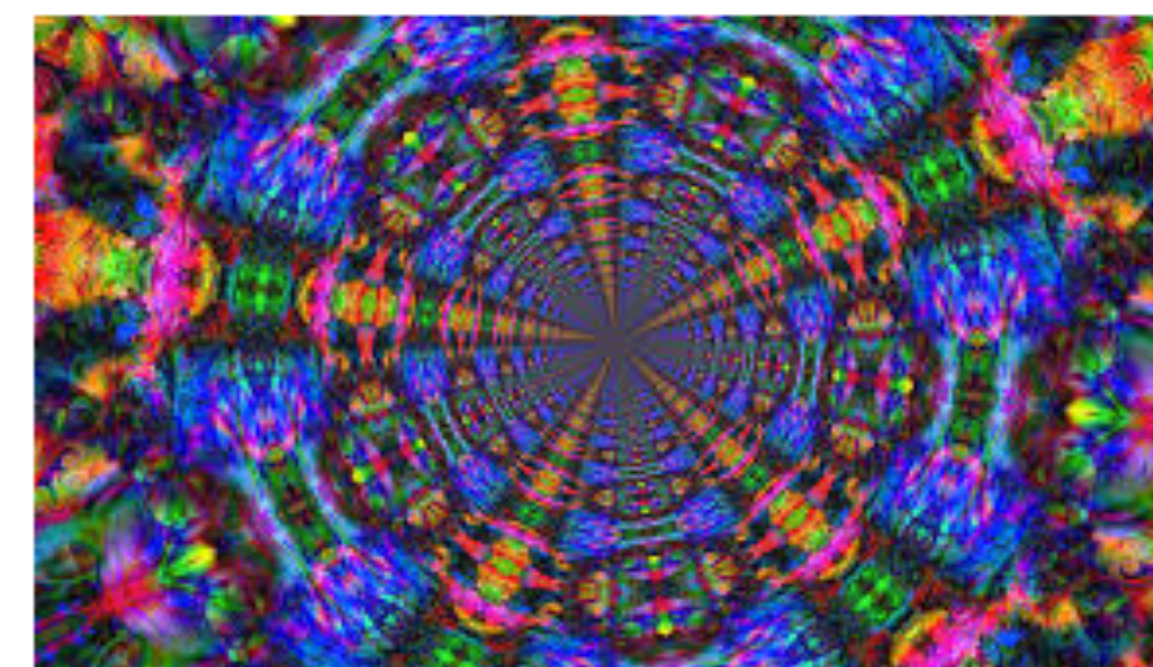
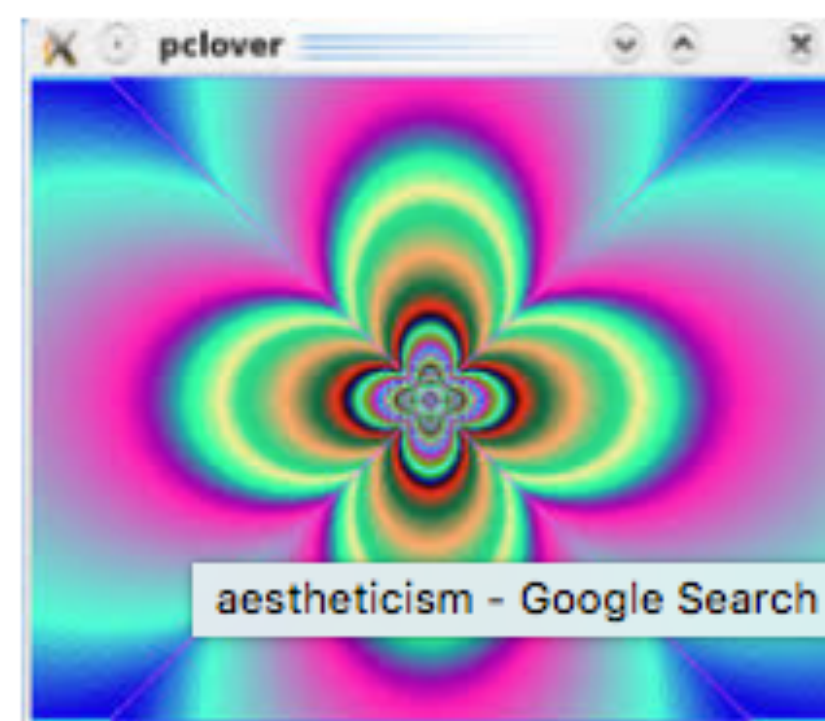
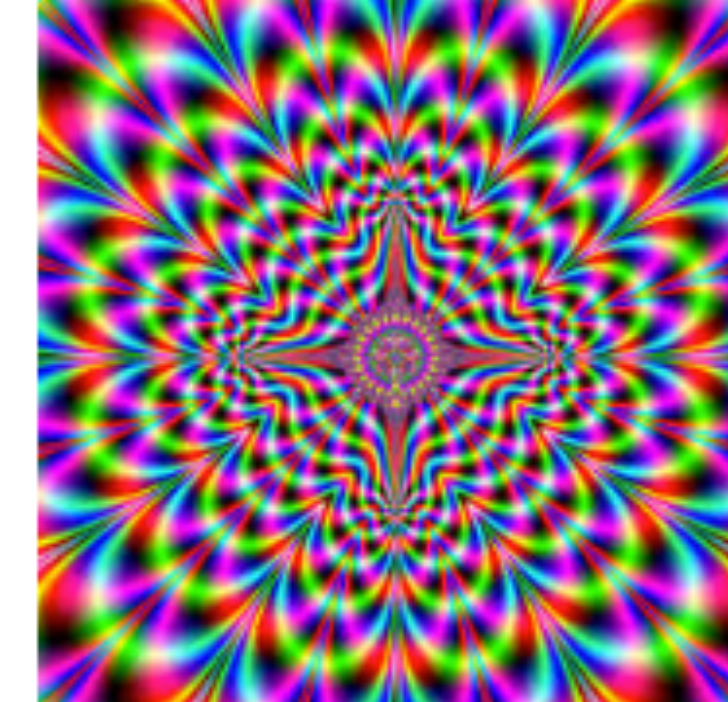
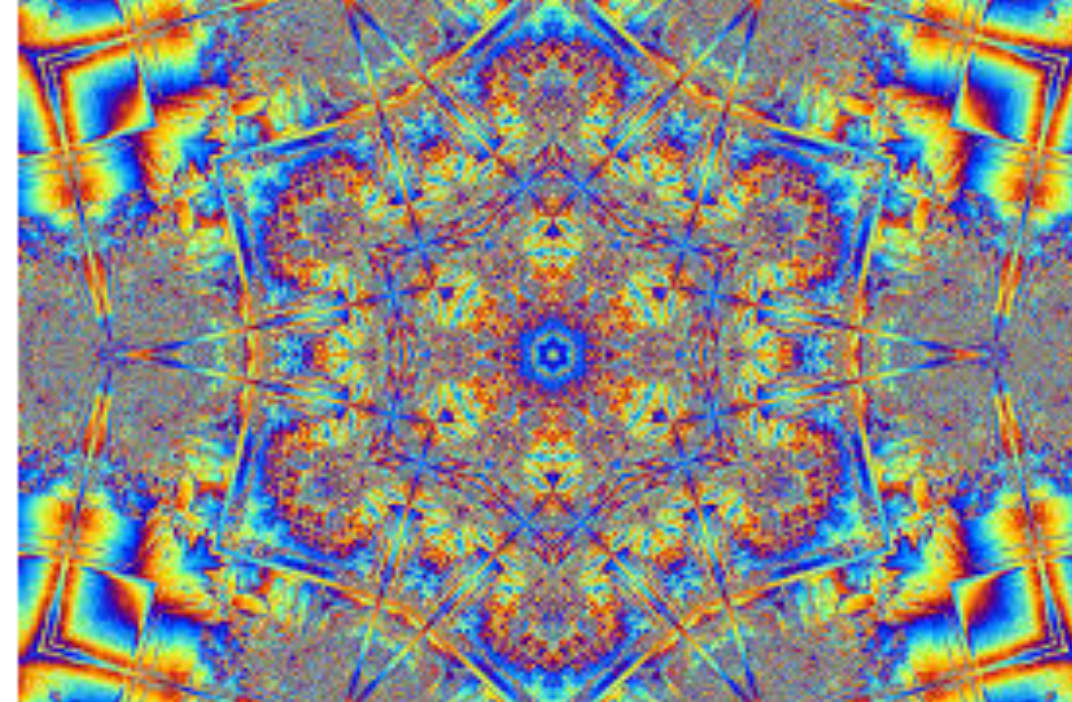
VICTOR MOSCOSE



WES WILSON



MILTON GLASER



New York School (1950s–60s)

An advertising design method that integrates text and image in a harmonious and humorous way.

Excited about European Modernism and fueled by economic & technological expansion.





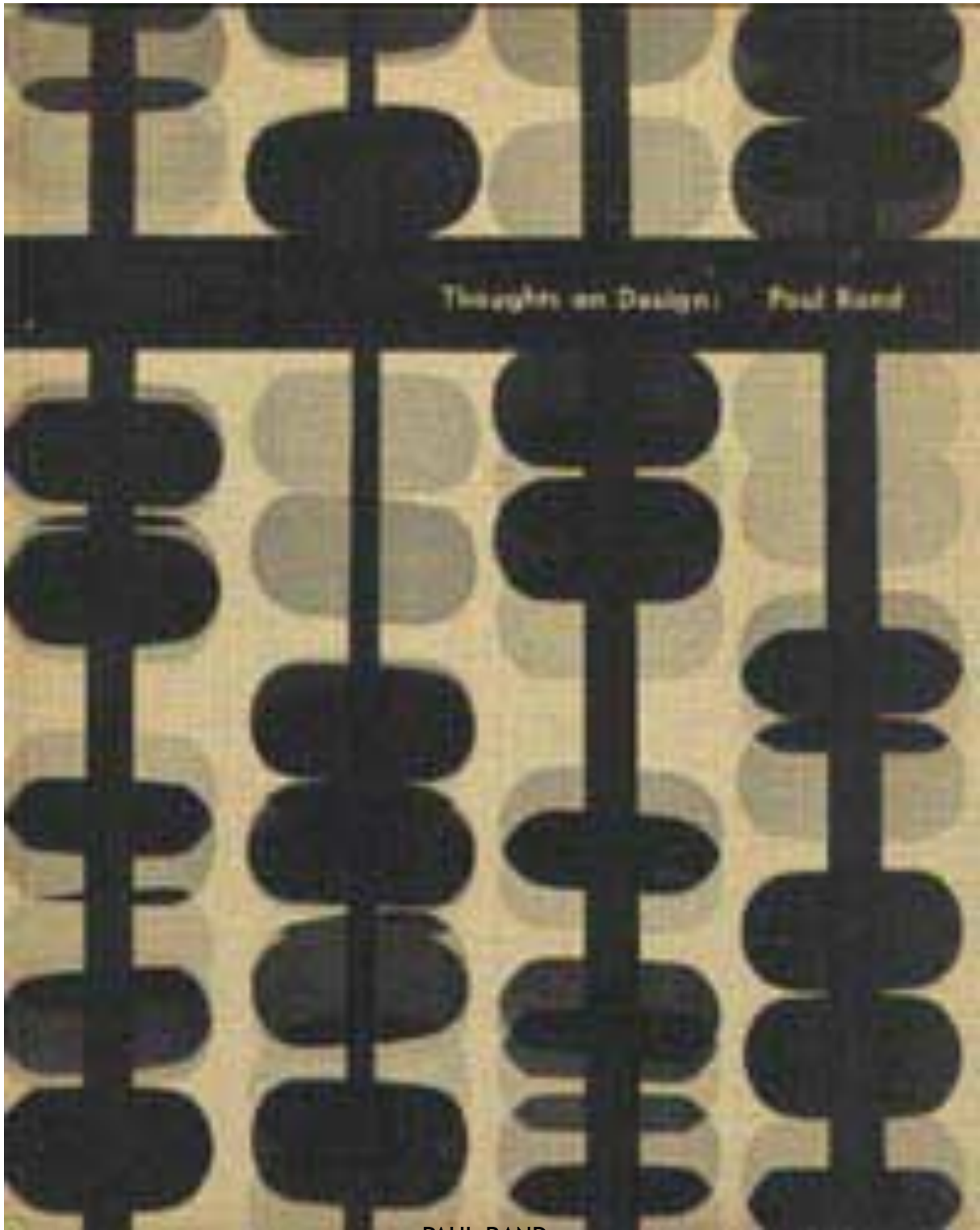
GEORGE LEWIS



CIPE PINELESS



BRADBURY THOMPSON



PAUL RAND

Postmodernism

Rejects the pursuit of perfectionism and timelessness as notions based on sociocultural constructs.

Rather than seeking an ultimate truth, it preferred a more open-ended approach with no easy answers.

Style: unexpected color combinations, random textures, complex, playful



PAT GORMAN



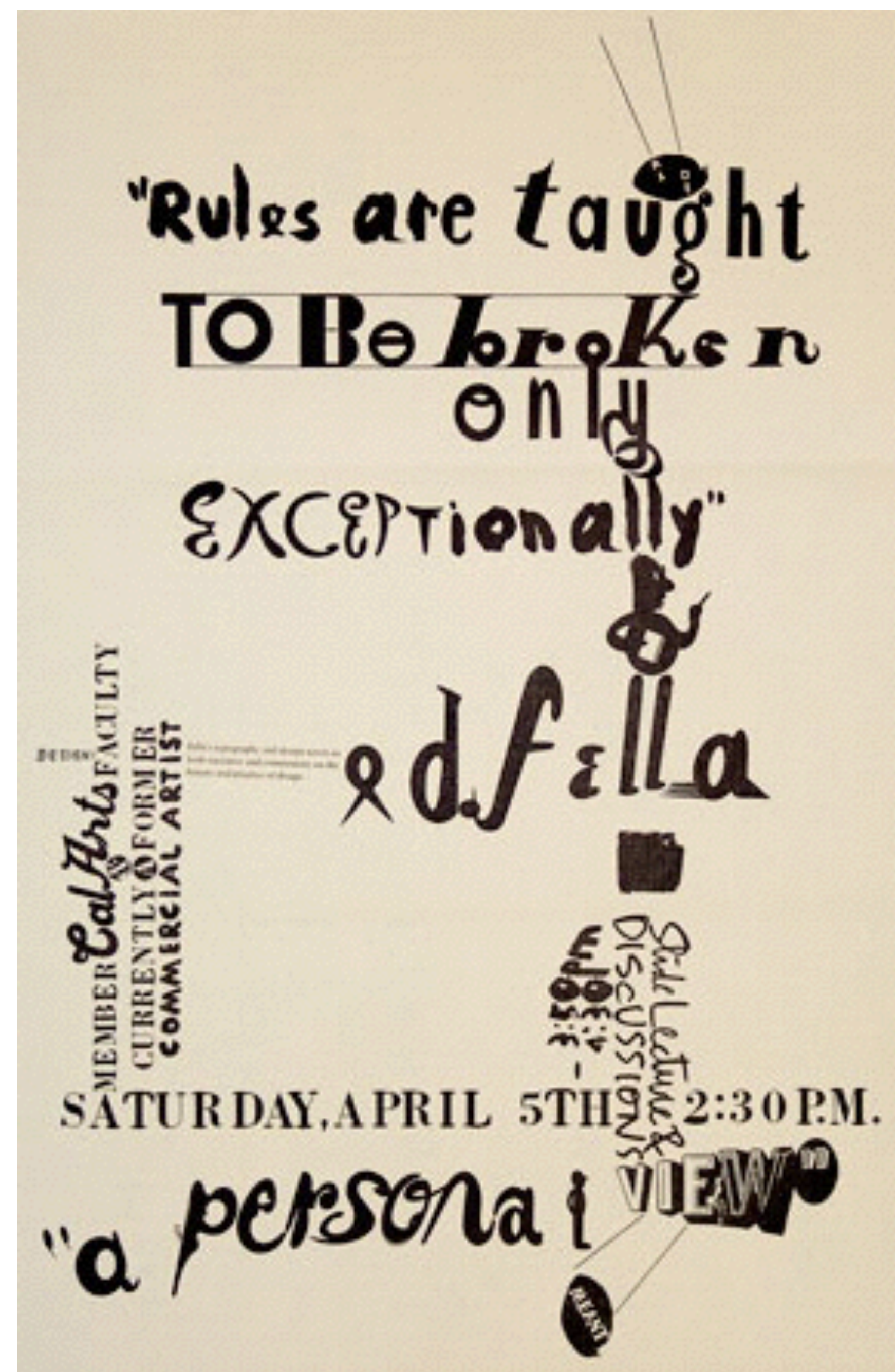
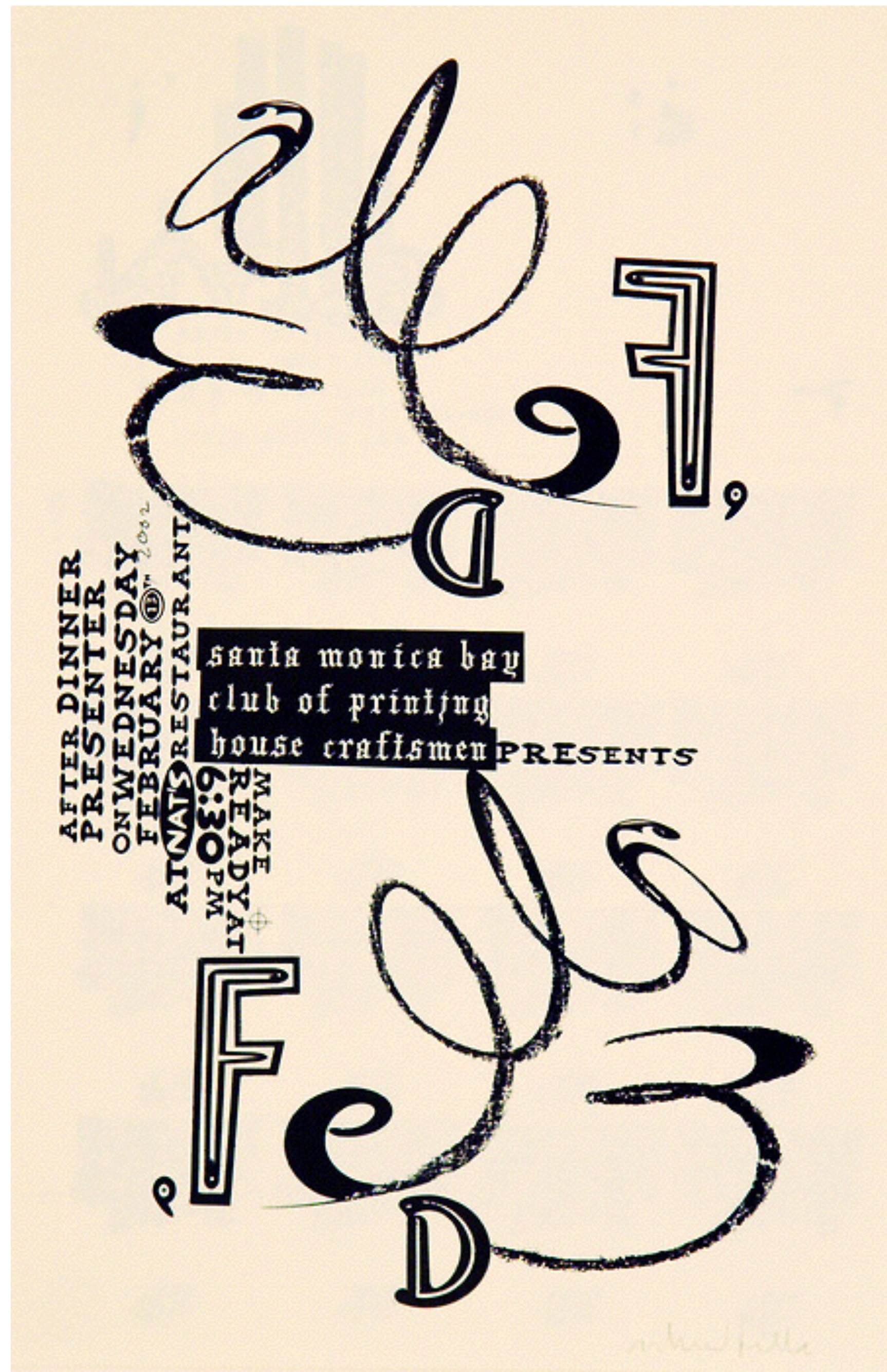
Digital Age

aka “The Computer Age” or “Information Age”

Identified by the ability to access, manipulate, and distribute information freely, and quickly using a computer.



APRIL GREIMAN
"POSTER FROM DESIGN
QUARTERLY"





EXCEPTIONAL SUPPORT FOR THE 1995-1996 SEASON HAS BEEN PROVIDED LUESTHER T. MERTZ CHARITABLE TRUST.

THE 95 96 SEASON

BRING IN 'DA NOISE, BRING IN 'DA

FUNK

BY SAVION GLOVER, REG.E. GAINES AND GEORGE C. WOLFE

AND OTHER PLAYS

WRITTEN BY STEVE MARTIN DIRECTED BY BARRY EDLSTEIN

2 WOMEN

ANDREA MARTIN & MARGA GOMEZ

BY HAN ONG DIRECTED BY MARCUS STERN

THE CHANGING LEAF

WRITTEN BY WILLIAM SHAKESPEARE DIRECTED BY ADRIAN HALL

DANCING ON HER KNEES

WRITTEN BY NILO CRUZ DIRECTED BY GRACIELA DANIELE

VENUS

WRITTEN BY SUZAN-LORI PARKS DIRECTED BY RICHARD FOREMAN

THE SKRIKER

WRITTEN BY CARYL CHURCHILL DIRECTED BY MARK WING-DAVEY

WAKEUP CALL FEATURING CAMRYN MANHEIM

THEATER

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