

GRAPHIC DESIGN HISTORY

A VISUAL TIMELINE



Victorian Era



Chromolithography
Naturalistic renderings
Decorative type
Lots of ornament
Ephemera

KATE GREENWAY//THOMAS NAST//LOUIS PRANG

Art and Crafts



Stylized natural forms
leaves, flowers
Horror vacui crowding of
design elements in the field
Historicism use of past styles,
especially medieval figures
Private press movement books

WILLIAM MORRIS//ARTHUR MACKMURDO//SELWYN IMAGE

Ukiyo-e



Floating objects in a floating world
Sense that we are frozen in time
Japanese themes such as
geisha girls/kabuki theatre/nature:
result of isolationism
Woodcuts

HISHIKAWA MORONOBU// KITAGAWA UTAMARO// ANDO HIROSHIGE

Art Nouveau



Stylized natural forms
flowers, birds
Whiplash curve
bimorphic lines, curvilinear
Exotic females removed from
contemporary time and place

JULES CHERET// WILL BRADLEY// PRIVET LIVEMONT

Cubism



Monochromatic palette

analytical cubism

Faceting of surfaces

Geometric shapes

Simultaneity

the subject is viewed from several angles
at once, the subject remains stationary
and the viewer moves

PABLO PICASSO// FERNAND LEGER// JUAN GRIS

Vienna Secession



Elongated figures and typography

Tall, thin compositions

Hand-drawn, stylized type

Rose motif

Can resemble a stained glass window

ADOLF BOHM// ALFRED ROLLER// ANDO HIROSHIGE

Futurism

Poetry



Free typography

Onomatopoeia

use of words
whose sounds suggest
a sense/emotion

Simultaneity in graphic works,

letters suggest sounds
from different sources heard at once
In figurative works, the viewer remains
stationary and the subject moves,
the subject is represented
in multiple positions at once.

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Futurism

Graphic Works



Geometric patterns

Onomatopoeia

use of words
whose
sounds suggest a sense/emotion

Machine aesthetic

automatons,
or elements suggesting industry

Dada



Ready made materials
Photomontage
Absurdity, humor
& social criticism

JOHN HEARTFIELD// KURT SCHWITTERS// TRISTAN TZARA

Expressionism



Bold contour drawing
Woodcuts
Deep sense of social crisis
Empathy for the poor
Thick paint
Exaggerated distorted color,
drawing and proportions

WASSILY KANDINSKY// PAUL KLEE// MAX BECKMANN

Surrealism



Dream imagery
Personal symbolism
Illogical juxtapositions
of elements

RENE MAGRITTE// JOAN MIRO// GIORGIO DE CHIRICO

Photography & the Modern Movement



**Concern for point, line,
plane, shape and texture**
**Multiple exposures, pure
form and distortion**
**Solarization and
experimental techniques**

FRANCIS BRUGIÈRE// MAN RAY// ALVIN LANGDON COBURN

Plakatstil



Name of product
Flat background color
Dominant stylized image

Art Deco



Zig-zag line
Geometric shapes
Machine aesthetic
 streamline, converging lines
Eclecticism,
international motifs
 Assyrian, American Indian, Greek

Suprematism/ Constructivism

De Stijl



Geometric shapes
Asymmetry
Diagonal lines
Lettering looks
Soviet influenced
Often uses red and black on a beige colored background

Non-representational
Pure colors
Basic geometric shapes
Lettering looks
Soviet influenced
Often uses red and black on beige colored background



Asymmetry
Primary colors with neutrals
black, white and gray
Perpendicular lines

Bauhaus

New Typography



**Sans serif asymmetrical
type-New Typography**
**Deliver message
and communicate**
Function not decoration
Purity, clarity, simplicity
**New approaches
to photography**
Extreme scale contrasts
birds eye/worms eye
Montage

**Asymmetrical,
flush left ragged right**
**Priority assigned to text
based on weight and size**
**Purpose of communication
is to function not decorate**
**Type used in simple form
without embellishment**
**Rules should be used
for emphasis**

Modern Movement In America



Bauhaus influence
American content
WPA typography for
social programs

International Typographic Style



Asymmetry
Flush left/ragged right layouts
Sans serif letters with bold
words for emphasis
Reductive, objectivity, no
superfluous decoration
Grid systems

Conceptual Image



**Narrative information
communicated with
ideas and concepts
Familiar in an
unfamiliar setting
Scale changes,
substitution, visual
puns and play**

PUSH PIN STUDIOS// WOODY PIRTLE// ELENA SERRANO

Digital Revolution



Computer generated imagery
Internet, interactive design
and worldwide web

KATHERINE MCCOY// MARIAN BANTJES// JENNIFER MORLA

Postmodern Design



DECONSTRUCTION

Broke with international typographic style communications

Intuitive

Communicated emotional qualities with expressive typography

Layering/overlapping

Uses computers to generate layouts and typography

NEW WAVE

Stair stepped rules

Some evidence of grid underlying organization

Layering, overlapping simultaneity

RETRO/VERNACULAR

Eclectic modernist

European design of the first half of century

Disrespect for proper rules of typography

**placed in new ways
Kinky mannered type
of 20s/30s**

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