

# History of Graphic Design



by Kathy Matthes

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# Victorian Era

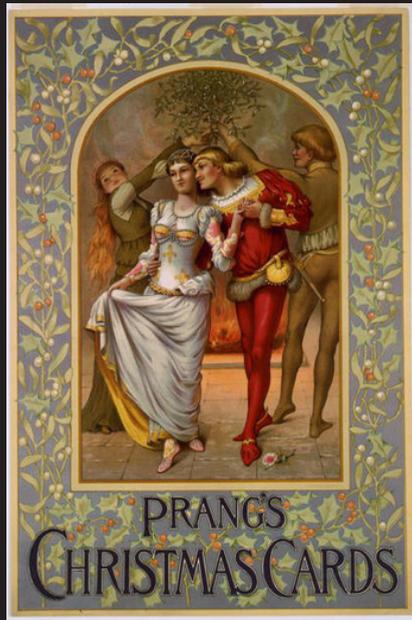
Charles Dana Gibson



Louis Prang



Randolph Caldecott



Chromolithography Lots of ornament Naturalistic renderings  
Ephemera Decorative type

# Arts and Crafts

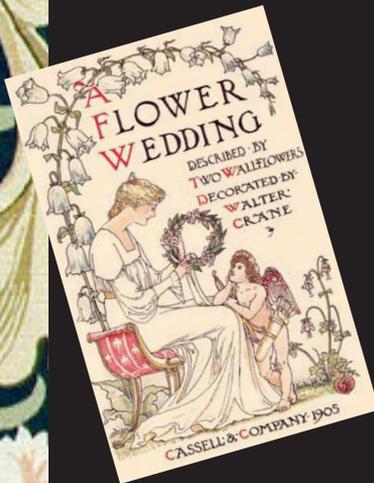
Walter Crane



William Morris



Louis Rhead



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

# Ukiyo-e

Kitagawa Utamaro



Ando Hiroshige



Hishikawa Moronobu



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

# Art Nouveau

Jules Cheret



Eugene Grasset



Alphonse Mucha



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

# Vienna Secession

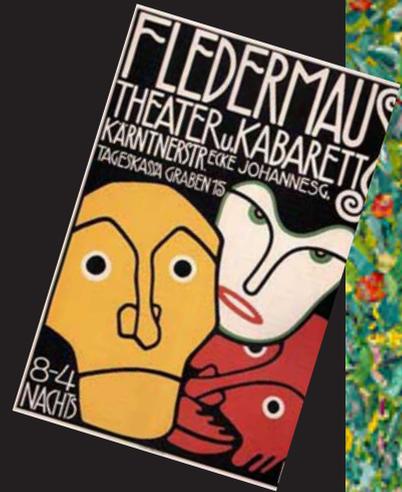
Alfred Roller



Gustav Klimt



Berthold Löffler



Elongated figures and typography



Tall, thin compositions



Hand-drawn, stylized type



Rose motif



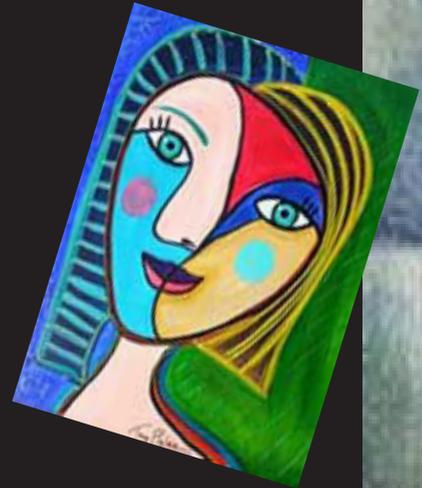
Can resemble a stained glass window

# Cubism

Juan Gris ∞

Georges Braque ∞

Pablo Picasso



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

# Futurism Poetry

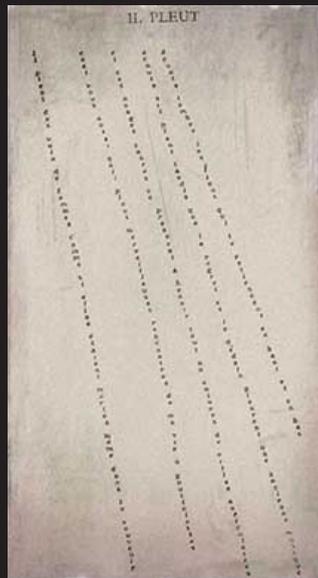
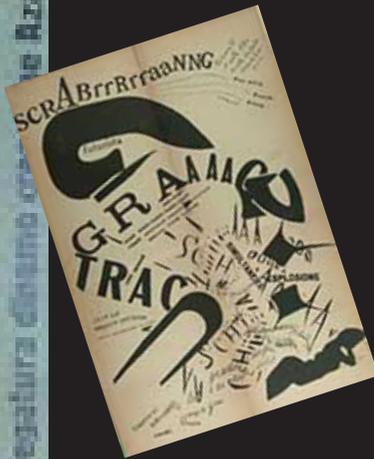
Filippo Marinetti



Guillaume Apollinaire



Ardengo Soffici



Free typography Simultaneity Onomatopoeia use of words whose sounds suggests a sense/emotion 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.

# Futurism Graphic Works

Enrico Prampolini



Carlo Carrà



Fortunato Depero



Geometric patterns  Onomatopoeia use of words whose sounds suggests a sense/emotion  Machine aesthetic automatons, or elements suggesting industry

# Dada

John Heartfield



Kurt Schwitters



Hannah Höch



Ready made materials



Photomontage



Absurdity, humor and social criticism

# Expressionism

Paul Klee



Kathe Schmidt Kollwitz



Wassily Kandinsky



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

# Surrealism

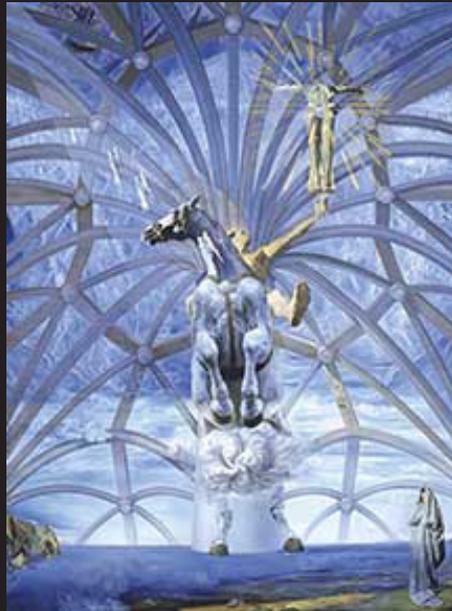
Rene Magritte



Salvador Dali



Joan Miro



Dream imagery



Personal symbolism



Illogical juxtapositions  
of elements

# Photography and the Modern Movement

Man Ray ∞

Francis Brugière ∞

Alvin Langdon Coburn



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

# TRIUMPH DER SCHOKOLADE

## Plakatstil

Jules Cheret



Eugene Grasset



Alphonse Mucha



Name of product  
stylized image



Flat background color



Dominant

# Art Deco

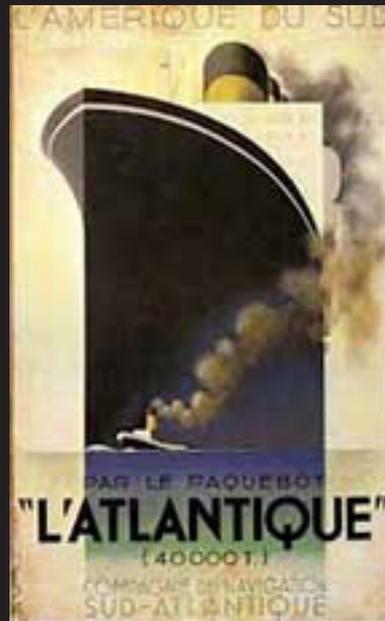
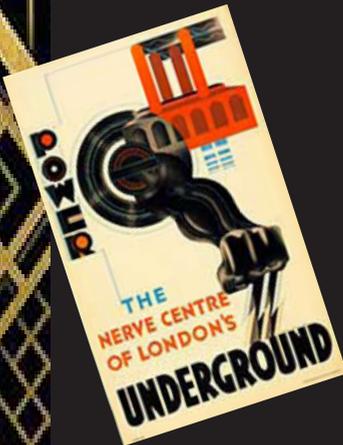
E. McKnight Kauffer



A.M. Cassandre



Paul Colin



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

# Suprematism/Constructivism

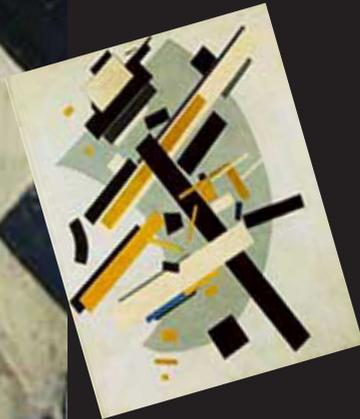
Kasimir Malevich



El Lissitzky



David Burliuk



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

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

# De Stijl

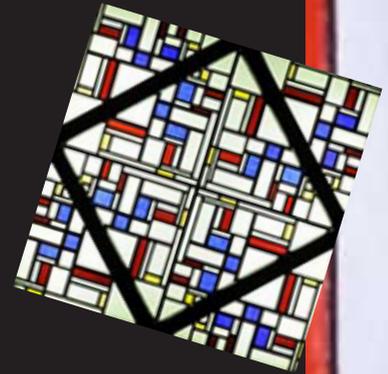
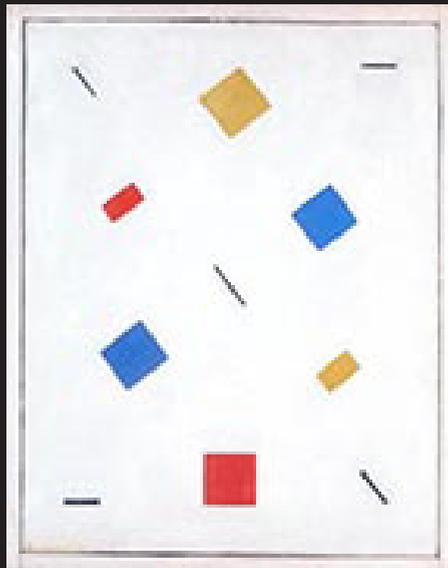
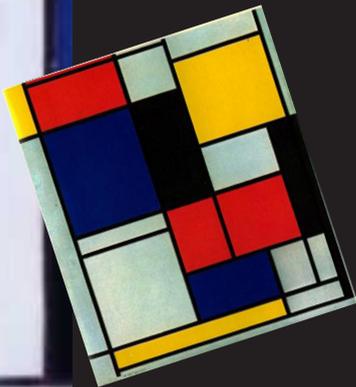
Piet Mondrian



Bart van der Leek



Théo van Doesburg



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

# Bauhaus

Laszlo Moholy-Nagy



Herbert Bayer



Joost Schmidt



San serif asymmetrical type-New Typography  Deliver message and communicate  Function not decoration  Purity, clarity, simplicity  
Montage  New approaches to photography Extreme scale contrasts/  
bird's eye/worm's eye

# New Typography

Jan Tschichold



Paul Renner



Eric Gill



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

A.M. Cassandre



Lester Beall



George Salter



Bauhaus influence American content



WPA typography for social programs

# International Typographic Style

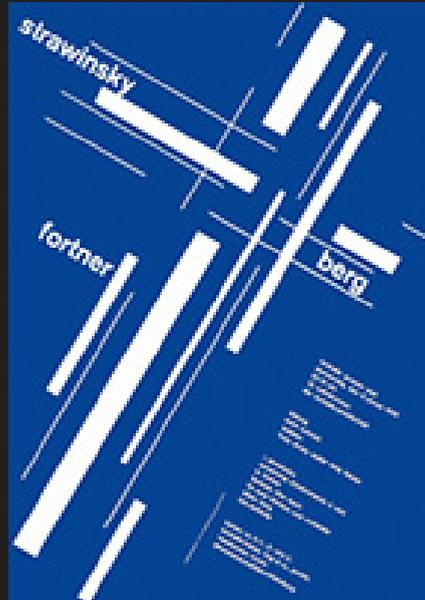
Max Huber



Josef Müller-Brockmann



Armin Hofmann



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

# New York School

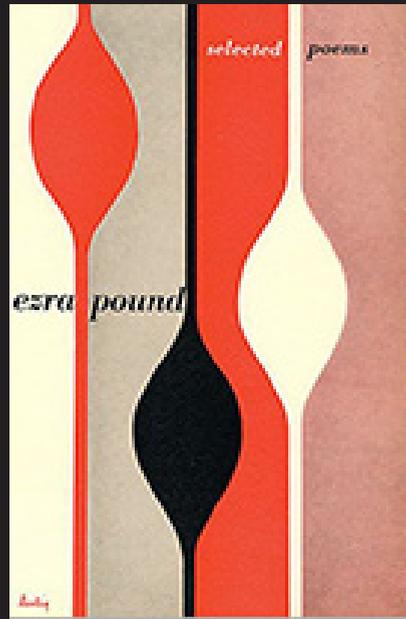
Paul Rand



Alvin Lustig



Bradbury Thompson



Uniquely American approach with origins in European modernism   
Playful, visually dynamic and unexpected  Analyze communications  
content-reduce to symbolic essence  Use of shape   
Asymmetrical balance

# Corporate Identity & Visual Systems

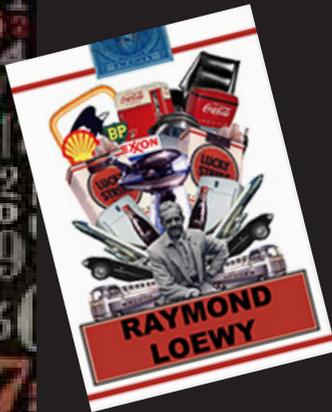
Raymond Loewy



William Golden



Giovanni Pintori



Logotypes and identities  
and transportation



Pictograph signage for Olympics  
and transportation

# Conceptual Image

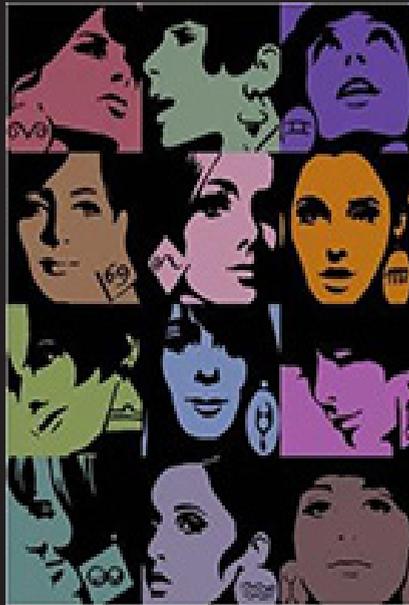
Jan Lenica



Roman Cieśliewicz



Reynolds Ruffins



Narrative information communicated with ideas and concepts



Familiar in an unfamiliar setting



Scale changes, substitution, visual puns and play

# Digital Revolution

Martin Venezky



April Greiman



Katherine McCoy



Computer generated imagery  
and worldwide web



Internet, interactive design and  
worldwide web



# Post Modern Design

Bruno Monguzzi



Paula Scher



Wolfgang Weingart



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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