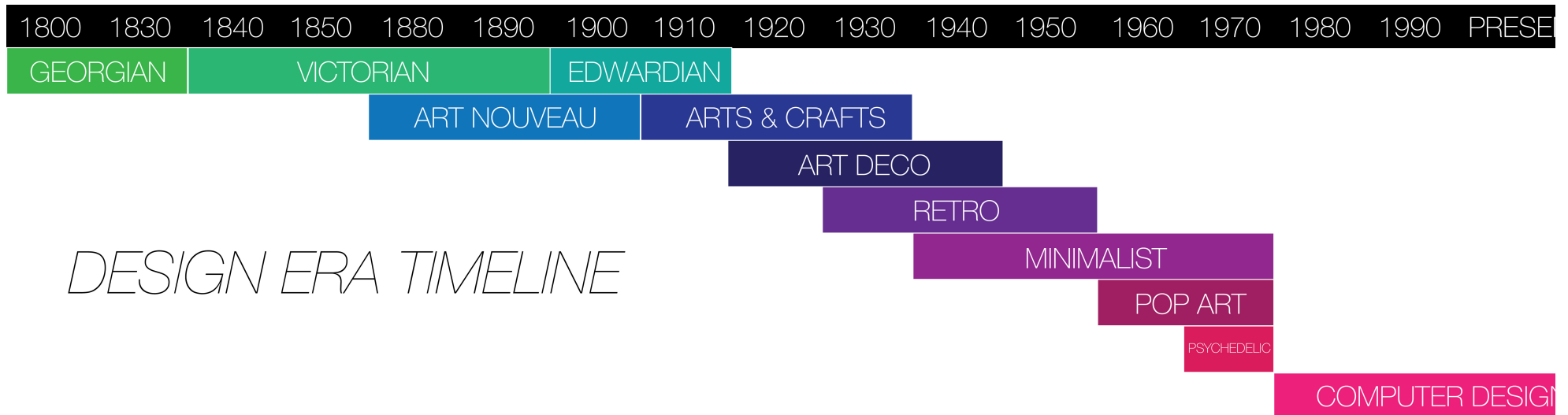


## A BRIEF HISTORY OF GRAPHIC DESIGN

Graphic design is a very new art form, starting with the invention of the printing press. Graphic design is essentially mass produced, commercial art and design. Because the technology for creating such media is relatively new, the history of design is quite short.

Graphic Design, as we know it, only began in the beginning of the 19th century, with the Georgian Era. The timeline ends with the present day computer aided design that we see today. Since the advent of the computer, design has no limits. Anything that you can imagine can now be produced.



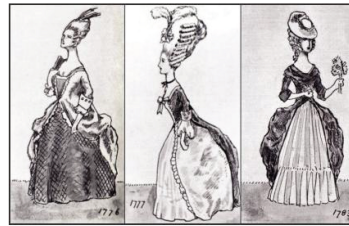
*DESIGN ERA TIMELINE*

# DESIGN ERAS

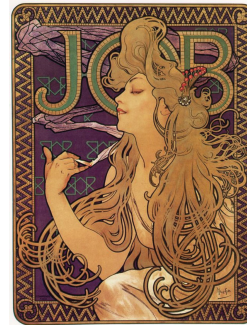
Victorian  
1840-1900



Georgian  
1820-1840



Art Nouveau  
1880-1910



Edwardian  
1900-1920



Arts & Crafts  
1910-1940



Art Deco  
1920-1950



Retro  
1930-1960



Minimalist  
1940-1970



Pop Art  
1960-1970



Psychedelic  
1970-1980



## VICTORIAN ERA:

Victorian decorative arts refer to the style of decorative arts during the Victorian era. Victorian design is widely viewed as having indulged in a grand excess of ornament. The Victorian era is known for its interpretation and eclectic revival of historic styles mixed with the introduction of Middle East and Asian influences in furniture, fittings, and interior decoration. The Arts and Crafts movement, the aesthetic movement, Anglo-Japanese style, and Art Nouveau style have their beginnings in the late Victorian era and gothic period.

## GEORGIAN ERA:

Severe lines and classic architectural details moved design away from the gentle curves of Queen Anne design. Georgian style is characterized by its elaborately carved cabriole legs, ball-and-claw feet, broken pediments, ornate carvings, piercing and gilding.

## ART NOUVEAU:

Art Nouveau is an international philosophy and style of art, architecture and applied art - especially the decorative arts - that was most popular during 1890 — 1910. English uses the French name Art nouveau ("new art"), but the style has many different names in other countries. A reaction to academic art of the 19th century, it was inspired by natural forms and structures, not only in flowers and plants, but also in curved lines. Architects tried to harmonize with the natural environment.

Art Nouveau is considered a "total" art style, embracing architecture, graphic art, interior design, and most of the decorative arts including jewelry, furniture, textiles, household silver and other utensils and

lighting, as well as the fine arts. According to the philosophy of the style, art should be a way of life. For many well-off Europeans, it was possible to live in an art nouveau-inspired house with art nouveau furniture, silverware, fabrics, ceramics including tableware, jewelry, cigarette cases, etc. Artists desired to combine the fine arts and applied arts, even for utilitarian objects.

Although Art Nouveau was replaced by 20th-century Modernist styles, it is now considered as an important transition between the eclectic historic revival styles of the 19th-century and Modernism.

#### EDWARDIAN ERA:

The Edwardian era or Edwardian period in the United Kingdom is the period covering the reign of King Edward VII, 1901 to 1910, and is sometimes extended beyond Edward's death to include years leading up to World War I.

The death of Queen Victoria in January 1901 and the succession of her son Edward marked the end of the Victorian era. While Victoria had shunned society, Edward was the leader of a fashionable elite that set a style influenced by the art and fashions of Continental Europe—perhaps because of the King's fondness for travel. The era was marked by significant shifts in politics as sections of society that had been largely excluded from wielding power in the past, such as common laborers and women, became increasingly politicized.

The Edwardian period is frequently extended beyond Edward's death in 1910 to include the years up to the sinking of the RMS Titanic in 1912, the start of World War I in 1914, the end of hostilities with Germany in 1918, or the signing of the Treaty of Versailles in 1919.



## ARTS & CRAFTS:

The Arts and Crafts movement was an international design movement that flourished between 1880 and 1910, especially in the second half of that period, continuing its influence until the 1930s. It was led by the artist and writer William Morris (1834–1896) from the 1860s onwards. It was inspired by the writings of John Ruskin (1819–1900) and Augustus Pugin (1812–1852), although the term "Arts and Crafts" was not coined until 1887.

The movement developed first and most fully in the British Isles, but spread across the British Empire and to the rest of Europe and North America. It was largely a reaction against the perceived impoverished state of the decorative arts at the time, and the conditions in which they were produced. It stood for traditional craftsmanship using simple forms and often applied medieval, romantic or folk styles of decoration. It advocated economic and social reform, and has been said to be essentially anti-industrial.

## ART DECO:

Art Deco or Deco, is an influential visual arts design style that first appeared in France after World War I and began flourishing internationally in the 1920s, 1930s and 1940s before its popularity waned after World War II. It is an eclectic style that combines traditional craft motifs with Machine Age imagery and materials. The style is often characterized by rich colors, bold geometric shapes and lavish ornamentation.

Deco emerged from the interwar period when rapid industrialization was transforming culture. One of its major attributes is an embrace of technology. This distinguishes Deco from the organic motifs favored by its predecessor Art Nouveau.

Historian Bevis Hillier defined Art Deco as "an assertively modern style [that] ran to symmetry rather than asymmetry, and to the rectilinear rather than the curvilinear; it responded to the demands of the machine and of new material [and] the requirements of mass production".

During its heyday, Art Deco represented luxury, glamour, exuberance and faith in social and technological progress.

RETRO:

Retro style is style that is consciously derivative or imitative of trends, modes, fashions, or attitudes of the recent past.

The term 'retro' has been in use since the 1970s to describe on the one hand new artifacts that self-consciously refer to particular modes, motifs, techniques and materials of the past. But on the other hand some people (wrongly) use the term to categories styles that have been created in the past. Retro style refers to new things that display characteristics of the past. It is mostly the recent past that retro seeks to recapitulate, focusing on the products, fashions and artistic styles produced since the Industrial Revolution, of Modernity. The word "retro" derives from the Latin prefix retro, meaning "backwards, or in past times"

## MINIMALIST:

In the visual arts and music, minimalism is a style that uses pared-down design elements.

Minimalism in the arts began in post–World War II Western Art, most strongly with American visual arts in the 1960s and early 1970s. Prominent artists associated with minimalism include Donald Judd, John McCracken, Agnes Martin, Dan Flavin, Robert Morris, Anne Truitt, and Frank Stella. It derives from the reductive aspects of Modernism and is often interpreted as a reaction against Abstract expressionism and a bridge to Postminimal art practices.

## POP ART:

Pop art is an art movement that emerged in the mid-1950s in Britain and in the late 1950s in the United States. Pop art presented a challenge to traditions of fine art by including imagery from popular culture such as advertising, news, etc. In pop art, material is sometimes visually removed from its known context, isolated, and/or combined with unrelated material. The concept of pop art refers not as much to the art itself as to the attitudes that led to it.

Pop art employs aspects of mass culture, such as advertising, comic books and mundane cultural objects. It is widely interpreted as a reaction to the then-dominant ideas of abstract expressionism, as well as an expansion upon them. And due to its utilization of found objects and images it is similar to Dada. Pop art is aimed to employ images of popular as opposed to elitist culture in art, emphasizing the banal or kitschy elements of any given culture, most often through the use of irony. It is also associated with the artists' use of mechanical means of reproduction or rendering techniques.

Pop art and minimalism are considered to be art movements that precede postmodern art, or are some of the earliest examples of Post-modern Art themselves.

Pop art often takes as its imagery that which is currently in use in advertising. Product labeling and logos figure prominently in the imagery chosen by pop artists, like in the Campbell's Soup Cans labels, by Andy Warhol. Even the labeling on the shipping box containing retail items has been used as subject matter in pop art, for example in Warhol's Campbell's Tomato Juice Box 1964, or his Brillo Soap Box sculptures.

#### PSYCHEDELIC:

The psychedelic movement began in the mid 1960's and had an effect, not just on music, but also on many aspects of popular culture. This included style of dress, language and the way people spoke, art, literature and philosophy.

The name "psychedelic" refers to drugs that were popular with the youth culture of the time. Posters for rock concerts tried to visually express the feeling of tripping out.

The visual motifs of psychedelic art include Art Nouveau-inspired curvilinear shapes, illegible hand-drawn type, and intense optical color vibration inspired by the pop art movement.

Understanding the various movements in the history of graphic design helps me understand why graphic design is what it is today. Exploring these eras is also very inspiring, encouraging me to incorporate some of these styles into my own work.