

DESN 110 Graphic Design I

History of Graphic Design - Overview

Major influences on the history of graphic design are:

- **Society** – moral beliefs, religion, politics, culture, fashion, etc.
- **Technology** – printing, photography, typesetting, computers, internet, etc.
- **Business** – marketing, finance, etc.
- **Art and Media** – art movements, mass communication, etc.

Design was influenced in the FIRST half of the 20th C. mainly by European art movements:

- **Arts and Crafts** **England** **Late 1800's**
Decorative style based on traditional styles and techniques. Anti-Industrial Revolution.
- **Art Nouveau** **France** **1890-1914**
Embraced new materials and technologies to create a very stylized, natural form.
- **Cubism** **France** **1907-1920**
Presented a new reality in painting – the subject is viewed from several viewpoints simultaneously to create a sense motion and hyper-realism.
- **Futurism** **Italy** **1907-1944**
Similar to look of Cubism. Tried to show speed and motion. Subject was technology. Became associated with Fascism in the 1920's.
- **Dada** **France/Germany** **1916-1950**
Protested war by rejecting all accepted standards for art – deliberately irrational, anarchy.
- **Expressionism** **Germany** **1900-1920**
Distorted reality for emotional effect. Used bright colors. Led to pure abstraction.
- **Constructivism** **Russia** **1917-1924**
Art for social change, not decoration. Used industrial materials and geometric motifs.
- **De Stijl** **Netherlands** **1917-1930**
The Style sought spiritual harmony/order. Reduced art to basic forms to pure abstraction.
- **Bauhaus** **Germany** **1920-1933**
Form follows function for simplicity and economy, with respect for materials.

Design was influenced in the LAST half of the 20th C. mainly by business and corporations.

Influential Designers of the last 100 years:

- Toulouse Lautrec
- Will Bradley
- El Lissitzky
- Herbert Bayer
- A.M. Cassandre
- M.C. Escher
- Paul Rand
- William Golden
- Saul Bass
- Otto Storch
- Lou Dorfsman
- Herb Lubalin
- Milton Glaser
- Seymour Chwast
- Art Chantry
- Neville Brody
- David Carson
- Paula Sher
- Chip Kidd