



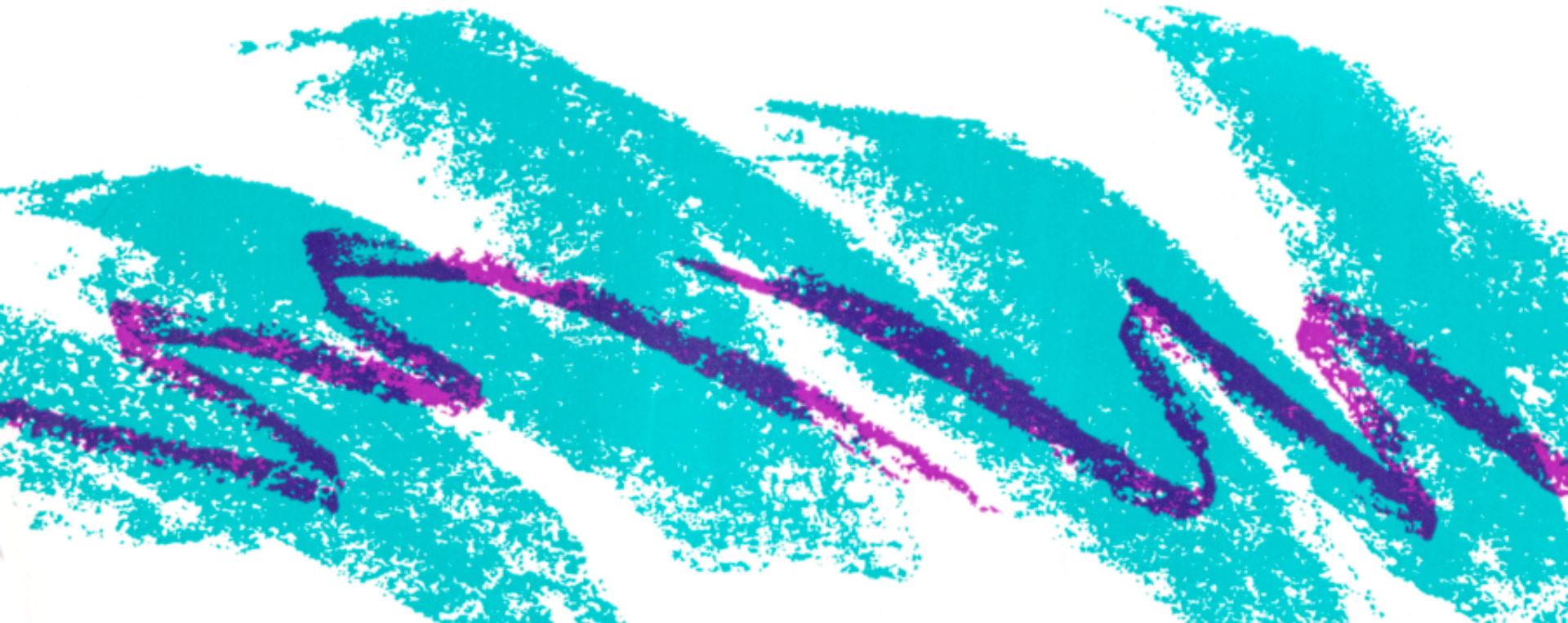
WHAT IS GRAPHIC DESIGN?
WHERE DID IT COME FROM?





WHAT IS GRAPHIC DESIGN?

graphic design - visual communication
using text or images to represent an
idea or concept



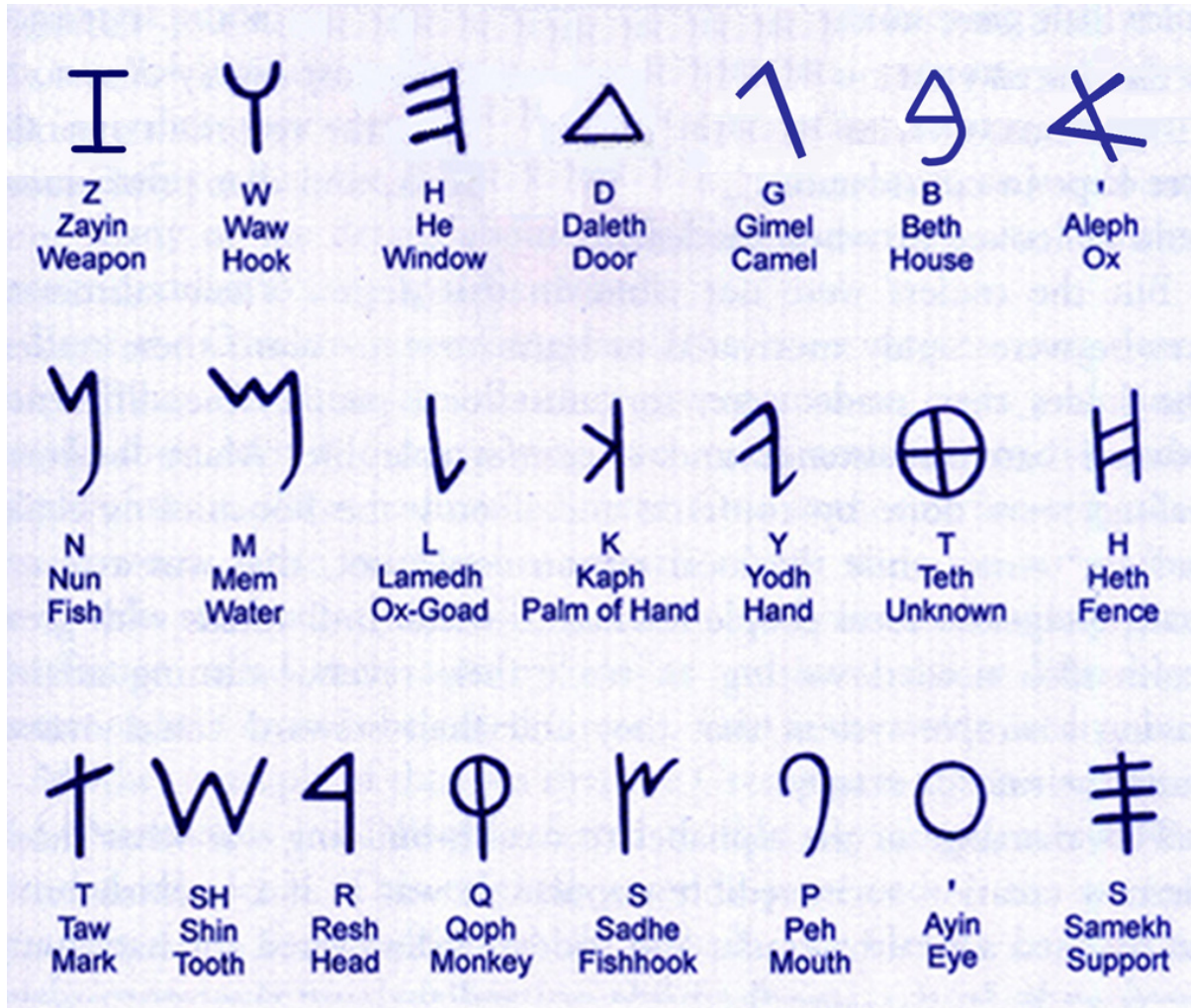
WHERE DID IT COME FROM?

symbol – simplified visual representation of an object or activity



THE FIRST ALPHABET

> derived from a set of 22 symbols used in Phoenicia



STORY TELLING

Illuminated manuscripts - books that were hand lettered by monks, and illustrated with brightly painted images



PRINTING

- > by the 10th century, the Chinese invented block printing *(with a large alphabet, this wasn't practical)*
- > in 1450, a German metalworker perfected a print process





JOHANN GUTENBERG

- > his printing press would remain the print method used for at least the next 400 years
- > he was the first to mass produce Bibles



MOVABLE TYPE

individual characters that are grouped to form words into lines that are then set for print using wooden blocks

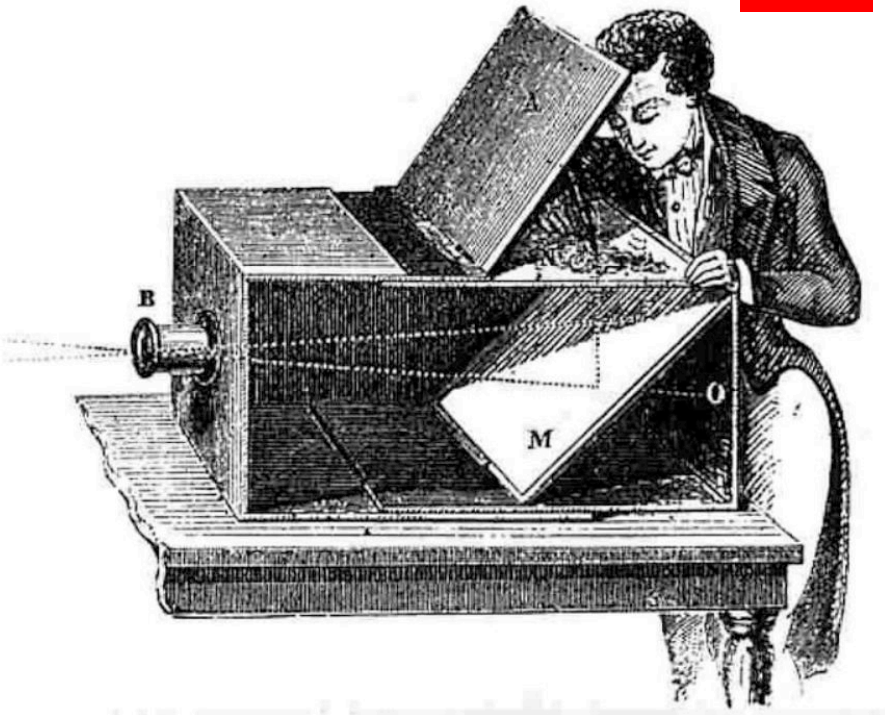


JOSEPH NICÉPHORE NIÉPCE

> French printer who created the first camera in 1826

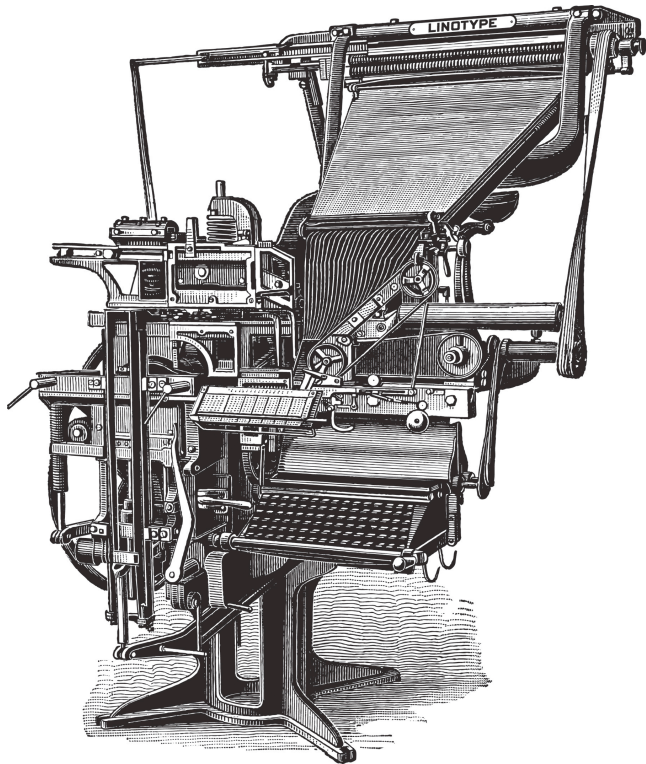
CAMERA OBSCURA

- > an optical device that led to photography and the photographic camera
- > the device consisted of a box or room with a hole in one side



OTTMAR MERGENTHALER

- > with the invention of the steam engine, this German inventor simplified the press Gutenberg created

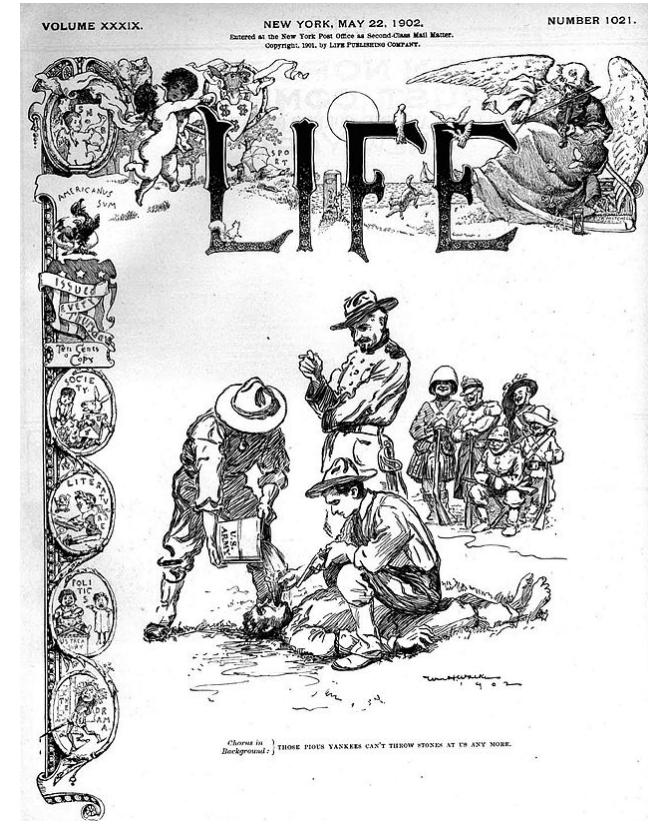


LINTYPE MACHINE

- > created in 1886, it was a faster way to typeset using steam
- > Built more like a typewriter, but still used metal and letters. Made printing faster.

MODERN AGE

- > Due to the increase in accessible transport, from 1830-1860, newspaper & magazine publications jumped from 800 to 5,000



WW1

- > during WW1 & The Great Depression, artists were hired to design propaganda posters to recruit for the U.S. Army



IT IS NICE IN THE
SURF



BUT

**What about
THE MEN
IN THE TRENCHES**

GO AND HELP



JAMES HIGHTGOMERY FLACK

TOGETHER WE WIN

UNITED STATES SHIPPING BOARD ISSUED BY EMERGENCY FLEET CORPORATION



Paul Stahr

Be Patriotic
sign your country's
pledge to save the food

U.S. FOOD ADMINISTRATION

THE W.F. POWERS CO. LITHO. N.Y.

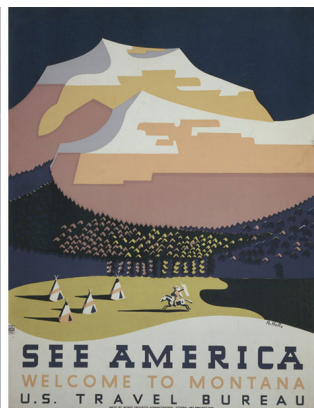
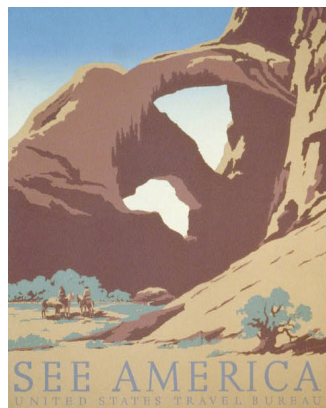
**Join
now!**



*The Red Cross
serves humanity*

SEE AMERICA CAMPAIGN

- > Franklin D. Roosevelt championed the conservation of the National Park Service (*150 national forests, 4 national game reserves, 51 federal bird reserves, 5 national parks, & 18 national monuments.*)
- > Designers were hired by the National Park Service to create colorful posters representing the country's parks, this was called the See America campaign.



SEE AMERICA!



WELCOME TO
MONTANA

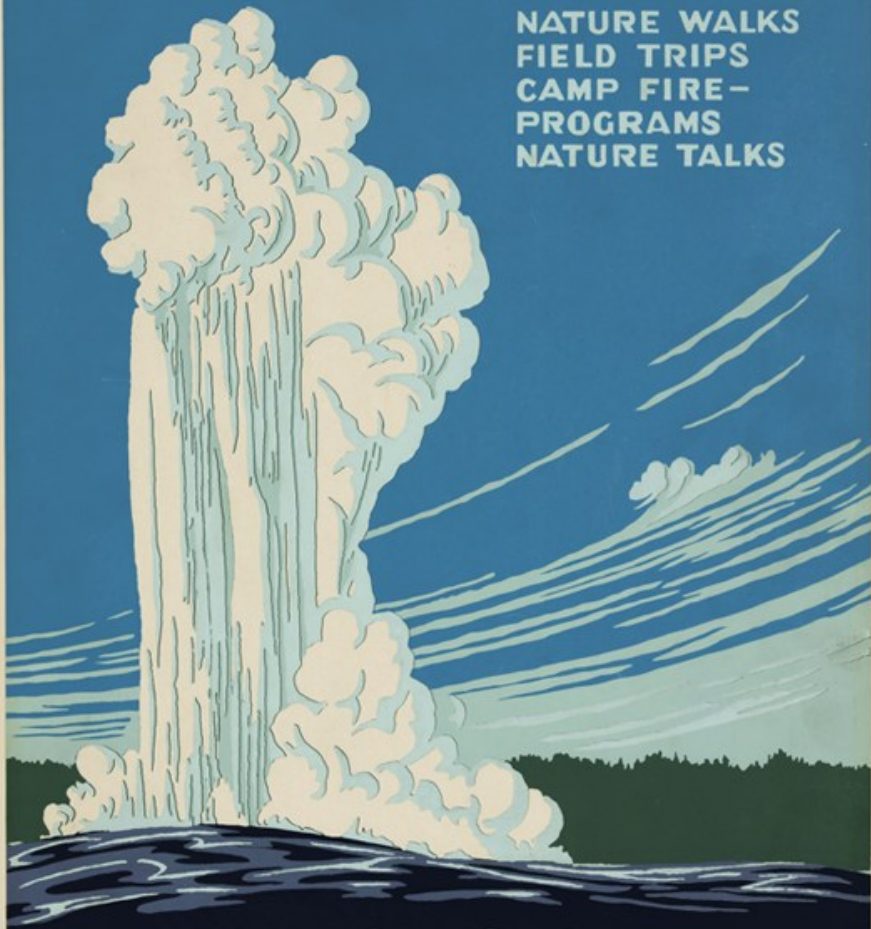


SEE AMERICA

UNITED STATES TRAVEL BUREAU

RANGER NATURALIST SERVICE

NATURE WALKS
FIELD TRIPS
CAMP FIRE-
PROGRAMS
NATURE TALKS



YELLOWSTONE

NATIONAL

U.S. DEPARTMENT
OF THE INTERIOR



PARK

NATIONAL PARK
SERVICE



SEE AMERICA

WELCOME TO MONTANA

UNITED STATES TRAVEL BUREAU

MADE BY WORKS PROGRESS ADMINISTRATION - FEDERAL ART PROJECT NYC

GROWTH OF ADVERTISING

- > manufacturers were releasing new products in the '40s
- > designers started to earn their place in the workforce

A fine car made finer



PONTIAC

The extra satisfaction is free!

Always Drive Carefully

Over the years of ownership, a Pontiac is really just as economical—all things considered—as any car you can buy. Consequently, the extra seasons of satisfaction you get with a Pontiac is absolutely free! And what a measure of extra satisfaction it is! Fifteen smooth engine pulsations—beautiful silver streak styling—big, roomy, comfortable interior—marvelous handling and driving ease—unparalleled dependability! Truly, Pontiac is a fine car, in every sense of the word. Year after year, you get this wonderful give value in Pontiac, the vehicle you expect to get your car this year, next year, or any year—choose Pontiac. You can't do better for economy—and you can't do better for satisfaction!

THE GREATEST ENGINE IN THE LOW-PRICE FIELD!



8 cylinders . . . 85 horsepower

. . . built with such amazing accuracy it needs no "breaking-in"

GREATEST because it has eight cylinders. America's finest, highest priced cars all have at least eight cylinders!

GREATEST because of its efficient V-type design. V-type engines hold world's records on land, sea, and in the air!

GREATEST because of the economy it delivers. In the 1940 Gilmore-Yosemite Economy Run, the Ford V-8 topped all standard-drive cars in its class with an average of 24.92 miles a gallon!

GREATEST because of the accuracy with which it's built. Other engines have to be "babied" for 500 or 1000 miles. You can drive a Ford V-8 60 miles an hour the day it's delivered!

ONLY an eight-cylinder engine can give you smooth eight-cylinder performance! And only the big, roomy Ford V-8 gives you such performance at a low price! Once you've felt the eight Ford cylinders flashing underfoot, you'll never be satisfied with less!

FORD V-8

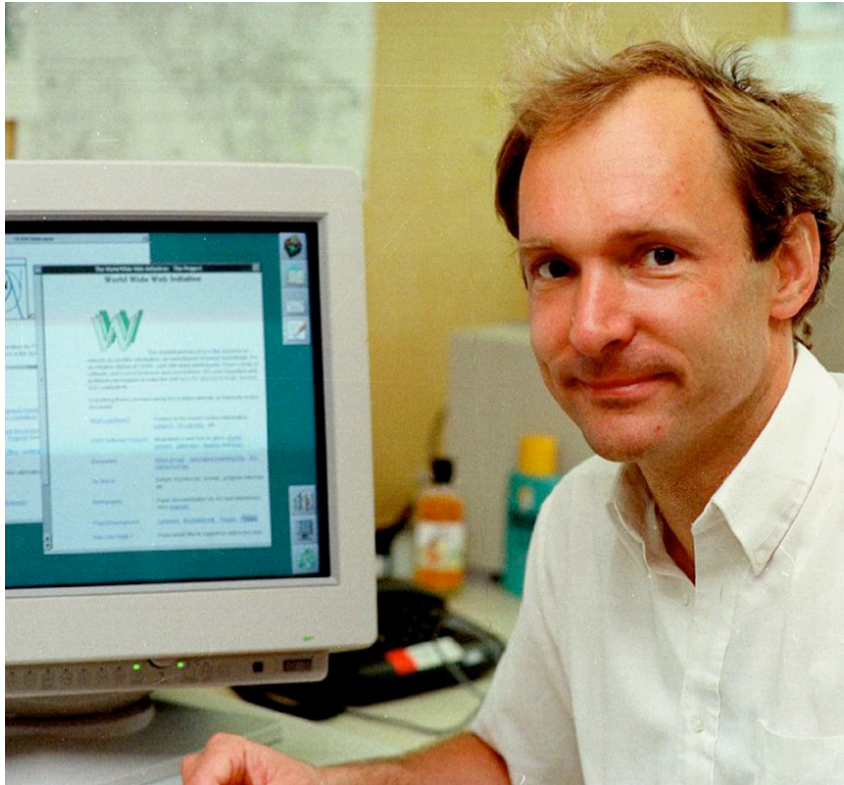
CORPORATE IDENTITY



- > the overall image of a corporation, firm or business in the minds of diverse publics, such as customers, investors and employees.
- > with the introduction of technicolor television, it was more important than ever to establish branding

FIRST COMPUTER

- > in 1975, the first personal computer was created



THE INTERNET

- > after a trial run of networks in 1983, the online world took on a more modern form in 1990, when computer scientist Tim Berners-Lee invented the WWW.