

## History of Graphic Design

The term “Graphic Design” was coined in 1922, but it has been a part of human communication for centuries, and it is the fastest growing of all design careers.

**Graphic Design** – The process of organizing and composing words and images to create a message. Visual Communication

### A Brief History of Graphic Design

The Birth of Writing – *Fourth Century BCE* The Sumerians created a form of picture-writing. They use pictographs to communicate their ideas, along with a basic system of numbering items.

Formation of an Alphabet – *1050 BCE* Phoenician’s develop a twenty-two-pictographic alphabet. Later the Greek alphabet evolves from the Phoenician system of pictographs. The further development by the Romans forms the guideline of the modern alphabet used in the Western civilization.

Illuminated Manuscripts – *800 CE* After the fall of the Roman empire the Western world went into a decline. Only a select few were taught to read and write. Scribes were charged with creating hand lettered books and the transfer of information was a slow process.

Introduction of Printing – *1040 CE* Chinese crafted a system of using hand carved wooden blocks to form printed letters and symbols. Reproducing texts become less labor intensive.

Gutenberg – *1450 CE* German metalworker named Johann Gutenberg perfects a process of utilizing metal letters set into wooden blocks. The blocks were more durable and could be quickly arranged into words and sentences.

Industrial Revolution – *1700 CE* Steam engines, factory work and the growth of cities usher in a wave of technological innovations. People wanted more access to information and much more quickly. Industry began to produce more books and other forms of printed materials to satisfy the need for information.

Photography – *1800 CE* People wanted to create a more lasting way to capture images than by hand illustration. Niepce, Fox-Talbot, Daguerre we all early pioneers of the permanent photographic process. Later during the 1880’s Eastman brought the photographic process to the masses.

Modern Age of Design – *1860 CE* in the United States, the growth of newspapers, magazines along with advertising lead to a growth and change in graphic design. Another driving force for the growth of graphic design was the construction of the railroads and western expansion

across North America. World War I and The Great Depression changes the entire global economic landscape. The further invention of motion pictures and World War II brought about a further need for graphic design. Following World War II the demand for consumer goods, radio and television and their associated advertising that helped encourage consumption we both major catalyst for the growth of graphic design.

Graphic Design Today – 1960 CE Computer technology, the Personal Computer and The Internet have vastly changed the way graphic designers both create and share information. The proliferation of technology has allowed anyone with the skills, software and hardware to become a designer and share their content instantaneously around the world.