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**History of Graphic Design**

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### **Mesopotamia & Chip Kidd**

During class there were different words, phrases and people that are apart of design history that I learned about. Some words we discussed were petroglyphs, pictographs, and ideographs these words were important tools and drawing that many people used in the past. At the time of 3100 B.C there were classes that took place in Mesopotamia where the students learned to write with a stylus and clay. We also watched a video where the book designer Chip Kidd talked about the clarity and mystery of design.

Petroglyphs, pictographs, ideographs, and phonogram are some of the words that we discussed during class. Petroglyphs are images created by removing part of a rock surface by incising, picking, carving, or abrading, as a form of rock art. Pictographs is a pictorial symbol for a word or phrase. Pictographs were used as the earliest known form of writing, examples having been discovered in Egypt and Mesopotamia from before 3000 BC. Ideographs is a graphic symbol that represents an idea or concept, independent of any particular language, and specific words or phrases.

Sumerians during 3100 B.C had classes where students were being taught how to draw cuneiform with a stylus and a clay tablet. A cuneiform script, one of the earliest systems of writing, was invented by the Sumerians. It is distinguished by its wedge-shaped marks on clay tablets, made by means of a blunt reed for a stylus. The name cuneiform itself simply means "wedge shaped". These students were learning these techniques in order to become a scribe which are people who serve as professional copyist, especially one who made copies of manuscripts before the invention of automatic printing.

The book designer Chip Kidd talked about the clarity and mystery of design. As the video progresses I learned the difference between clarity and mystery of design, he defines clarity as “ getting to the point, blunt, honest and sincere” where sometimes you should ask yourself “ When should you be clear” ? A example that he showed where clarity was used was the designing of the crosswalk light meters. Chip Kidd then explained the meaning of mystery as “demanding to be decoded and when done right we really want to be mysterious”.

In conclusion, there was a lot of information to take in during class and I learned a piece of design history. From the different types of designs that were being used during 3100 B.C to the modern design that Chip Kidd was showing. There has been so much progression of design I and will most likely evolve in the future. I hope to learn more about design history as the course goes on.





