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History of Graphic Design

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The Industrial Revolution

For this lecture on the Industrial Revolution some of the things that I learned was mass production helped agriculture grow during the mid 18th to 19th century. Also around the time of 1740 the steam engine was invented in order to help mass produce products. Not only that but steam engines also helped with travel as well so people can get around. Also Industrialization began for Great Britain during 1750.

Robert Thorne was a British typographer and type founder. In 1821 he created the first fatface type. William Caslon IV an English typefounder also created a font that many still use today called Caslon. Decorative fonts and slab serif fonts were used during the Victorian era for advertisement. In 1765 there was a certain style of text that was created called display letters.

Graphic design work around the time of the Industrial Revolution during the Victorian era was used in the Victorian ornaments. Designs of the Victorian era could be compared to the works of the Baroque era , they both had so much decorative designs. A method of printing that developed was called Lithography where it's methods included printing from a stone or a metal plate that had a smooth surface with water or oil. This method of lithography was introduced in 1796. Multi layers such as CMYK was something that the lithography used which is also

something that graphic designers use today for modern designs. During the process of the lithograph the ink being used is applied to a grease-treated image on the flat printing surface.

The steam engines played a big part with traveling where it used roads, canals, and roadways to provide people a way to get to places that were longer in distance. The steam engine was invented around 1740 and it was able to help give ships, factories, and locomotives power. Merchants were able to ship their goods because of the steam engine that way their goods could reach a larger number of people and traveling to different parts of Europe became easier as well. With the use of coal and iron for fuel those two resources became so important that it began increasing overtime.

In conclusion, I believe that the Industrial Revolution was a great importance for the world of graphic design today. Some events and people that were there during that time still play a huge role in modern design as well for example the typeface known as Caslon is still being used in designs such as posters and books. The steam engine also plays a big importance for today's modern society because if it wasn't for the steam engine then we probably wouldn't have the designs of trains we have today.

