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Art History 3311

Assignment #2

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For my second lecture in History of Graphic design we had refreshed ourselves on the previous lecture that had discussed topics which were prior to graphic design, and how they influence the whole art world today. Topics covered cave art in parts of Europe and their rather advance and impressive approaches to the animal form .We had touched on the Mesopotamians and their experience with cuneiform and pictographs, as well as the Ancient Egyptian form of writing called hieroglyphics that started in what was known as the bronze age dated around 3000-1000 B.C . We continued with the Egyptians talking of their religious beliefs translated into writing. What they logged in those writings and introduction to the scroll .

This review has then Segwayed into more historical approaches to graphic design with the discussion of Hieratic script which was based on Hieroglyphics but it is shorter in drawing. The hieratic script was considered an ancient shorthand which had made it easier for people to learn and adapt to. We had then talked about demotic language which was dated in 600 B.C this demotic language transformed into what is known as phonetic symbols of sound and sight which again was easier to pick up rather than the complex signs of hieroglyphics that were before. We were then introduced to the Sinai Inscriptions which was understood as each picture denoting a consonant sign, this had created meaning through signs only it was similar to the Phoenician principal of one sign equaling one consonant this alphabet had twenty two letters total.

We focused on early ancient writings of different providences and how it had originated and eventually came together with one another to eventually form what is now known as the alphabet. We have an understanding that the alphabet transmits and stores information the formation of the alphabet had made it easier to communicate and learn, the people who had contributed to the alphabets popularity were traders and merchants, they had traveled all around and formulated the alphabet teaching those who would want to learn wherever they were with pictures of it on paper. The Greeks and Romans of the ancient world had adapted this practice and had elaborated on it with the formation of geometry and had added on vowels to the alphabet. This had then became the 24 letters that they had no upper or lower case letters but the words that they has used “Alpha and Beta” and sounds vastly similar to what is known now as the word alphabet. Manipulatives such as the Buchecero Rooster were used to help children to learn the alphabet, this is still a practice that goes on today, aren't we thankful for the alphabet and the Ancient Greeks formulation of vowels!

We then looked into a video capturing a teens life in Ancient Rome which was rather lavished and interesting. The teenager we had saw Lucius, had learned all the necessary skills to become a proper man and warrior of the capital. Fighting, educating himself and learning responsibilities, he is making a name for himself as an older man that has yet to contribute in society fully. He is destined to marry a girl that is ten years his junior, fight with the army and then have his say in politics much like his father. His day consists of bathing and relaxing in the bathhouse and ends his days with plenty of food and drink, sometimes to the point of illness. Which we had then reflected on if we would want to live like Lucius and if I were a boy of seventeen in Ancient Rome, I would want to lead a life much like his.

We touched on writings of Crete a Minoan tribe of peoples, the concept of moveable type which has a big contribution to the writing world till this day, what is the area of Phoenicia now which is actually parts of Lebanon and Israel. We also spoke Arabic writings, the concept of Kufic which was muslim academy that would teach you how to write thick lettering on slabs of stone and finally, the Latin alphabet which was modified by the Greek alphabet by the Etruscan people which were near the Italian peninsula. The lecture had closed with the introduction of another Graphic designer known as Massimo Vignelli. Vignelli was born in Milan Italy had studied architecture and was the mind behind a few recognizable New York logos such as the Bloomingdales logo and the New York Subway map logo. Vignelli also designed the American Airline and Swiss International logo. He was known to design in one typeface and he was quite the renaissance man designing furniture, jewelry, glassware and clothing.