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History of Graphic Design

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Essay assignment

During our lecture we had talked of the Industrial Revolution period and its influence on design. The industrial revolution had started in seventeen fifty and had ended around eighteen fifty a time of rising urbanized colonies, horrible living conditions and the upcoming boom of true urban factory city settings around the European area and its eventual move to the United states and their introduction to industrialism. The cause of this time of progression was the agricultural revolution and its new inventions such as the steam engine that had benefitted their farm work. These farmers had then turned into factory workers living in crowded cities instead of sprawling land.

With all of this occurring, the rise of Victorian era had come upon industrial great Britain in a design perspective. With the love of their Queen Victoria, the Victorian age had started around eighteen thirty seven and had created art that invoked emotional impact in consumers things of delicacy and beauty had driven most of their market, because of the boom in mass production they needed to brand their products in a very appealing manner. The idea of spirit, proper and piety were main themes of design. Yet another style that was a big influence during the time of Industrialism which was Baroque designs which is rather ornate, extravagant and glorified. People had surrounded themselves with objects of beauty and grandeur as well as clothed themselves in it.

This was a time of aesthetics that surrounded simple, non confusing themes that were universally understood. It was also during the time photography had been invented and the concept of lithography was used which is a process of using an oil based product and a stone base, also referred to as stone printing in Greek. Lithography was a art form of mass production with the accuracy in transferring the drawing in the stone to the paper. Chromatography helped the colors develop better with sheets or plates of Cyan , magenta , yellow and black laid onto the drawing. This concept was used on a lot of product designs as well as periodicals. Periodicals Harpers Bazar had stemmed from the early production of the Harpers Bible which had the best graphic design publications of all time and then had evolved into magazines and young reader sections.

The dawn of political cartoons had emerged as well having a contribution to art and its nod to graphic symbolism. Charles Dana Gibson, an artist for Harpers had done a lot of product ads and the first house for ads was the Palmer Philadelphia ad agency, things such as Ivory Soap and advertising cards. We had ended with a video that payed homage to Victorian design, it was featured on quite a few medicine ads, elixirs, holiday cards/greeting cards, beauty balms, tonics and ads for food and home products. Most of the time the drawings on the product did not even pertain to the product itself, it was more focused on cute babies, animals, stately homes.

It was a time of aesthetic simplicity and delicacy, featuring overly cute, cherub like babies and a classical ideal of lavished living with a limited color palette. The Victorian era had been poise and proper in its deign yet had an underlying reality of overpopulated cities and hard factory conditions in which many had suffered from in both their work life and their Homelife.

