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History of Graphic Design

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The Genesis of Twentieth-Century Design

In this chapter I learned about the introduction to introspection. It mentions a lot of art nouveau and Victorian art styles but the introspective art reminds me more of art deco. I think it's how symmetrical they both are and how strong the lines are. I also learned that introspection started way later than I thought.

I also read about the work and rise of American architect Frank Lloyd Wright and him becoming known to European artists and designs. He was apparently an inspiration for the designers evolving from curvi-linear art nouveau to a linear approach to spatial organization. In 1893 Wright began independent practice.

He was really into philosophy of organic architecture with the reality of the building existing not in buildings or man made geometric shapes but in spaces where people lived and worked. Wright was really fascinated by Japanese Architecture and design for its visual poetry and its proportions.

As a young man, Wright operated in a basement printing press with a friend of his. This taught him to include white or blank space as an element in his designs, to work within parameters, and

to combine some materials into a unified whole. During his long career, Wright periodically turned his hand to graphic design. Throughout the winter of 1896–97, Wright collaborated with William H. Winslow

In conclusion I learned about a little bit about how introspection basically got started.