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History of Graphic Design

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<div align="center">Last Reflection</div>

First I read chapter 24 about The Digital Revolution and Beyond which has all the robotic and digital looking typefaces such as "Chicago". I learned that the first mouse, a small wooden box on steel wheels, was invented by scientist Douglas C. Engelbart (1925– 2013) in the 1960s at the federal government's Augmentation Research Center which really paved the way for designers and artists.

The first video with the top ten most expensive logos really surprised me. The logos were so simple and clean that they look like they were easy to make but I know that's not the case. Those logos must have taken a lot of time to come up with an implement. I was also surprised that NBC's logo was not number one. Neither was any shoe company.

The second video was more than logos. It was very interesting to learn about different designers besides the ones we learned about in class. I had no idea that a designer was responsible for the escalator. It makes sense in hindsight that a designer invented it because they have a subtle artistic appeal to them.

Hearing Michael Bierut explain his role with Walk NYC in his video "How To (Change the World) by Graphic Designer Michael Bierut" was really fascinating. He explained how he had to design an interface that was smooth, clear, user friendly, and easy to read, all while taking into account that modern day people do not know how to orient themselves and probably have

devices with maps already on them. He made it so the direction you were facing looking at the

interface was directly correspondent with where you were on the map.