# History
## of
# Graphic Design

# The Origins of Illustration

Modern illustration really began with the invention of the printing press.

It was then that it became possible to publish all kinds of information or to decorate and illustrate texts.

The origins of illustration as we know today can be found in the miniatures that medieval artists used to decorate manuscripts.

# Engraving: A Medium for Broad Dissemination

Before the invention of the printing press, engravings were always made on wood and they incorporated image and text on the same wooden plate.

The wood cutting technique did not allow for fine detail.

Precision detail was achieved by engraving on metal [from the 16th century], which required image and text to be printed separately.

This started the fashion for full-page, stand-alone illustrations, and large scale illustrations.

# Satirical Illustration

In the 18th century there was a huge boom in book illustration, thanks to the widespread dissemination of illustrated writings by French and British intellectuals.

In England the genre of political and social satire was born, which soon became one of the most popular forms of illustration in the modern world.



Artillerie du diable.

inventé perfectionné et manœuvré à la grande admiration des députés vendus

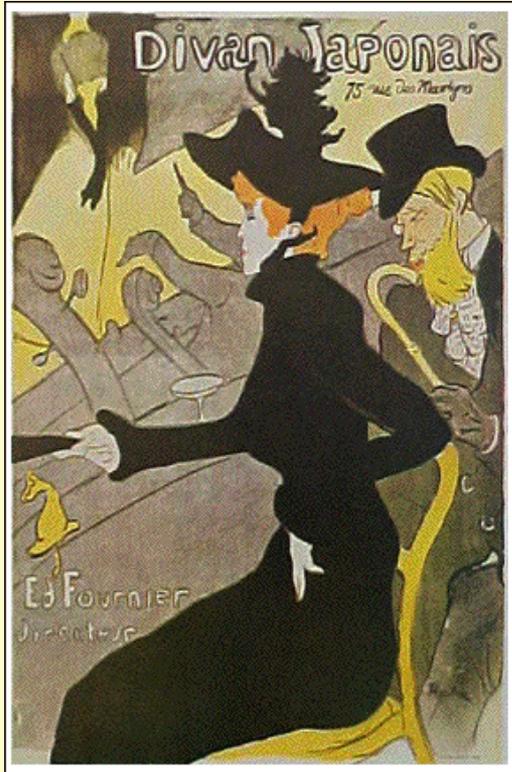(Journée du 23 Février 1834)

# Illustrators in the 19th Century

The second half of the century witnessed the golden age of narrative illustration.

It also marked the peak of poster illustration and all types of visual propaganda.

The evolution of illustration towards the end of the 19th century reached one of its high points with the work of Toulouse-Lautrec .

# Impressionism and Symbolism

Two very important artistic movements co-existed during the final decades of the 19th century:  Impressionism and Symbolism.

Impressionism favours realism, everyday subject matter, and a rapid sketchy style.
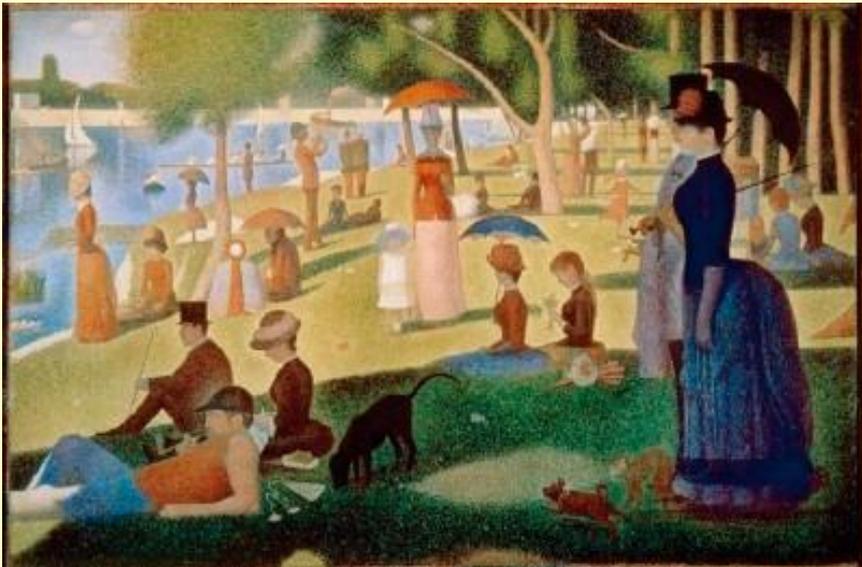


In contrast, Symbolism features fantasy based and literary subjects in a style that is highly refined and decorative.

# The 20th Century

Before the twentieth century, illustrators generally followed the tradition of humorous realism created by the great Victorian artists.

This trend continued into the early decades of the 20th century.

In the twenties and thirties a certain type of modern style became fashionable among editors and publicists.

Commercial expansion after WW2 gave illustrators the chance to work using more modern, expressive forms.

# The Bauhaus

This style covers a group of artists and designers that were from a German school of industrial design (The Bauhaus) and Swiss typographers who concentrated on clarity and precision in communication.

At the root of anything the Bauhaus did was "functionalism", the theory that an object will automatically become attractive if it is designed to fulfill its purposes with maximum effectiveness.

# Popular Culture

Toward the middle of the 20th century, artistic trends focused their attention on movements of urban popular culture or, rather, on the products of the consumer market that constituted the visual landscape of modern life.



This was the movement known as Pop Art.

# Post Modernism

Post Modern is a somewhat cheeky, cluttered and carefree style.

It is a term that is still in fashion to describe a general reaction against the seriousness and impersonality of Nordic Modern and modernism generally.



In graphic design, Post Modernism deals in nostalgia, irony, exaggeration, and outright foolishness.