

ABRIDGED HISTORY OF WESTERN GRAPHIC DESIGN by Deane Nettles, 5/2015

Date	World Events	Design Periods	Design Events	Practitioners
1810-1820	Napoleon Bonaparte dies, 1821 Erie Canal opens, 1825; B&O Railroad chartered 1827; beginning of inexpensive mass transportation		Vincent Figgins cuts first slab serif fonts, 1815-1817 Noah Webster publishes first dictionary, 1828 First typewriter patented by William August Burt, Detroit, 1829 Earliest photograph, Joseph Nicéphore Niépce, 1826 or 1827	
1830	Queen Victoria begins her reign, 1837 First commercial electrical telegraph, England, 1837	Victorian era	The Daguerre-Niépce method of photography is presented to the Academy of Science, Paris, 1839	
1840	B&O Railroad reaches coal fields of West Virginia, 1842; beginning of inexpensive energy S.F.B. Morse's telegraph is used for the first time between Baltimore and Washington, D.C. using binary Morris Code, 1844	Pre-Raphaelites	First telegraphic fax machine, 1842 Wood-pulp paper invented by Friedrich Gottlob Keller, 1844 Robert Besley cuts Clarendon, 1845 First painted Christmas card designed and produced by John C. Horseley, 1846	
1850	Petroleum distilled by Benjamin Silliman, 1855 Charles Darwin publishes <i>The Origin of the Species</i> , 1859 John Brown killed in raid on Harpers Ferry, 1859	Arts and Crafts movement begins, a reaction to Victorian over-decoration at the Great Exhibition	Joseph Paxton builds the Crystal Palace in London for the Great Exhibition, the first international exhibition, 1851 Paris World's Fair, 1855 David E. Hughes invents printing telegraph, 1855	William Morris
1860	U.S. Civil War and resulting industrialization boom Louis Pasteur invents process for sterilizing liquids		Paris World's Fair introduces Japanese art to the West, 1867 First postcard produced in Austria, 1869	David Stemple
1870	Alexander Graham Bell invents the telephone, 1876 Railroad Strike of 1877, first national workers' strike Thomas Edison patents the phonograph, 1877, and the first practical electric light, 1879	Impressionism	First Impressionist exhibition, 1874	
1880	First skyscraper (10 stories) is built in Chicago, 1883 A. G. Eiffel completes the tallest building in the world, the Eiffel Tower, 1889	Century Guild Post Impressionism	Ottmar Mergenthaler invents the Linotype, Baltimore, 1886 Monotype foundry founded, 1887 George Eastman perfects his Kodak box camera, 1888	Arthur Mackmurdo
1890	Financiers in New York buy most large American businesses and create trusts (monopolies) Sigmund Freud begins developing psychoanalysis Henry Ford builds his first automobile, 1892	Art Nouveau Jungenstil Secession Glasgow School Vienna Session Beggerstaffs	<i>La Goulué</i> , Toulouse-Lautrec's first poster for the Moulin Rouge, 1891 First modern airbrush, Thayer and Chandler, 1893 First public film show in Paris at the Hotel Scribe, 1895 Berthold Type Foundry releases Accidenz-Grotesk, 1896 <i>The Yellow Kid</i> , the first American comic strip, illustrated by Rudolph Dirks, 1897	Antoni Gaudí René Lalique Alphonse Mucha Charles Rennie Mackintosh Louis C. Tiffany
1900	President Teddy Roosevelt works to break up monopolies, creates the National Park system Social Revolutionary Party founded, 1901	Weiner Werkstatte Cubism Futurism Plakatstil	<i>Priester Match</i> poster, Lucian Bernhard, 1906 First Cubist exhibition in Paris, 1907 Paul Behrens designs the first steel and glass building for A.E.G. Factory in Berlin, 1908	Morris Fuller Benton Frederic W. Goudy Henri van de Velde
1910	First public radio broadcast, Dr. Lee De Forest, 1910 World War I, 16 million dead and 20 million wounded, 1914-1918 Albert Einstein publishes theory of relativity, 1916 Russian Revolution, 1917	Vorticism Dada Russian Constructivism German Expressionism DeStijl Bauhaus design school, 1919-1933	First photosensitive silkscreen emulsion, early 1910s <i>Nude Descending a Staircase</i> , Marcel Duchamp, 1912 <i>Fountain</i> , Marcel Duchamp, 1917 Armory Show introduces Modernism to New York, 1913 First jazz record, <i>Original Dixieland Jazz Band</i> , 1917 "Underground" font designed by Edward Johnston, 1914	Alexander Rodchenko Wassily Kandinsky El Lissitzky Man Ray Norman Rockwell
1920	"Roaring Twenties," Prohibition and mobsters Women get vote in U.S., 1920 Scottish inventor John Logie Baird demonstrates the first television image, 1925 Wall Street crash, 1929	Art Deco Surrealism	<i>Cabinet of Dr. Caligari</i> , Robert Wiene, 1921 Marcel Breuer, Wassily chair, 1925 <i>Metropolis</i> , Fritz Lang, 1927 <i>un chien andalou</i> , Luis Buñuel and Salvador Dalí, 1929 Al Jolson in <i>The Jazz Singer</i> , first full-length talking picture, 1927 Kodak develops 16mm color film, 1929	Herbert Bayer Sergei Eisenstein Eric Gill J. C. Leyendecker Paul Renner Stenberg Brothers
1930	Great Depression, rise of dictators world-wide Spanish Civil War, 1936 New York World's Fair, 1939 Germany, Italy and Japan start WWII, 1939	Moderne New Typography Socialist-Realist/Heroic Realism Streamline WPA	European designers flee Europe for the U.S. <i>Dubo, Dubon, Dubonet</i> poster, AM Cassandre, 1932 35mm Kodachrome introduced, 1935 Henry Luce begins publication of <i>Life</i> , first picture magazine, 1936 Picasso paints <i>Guernica</i> , 1937 László Moholy-Nagy founds the American New Bauhaus, Chicago, 1939	Alexey Brodovitch Charles T. Coiner Raymond Loewy Herbert Matter Stanley Morrison Jan Tschichold
1940	First modern computer developed in U.S., 1944 World War II ends, 60 million dead, 1945 Atomic bomb, 1945 Transistor invented by Bell Labs, 1948	American Modern Atomic Age design	<i>Citizen Kane</i> , Orson Wells, 1941 <i>Graphis</i> magazine published, in Switzerland, 1944 Farnsworth House, Ludwig Mies van der Rohe, 1945-1951 Lou Dorfsman hired by CBS Radio, 1946	Alvin Lustig Walter Landor Cipe Pinellies Paul Rand
1950	Europe rebuilds Cold War Korean War, 1950 Color Television, 1950 Sidney Rosenthal's Magic Marker®, 1953 First phototypesetting, 1953 Elvis Presley has first rock 'n' roll hit, 1956 First photocopier, Xerox, 1959	Swiss International Style Polish poster style Revivalism and Eclecticism (Push Pin Graphics) Googie Film Noiré	CBS "eye" logo created by CBS CD Bill Golden, 1951 International Design Conference in Aspen, 1951-c. 2004 Saul Bass designs poster and movie titles for film <i>Carmen Jones</i> , 1954 Push Pin Studios founded by Milton Glaser, Seymour Chwast, Reynold Ruffins, and Edward Sorel, 1954 Reid Miles designs album covers for Blue Note Records, 1955 Helvetica designed by Max Miedinger and Edouard Hoffmann, 1957 Seagram building, Ludwig Mies van der Rohe, 1959	Charles & Ray Eames Robert Frank Georg Olden Irving Penn Bradbury Thompson Henry Wolf
1960	Vietnam War U.S. scientists develop the laser, 1960 President John Kennedy assassinated, 1963 First phototypesetting on CRT screen, mid-1960s Martin Luther King assassinated, 1968 Apollo 11, First manned moon landing, 1969	Pop Art Op Art Psychedelia	Josef Müller-Brockmann's <i>Grid Systems in Graphic Design</i> , 1961 Andy Warhol, <i>100 Soup Cans</i> , 1962 George Lois directs <i>Esquire</i> magazine covers, 1962-1972 Massimo Vignelli founds NY branch of Unimark International, 1966 Wes Wilson designs psychedelic posters for the Filmore West, 1967 Herb Lubalin art directs magazine <i>Avante Garde</i> , 1968	Paul Davis Alan Fletcher Colin Forbes Bob Gill Armin Hofmann Tomoko Miho
1970	Vietnam war ends, 1973 Anwar Sadat and Menachem Begin sign the Camp David peace accords, 1978 First test-tube baby, 1978 First personal computers hit the market	Basel Graffiti Punk, 1979-1983	Paula Scher hired by CBS Records, 1972 First successful video game, <i>Pong</i> , released, 1972 First punk album, Sex Pistols, <i>Never Mind the Bullocks, Here's the Sex Pistols</i> , 1977 First New Wave album, Talking Heads, <i>Talking Heads '77</i> , 1977	Chermayeff & Geismar April Greiman Paula Scher Wolfgang Weingart
1980	Space shuttle flights begin, 1980 Glasnost policy implemented by Russian Communist Party Chairman Gorbachev, 1987 Berlin Wall torn down, 1989 First enlarging-reducing copiers, c. 1984 (end of Lucigraph)	New Wave Postmodernism	MTV, all-music video cable channel, 1981 Memphis Group founded in Milan by Ettore Sottsass, 1981 Apple Macintosh, 1984, Apple laser printer and Pagemaker, 1985 <i>Emigré</i> magazine begins publication, 1984 Philip Johnson's AT&T Building, 1984 David Carson becomes art director of <i>Beach Culture</i> magazine, 1989 Tim Berners-Lee invents the Web and HTML, 1989	Charles Anderson Neville Brody Joe Duffy Steven Heller Tibor Kalman Zuzana Leko Clement Mok
1990	Hubble telescope launched, 1990 1st Persian Gulf War, 1990-1991 End of Cold War, 1992 Pixar's <i>Toy Story</i> , first full-length digitally animated film, 1995	Death of typesetting, 1992-1994 Grunge Web Design Sustainable Design	Mosaic, the first Web browser, is developed, 1993 Indigo, first digital printer, 1993 House Industries releases grunge fonts, 1994 JavaScript created, 1995 First portable digital camera, Minolta, 1995 CSS released, allowing more complex designing of websites, 1996 Georgia and Verdana fonts, Matthew Carter, released by Microsoft, 1996	Lee Clow Michael Bierut Kit Hinricks Michael Mabry Stefan Sagmeister Rick Valicenti Michael Vanderbyl
2000	9/11/2001; Afghanistan, Iraq Wars Great Recession, 2007-9 iPod, 2001; iPhone, 2007; iPhone with video 2009 Barak Obama, first black U.S. president, 2009	Web 2.0 Demise of many newspapers and magazines	With "Web 2.0," websites become interactive Wordpress released, 2003 jQuery, a library allowing easier coding of JavaScript, 2005 Etsy launched, site for designers to market directly, 2005	Kyle Cooper Armen Duplessis Louise Fili Chip Kidd
2010	Arab Spring, 2011 Protests against police shootings in U.S., 2015	Mobile websites Banksy, Ai Weiwei	Google Fonts released, allowing better type design on the Web, 2010 HTML5, CSS3 released, improving interaction and animation, 2011	Jessica Hische