WELCOME

Graphic Design History

Professor John Battista De Santis

What is Graphic Design?

Graphic Design History

Professor John Battista De Santis

Video-Discussion - What is graphic design?

"How do you define graphic design?"

Graphic Design surrounds us: it is the signs we read, the products we buy, and the rooms we inhabit.

Graphic designers work towards the ultimate goal of visually communicating a message, whatever the project.

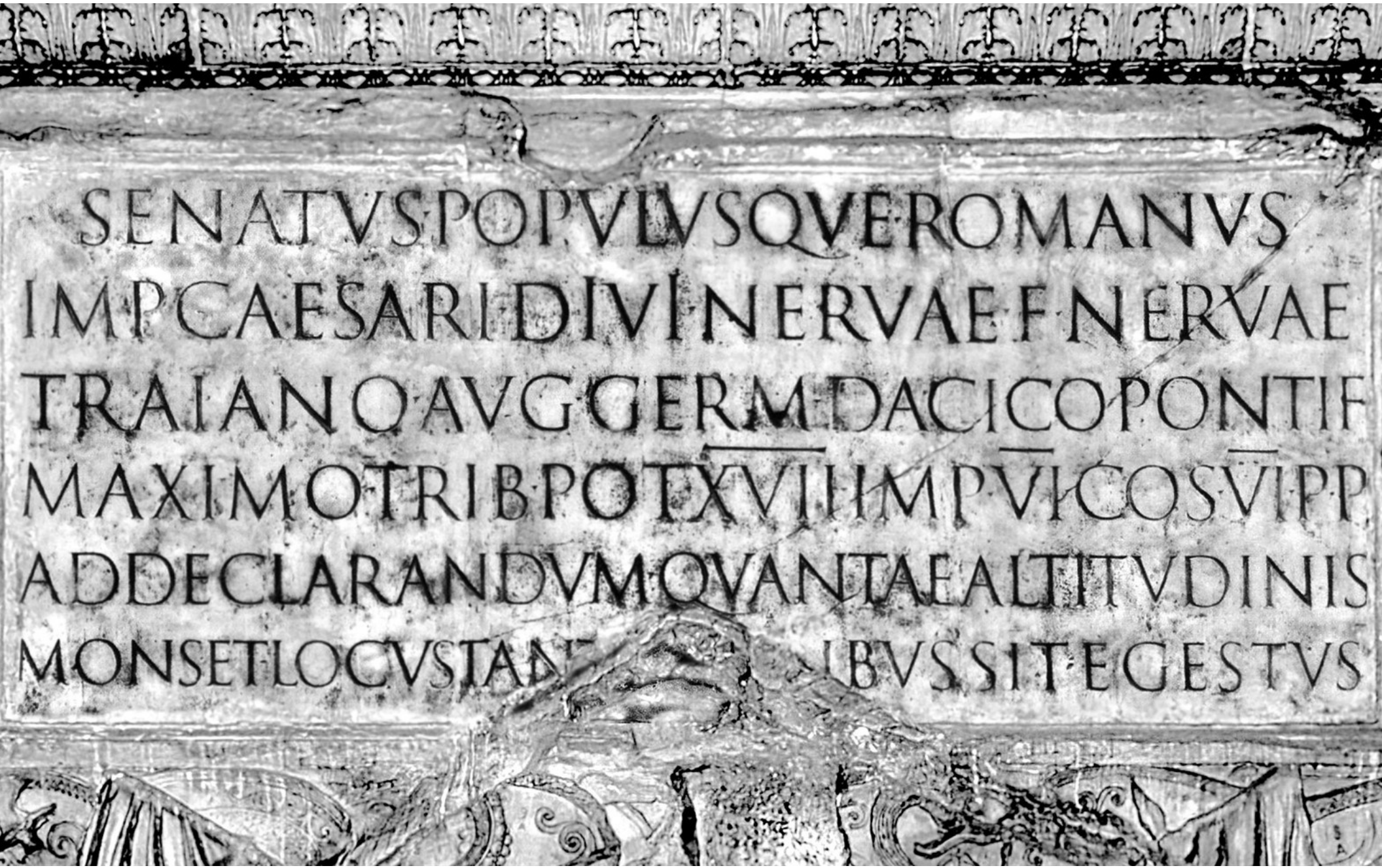
Utilizing a language of type and imagery, graphic designers make every aspect of our lives defined and beautiful.

https://www.youtube.com/watch?v=sTi5SNgxE3U&feature=youtu.be

https://www.youtube.com/watch?v=sTi5SNgxE3U&list=PLeDXhH7-X3qKNCXU2Xr2CS3WmMX5--Yre

https://www.youtube.com/watch?v=sTi5SNgxE3U&list=PLjBWp61020wxqb-4bTtdIP-o9dCM0f9Te

HTTPS://YOUTU.BE/STI5SNGXE3U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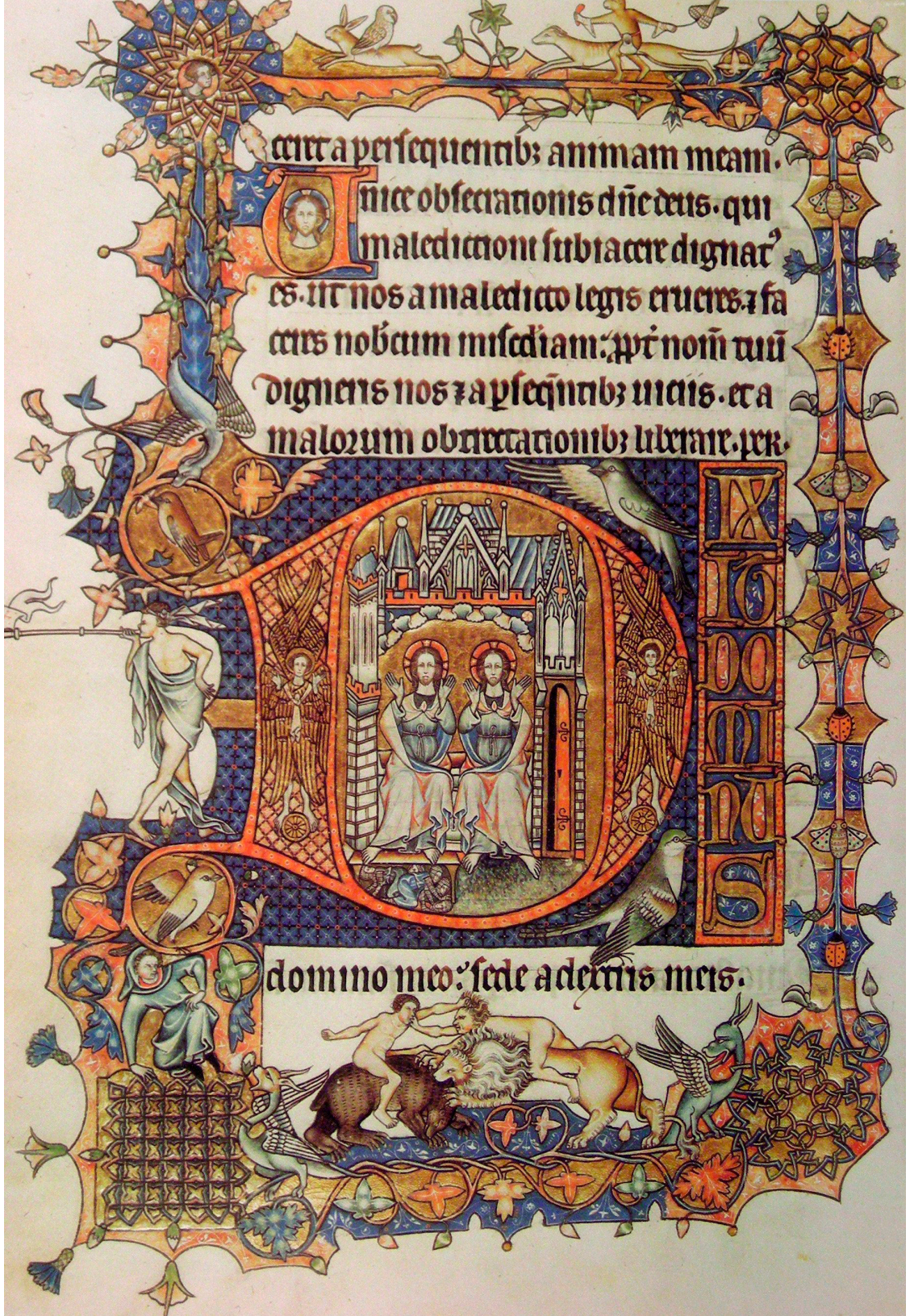
es. ut nos a maledicto legis erueres. ⁊ fa
ceres nobꝫ cum misericordiam: ꝓpter nomen tuum
digneris nos ⁊ a ꝑsequentibꝫ uiciis. et a
malorum obtrectationibꝫ liberare. per.



Dominus domino meo: sede a dextris meis.

distrattamente
mise il
BITTER
CAMPARI
in
testa
F. Depero
Rovereto

ポーカー
カジノ
モナコ
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10円ゲー
コロンブ
1F
Le Café
10円
ジャス
カラオケ
ROOM
2·3·4F
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アプル
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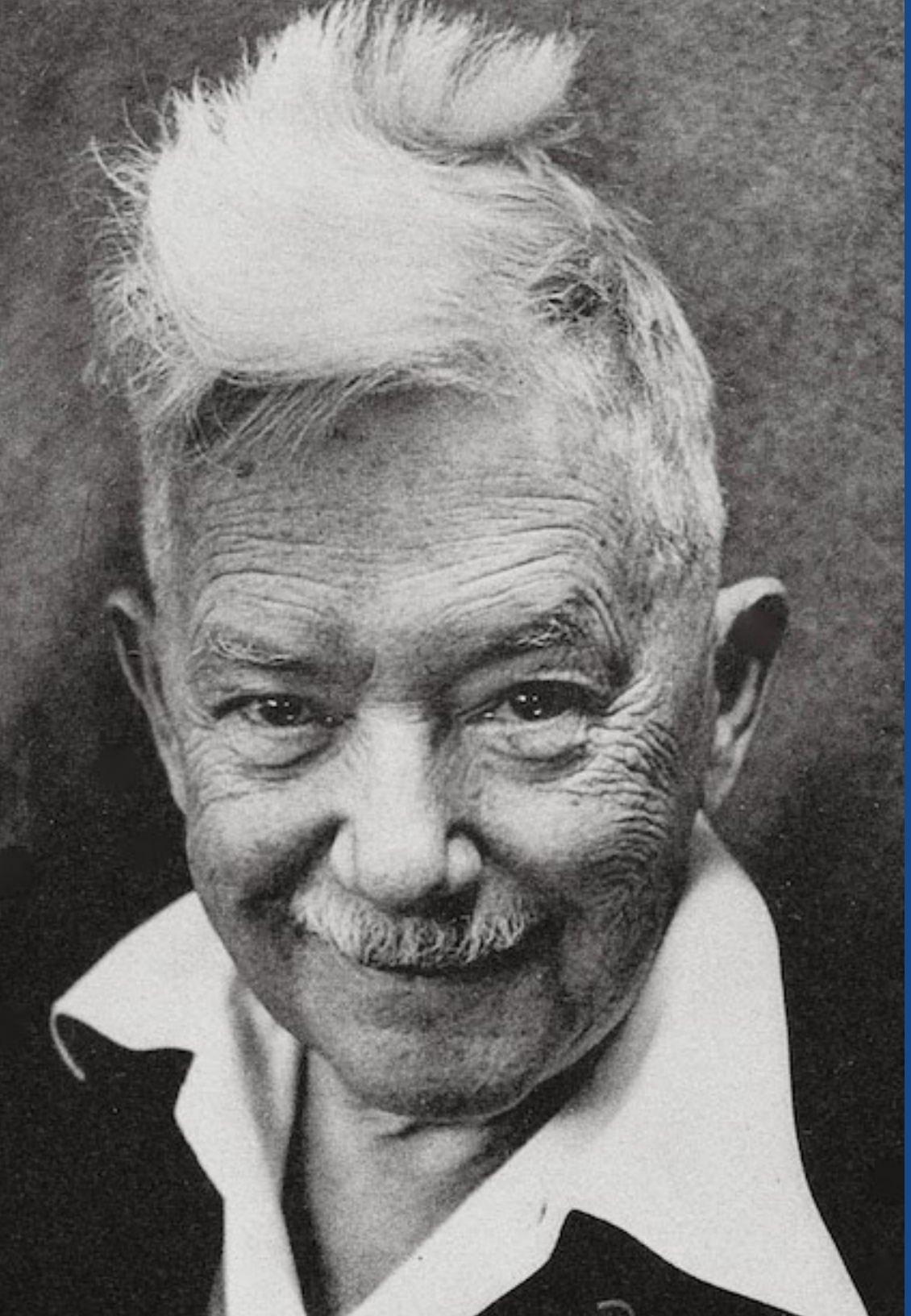
Le Café



The term "graphic design" was coined by William Addison Dwiggins

Graphic Design History

Professor John Battista De San

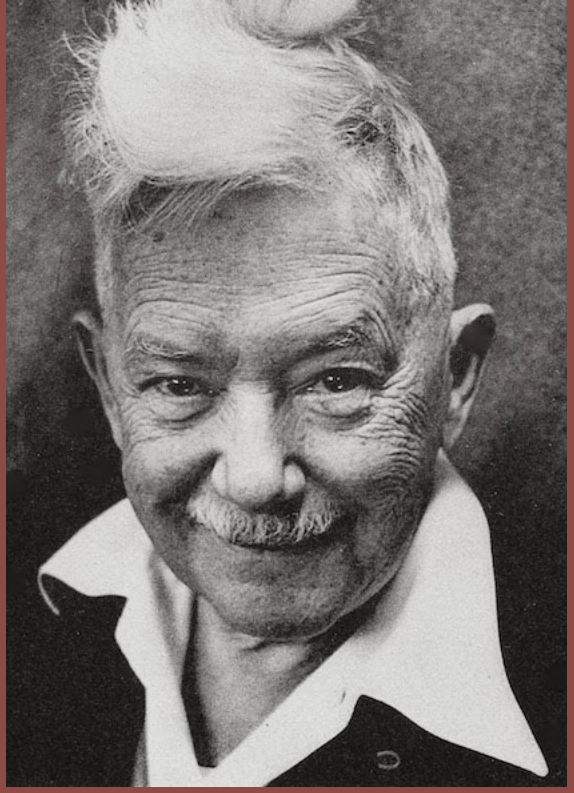
... in 1922

However, the origins of graphic design can be traced from the origins of human existence, from the caves of Lascaux, to Rome's Trajan's Column to the illuminated manuscripts of the Middle Ages, the first "branding campaigns" of Campari, to the neon lights of Ginza, Tokyo. The term did not achieve widespread usage until after the Second World War.

Graphic - Latin "graphicus of painting or drawing "
Greek graphikós able to draw or paint,
equivalent to gráph(ein) to draw, write carve (graffiti)

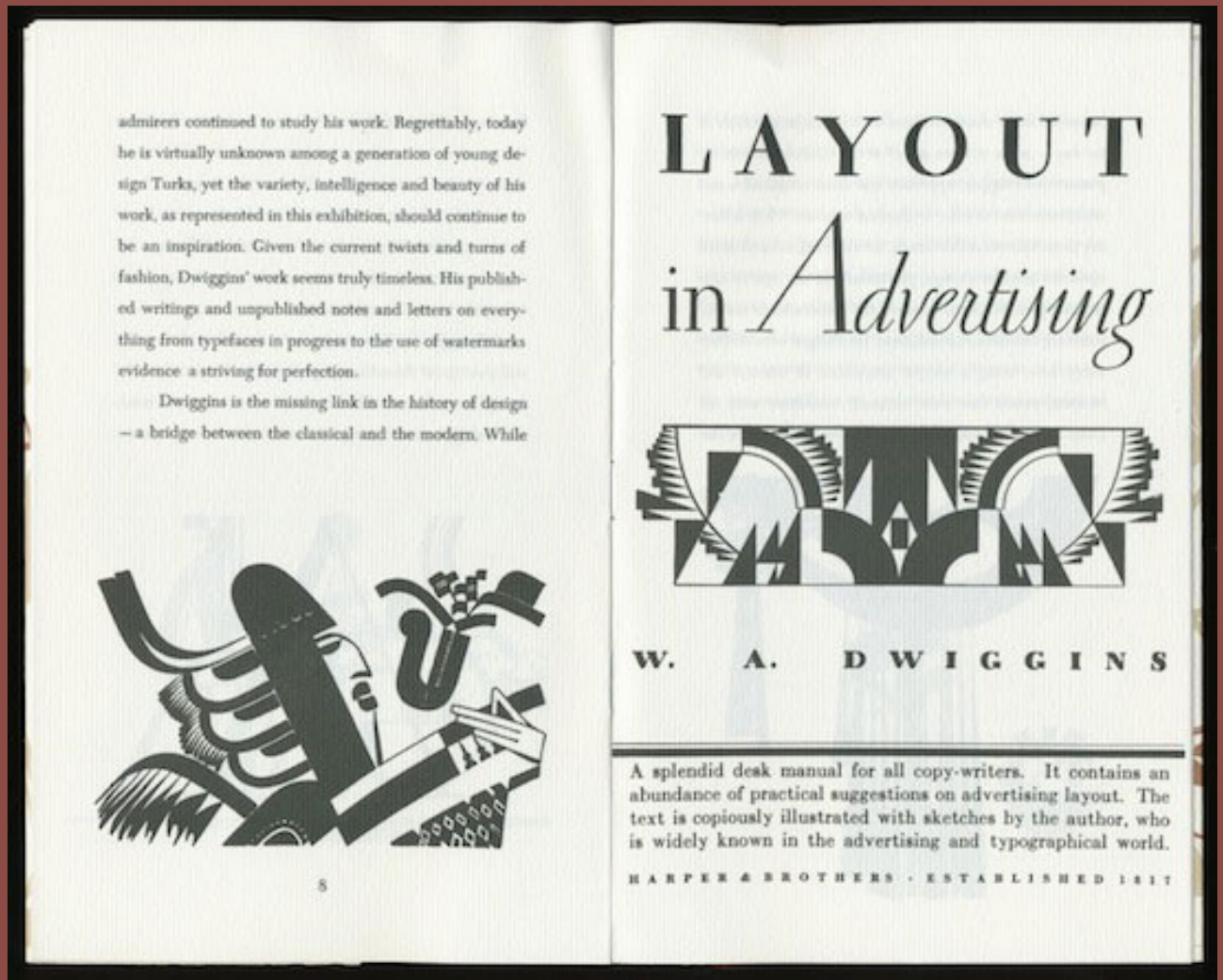
De - Latin dē-, prefix "of"

Sign - Latin signāre to "mark with" a sign, inscribe, affix a seal to,
Latin dēsignāre to mark out



William Addison Dwiggins, was an American type designer, calligrapher, and book designer.

Dwiggins was perhaps more responsible than any other designer for the marked improvement in book design in the 1920s and 1930s. He gained recognition as a calligrapher and wrote on the graphic arts, **his book Layout in Advertising (1928; rev. ed. 1949) remains standard.**



admirers continued to study his work. Regrettably, today he is virtually unknown among a generation of young design Turks, yet the variety, intelligence and beauty of his work, as represented in this exhibition, should continue to be an inspiration. Given the current twists and turns of fashion, Dwiggins' work seems truly timeless. His published writings and unpublished notes and letters on everything from typefaces in progress to the use of watermarks evidence a striving for perfection.

Dwiggins is the missing link in the history of design – a bridge between the classical and the modern. While

8

LAYOUT

in *Advertising*

W. A. DWIGGINS

A splendid desk manual for all copy-writers. It contains an abundance of practical suggestions on advertising layout. The text is copiously illustrated with sketches by the author, who is widely known in the advertising and typographical world.

HARPER & BROTHERS · ESTABLISHED 1817

What is graphic design?

10019BCE: It's cave painting
3019BCE: It's Sumerian pictographs script
2019BCE: It's cuneiform
1719BCE: It's Law Code of Hammurabi
1619BCE: It's Stamp Seal Mesopotamia
1319BCE: It's the Book of the Dead
1119BCE: It's Phoenician alphabet
1019BCE: It's Greek alphabet
819BCE: It's Aramaic alphabet
519BCE: It's Babylon
419BCE: It's Demotic scrip
319BCE: It's Euclid's geometry
219BCE: It's Small-seal calligraphy
119BCE: It's Trajan Column
19BCE: It's parchment codex/roman letters
119: It's paper invented in china
219: It's Greek uncials
319: It's Chops identifying seals;
419: It's Vatican Vergil
519: It's Early Arabic alphabet
619: It's Insular script
719: It's Chinese relief printing;
819: It's the Book of Kells
919: It's Caroline Europe
1019: It's movable type in China
1119: It's paper in Europe
1219: It's Illuminated manuscripts
1319: It's Illuminated manuscripts
1419: It's woodblock printing
1519: It's movable type books
1619: it's woodcut illustration
1719: it's typography
1819: it's Industrial
1919: it's Futurist
1922: it's graphic design
1929: it's Bauhaus
1939: it's Swiss
1949: it's International
1959: it's advertising
1969: it's Modernist
1979: it's logos
1989: it's bright
1999: it's grunge
2009: it's websites
2019: What is graphic design?

HTTPS://TWITTER.COM/MGOLDST/STATUS/1018243341920735232

It's memes

the ability to interpret common situations and their emotional connection, through visual communication, that is genuine graphic design

It's apps It's UI/UX It's AI 2020-beyond

It's what you want it to be

It's been swamped &consumed by marketing

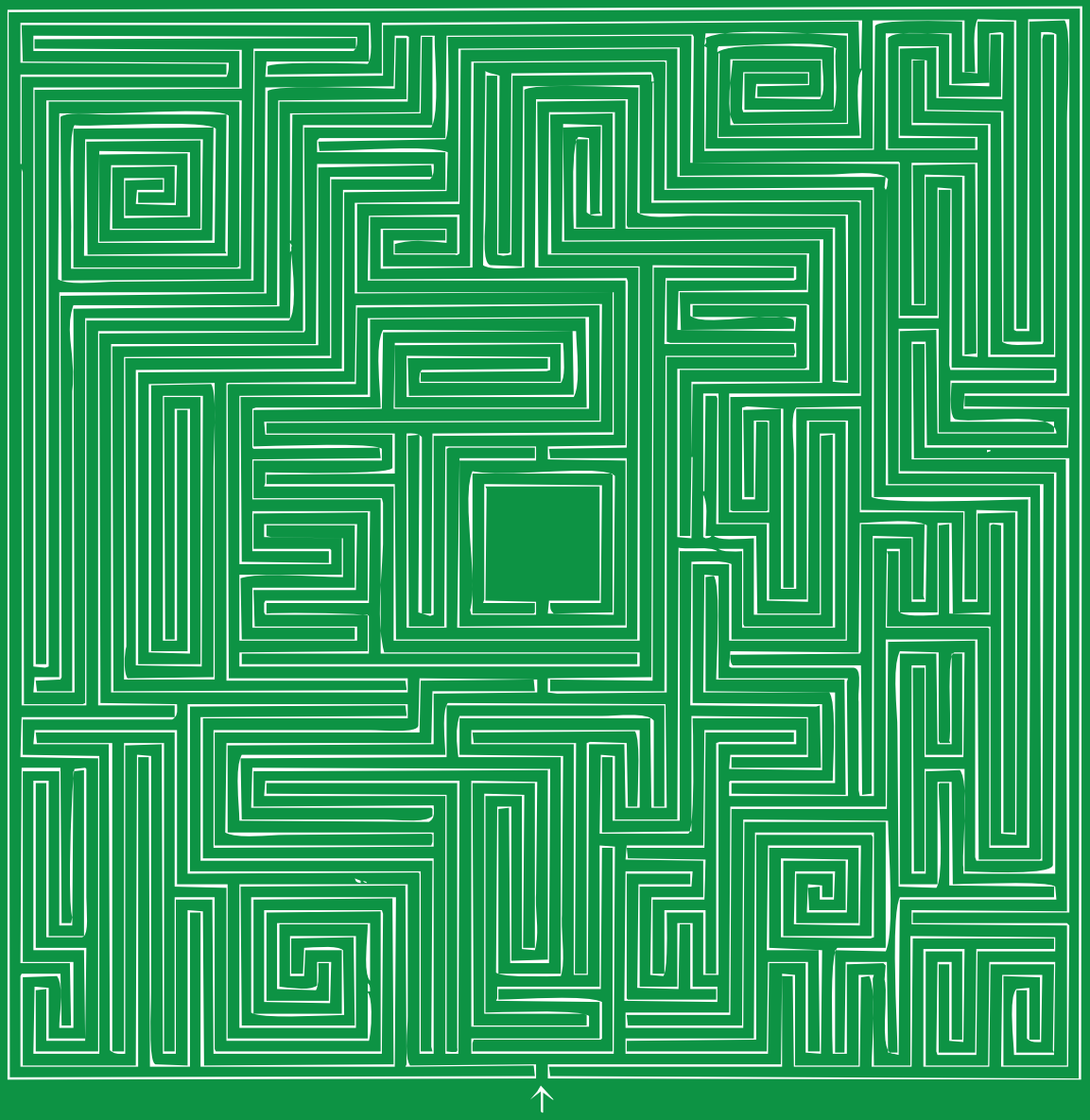
Graphic design is the process of visual communication and problem-solving through the use of typography, photography and illustration.

Graphic Design Technique

Graphic Design History

Professor John Battista De Santis

The Creative Process



1

REACTION

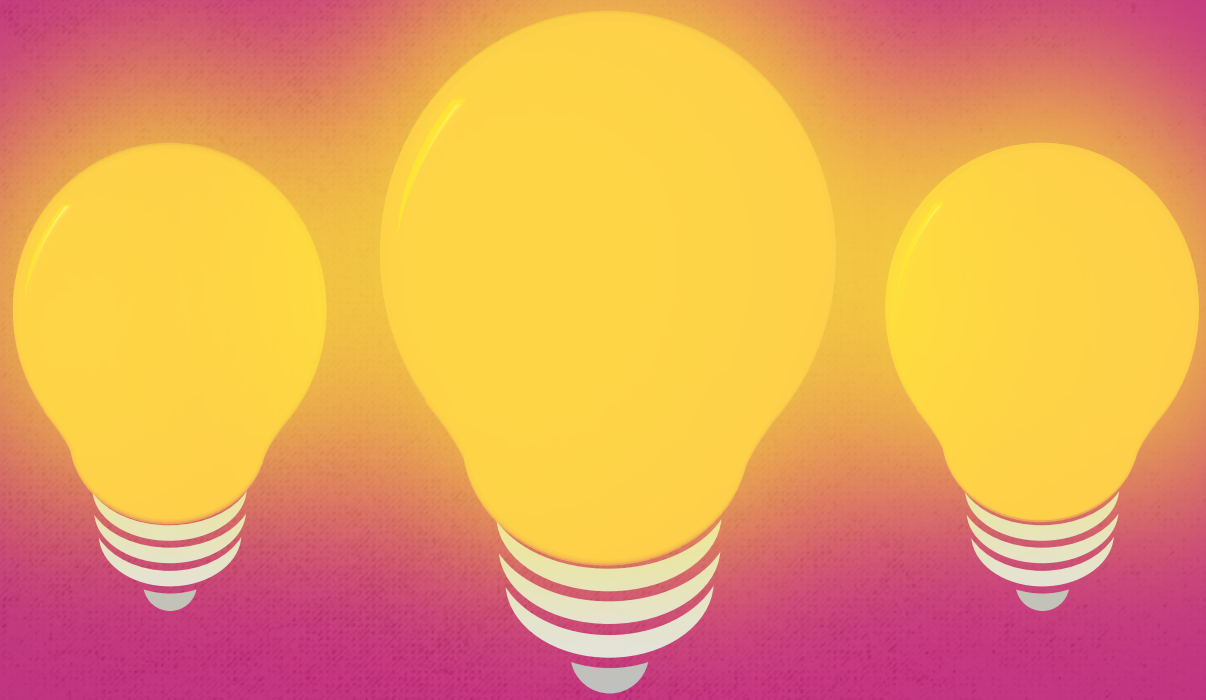
Grab Their Attention

2

RELEVANT

Knowing the Audience

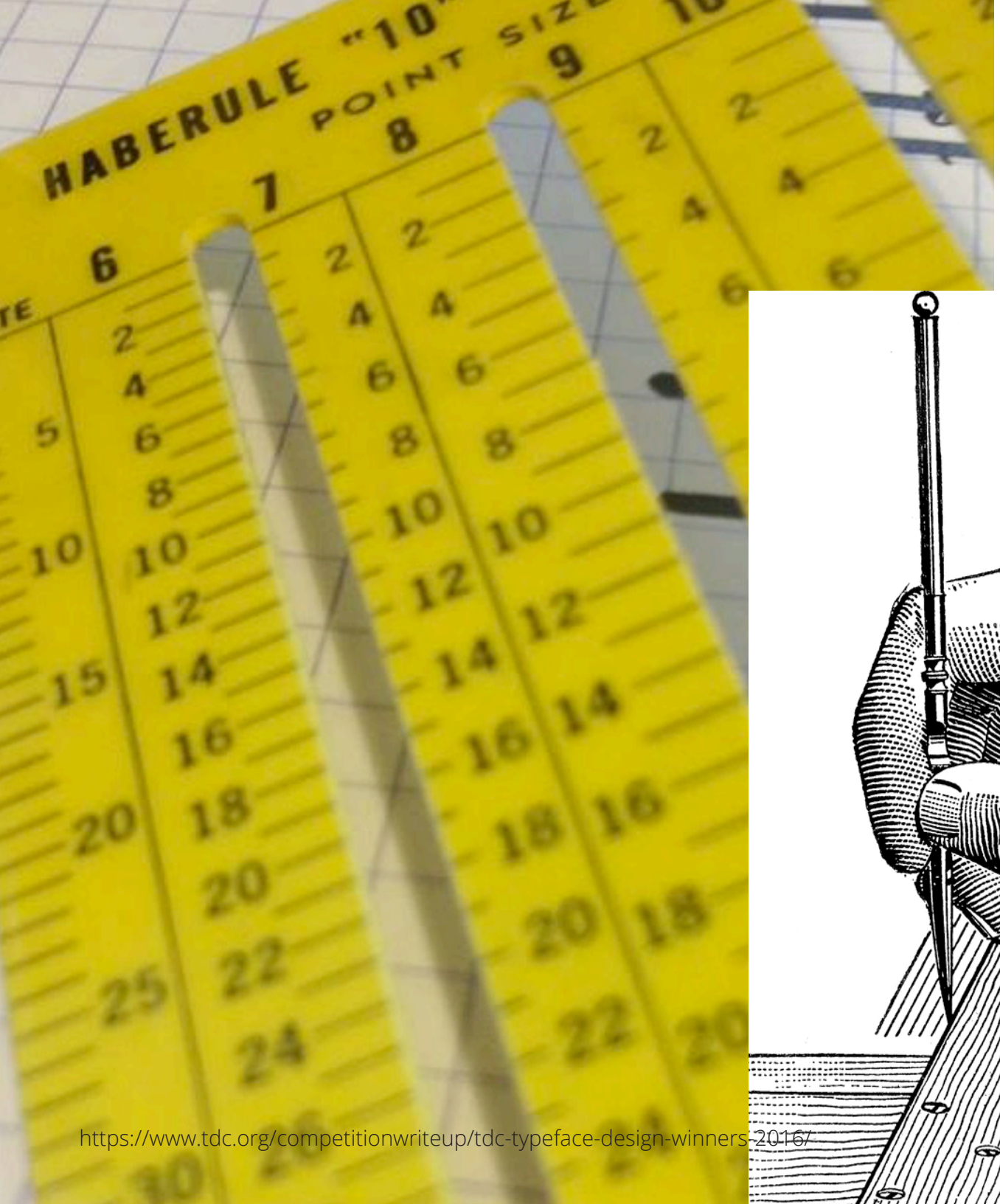
3



RESPONSE

Make Things ***Happen***

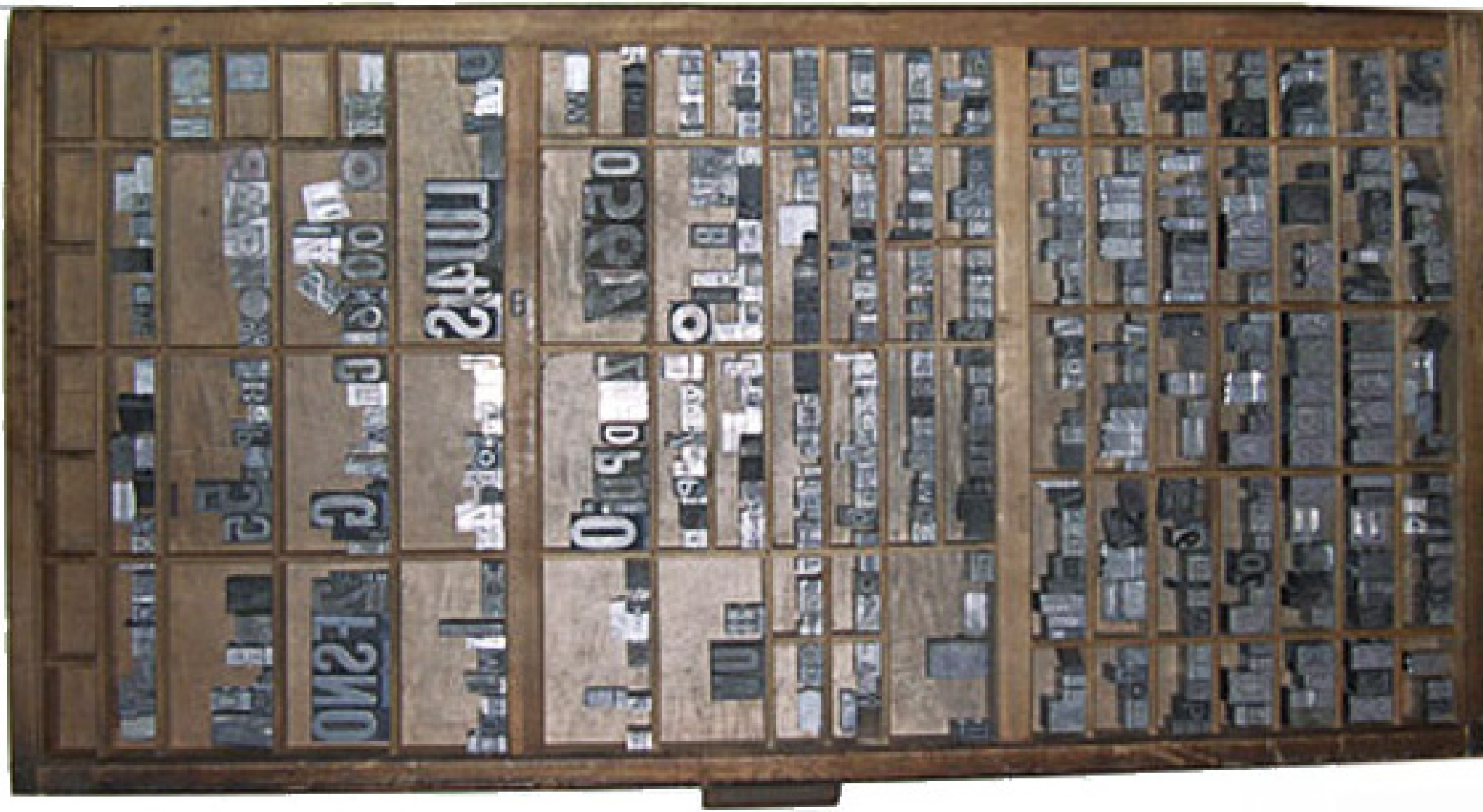
Design Technology

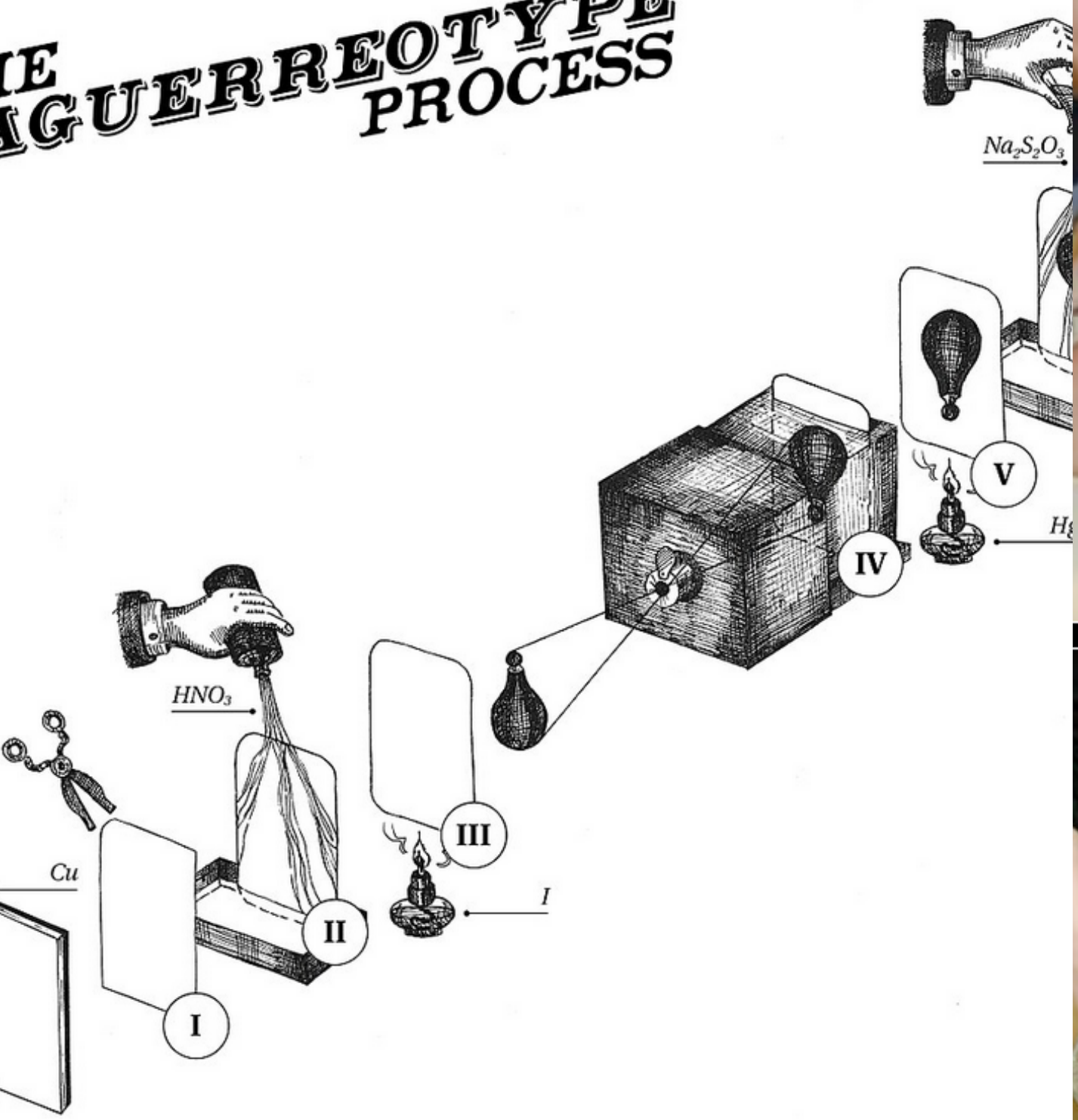


https://www.tdc.org/competitionwriteup/tdc-typeface-design-winners-2016/

Graphic Design

upper case

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Design IN History

Graphic Design History

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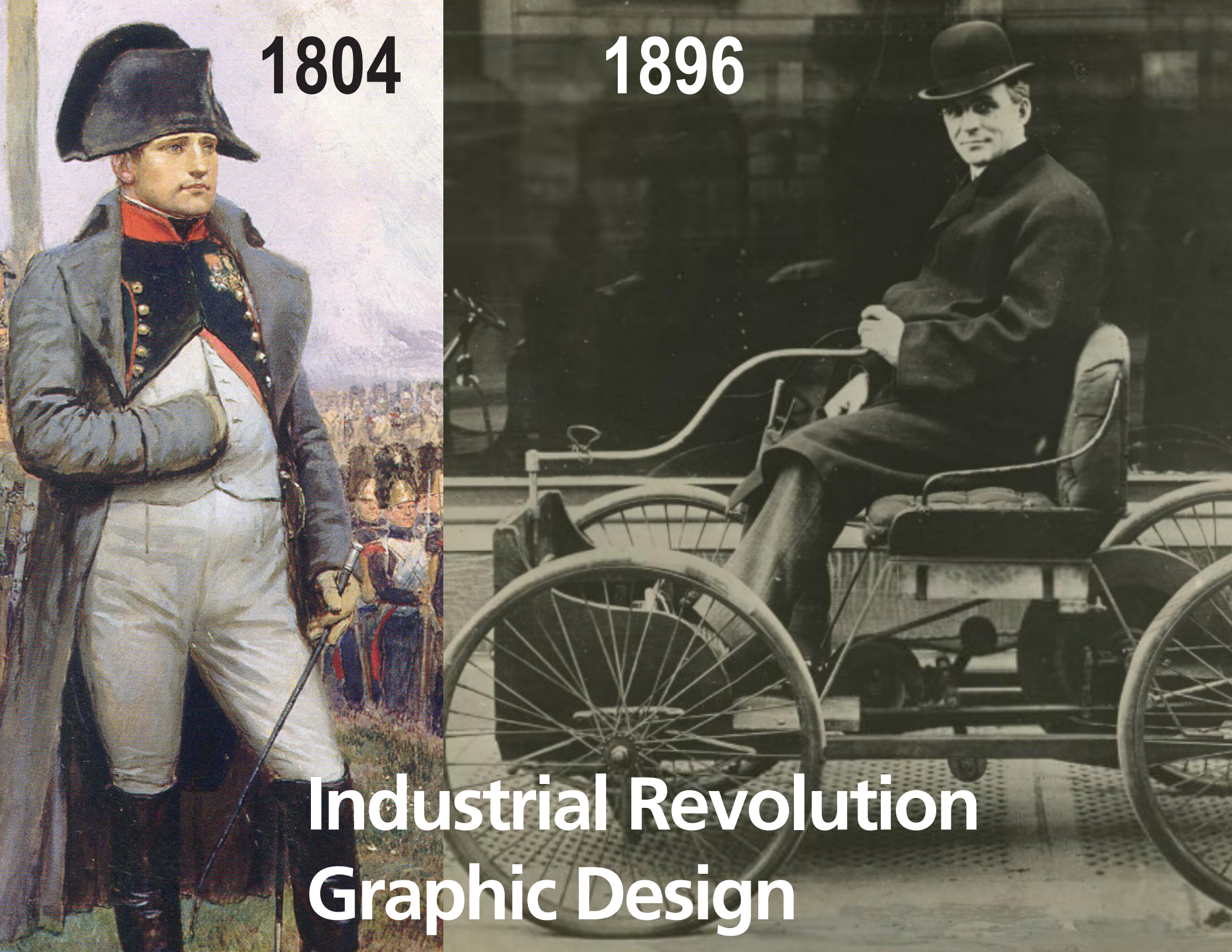
Giambattista Bodoni

After 200 years Bodoni's aesthetic sense serves as a guide to all typographers.

His fame became comparable to today's rock star.

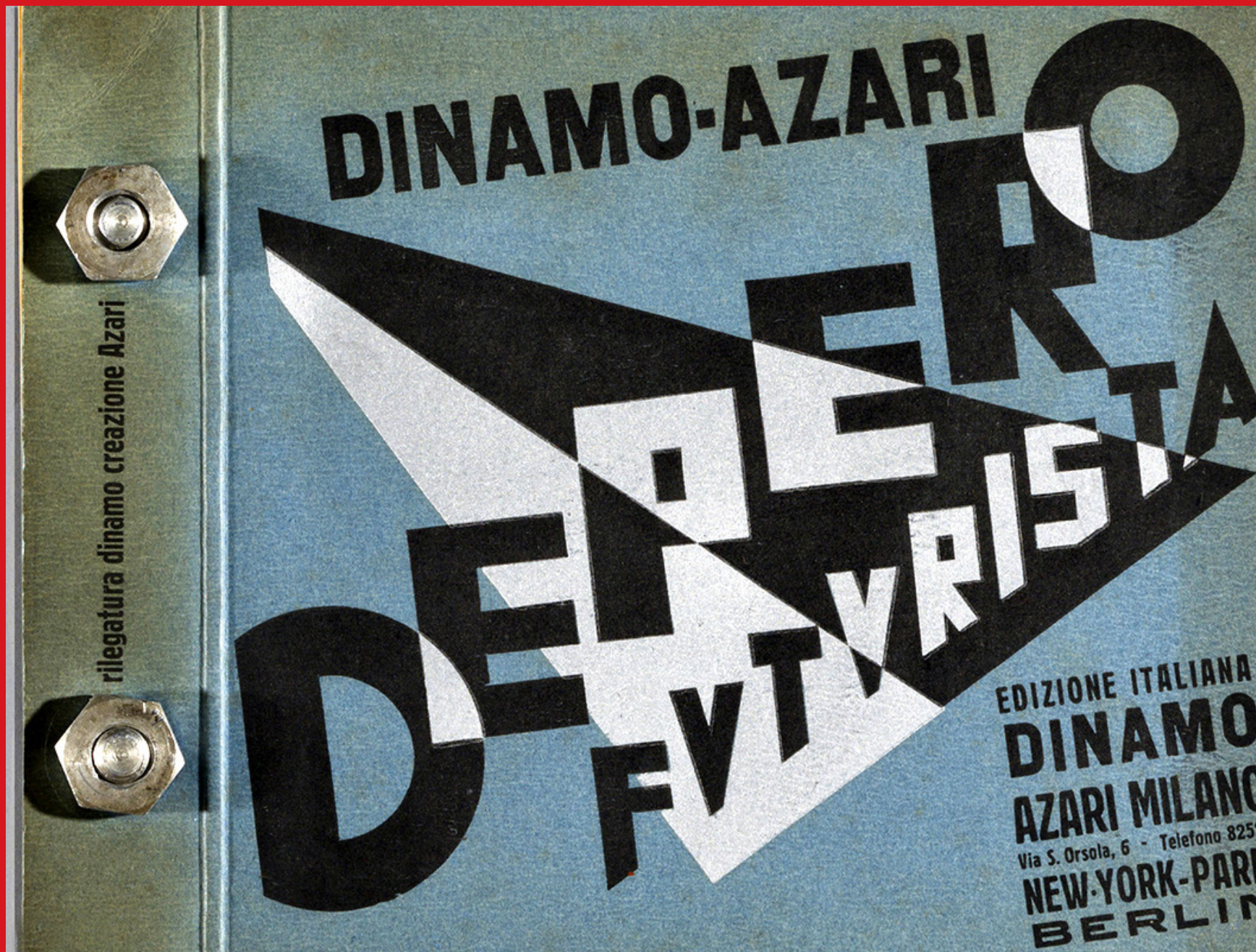
Visitors flocked to his print works on the banks of a river Parma, to get see him working in his studio.
Benjamin Franklin, a printer himself, wrote a fan letter.

In 1805, emperor Napoleon & empress Josephine visited the city to see him.


1804
1896
Industrial Revolution
Graphic Design

When was the First Designer Portfolio Created?

1927


DINAMO-AZARI
DENARO
FVTVRISTA
rilegatura dinamo creazione Azari
EDIZIONE ITALIANA
DINAMO
AZARI MILANO
Via S. Orsola, 6 - Telefono 825
NEW-YORK-PARI
BERLIN

"Depero futurista : 1913-1927 / Dinamo-Azar"

“a typographic racing car”

By Fortunato Depero, Italian Futurist artist/ designer 1892-1960

Known as “The Bolted Book” because of its binding using two aluminum industrial bolts

Libro imbullonato

Why the bolts?

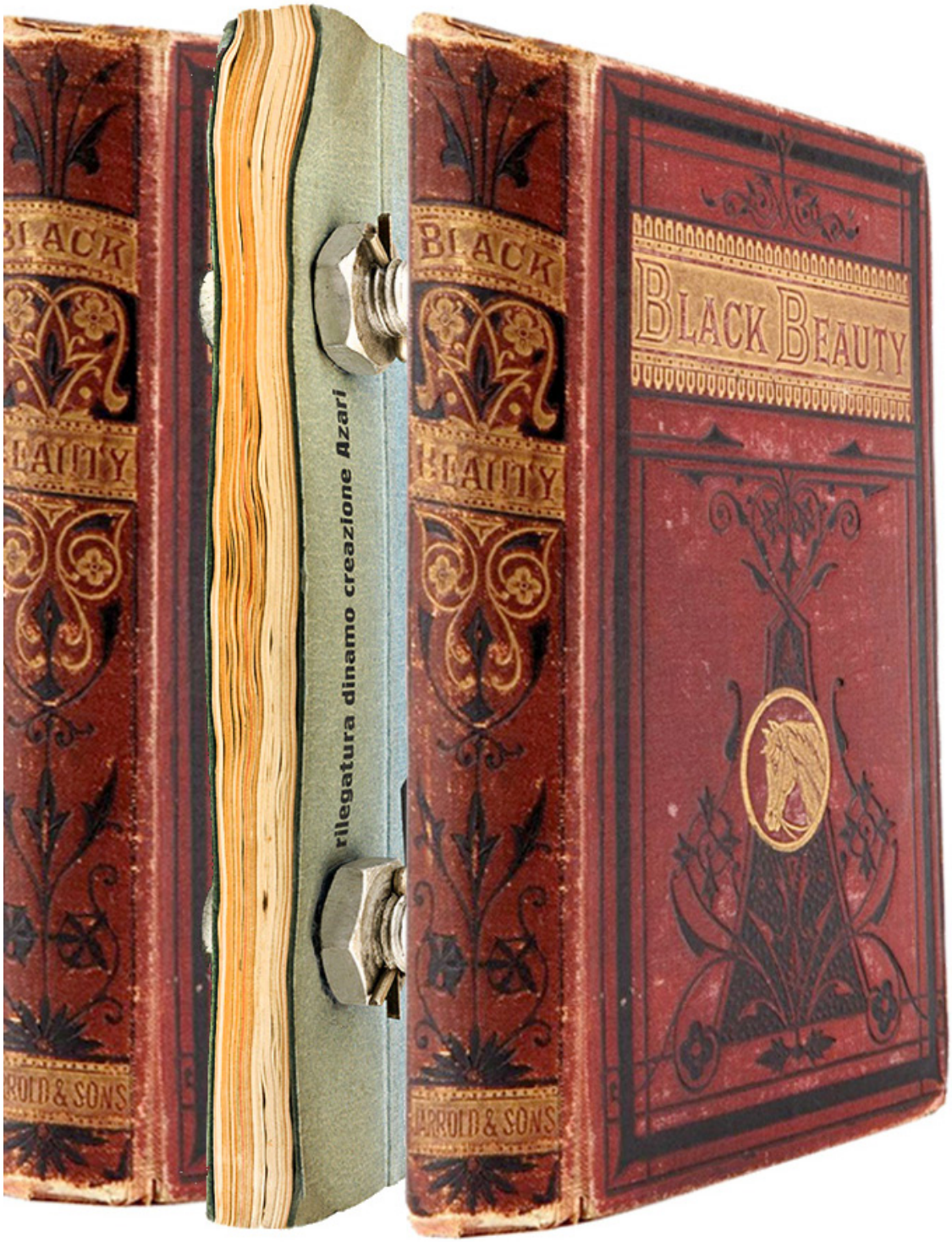
Why the bolts?

It would scar both books next to it if you slipped it onto a tightly packed bookshelf.

The bolts prevented the book from lying flat.

Symbolized the disruption of status quo,
the machine age,
the "future"

Futurism



Widely considered to be the first artist monograph.

240 pages, 146 with text or images, many of are purely typographic.

About 25-30 typefaces and 16 families

The book itself is an interesting and unusual design object.

The bolts that hold the book together at its spine can be opened, and the pages taken out

It was a also an entirely new type of publication that would go on to become a mainstay of the art world.

Depero was one of the first self-promotional artists–a concept that has exploded today with the rise of social media and the internet.

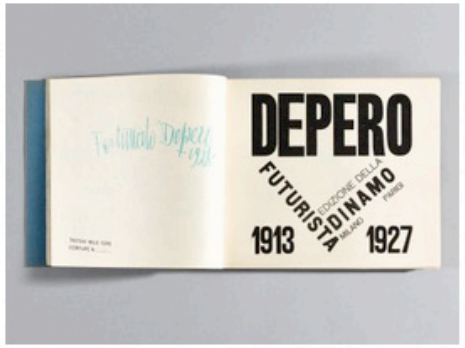
Printed around 1,000 copies, (25cmx32cm) for art collectors and potential clients. He even made four or five with metal covers for special clients.

Bolted Book Typefaces

https://www.fastcodesign.com/3064666/the-worlds-first-artist-portfolio-is-getting-a-reprint

The Bolted Book

http:///boltedbook.com



THE BOLTED BOOK

https://commons.pratt.edu/boltedbook/

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Theme by Anders Norén.

Depero Futurista

By Fortunato Depero, Italian Futurist artist/designer 1892-1960

First Selfie?

George Eastman 1888

(No Model.) 3 Sheets—Sheet 1.

G. EASTMAN.

CAMERA.

No. 388,850. Patented Sept. 4, 1888.

Fig. 1.

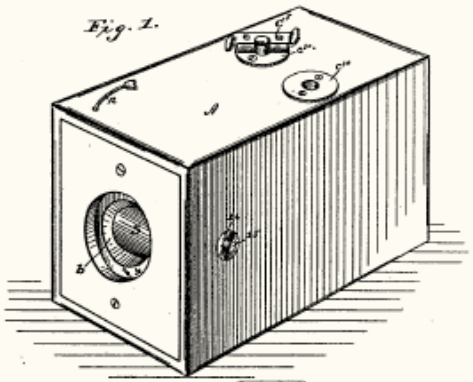


Fig. 3.

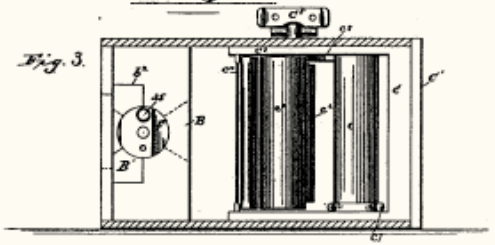
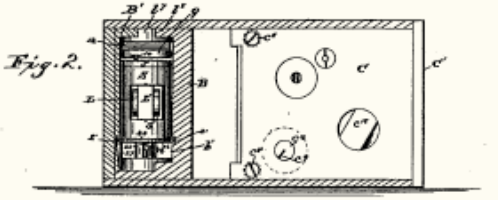


Fig. 2.



Witnesses.
Chas. R. Burr.
A. J. Stewart.

Inventor.
George Eastman.
by Church & Church
his Attorneys.

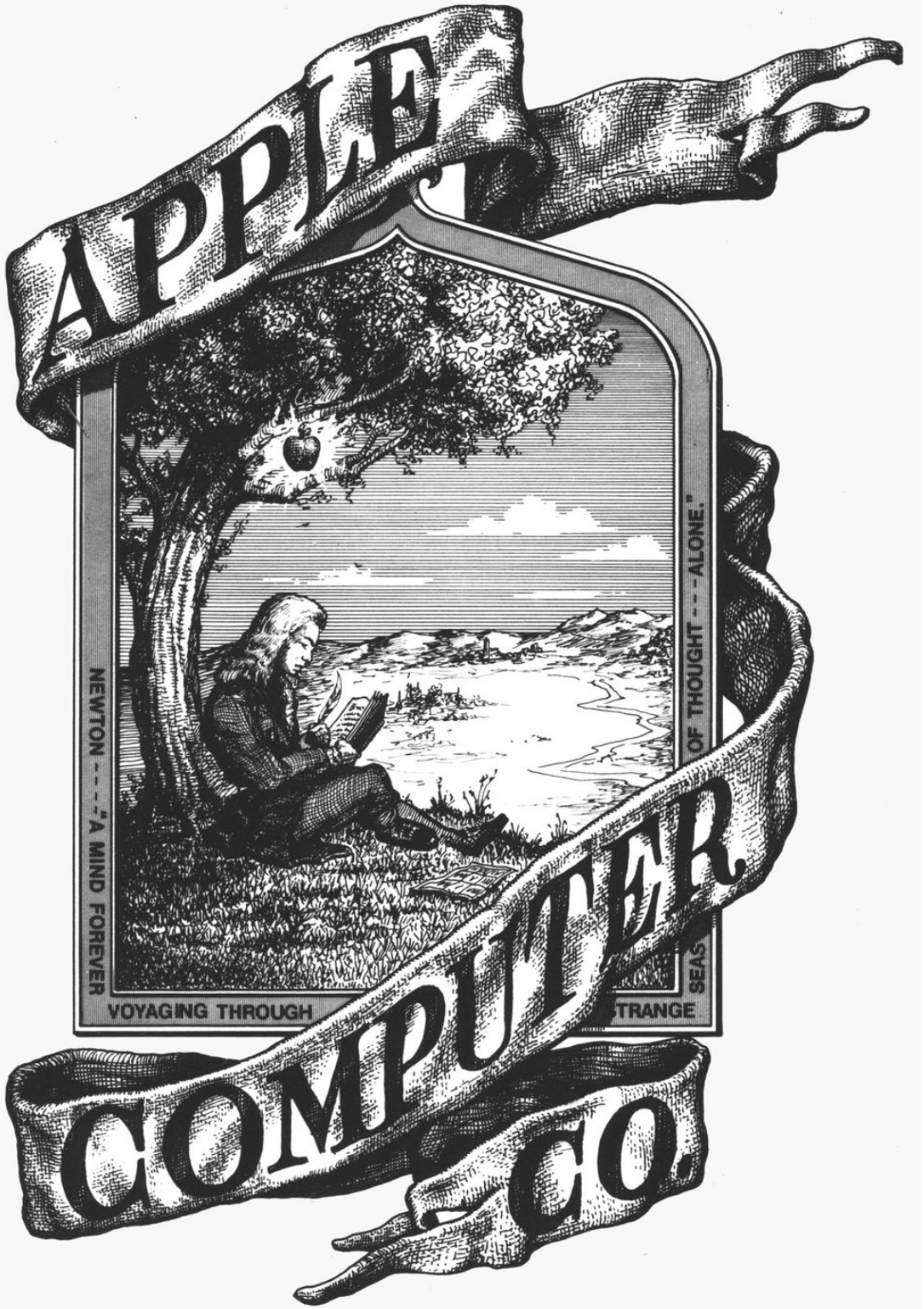
35/2827

The First Trademark?

The First Logo to be Trademarked in 1875

.

NEWTON ---"A MIND FOREVER
VOYAGING THROUGH
STRANGE
SEAS
OF THOUGHT ---ALONE."
GO.


APPLE
NEWTON ---"A MIND FOREVER
VOYAGING THROUGH
OF THOUGHT ---ALONE."
COMPUTER
CO.

1971

Ray Tomlinson

Tomlinson created the world's first email system for the US government's Advanced Research Projects Agency Networks while working at the technology company Bolt Beranek and Newman.He utilized an existing but underused keyboard symbol

Germans, Poles and South Africans call it a monkey's tail, Chinese see a mouse and Italians and French see a snail.

Finnish call it the "meow" because it looks like a curled up cat.

Some scholars believe it dates back to the 6th C when scribes simplifies the Latin word ad (at) by exaggerating the upstroke of the letter d and curved it over the a. Some say 16th century Venetian trade used it as an abbreviation for amphora. Since the 19th century it has appeared on standard keyboards and computer keyboards to mean "At the rate of."

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Projects
Assignments

Graphic Design History

Professor John Battista De Santis

Projects Assignments

Period of Design Review - Weekly Assignments.

Students will review Graphic Design Period of The Week and find four contemporary examples in the style of the weeks design period. Compare the contemporary work with period work then post to Canvas Site. Course Final students will create one multi page PDF

Purpose **Increase familiarity with characteristics of styles.**

See influences of historical design references in current graphic design/ advertising.

Period of Design Discussion - Weekly Assignments.

Students will review Graph in Canvas

Found Design Concept Book -Weekly Assignments.

Students will post examples of found real world graphic design and discuss on Canvas site. Semester end deliverable: a multi page PDF with images uploaded to Canvas site

Design Heros -

Student will research designers from the periods of Graphic Design history and submit short research and examples of their work. Then post to Canvas site.

Design Talk -

Student will review and critique graphic design work poste by instructor. Then post comments to Canvas site.

Morning at The Museum -

We will visit museum online collections, you will select 2-3 works related to the graphic design period of week and give your review of the work posted to Canvas site.

Optional activities

create your own camera obscura and post image

To make your own camera obscura try to get an image and post to site,

try one of these methods

Simple Box https://kids.nationalgeographic.com/explore/books/pinhole-camera/ (Links to an external site.)

Your Room https://petapixel.com/2014/05/12/diy-tutorial-convert-room-camera-obscura/

https://petapixel.com/2014/05/12/diy-tutorial-convert-room-camera-obscura/

Period of Design Discussion

Design Period of The Week Discussion

Hi Everyone,

My favorite image from this week's Industrial Revolution video was the Walter Crane Absurd ABC image. I like the image style which I think is similar to a woodcut, and also the bright colors on the black background.

Images for Children - Walter Crane

One of the earliest & influential designers of children's books

Cranes' books were solely for entertainment purposes he was the first artist who broke with a tradition of printed material for children & he remained active into the 20th century

Graphic Design Period of Week Usage Today

Period of Design Review

Contemporary applications of classic design styles.

Conveying the appropriate historical style of design helps communicate a specific attitude or mood. This project is a multi page PDF document with image collection of current samples of classic design styles, one per page

For the end of semester your will compile all your pages into final document

Specs

Name file “Last Name_First_ Name_Periods of Design.pdf

- Size: 8.5”x11” PDF document
- Caption your pages

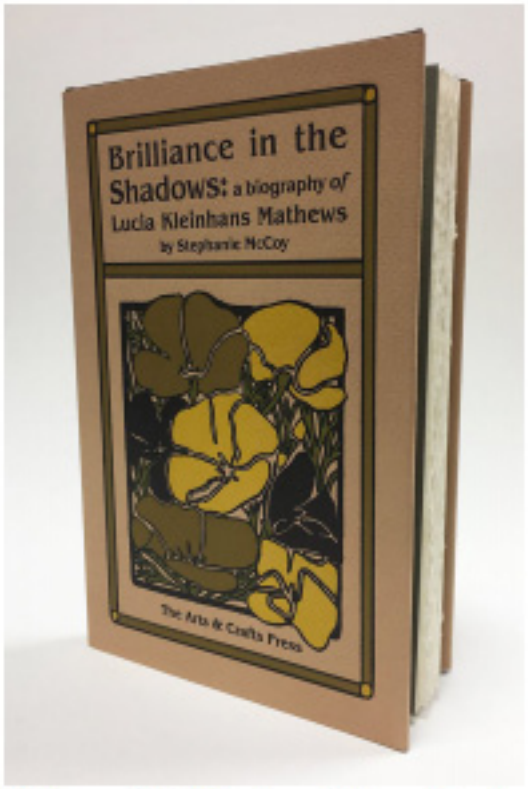
John De Santis

Roman

Found Design Concept Book

Assignment - Period of Design Review

Week 4_Arts & Crafts Design in Contemporary Applications



Brilliance in the Shadows: A Biography of Lucia Kleinhans Mathews, The Arts & Crafts Press in Berkeley, California, 1998.

Four Art Tiles, created by Carreaux du Nord, Fine Art Tile, Two Rivers, WI. Found online.

CHOC

France, 1955

Designed
by Roger Excoffon,
French typographer
graphic designer

Departed from
Modernist trends of
midcentury type design.

He created a diverse ar-
ray of typefaces during
the 1940s and 50s

Rizo's
BEAUTY SALON
OPEN 7 DAYS
Rizo's
BEAUTY SALON
OPEN 7 DAYS

KAMI
Asian Cuisine
Kami
383-385
Yummy Thai
Tel:718-398-3888

SUSHI

ONE WAY
SHOES
$5 &UP
SHOES
$5 &UP
SHOES
$5 &UP
80-01

Japanese Cuisine
Hana Sushi
RESTIVO

Period of Design Project • Nine Periods of Design

Styles

- The Invention of Writing
- Egyptian
- Asian Contribution
- Medieval
- Printing Comes to Europe
- Renaissance Graphic Design
- An Era of Typographic Genius
- Graphic Design/Industrial Revolution.
- Victorian
- Wood Type Poster
- Arts & Crafts
- Art Nouveau
- Dada:
- Constructivism
- De Stijl
- Futurism
- Bauhaus
- Art Deco
- The New York School
- International Graphic Design:
- Sixties
- Psychedelic Graphic Design Style:
- Post Modern Graphic Design Style:
- Grunge Graphic Design Style:
- New Wave
- Punk
- Millennium

Found Design

Due End of Semester

Found Design Project

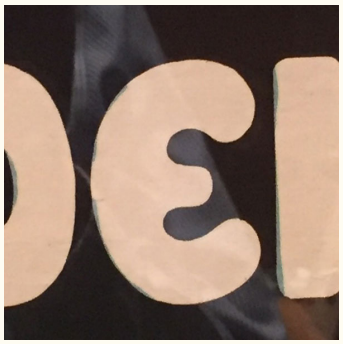
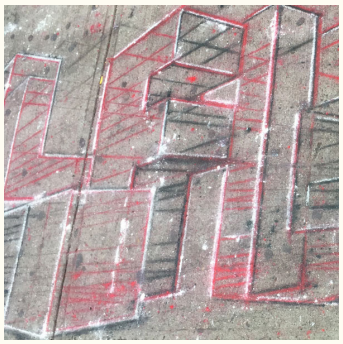
Students will compile their post images from semester of examples of found local graphic design.

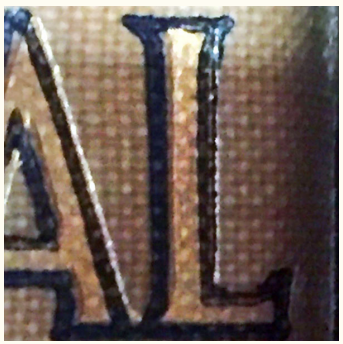
Semester end deliverable:
a multi page PDF with images uploaded to Canvas site.

Specs

Name file “Last Name_First_Name_Found_Design.pdf"

- Size: 8.5″x11″ PDF document
- Caption your pages

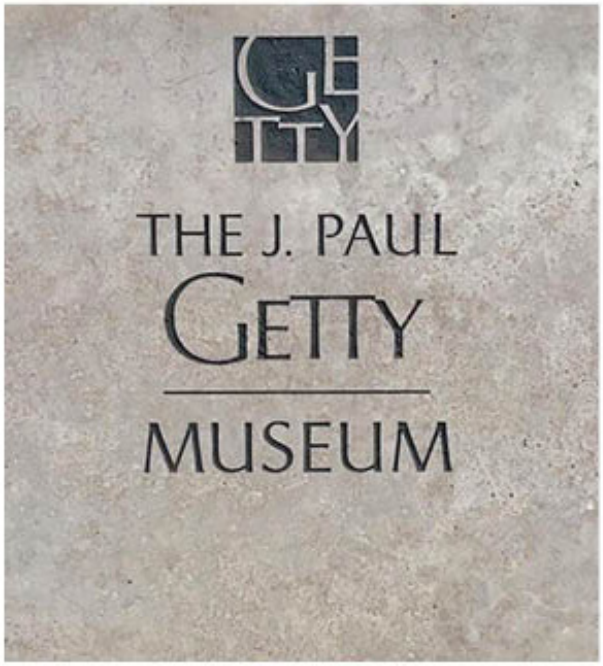


Found Design Concept Book - Emily Peterson

Emily Peterson
Week 3

Sunrise Sunset Cafe & Bar - business logo type & icon, window decal type - Bushwick, Brooklyn, NY

American Beauty Pasta - Logo and icon painted on the side of a building in Carrol Gardens, Brooklyn, NY



Museum Logo.

Rumors and Rebels poster from the Public Theater's Shakespeare in the Park summer production schedule - Broadway G train station - Brooklyn, NY

Bar Bruno - business logo type and window decal - Carrol Gardens, Brooklyn, NY

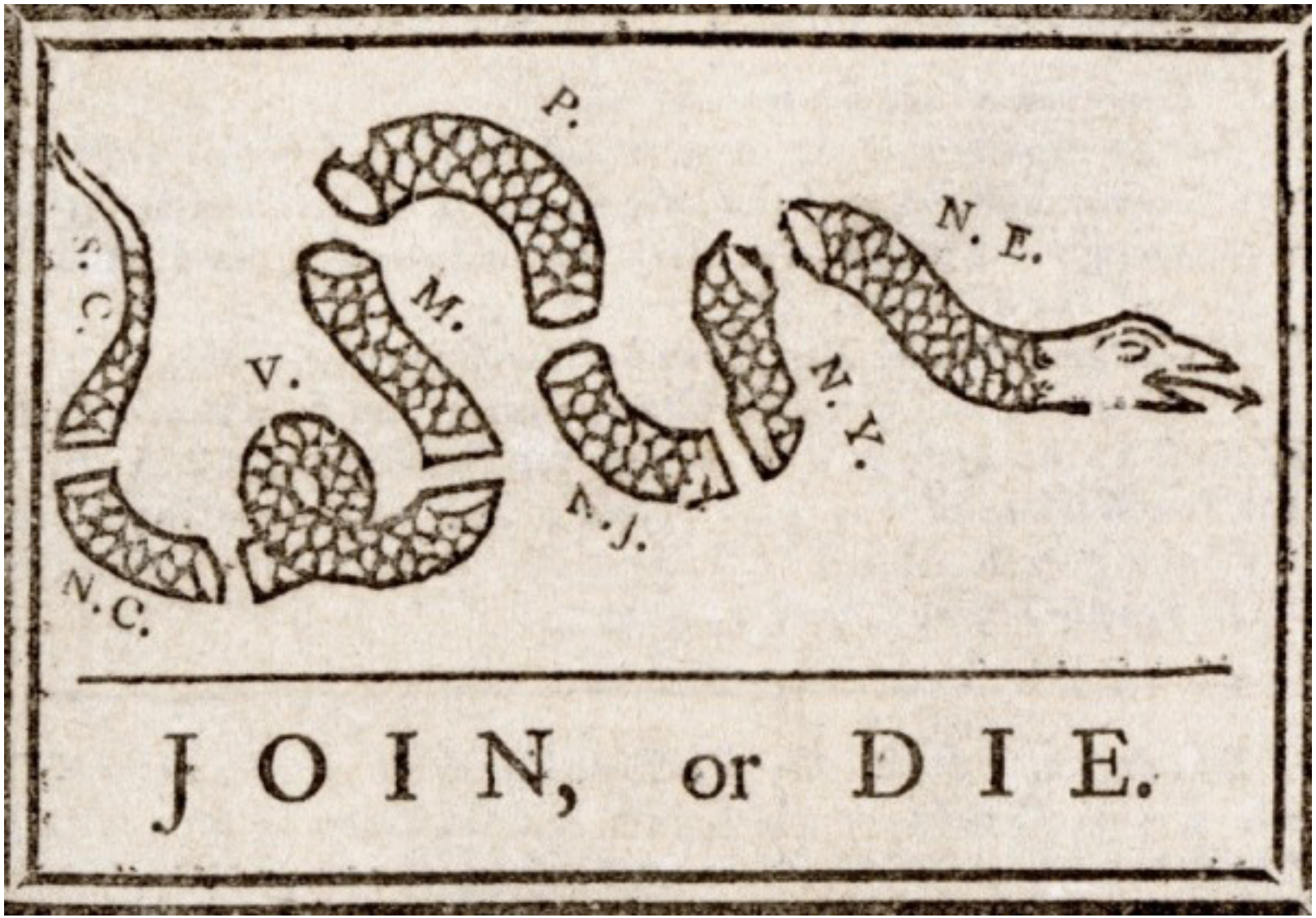
Trader Joe's beer label design.

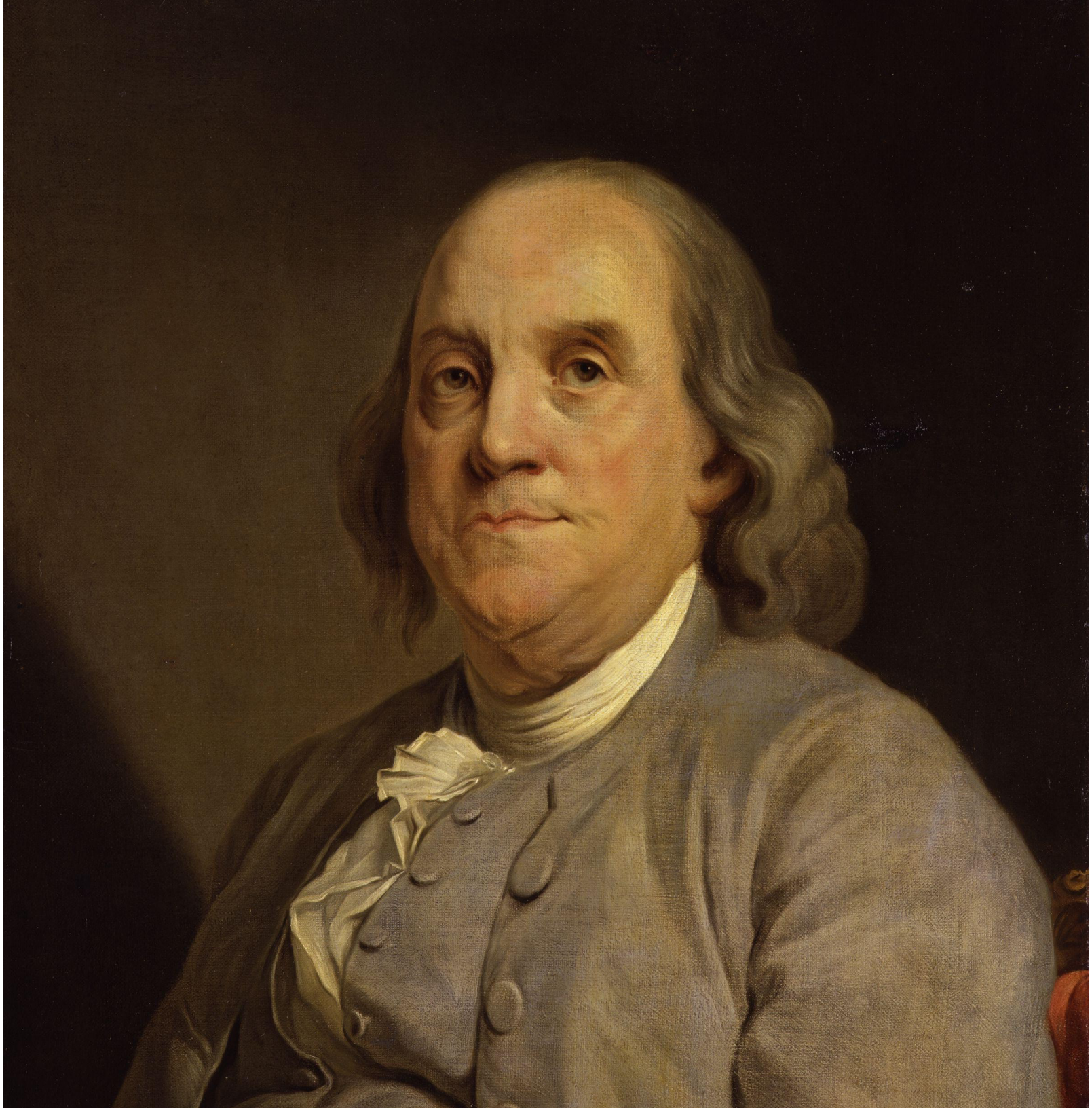
Design Heros

“If you can design one thing,
you can design everything.”
— Massimo Vignelli

“Most people who use Helvetica use it because it’s ubiquitous. It’s like going to McDonalds instead of thinking about food.
Because it’s there, it’s on every street corner.
So let’s eat crap, because it’s on the corner.
— Erik Spiekermann

The First "American" Graphic Designer?


P.
S. C.
M.
V.
N. J.
N. Y.
N. E.
N. C.
JOIN, or DIE.



Ben Franklin The First American Graphic Designer

Join, or Die the earliest known political cartoon in North America first published in 1752, Join, or Die continues to have an iconic status throughout the world.
The design remains a popular basis for many designs in sub and counter-cultures, from tattoos to skateboard decks.

Graphic design in the United States began with Benjamin Franklin who used his newspaper, The Pennsylvania Gazette, to master the art of publicity to promote his own books and to influence the masses.

Franklin added 14-point type for the first line of the advertisement; making "headlines"

Franklin added illustrations
Franklin was the first to utilize logos,
Franklin taught advertisers that the use of detail was important
in marketing their products. Some advertisements ran for 10-20 lines, including color, names, varieties, and sizes of the goods that were offered.[citation needed

Design Heros

Student Research designers from the Periods of Graphic Design History and submit short research and examples of their work. Then post to Canvas site.

Massimo Vignelli

Massimo was born in Milan in 1931, he came to America in 1957. His work covers nearly every field of design including advertising, identity, packaging, product, industrial, interior and architectural design. An avid fan of modernism, his work is always very clear and concise with no clutter or unnecessary material.

His first major foray into the field of identity and branding was through Unimark International, which quickly became one of the largest design studios in the world. He has designed identities for international corporations including American Airlines (which is the only airline to have not changed their identity in the past 50 years), Bloomingdales and Knoll. He favors a clarity in design and is a huge fan of using Helvetica, which can be seen in much of his work.

Massimo Vignelli

The Five Essential Typefaces

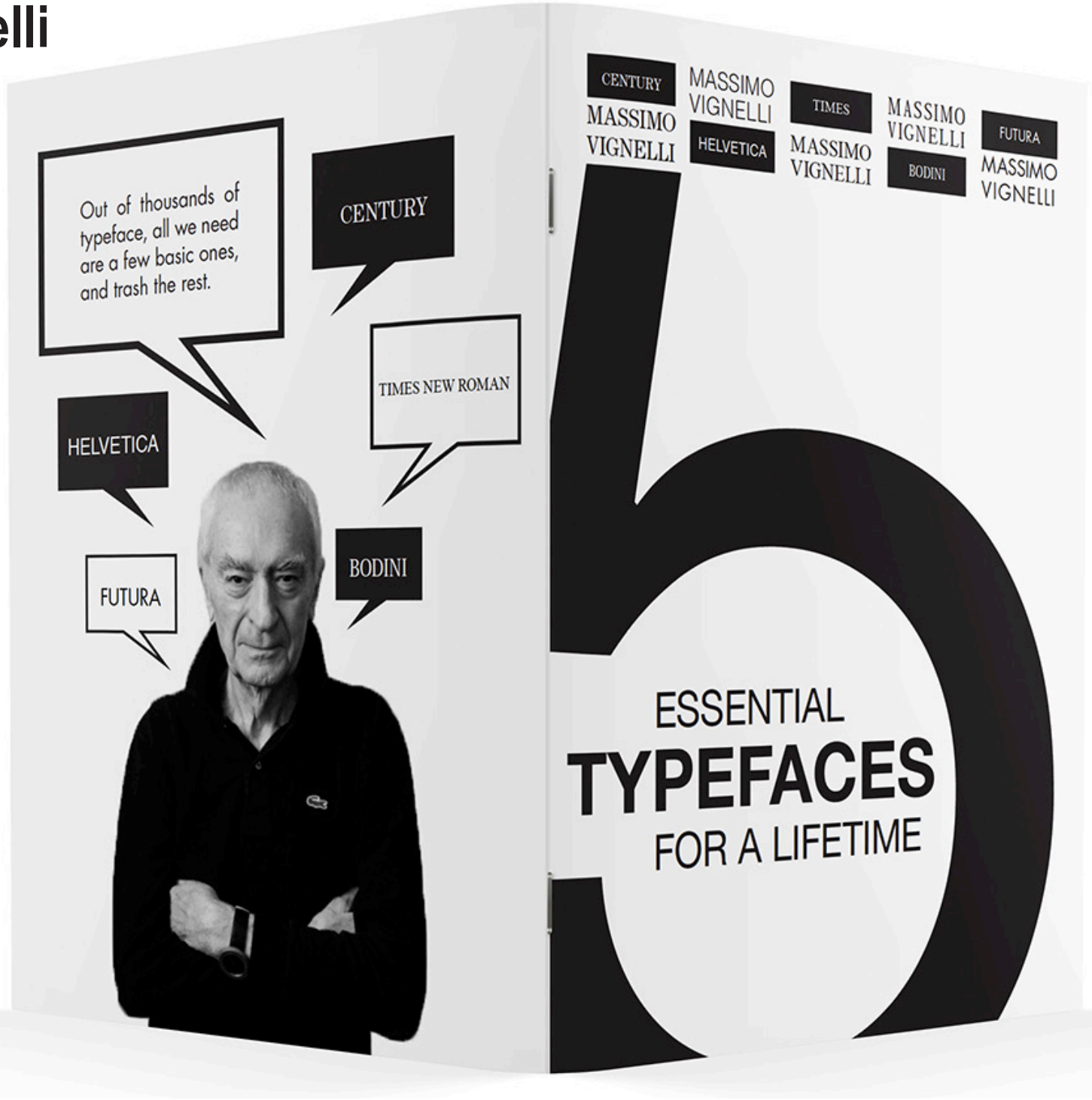
Bodoni

Helvetica

Times New Roman

Century

Futura

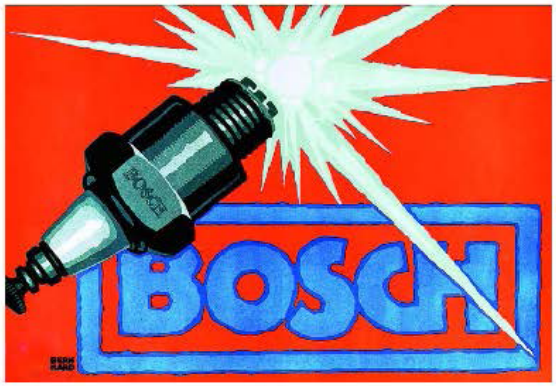


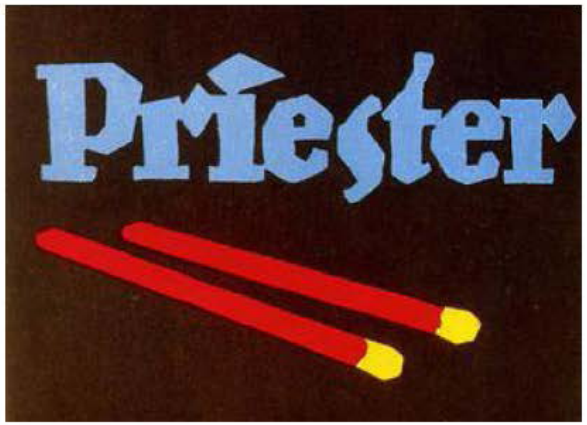
Lucian Bernhard is known for his involvement in the Plakatstil or "Poster Style" movement and the Sachplakat or "Object Poster" style. Both styles limited designs to a less detailed imagery and less type than that of other recent design movements, the Arts & Crafts or Art Nouveau.

Bernhard's designs had large areas of single, bright colors, and used a limited palette of colors within the compositions. The straightforward image and text design encouraged a specific focus on the represented objects and created clearer object references ideal for delivering effective advertising messages to viewers (consumers).

Born in 1883 in Stuttgart, Germany, Bernhard's given name was Emil Kahn, but he changed it. Bernhard designed typefaces as well as packaging, textiles, and trademarks during his career. "You see with your eyes, not your brain," he said in response to the idea of employing psychological theories in his intuitive method of design work.

He came to the United States in 1923, and he passed away in 1972 in New York.

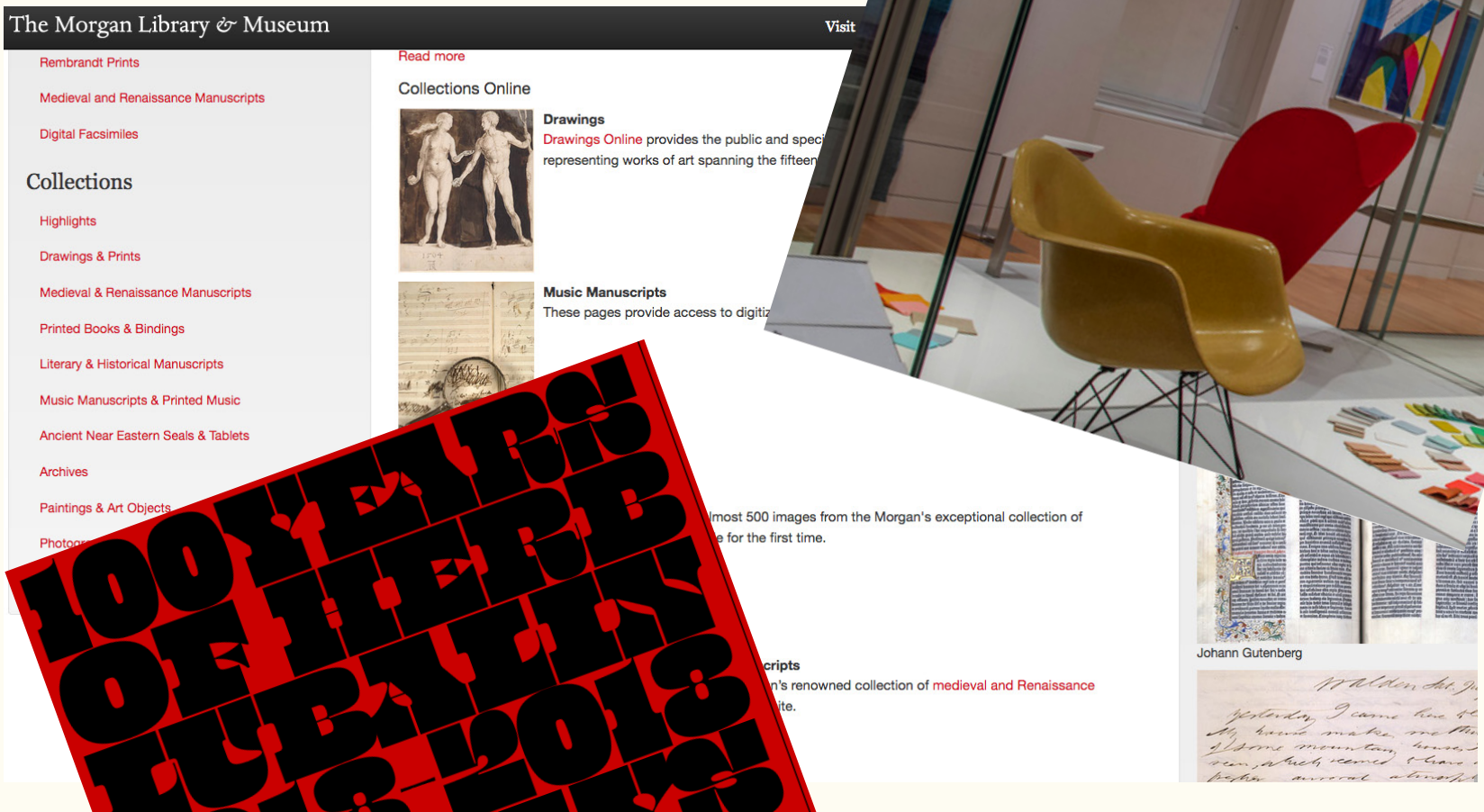


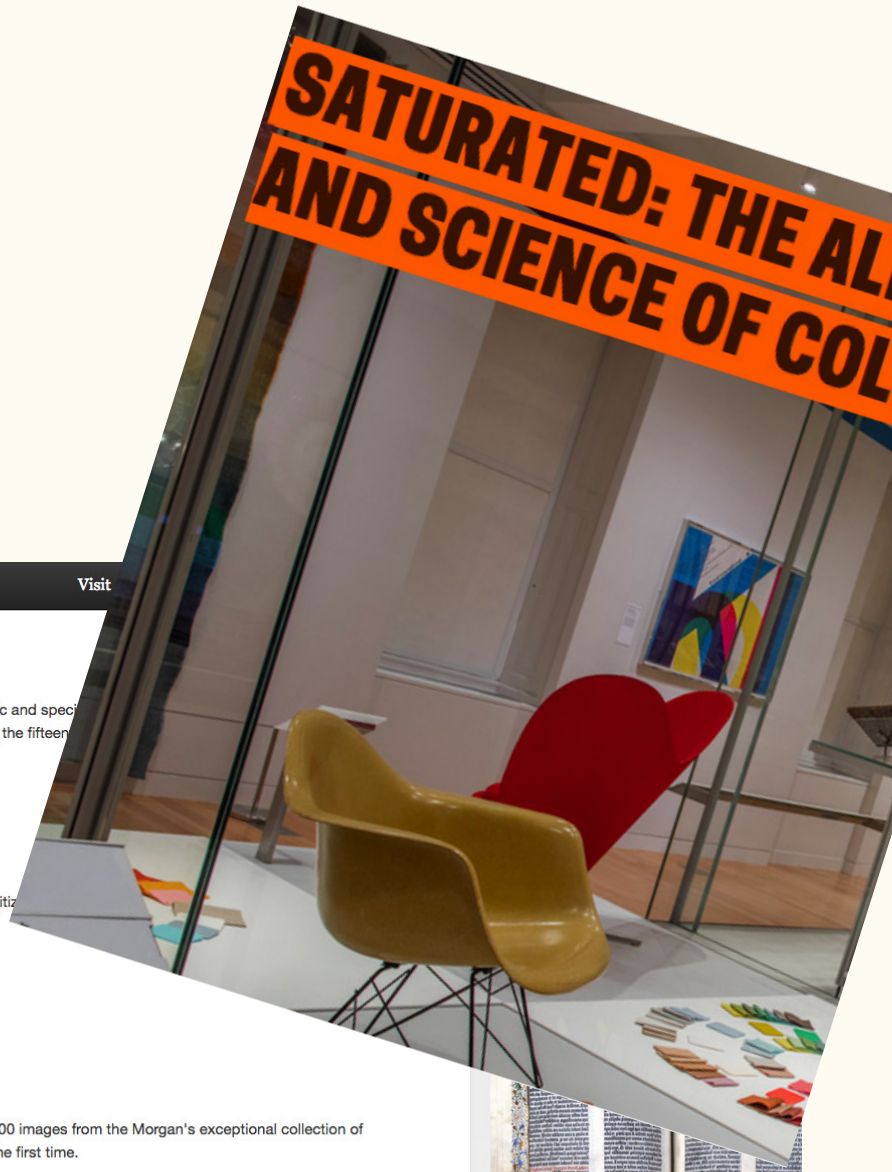


Morning at the Museum

Morning at The Museum -

We will visit three museum online collections, you will select 2-3 works related to the graphic design period of week and give your review of the work posted to Canvas site.





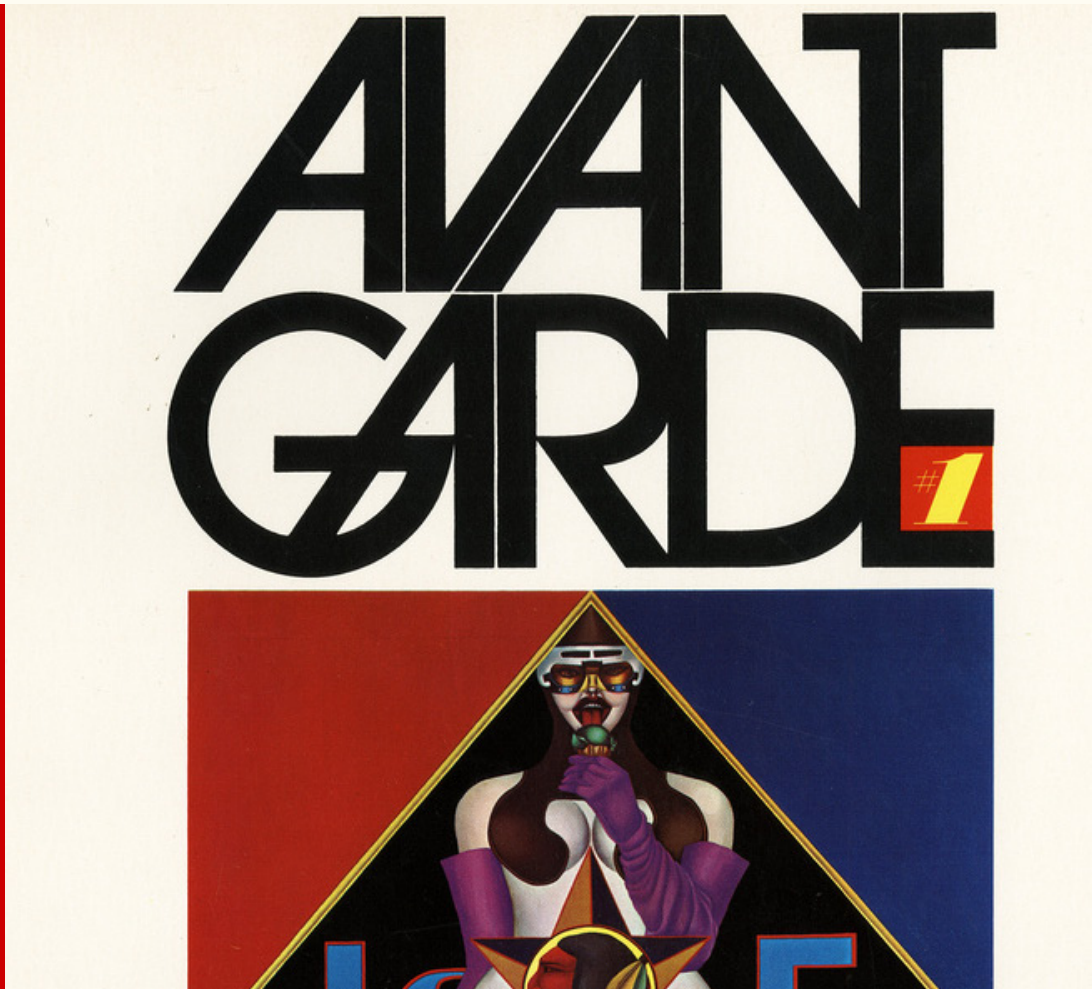
Morning at the Museum • Visit Online • Select • Discuss

The Herb Lubalin Study Center of Design & Typography

http://lubalincenter.cooper.edu/

Located at The Cooper Union,
41 Cooper Square, Room LL119
New York NY

http://lubalincenter.cooper.edu/
http://flatfile.lubalincenter.com/
http://lubalin100.com/
http://www.typeroom.eu/article/introducing-herb-lubalin-work-context
http://avantgarde.110west40th.com/
http://eros.110west40th.com/



Morning Museum

Cooper Hewitt

Visit Online • Select • Discuss

Field Trip critique:

1. Create a post on the class site about this field trip

Post Content to your field trip page:

3. Choose one work, photograph it

Include the image you took at the gallery.

4. Note what was the type of work, poster designer, date produced, brochure etc.

Crit the work.

How does it work in terms of concept, purpose and design

Morning Museum

The Harvard

Art Museums

Bauhaus Collection

https://www.harvardartmuseums.org/tour/the-bauhaus

The Harvard Art Museums hold one of the first and largest collections relating to the Bauhaus, the 20th century's most influential school of art and design.

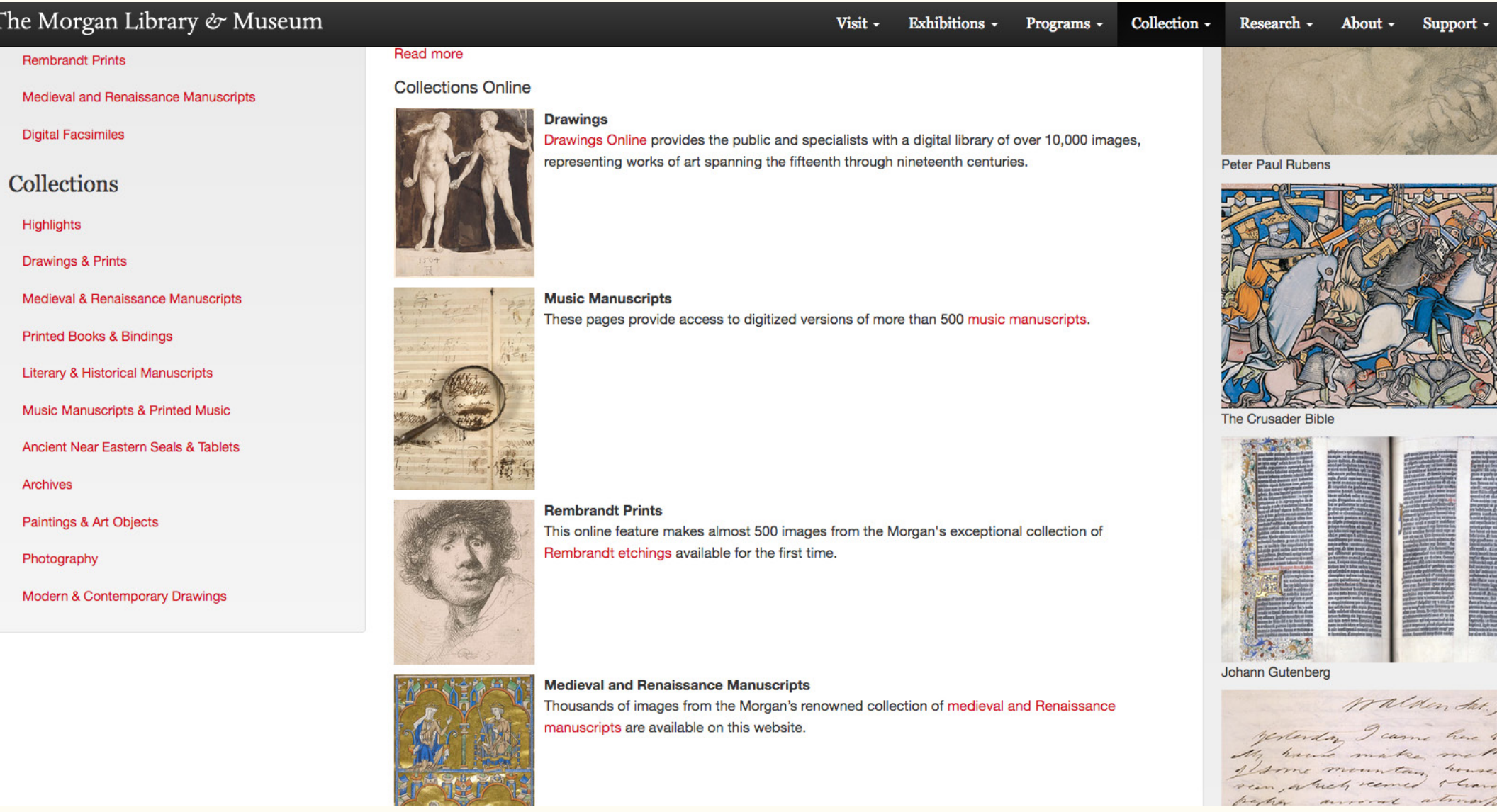
Visit Online
Select
Discuss

Morning Museum
The Morgan Library

Visit Online • Select • Discuss

Online Collection

https://www.themorgan.org/collection



Optional Activity
Camera Obscura

Optional Activities: Create your own camera obscura

Make your own camera obscura try to get an image and post to site,

try one of these methods

Simple Box https://kids.nationalgeographic.com/explore/books/pinhole-camera/

Your Room https://petapixel.com/2014/05/12/diy-tutorial-convert-room-camera-obscura/

https://petapixel.com/2014/05/12/diy-tutorial-convert-room-camera-obscura/

Name That Design

What year was the First Sans Serif typeface designed

1816

The First Sans Serif English Egyptian

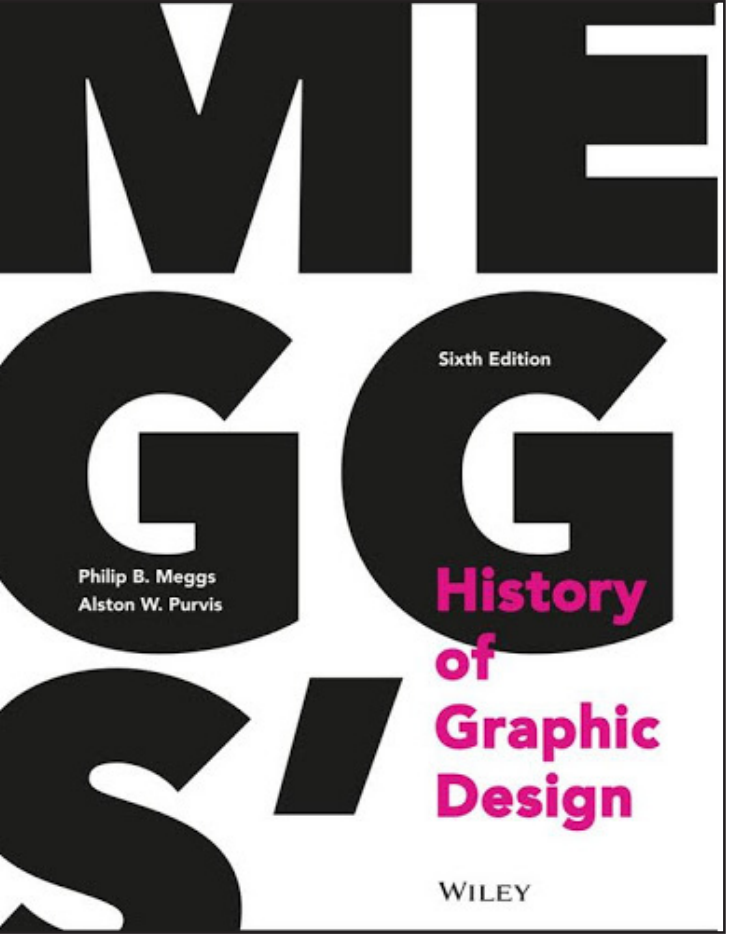
William Caslon IV.
of the Caslon foundry, London

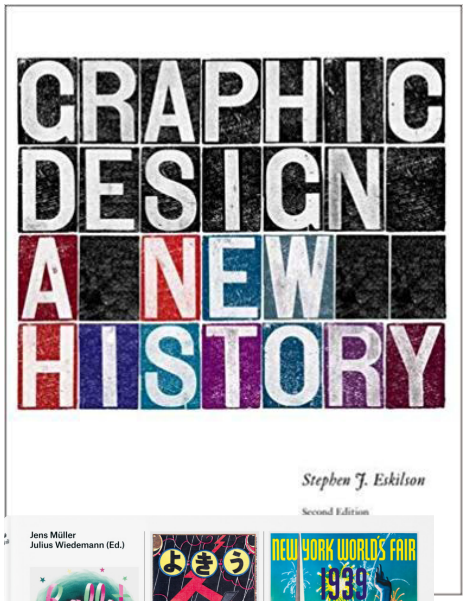
Re-released in 1988 and again 2014

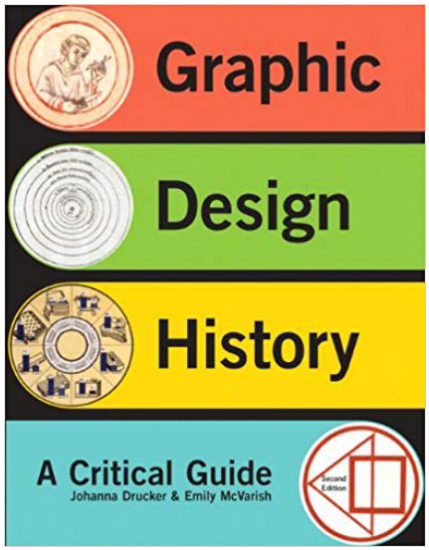
https://www.behance.net/gallery/14802153/Two-Lines-English-Egyptian-Digital-Revival

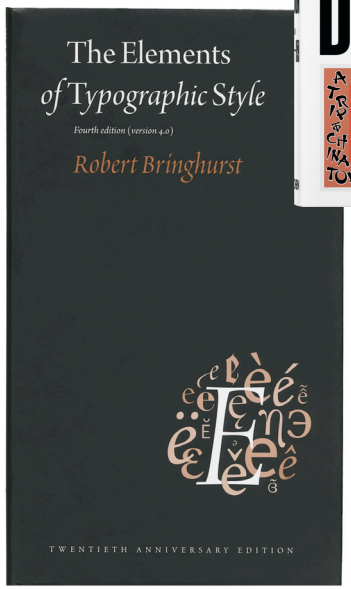
https://fontsinuse.com/typefaces/41923/caslons-egyptian

Reading









Required Reading

Online at the New School Library

Meggs' History of Graphic Design
6th Edition
by Philip B. Meggs, Alston W. Purvis

http://bobcat.library.nyu.edu/primo-explore/fulldisplay?docid=nyu_aleph005978938&context=U&vid=NS2-NUI&lang=en_US

Recommended Readings

Graphic Design History
2nd Edition
by Johanna Drucker Emily McVarish

Graphic Design: A New History
2nd Edition
by Stephen J. Eskilson

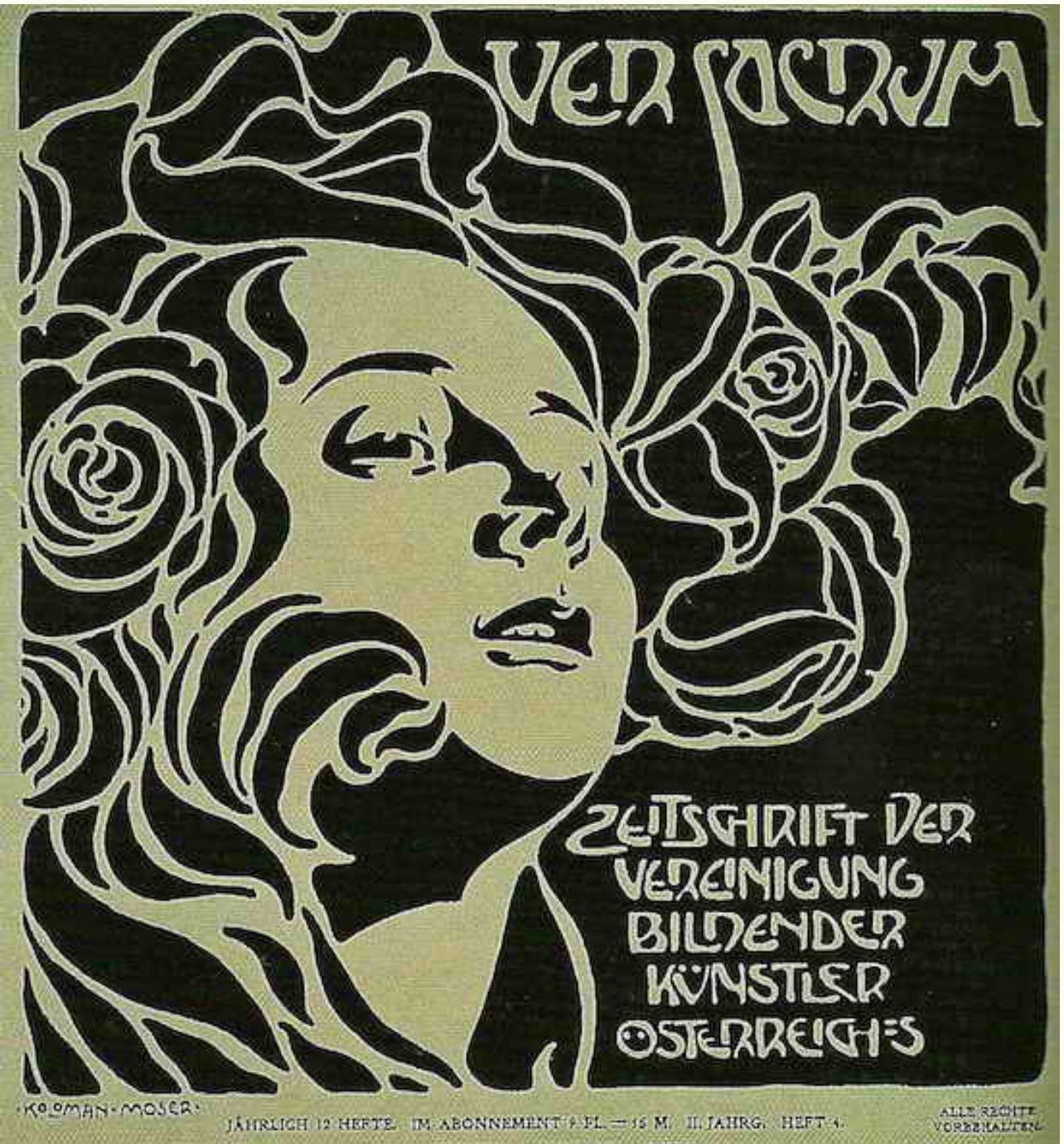
The History of Graphic Design. Vol. 1, 1890–1959
The History of Graphic Design. Vol. 2, 1960–Today
by Jens Müller

The Elements of Typographic Style: Version 4.0:
20th Anniversary Edition 4 Anv Edition
by Robert Bringhurst
Hartley and Marks Publishers; (2013)

Online Publications

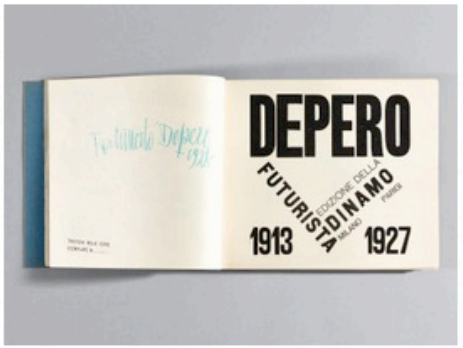
VER SACRUM The Vienna Secession Art Magazine 1898-1903

https://www.belvedere.at/bel_de/forschung/bibliothek



DINAMO-AZARI
DEPERO FUTURISTA

DINAMO-AZARI
DEPERO FUTURISTA


DEPERO
FUTURISTA
1913
1927

FUTURISTA

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DEPERO

CREAZIONI TIPOGRAFICHE DEPERO
1927
STORIA SINTETICA DELLA CASA D'ARTE FUTURISTA DEPERO

SPARO QUESTA CREAZIONE FUTURISTA IN SEGNO DI FESTA A F. T. MARINETTI
W
DEPERO

DINAMO AZARI
PARIS BERLIN MILANO NEW YORK

PUBBLICITA' DEPERO
sintesi
simboli
fantasie
splendori
per l'APERITIVO e il CORDIAL
CAMPARI

BITTER CAMPARI

MUSSOLINI

FORTUNATO DEPERO SE DIVERTE
TEATRO MAGICO

DINAMO AZARI
G. BOLOGNA & C.
TENSI
CAMPARI
L'ITALIA

DEPERO

DAVIDE CAMPARI & C MILANO
L'IDOLO BITTER CAMPARI
BITTER CAMPARI
L'APERITIVO

The Morgan Library Gutenberg Bible Online

The Morgan Library & Museum is the only institution in the world to possess three copies of the Gutenberg Bible,

https://www.themorgan.org/collections/works/gutenberg/page/2

Trademarks & Symbols Volume 1:

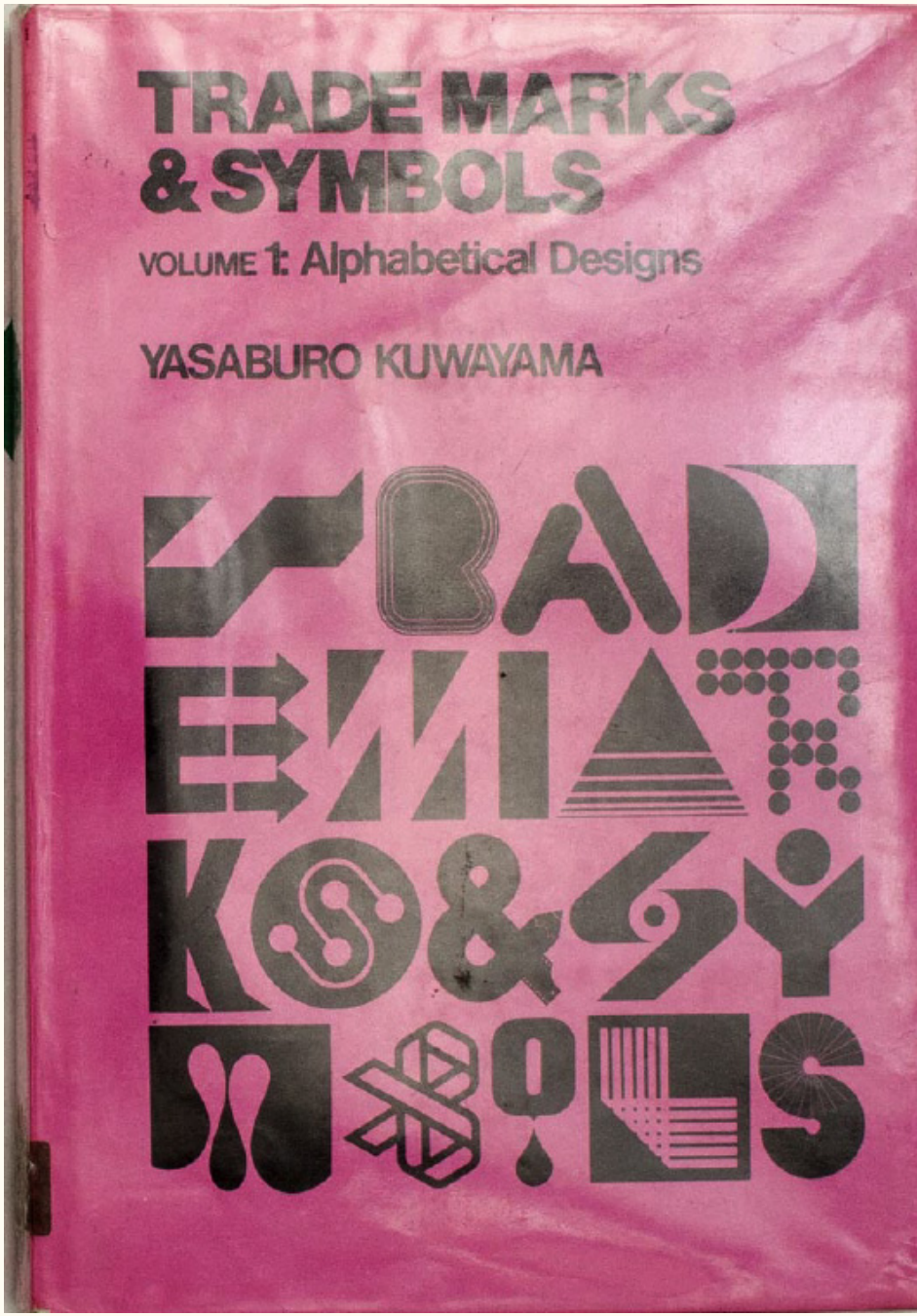
Alphabetical Designs By Yasaburo Kuwayama

http://trademarksandsymbols.com/

Trademarks & Symbols Volume 2

http://nfgraphics.com/downloads/vol2.pdf

http://www.designhistory.org/Symbols_pages/symbols.html



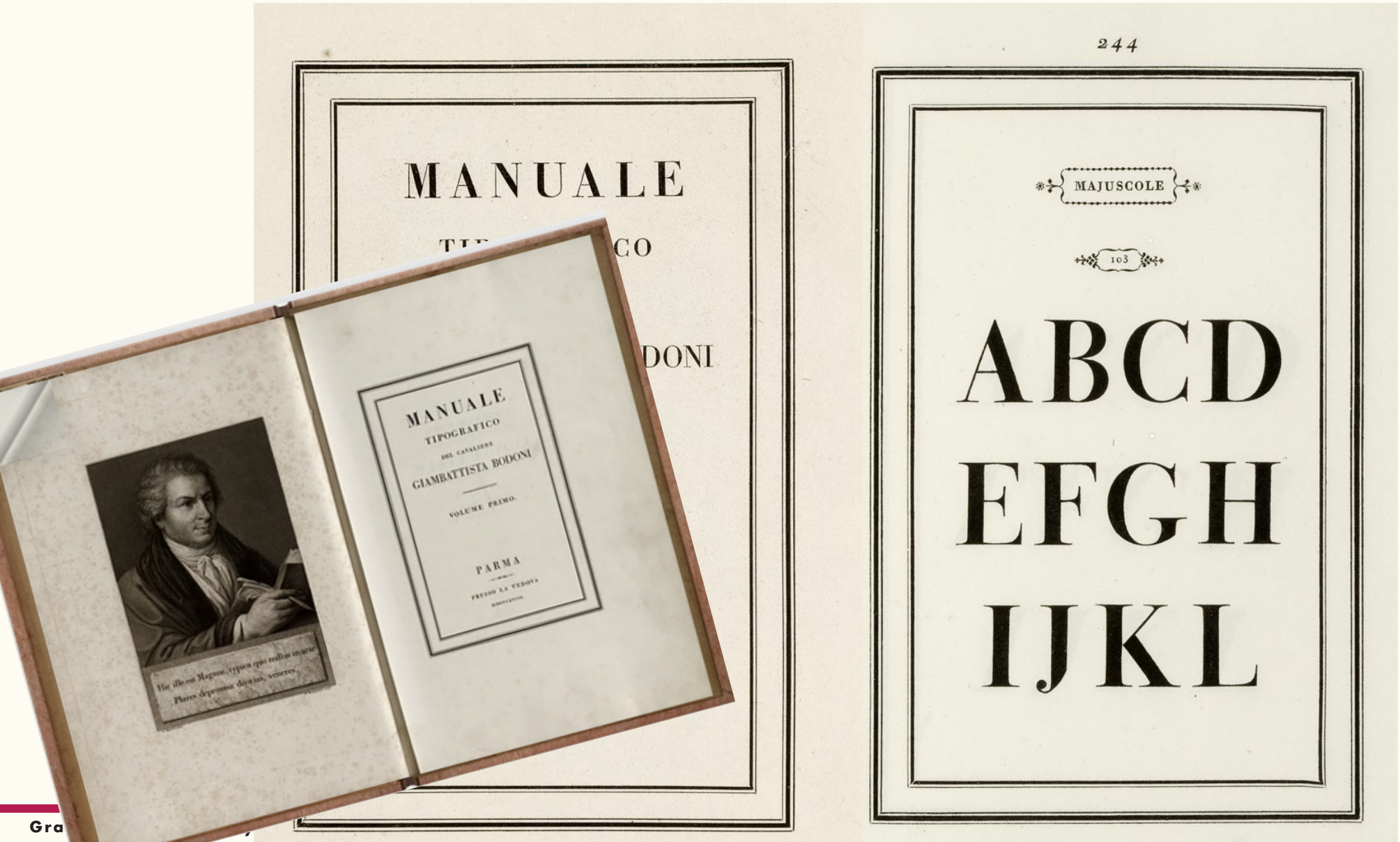
The Book of Kells

794–806 ce

Giambattista Bodoni Manuale Tipografico

Parma, 1818. 13 1/8 inches x 9 inches, 2 volumes: over 600 pages long and contained 265 pages of roman characters, “imperceptibly declining in size, romans, italics, and script types, and the series of 125 capital letters; 181 pages of Greek and Oriental characters; 1036 decorations and 31 borders; followed in the last 20 pages by symbols, ciphers, numerals, and musical example

http://bibliotecabodoni.net/libro/manuale-tipografico-1



FREE

Free Bauhaus Books PDF

https://monoskop.org/Bauhaus

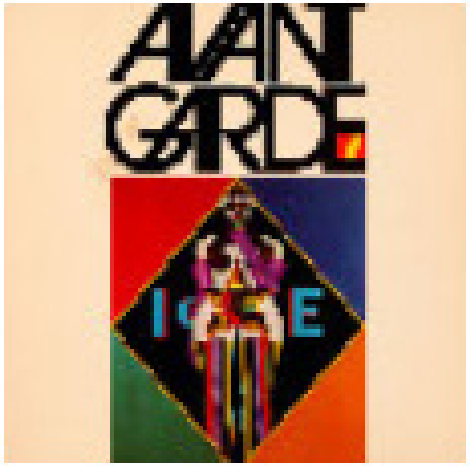
BAU HAUS

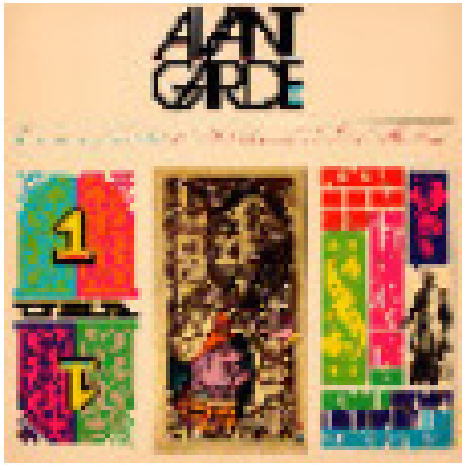
Avant Garde

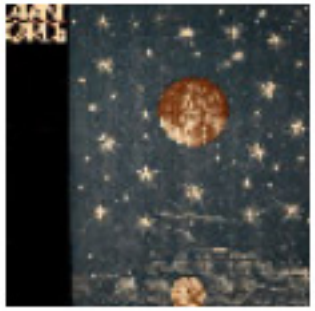
Eros

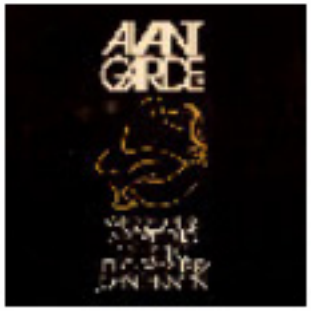
http://avantgarde.110west40th.com/
http://eros.110west40th.com/

http://lubalincenter.cooper.edu/
http://flatfile.lubalincenter.com/
http://lubalin100.com/
http://www.typeroom.eu/article/introducing-herb-lubalin-work-context

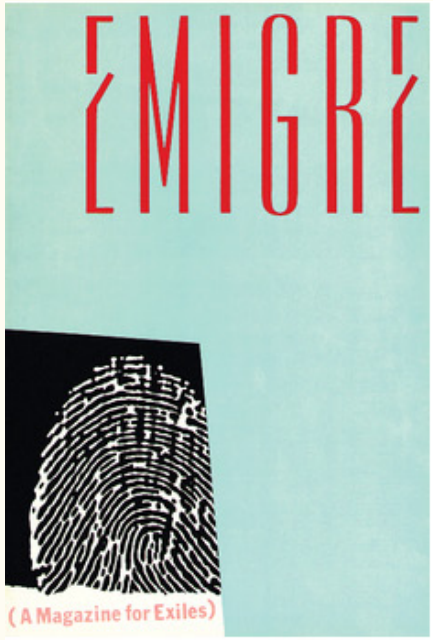


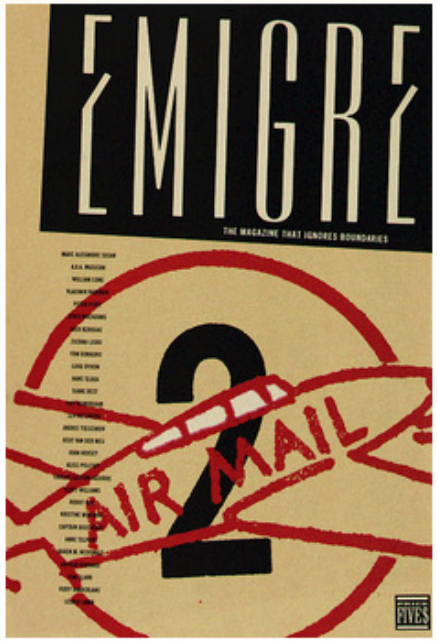


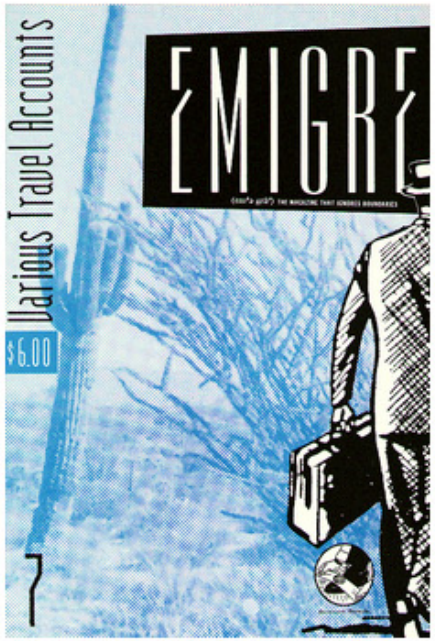


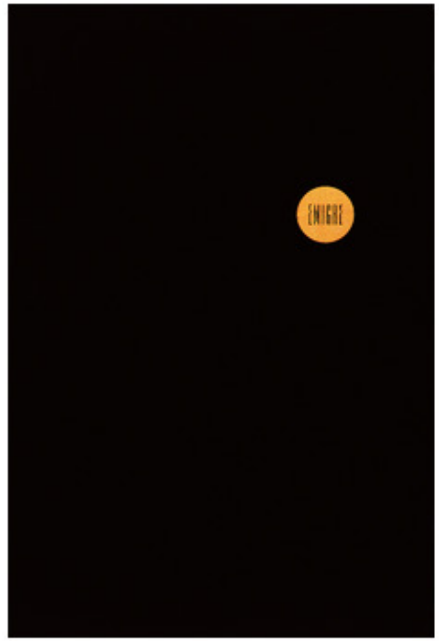


Emigre Magazine https://www.emigre.com/Magazine



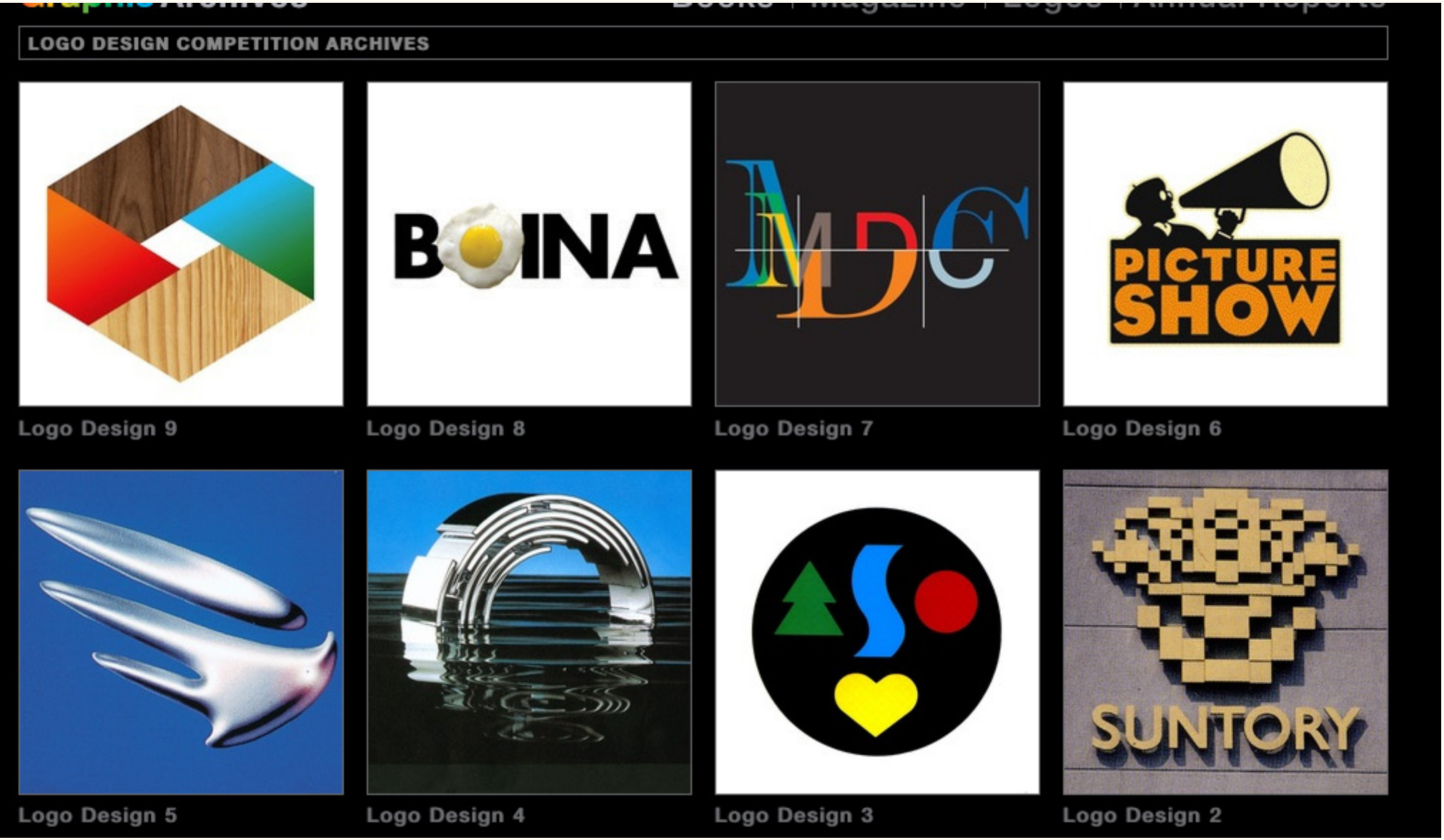






Graphis Graphic Design Archives

http://www.graphis.com/archives



Video Resources

Let's Watch

Spiekerman

https://www.designative.info/2014/09/25/watch-erik-spiekermanns-type-is-visible-language-talk/

https://www.youtube.com/watch?v=SG0Ou07IDhQ

pronuce https://youtu.be/os4lUpj3nvw

Bierut think design

https://www.youtube.com/watch?list=PLJNicbuBz8XMBjc1ZFyrxR8RvAagPVuSE&time_continue=4&v=RanfCx18gi4

At and copy

https://youtu.be/fBksrtEXGCw

Milton Glaser: To Inform and Delight, 2009

https://youtu.be/jZ1YHqgZzGQ

Why Man Creates, 1968

https://youtu.be/ukujYXHhMxQ

bass on titles

https://www.youtube.com/watch?v=DKu6EVKiNbg

Design is one

https://pratt.kanopy.com/playlist/1988360

Helvetica

https://youtu.be/FF5lnuwH21k

https://www.youtube.com/watch?v=9g3Ogtgleyg

https://youtu.be/McZSUjP1AcE

http://youtu.be/wkoX0pEwSCw

Let's Watch

https://pratt.kanopystreaming.com/playlist/1988360

Dieter ram

https://www.youtube.com/watch?v=38r_3ZKZIgg

Design and thinking

https://youtu.be/Tcsh4jCuLt0

No logo

https://youtu.be/6ZpnZ6s6NWM

Exit through the gift shop (2010, Banksy) http://youtu.be/oHJBdDSTbLw

Milton Glaser: To Inform and Delight (2008, Wendy Keys) http://youtu.be/zH-o1r7gYgc

Design & Thinking (2012, Mu-Ming Tsai) http://youtu.be/uilcaXYnluU

The Universal Arts of Graphic Design (2012, PBS) http://youtu.be/sTi5SNgxE3U

Graphic means https://vimeo.com/157620840

http://designthinkingmovie.com/

http://designisonefilm.com/

http://www.artandcopyfilm.org/

With new for 2017 Netflix series Abstract: The Art of Design

naked brand

https://www.designernews.co/stories/28774-7-graphic-design-documentary-you-should-be-watching

https://www.creativebloq.com/features/the-top-10-design-related-movies

Let's Watch

https://www.youtube.com/watch?v=sTi5SNgxE3U&feature=youtu.be

https://www.youtube.com/watch?v=sTi5SNgxE3U&list=PLeDXhH7-X3qKNCXU2Xr2CS3WmMX5--Yre

https://www.youtube.com/watch?v=sTi5SNgxE3U&list=PLjBWp61020wxqb-4bTtdIP-o9dCM0f9Te

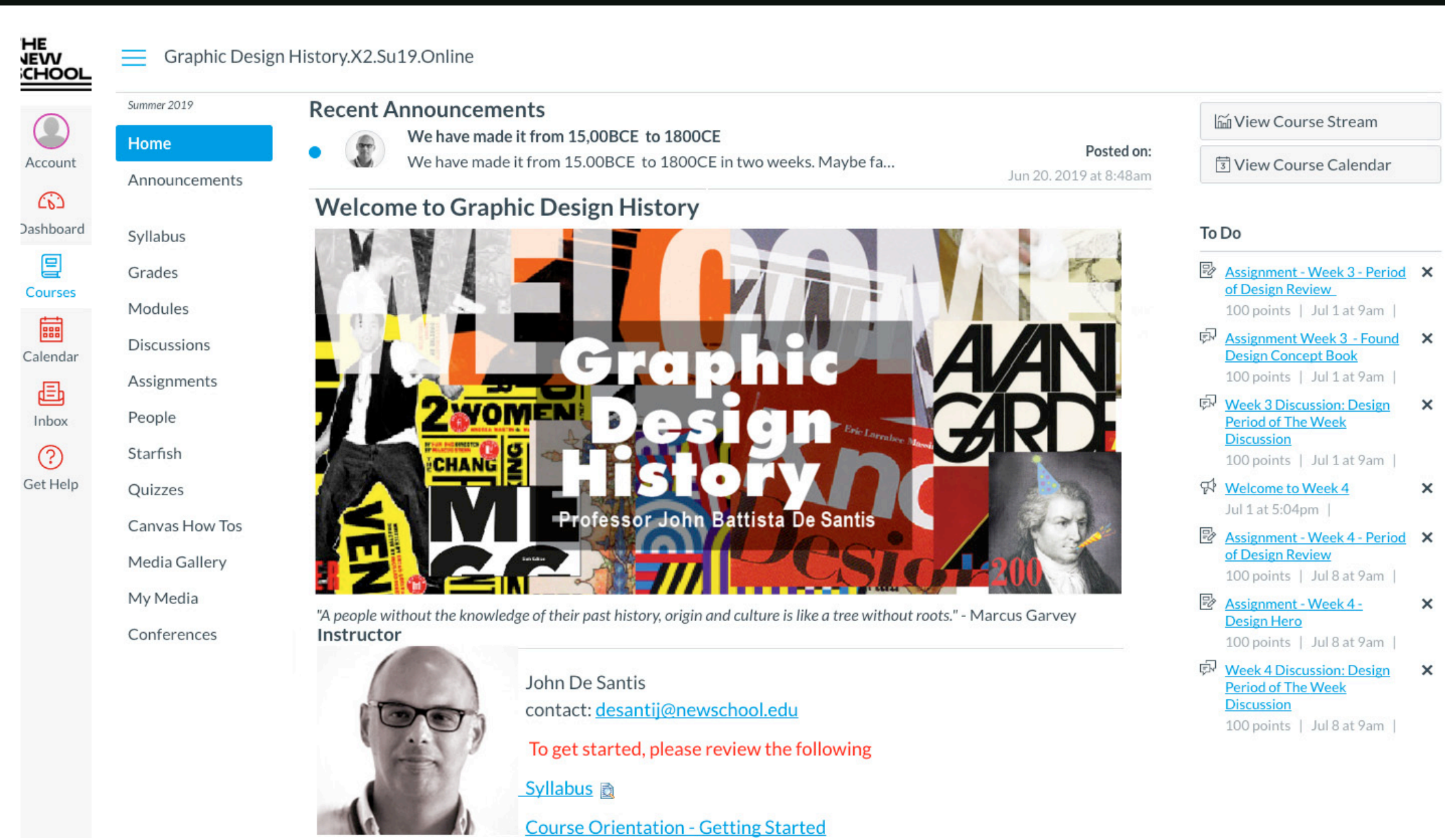
https://youtu.be/sTi5SNgxE3U

Typography PBS

https://www.youtube.com/watch?v=eKKDL6lekmA

Resources

Graphic Design History Online Resources
CANVAS https://canvas.newschool.edu/courses/1446516



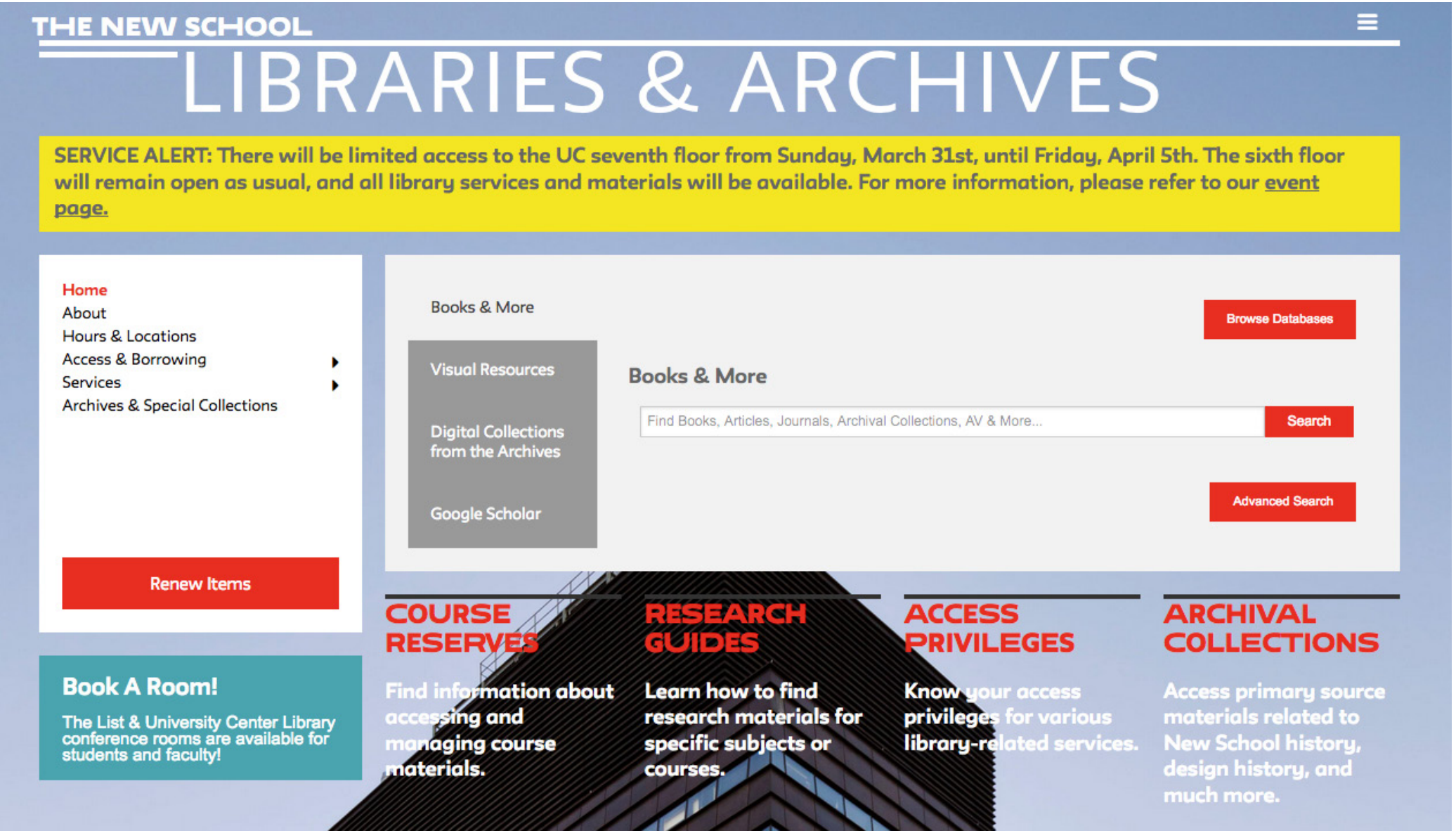
Class Online Resources

New School Library

https://library.newschool.edu/

Meggs' History of Graphic Design 6th Edition
by Philip B. Meggs, Alston W. Purvis

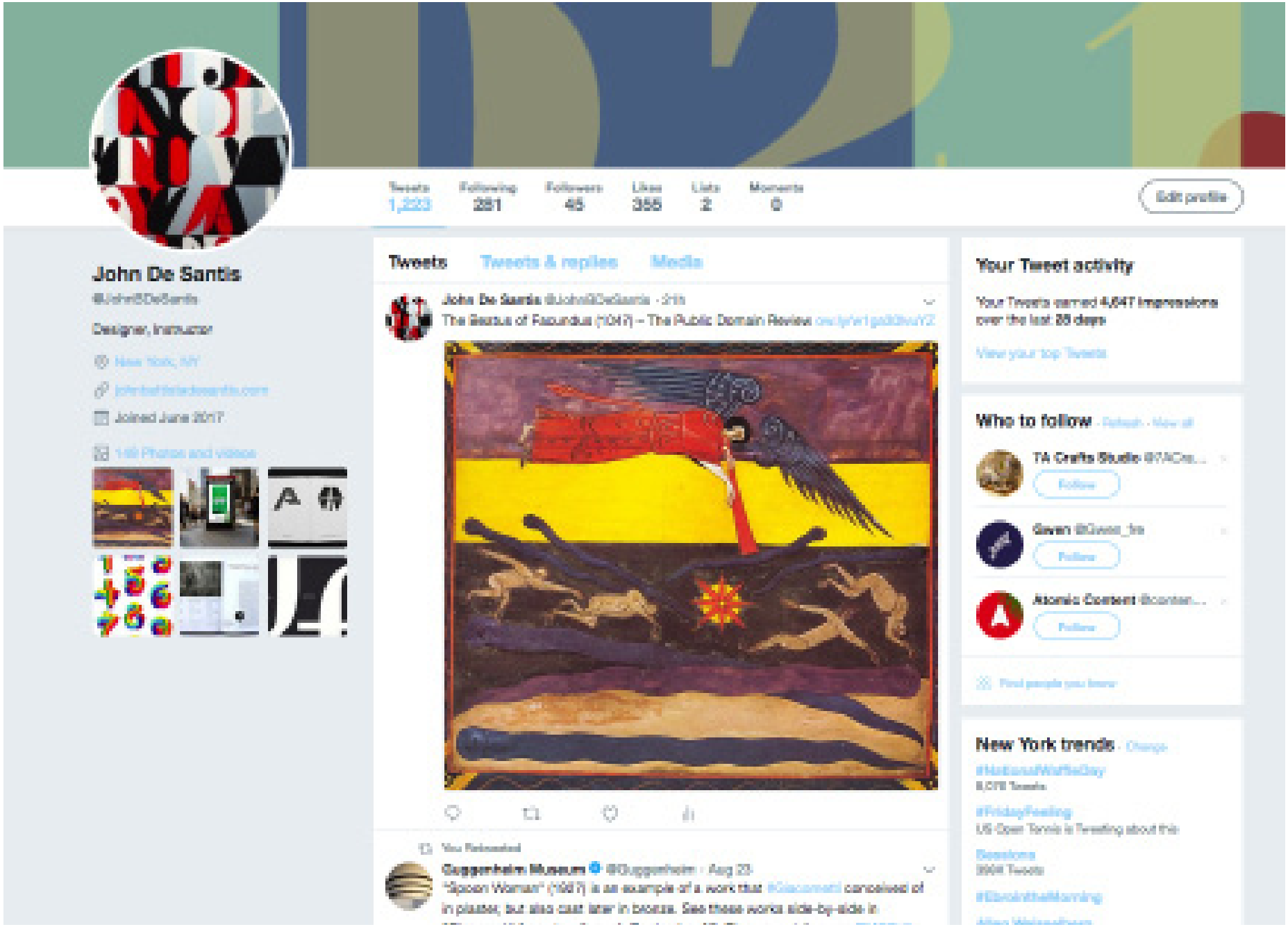
http://bobcat.library.nyu.edu/primo-explore/fulldisplay?docid=nyu_aleph005978938&context=U&vid=NS2-NUI&lang=en_US



Graphic Design History Class Online Resources

Social Twitter

https://twitter.com/JohnBDeSantis



Class Online Resources

Social Twitter Pinterest

http://pin.it/j4JKhO

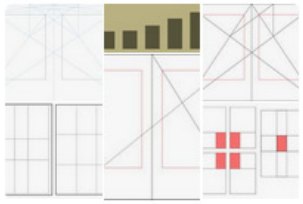
John De Santis

96 Followers

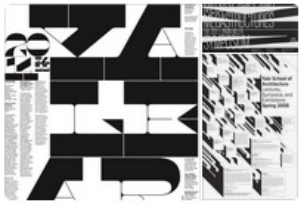
200 Following

www.johnbattistadesant...

Boards Pins Tries

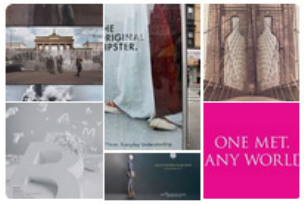


GRID
109 Pins

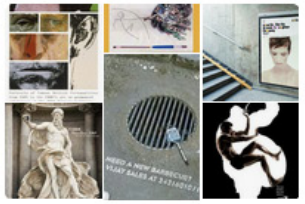


TYPO Bierut Yale Posters
27 Pins

Brooklyn Historical Society
89 Pins



Museum Promo
48 Pins



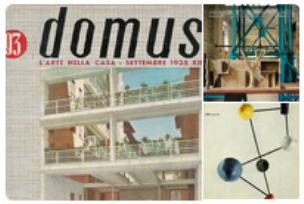
Brooklyn museum
40 Pins

Polish Poster design
159 Pins

JBD Color Theory
53 Pins

COMD Brainstorming
5 Pins

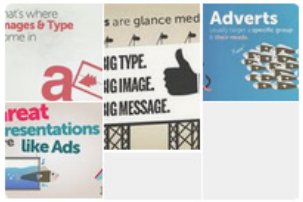
public theater
47 Pins



Domus
215 Pins

Massimo Vignelli
52 Pins

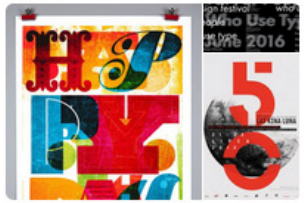
TYPOG Five Classic typfaces
69 Pins



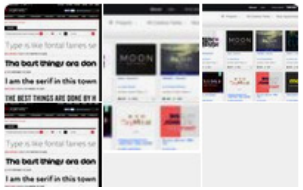
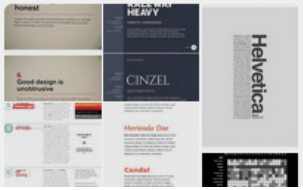
comd target
4 Pins

COMD Communication Design II
264 Pins

Citibike
9 Pins



TYPOG Typography Poster
237 Pins

COMD Woolrich
53 Pins

COMD Ads
130 Pins