

History and Principles of Graphic Design

A Reflection

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Overview

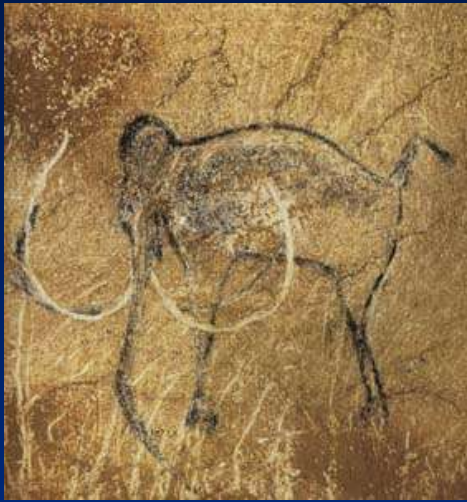
- Principles
- History
 - of design – points I found interesting
 - in computing – a short summary
- Applications in Computing
- Summary

Principles

- Colour
 - Warm vs Cool
 - Illusion of distance
 - Contrast
- Composition
 - Emphasis
 - Balance
 - Unity
 - Grid
- Perspective
 - Atmospheric
 - 1-point, 2-point and 3-point
- Typography

History

- Relatively new profession (~1950s)
 - Prior to this there were Commercial Artists
- Design itself has been maturing since cavemen first began drawing on their cave walls c.35000 B.C.



Chauvet, France
c.35000 B.C – c.30000 B.C.
Crude drawing, limited colour



Lascaux, France
c.17000 B.C

More realistic
drawing, vivid colour

History

- New as a profession (~1950s)
- Design itself has been maturing since the caveman c.35000 B.C.
- Sumerian pictographs c.3100 B.C.
 - considered to be the origins of writing. Originally mostly pictorial images, evolved into cuneiform when the writing implements changed



Sumerian pictographic clay tablet, c.3000 B.C.
Sharp-pointed stylus, pressed into the clay.



Sumerian cuneiform clay tablet,
2036 B.C. Triangular-tipped stylus,
wedge-shaped strokes.



Sumerian cylinder seal.

Early form of logo or trademark.

History

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- Design itself has been maturing since the caveman c.35000 B.C.
- Sumerian pictographs c.3100 B.C.
- Egyptian Hieroglyphs c.3100 B.C. – 394 A.D.
 - retained their pictographic style
 - read in whichever direction living creatures were facing
 - interesting use of balance and decoration in designs



The Papyrus of Ani, c.1420 B.C.

Notice the surrounding border and the framing of the illustrations and related text.

History

- New as a profession (~1950s)
 - Prior to this there were Commercial Artists
- Design itself has been maturing since the caveman ~35000 B.C.
- Sumerian pictographs ~3100 B.C.
- Egyptian Hieroglyphs ~3100 B.C. – 394 A.D.
- Illuminated Manuscripts, Europe ~355 A.D. – ~1450 A.D.
- Celtic Manuscripts ~680 A.D.
 - the invention of the 'space' between words
- Romanesque and Gothic Manuscripts ~1200 A.D. – ~1450 A.D.



Book of Durrow c.680 A.D.

Example of Illuminated manuscript.
Elaborate letters, gold highlighting



Douce Apocalypse, c.1265 A.D.

Still hand written and illustrated, but careful, measured layout of text and illustrations

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- Illuminated Manuscripts ~355 A.D. – ~1450 A.D.
- Celtic Manuscripts ~680 A.D. – the invention of the ‘space’ between words
- Romanesque and Gothic Manuscripts ~1200 – ~1450
- Gutenberg Printing Press ~1450 A.D.
 - Gutenberg Bible 1450-1455

Gutenberg Bible c.1450 – 1455

Also referred to as the 'forty-two-line Bible':

- first nine pages – 40 lines
- tenth page – 41 lines
- remainder – 42 lines

210 copies – 180 paper, 30 vellum

When Fust (Gutenberg's partner) took the Bibles to France to sell, he was suspected of witchcraft because of the number and uniformity of the volumes and had to reveal the method of production.



History

- In computing:
 - 1950s first GUI computer
 - 1970s **Alto** by Xerox Palo Alto Research Centre, not developed further
 - 1983 **Lisa**, by Apple. First personal computer with a GUI. Replaced by the **Macintosh** in 1984
 - 1985 **Windows 1.0**
 - 1987 **Windows 2.0** – a ‘proper’ GUI
 - 1990s increased interest within the computer community in better graphical design of documents

Computer Applications

- Design of GUIs (Graphical User Interfaces)
- Forms
- Web pages
- Documents
- Powerpoint ☺

Summary

- Graphical design has been evolving for thousands of years.
- The Graphic Design profession is young.
- Computer documents and applications use graphical design principles heavily.