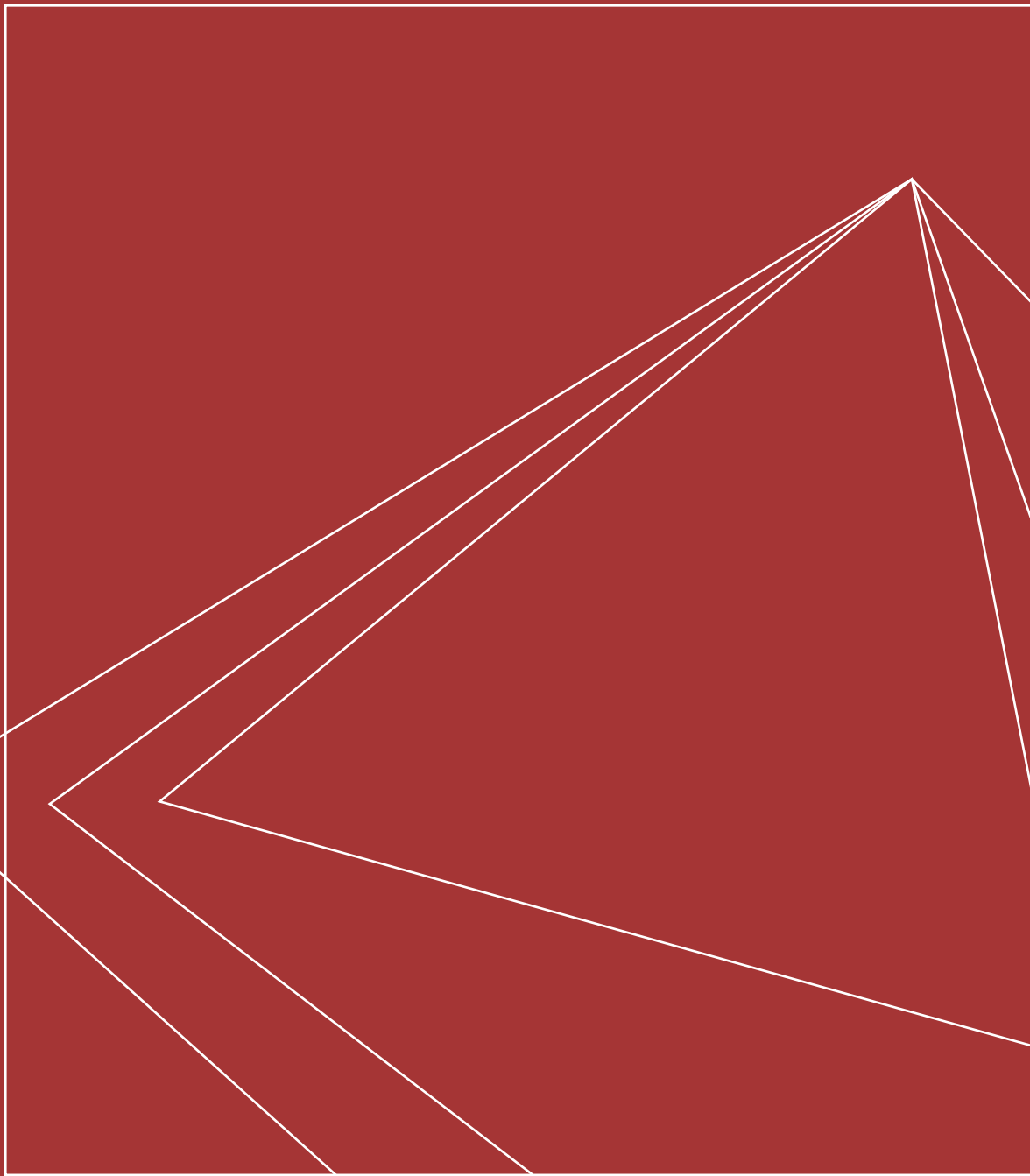


Manya Ganju
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THE EVOLUTION OF GRAPHIC DESIGN

The year of 1992 was when it all began. William Dwiggins created the word “graphic design” to portray the art of designing with graphics (Lu, 2018). Design is always changing in style, evolving and adapting to what is going on around us. Even though it all began by hand drawings, over time, the field of graphic design has rapidly grown due to the advancements in technology, introducing digital art tools that makes designing more efficient. Without the use of graphic design, it would be impossible to visually communicate information with a large audience.

Every decade, specially since the 1940s onwards, has brought along with it new trends and techniques such as varying graphics, typographic styles, layouts, messages, colours, substrates, among others. Hence, it is important to know the evolution of graphic design in order to see how the industry has grown and expanded exponentially over the decades.

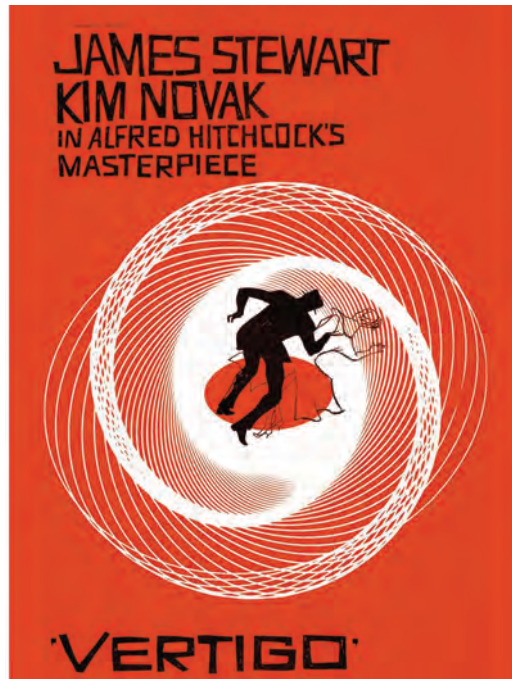


1940s

During the 1940s, graphic design mainly appeared in propaganda posters from World War II and in the post War advertising blast to help grow the economy (N.d., 2020). During this era, design elements such as graphics, text and icons were fierce in nature. Huge, remarkable slogans were the main focus of the ads. Most designs followed the same theme of patriotism. Although the war was never forgotten, post war graphics focussed on positivity. As the economy was on a rise, the demand for advertising, package design grew rapidly, thereby increasing the need for advertisers and designers.

1950s

During the 1950s, designs contained a bit of all (n.d., 2020). Designs were highly interesting and often bizarre. Sex became the theme of the decade. With the publication of the first issue of the Playboy magazine, sex in advertisements became colossal. It was used to sell products from clothes to cigarettes. Additionally, “happy, beautiful people” was a general theme that all designers lived by. In order to advertise more family friendly products, a smiling family around a dinner table would be used. The 50s brought along with it one of the most iconic graphic designers Saul Bass. He is known for his title sequences in movies, splendid logos and typography. He transformed something ordinary and made it extraordinary with his unique style.





Think small.

Our little car isn't so much of a novelty any more. A couple of dozen college kids don't buy no square wheels it. The size of the gas station doesn't tell where the gas goes. Making small things in our shops. In fact, some people who drive our little Beetle don't even think 32 miles to the gallon is going to great gas. Or using five parts of oil instead of five more. Or never needing gas service. Or making up \$5000 when on a set of tires. That's because once you get used to some of our economies, you don't even think about these any more. Except when you squeeze into a small parking spot. Or when your small-size tank. Or pay a small figure for a new car. Or make in your old VW for a new one. Think it over.



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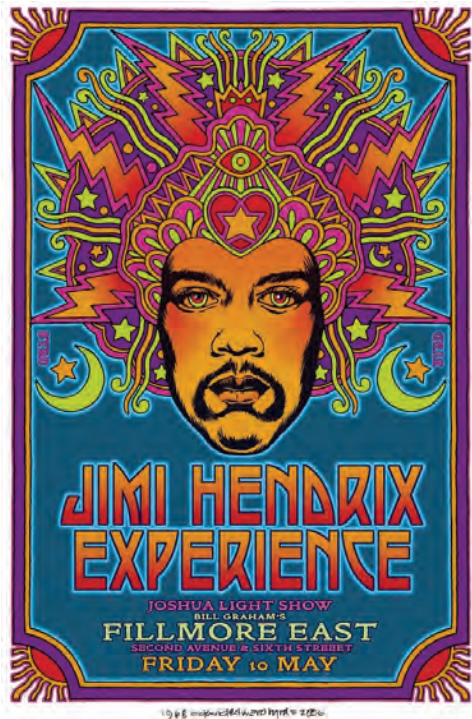


1960S

With continuous advancements in technology, during the 60s many people were exposed to the television. Due to this, design changed due to the influence of television advertising (Lu, 2018). Poster art was a trend which focussed mainly on civil rights. Designers started focussing on the balance between positive and negative space in their designs. Cultural wars, activism, human rights, drugs and the talks about the environment were in full stride (N.d., 2020). On one end of a spectrum, modernization in designs took place with a lot of “Don Draper-esque” concepts. Clever ideas and big concepts overshadowed the prior bold images and taglines. However, on the other end of the spectrum, bright colours and psychedelic graphics grew particularly in the music industry.

1970s

Cultures around the world influenced designs. Elements from the Japanese art such as symmetry, colours that blended together and icons in the center of the design became popular (Lu, 2018). Psychedelic designs continued, however designs began to include famous people publicizing various products. Designs contained repetition, free-form fonts and simple shapes (Communication, 2019). Overlapping/ shapes was an emerging style in print design and lava lamps psychedelic trends gained popularity. With new camera technology colour photography evolved. Designs remain simple due to the absence of complex technology, Apple came out with ads telling people that they could have their very own personal computer (N.d., 2020)



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THERE'S NO COMPARING IT WITH ANY OTHER VIDEO GAME.

Only ATARI makes the games the world wants most. Games that are innovative. Intense. Incredibly involving. And totally original.

In 1980 ATARI invaded the minds of millions with Space Invaders®. It went on to become the single most popular video game in the world and thereby launched the space age game category.

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BASKETBALL
HOP KICK
HOME RUN
STREET RACER
ADVENTURE
MISSILE COMMAND
SOLARIS
CONQUEROR
COOL BREWER
GOLF
CASINO
OTHELLO
FOOTBALL
SOLARIS
CYCLOCROSS
HANGARON
HANGARON
HANGARON
VIDEO FOOTBALL
BOWLING
SPACE INVADERS
VIDEO CHESS
CHUCK NUTTS
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HIDE GOLF
VIDEO FOOTBALL
VIDEO FOOTBALL
ARCADE BATTLE
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More
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17 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

Ellesse Sunmirrors
Because It's Not Just Whether You Win Or Lose, It's How You Look Playing The Game.

Chris Evert knows that there's more to the game than just playing with finesse. You also want to look great while you play. That's why Chris wears new Ellesse Sunmirrors by Marchon.

Sunmirrors are for men and women who wear the look of a winner. It's a mirror with the elegance of 24K gold and the mystery of multi-colored sunbeams that are rich, deep and vibrant.

And Ellesse Sunmirrors feature Marchon's unique new L.E.A.S.™ lens. It provides 100% ultraviolet protection, virtually 100% infrared protection, and a 100% protection line. And because it's 100% handcrafted polycarbonate, it's up to 10 times more impact resistant than plastic lenses, and up to 60 times more than glass lenses.

So look for new Ellesse Sunmirrors by Marchon whenever you see them. Because it's not just whether you win or lose, it's how you look playing it with style.

ellesse
Marchon

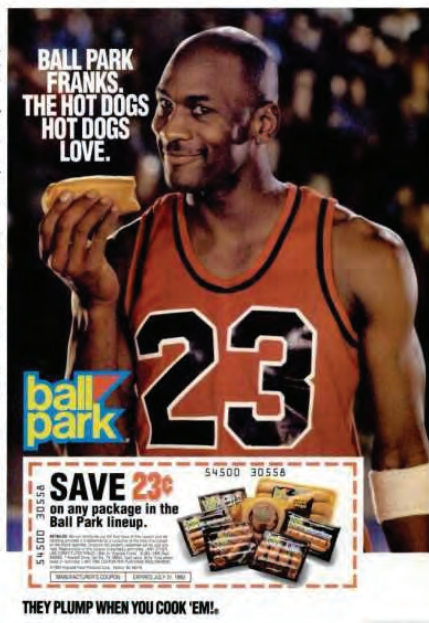
VOGUE
PARIS

CAROLINE DE MONACO

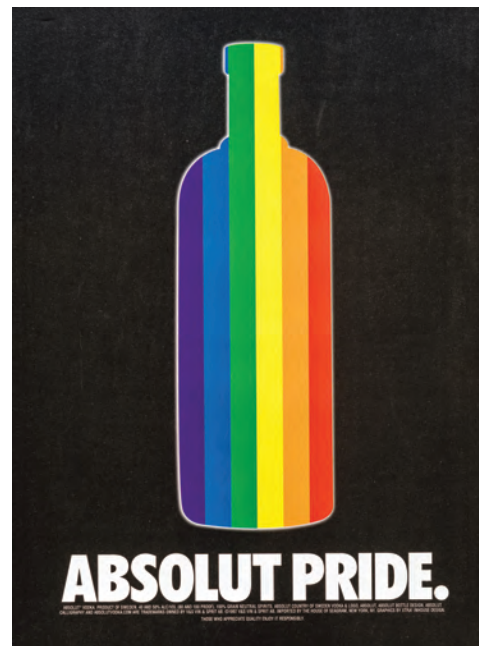
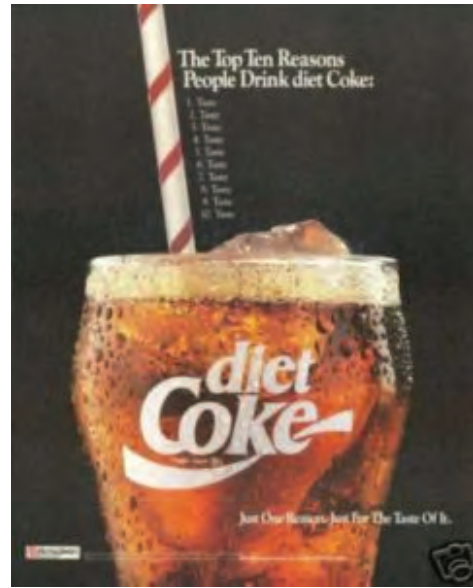
AND WOLSKEL

1980S

The modern and coolest decade of designs. During the 80s, bold, bright colours were used to grab attention. Big, blocky text was a growing trend. With a futuristic, sci-fi pop culture, designs portrayed modern techniques such as neon colours and shiny chrome with sleek and shiny fonts (Communications, 2019). Geometric patterns, complementary colour schemes and futuristic technology were big. Women gained more recognition rather than being used as sex symbols. Mac and Windows launched programs that made designing easier and efficient for designers.

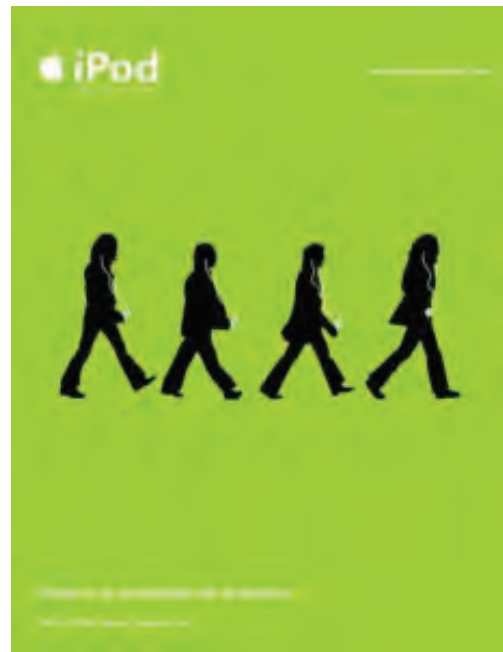


THEY PLUMP WHEN YOU COOK 'EM!.



1990S

The birth of Photoshop 1.0 allowed designers to experiment with new methods such as overlapping text, digital overlays and layouts (Lu, 2018). Grunge text and layouts grew fame. Memphis style gained prominence. Warm colour combinations became very trendy (Communications, 2019). A rise in blocky fonts with strokes and shadows emerged. Ad campaigns seemed lovable and funny. With Photoshop's release in 1990, brought along with it a new age of digital art and design.



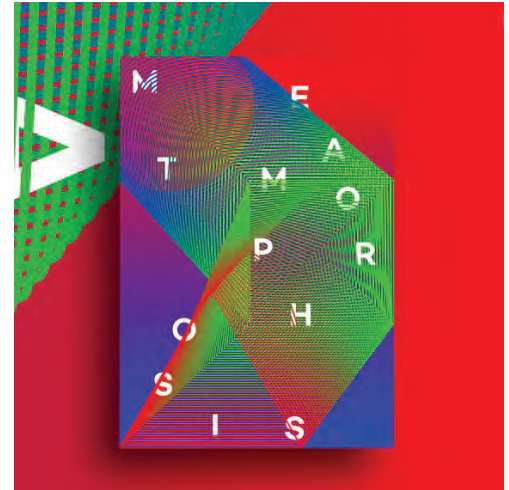
2000s

Designers realised the importance of designing content that looked good across all device types and mediums from billboards to phone screens. Designs created during this time were simple and minimalistic. Designers realised the importance of accessible typography and used type that went well on all platforms and mediums. The launch of new softwares allowed designers to easily create 3-D objects and manipulate text.



2010s

During this era, designs involved a lot of creative photo manipulation and 3D effects. Digital media grew over print, the use of animations grew as a trend. Designs became more complex yet while maintaining its simplicity. Many brands rebranded their logos to simplify visual appearance and easily communicate with the audience.



2020s

With the start of a new decade, designers continue to experiment with more techniques in their design. Cyberpunk colour schemes, street art styles, ultra thin geometry, paper cut-out collages, hand lettering with big personality, dystopian aesthetic, hyper-pastiche, continuous animation sequence, bevels and chisels and live data visualizations are the main trends of this new era (Johnson, 2020). Brighter, bolder colours are used to stand out from the crowd, giving a futuristic glow to the designs. Line art styles are used to achieve impossible shapes, making the designs appear metallic in nature. Bold, crazy typography is used to seek attention. This era is about utterly unlike elements coming together: the past and the future, the geometric and the organic, the real and the artificial (Johnson, 2020).

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