



**Steven Heitman**  
San Francisco, CA USA

Portfolio: <http://www.stevenheitman-ia.com>  
Blog: <http://stevenheitmaninformationarchitect.blogspot.com>  
Contact: [mailto@stevenheitman-ia.com](mailto:mailto@stevenheitman-ia.com)  
LinkedIn: <http://www.linkedin.com/in/stevenheitmania>

## **User/Design Researcher / Information Architect Specialist**

### **User Experience Designer**

## **BAIA / BFA**

### **Graphic Design a New History**

Synopsis: This exciting new history of **graphic design** explores its evolution from the late 19th century to the present day.

- Organized chronologically, the book illuminates the dynamic relationship between design and manufacturing as well as the roles of technology, social change, and commercial forces on the course of **design** history.
- The layout of each chapter reflects the unique style of the period it describes, and some 450 illustrations throughout the volume provide a visual record of more than one hundred years of creative achievement in the field.
- Under the influence of William Morris and the Arts and Crafts movement in the late 19th century, a new era began for design arts. Fueled by popular Art Nouveau advertising, the work of **graphic designers** became central in the growing consumer goods economy.
- This book traces the emergence of varied modernist design styles in the early 20th century and then examines the wartime politicization of regional styles through American government patronage and revolutionary Soviet ideas. Richly contextualized chapters chronicle the history of the Bauhaus and the rise of the International Style, followed by the postmodern movement of the 1970s and 1980s.
- After highlighting recent developments in **graphic design** around the globe, the author discusses the impact of inexpensive, powerful **design** software and the challenges facing designers now.



The gist of **graphic design** history:

- **Introduction: The origins of typography and graphic design**
  - From Gutenberg to Bodoni
  - The nineteenth century, an expanding field
  - The advent of **graphic design**
  
- **1 Art Nouveau I: A new style for a new culture**
  - French art Nouveau
  - The United states
  - England
  
- **2 Art Nouveau II: Scotland, Austria, and Germany**
  - The four
  - Vienna secession
  - Wiener Werkstätte
  - Germany
  
- **3 Sachplakat, the first world war and Dada**
  - Sachplakat in Germany
  - The first world war
  - The United States
  - France
  - The central powers
  - Dada
  
- **4 Modern art, modern graphic design**
  - Montparnasse
  - Cubism
  - The London underground
  - Futurism
  - Purism
  - Art deco in France and Britain
  - Art deco and colonialism



- **5 Revolutions in design**
  - De Stijl
  - Revolution in Russia
  - The Russian revolution and the Bolshevik poster
  - Russian suprematism and constructivism
  
- **6 The Bauhaus and the new typography**
  - Dada and Russian constructivism
  - German expressionism
  - The Arbeitsrat für Kunst
  - Weimar Bauhaus
  - Dessau Bauhaus
  - The new typography
  
- **7 American art deco and the second world war**
  - The American magazine
  - Government patrons
  - The museum of modern art
  - Pulp magazines
  - Germany in the 1930s
  - The second world war
  
- **8 The triumph of the international style**
  - England and the international style
  - American innovators
  - Corporate identity in Germany and America
  - The international style in corporate architecture
  
- **9 Postmodernism, the return of expression**
  - Psychedelic posters
  - Early postmodernism
  - Mature postmodernism
  - Postmodern architecture
  - Postmodern typography
  - Postmodernism
  
- **10 Contemporary graphic design**
  - Eclectic experiments
  - The technology aesthetic
  - Web design 1.0: beginnings
  - Web 2.0: interactivity
  - Motion graphics
  - Contemporary typography
  - Global graphics?
  - Design it yourself
  - The “citizen designer”
  - Conclusion