

GD 135 HISTORY OF GRAPHIC DESIGN

PART I EXAM REVIEW – Chapters 1 - 4

CHAPTER 1 – Prehistoric Visual Communication



PETROGLYPHS
30,000-10,000 BCE

Images carved in rock of animals, figures, and symbols can be found all over the world helping to document human history. “Petro” is Greek for stone and “glyphs” means carvings.



PICTOGRAPHS
15,000-10,000 BCE

Pictorial paintings appear to tell the story of a hunt and record the earliest example of visual communication with a utilitarian purpose, rather than serve simply as decoration.



IDEOGRAPHS
15,000-10,000 BCE

Abstract geometric signs, including dots, squares, and other symbols are intermingled with the animals in many cave paintings which may represent rituals or convey mystical powers.

CHAPTER 1 – The Earliest Writing



CUNEIFORM
4000 BCE

Sumerians developed the earliest form of writing using pictographs and symbols created with a reed stylus pressed into clay. This tablet records a tally of goats and sheep from ancient Mesopotamia.



CYLINDER SEALS
3500 BCE - 300 CE

Cylinder seals are small cylinders engraved in stone with a design so that when rolled out on clay they would leave a back-to-front impression of the design in relief. They were used as signatures to notarize property.



HAMMURABI STELE
1795 - 1750 BCE

A black granite monument bearing the *Code of Hammurabi*, the oldest known list of laws and penalties written in ancient cuneiform and erected in public by the Mesopotamian king of Babylon.

CHAPTER 1 – Egyptian Hieroglyphs



HIEROGLYPHS
c. 2000 BCE

Ancient Egyptians wrote in pictures to sound out words that sounded similar. Their tombs described the lives of the dead seeking passage into the afterlife.



PAPYRUS OF ANI
1420 BCE

A written transcript on papyrus depicting judgment day and the afterlife, also known as the *Book of the Dead* written in hieroglyphs.



ROSETTA STONE
197-196 BCE

The concurrent hieroglyphic, demotic (both Egyptian) and Greek inscriptions provided the key to translating the secrets of ancient Egypt.

CHAPTER 2 – Alphabets



PHAISTOS DISK

c. 2000 BCE

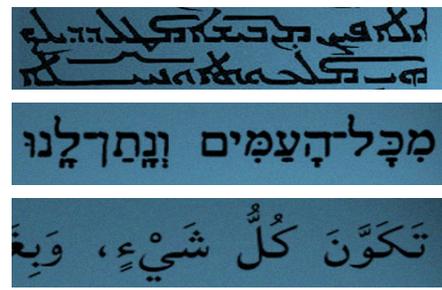
Pictographs stamped in terra cotta discovered on the island of Crete. Possibly the first use of movable type.

Phoenician	𐤀 𐤁 𐤂 𐤃 𐤄
Early Greek	Α Β Γ Δ Ε
Classical Greek	Α Β Γ Δ Ε
Latin	A B C D E
Modern English	A B C D E

EVOLUTION OF ALPHABETS

1000 BCE - PRESENT

Similarities between their appearances link the evolution of ancient pictorial alphabets to modern English.

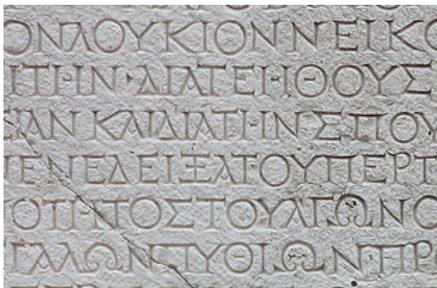


ARAMAIC & ITS DESCENDANTS

1000 BCE - PRESENT

Written from right to left, these alphabetical scripts evolved into the Hebrew and Arabic scripts used today.

CHAPTER 2 - Alphabets



GREEK ALPHABET

c. 100 CE

The ancient Greeks added geometric structure and symmetry to the crude Phoenician characters making their written word into an art form.



ROMAN ALPHABET

c. 114 CE

The Roman Empire built monuments and masterfully carved Latin letters in capitalis monumentalibus (capitals) which later inspired Renaissance roman type.



HANGUL

1446 CE

The only Asian alphabet was designed scientifically to signify the structure of the mouth and position of the tongue when speaking Korean.

CHAPTER 3 – The Asian Contribution



CHAIKU-WEN (Bone-and-shell script)

1800 BCE

The earliest form of Chinese writing was made up of pictographs carved on bones and tortoise shells used to foretell the future.



PAPER

105 CE

An affordable substrate invented by the Chinese made from a pulp of natural fibers, screen-dipped and pressed into sheets used for writing and printing.



CHOPS

300 CE

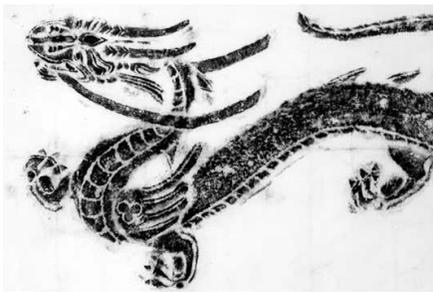
The traditional Chinese identification stamp was carved from stone or metals and stamped in ink onto documents. It led to the development of block prints.

CHAPTER 3 – The Asian Contribution



CHEN-SHU CALLIGRAPHY
c. 100 CE

Chen-shu is considered the highest art form in China. This Chinese writing combines ink on paper or silk with the gestured strokes of the brush.



RELIEF PRINTING (Xylography)
550 - 577 CE

Tomb relief sculptures were inked and rubbed onto sheets of paper to imprint the art and inscriptions – believed to be one of the origins of printing.



THE DIAMOND SUTRA
868 CE

The oldest printed manuscript, this Chinese woodblock used 6 sheets of carved lettering and one woodcut illustration of Buddha and his followers.

CHAPTER 3 – The Asian Contribution



DHARANI
770 CE

Chinese culture and Buddhism were exported to Japan thanks to mass printings of “charms,” wrapped up and inserted into small pagodas. Chinese and Japanese use the same written script.



CHINESE PLAYING CARDS
800 - 900 CE

Printed from woodblocks onto heavy paper stock in sets (suits) of matching designs and numbers, the Chinese originated this popular game which traveled to Europe 300 - 400 years later.



ALBUM OF EIGHT LEAVES
1774 CE

The design of the total page, with the brushed illustration in contrast to the erect column of writing, is among the outstanding examples of chen-shu calligraphy and Chinese art.

CHAPTER 4 – Illuminated Manuscripts



ILLUMINATED MANUSCRIPTS
5 - 1450 CE

Hand lettered and elaborately illustrated with gold and other metals, these manuscripts were said to illuminate the pages of sacred books with light.



CELTIC BOOK DESIGN
5 - 800 CE

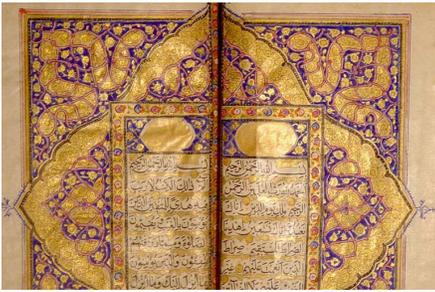
Abstract and intricate designs adorned hand-lettered pages of written gospels. Created in the monastic scriptoria of Ireland, these books melded Christianity with pagan Celtic tradition.



HALF-UNCIALS
5 - 1400 CE

Celtic monks lettered with an angled pen using large rounded strokes. Based on early Greek uncials, they used initial caps, ascenders, descenders, and added spaces between words.

CHAPTER 4 – Illuminated Manuscripts



QU'RAN
700 – 800 CE

Richly illuminated and hand-lettered, figurative illustrations were not used in sacred Islamic texts because of deeply held religious opposition to the representations of living things.



TEXTURA
1200 CE

A later medieval style of hand lettering used in Gothic manuscripts featuring dense narrow lettering made with straight vertical strokes to save space.



PADISHANAMA
Chronicle of the King of the World, 1635

This Persian manuscript was richly illustrated with birds, animals and human figures. It included scenes of architecture and decorative patterns, as well as schematic stylizations of plants.