

GD 135 HISTORY OF GRAPHIC DESIGN

Chapter 3: The Asian Contribution

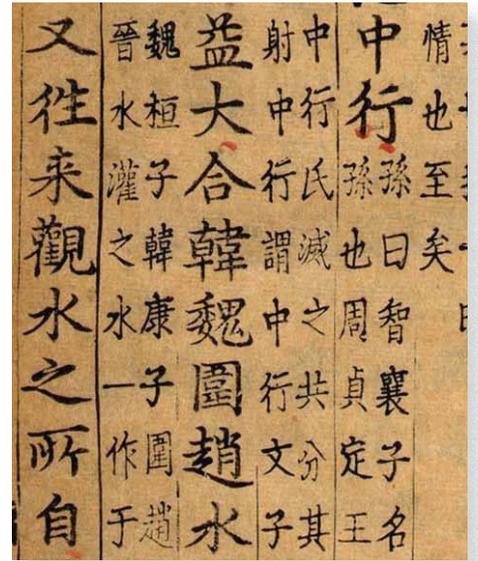
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CHINESE CHARACTERS IN A WOODBLOCK PRINT.

Chapter 3 Study Questions

1. Three innovations developed by the ancient Chinese that changed the course of human events are listed below. Which does NOT belong?

- A. the alphabet
- B. paper
- C. gunpowder
- D. printing

2. Chinese legend says that _____ was inspired to invent Chinese writing by the claw marks of birds and footprints of animals. Like ancient Egyptian hieroglyphs, he made pictures of things in nature that were highly stylized and composed of a minimum number of lines. The Chinese sacrificed the realism found in hieroglyphs for more abstract designs.

- A. Emperor Shihuangdi
- B. Cangjie
- C. Prime Minister Li Si
- D. Empress Shotoku

3. Chinese calligraphic writing consists of _____, graphic signs that represent an entire word. There is no direct relationship between the spoken and written Chinese languages. Written Chinese was never broken down into syllabic or alphabetic signs for elementary sounds.

- A. pictographs
- B. cartouches
- C. logograms
- D. ideograms

4. _____. It was incised on tortoise shells and the flat shoulder bones of large animals, called oracle bones, and closely bound to the art of divination: to foretell the future by communication with gods or dead ancestors.

- A. brush calligraphy
- B. chicken script
- C. dharani
- D. bone-and-shell script

5. The next phase of Chinese calligraphy was *chin-wen*, or _____, which consisted of inscriptions on cast-bronze objects including food vessels, musical instruments, weapons, coins, and seals. Messages were inscribed in the casting molds to preserve answers received from gods and ancestors, and it was also used for treaties, laws and contracts.

- A. brush calligraphy
- B. woodblock script
- C. bronze script
- D. bone-and-shell script

6. Many different Chinese writing styles were unified _____ under the powerful emperor Shihuangdi. His prime minister Li Si designed the new writing style called *hsiao chuan*, or "small-seal" style. Though the emperor's rule was brutal, how did this benefit China?

- A. It unified the Chinese into one nation
- B. Weights, measures & laws became standards
- C. It eliminated political dissent and other viewpoints
- D. All of a, b, and c

7. The final step in the evolution of Chinese writing is *chen-shu* (also *kai-shu*, or “regular” style). The painting _____ shows how vividly descriptive strokes with the bamboo brush join calligraphy and painting, poem and illustration, into a unified communication.

- A. Album of Eight Leaves
- B. Dharani
- C. Pen ts’ao
- D. Diamond Sutra

8. Cai Lun, a high government official, is credited with the invention of _____ in 105 CE. His process for making writing substrates from natural fibers continued almost unchanged until Industrial Age manufacturing.

- A. paper
- B. gunpowder
- C. printing
- D. ink

9. The chop is a traditional Chinese identification stamp made by carving calligraphic characters into a flat surface of jade, silver, gold, or ivory and imprinted on paper in black or red ink. The stamp became the fundamental technique that led to the development of _____.

- A. paper making
- B. block printing
- C. calligraphy
- D. brush painting

10. Another theory about the origins of printing focuses on the practice of making _____ from inscriptions carved in stone.

- A. inked rubbings
- B. playing cards
- C. impressions in soft clay
- D. calligraphy

11. The oldest surviving printed manuscript is the _____. It consists of seven sheets of paper pasted together in a scroll. Six sheets of text convey Buddha’s teachings; the seventh is a complex linear woodcut of the Buddha and his disciples.

- A. Album of Eight Leaves
- B. Dharani
- C. Pen ts’ao
- D. Diamond Sutra

12. During the eighth century, Chinese culture and the Buddhist religion spread to Japan where the empress Shotoku decreed one million copies of Buddhist _____ (charms) be printed and placed inside miniature pagodas and distributed – presumably to lengthen her life and ensure entrance to paradise.

- A. Album of Eight Leaves
- B. Dharani
- C. Pen ts’ao
- D. Diamond Sutra

13. The Japanese had no writing system until the adoption of Chinese writing from about the 5th century on. Though the languages are spoken different, much of Chinese writing can be read and understood by Japanese. Since the Han Dynasty, the meanings of some kanji words have changed in modern Chinese. Today, Japanese writing uses a combination of kanji, phonetic characters, and logograms for foreign words. What does the Japanese term “kanji” mean literally?

- A. Han (ancient Chinese) characters
- B. The written word
- C. Buddha’s teachings
- D. The thread that holds things together

14. China became the first society in which ordinary people were in daily contact with printed images. In addition to block prints of religious images and texts, _____ began to be designed and printed around 1000 CE due to a shortage of metal currency.

- A. copies of dharani
- B. paper money
- C. playing cards
- D. the Confucian classics

15. In the tenth or eleventh century, stitched books were developed: two pages of text were printed from one block; the sheet was folded down the middle, then the sheets were gathered and sewn to make a codex-style book. The _____ was an illustrated book on Chinese herbal medicine that was printed in this manner.

- A. Album of Eight Leaves
- B. Dharani
- C. Pen ts’ao
- D. Diamond Sutra

16. Another early form of Chinese graphic design and printing was _____. These “sheet dice” were first printed on heavy paper cards at about the time paged books were replacing manuscript scrolls.

- A. dharani
- B. paper money
- C. playing cards
- D. fortune cookies

17. When making a woodblock print in China, the wood around each character is painstakingly cut away. Around A.D. 1045, the Chinese alchemist Pi Sheng extended this process by developing the concept of _____, an innovative printing process that was never widely used in Asia because the sheer number of characters made the process too tedious.

- A. stamping
- B. casting type
- C. relief printing
- D. movable type