200 years of GRAPHIC DESIGN

Interested in shaping the future of GRAPHIC **DESIGN**?

1820 - 1915

1830-1900 Victorian ads

1820-1880 American wood type posters

1870-1914 La Belle Époque

1880-1914 Art Nouveau

1880-1910 Arts & Crafts

1905-1915 German posters

"Design is thinking made visual"

Saul Bass

1909 - 1940

1914-1918 WW1

1917-1930 The Soviet Revolution

1909-1923 European Avant-Garde

1917-1931 De Stijl

1919-1933 The Bauhaus

1923-1940 The New Typography

"Design is the journey of discovery"

Derek Parkerv

1928 - 1970

1928-1939 The Great age of posters

1933-1965 The American magazine

1933-1945 Am modernism

1933-1945 WW2

1946-1964 Post war optimism

1945-1970 The Fused Metaphor

1950-1965 Bauhaus modernism

1950 - 1990

1950-1990 Japanese design

1963-1985 The Golden age of Album design

1963-1975 Typographic Eclecticism

1965-1970 Fillmore & the counter-culture

1963-1975 Protest

1950-1975 American Corporate Identity

1955-1975 Swiss Typography

1973 - present

1984-present Vernacular design

1984-present Minimalism

1984-1994 The Digital revolution

1977-present Postmodernism

1985-present Low-Tech

1973-1983 Punk & New Wave

Noroff School of technology and digital media

200 years of GRAPHIC DESIGN

During the Industrial revolution mass produced products sparked the need for advertisement, and thus the history of Graphic Design began. Through the years the objective shaped by history has changed, but the essence of design remain the same
With the digital revolution in the 1980s a new way of designing was born through new and exciting tools. Change is upon us yet again.
In the years to come, who knows what the further development of AI and technology will mean for Graphic Design's future. We are excited to see where it takes us.
Below are a handful of styles that still inspire Graphic design today.

SWISS TYPOGRAPHY

ca. 1950-late 1960s

The style, Swiss Typography, sprang from the desire to communicate information in an objective manner as a reaction to earlier design agendas such as war posters.
The goal of the modernist graphic movement was clear and universaly understood messages.
The ideal is clarity and structure through the use of a grid. The type is organized and scaled mathematically, and use a limited colour palette.

Famous designers

Josef Müller-Brockmann
Max Huber
Albe Steiner



POP ART STYLE

ca. 1950-1970

Pop art (popular art) was created as a reaction to the high culture of the art, and as a critique of consumer society in America in the 50s.
Designers reused images and products, such as kitchen appliances and comics, and by placing them in a new context, the art became something that anyone could understand. Art is meant for everyone, not reserved for the rich.



Famous designers

Andy Warhole
Roy Lichtenstein
Richard Hamilton

Each of the four poster illustrations are inspired by the song "Papercut" by Linkin Park.

Listen on Spotify

PSYCHEDELIC POSTERS

ca. 1960-mid-1970s

The style of Psychedelic posters emerged from the hippie scene i San Fransisco, US, during the 60s. The art was heavily inspired by new drugs, such as LSD.
Vibrant colours that clash and handwritten type that are close to impossible to read are a few traits of the style.
The design was meant to be experienced on a personal level and to be felt, not just viewed.



Famous designers

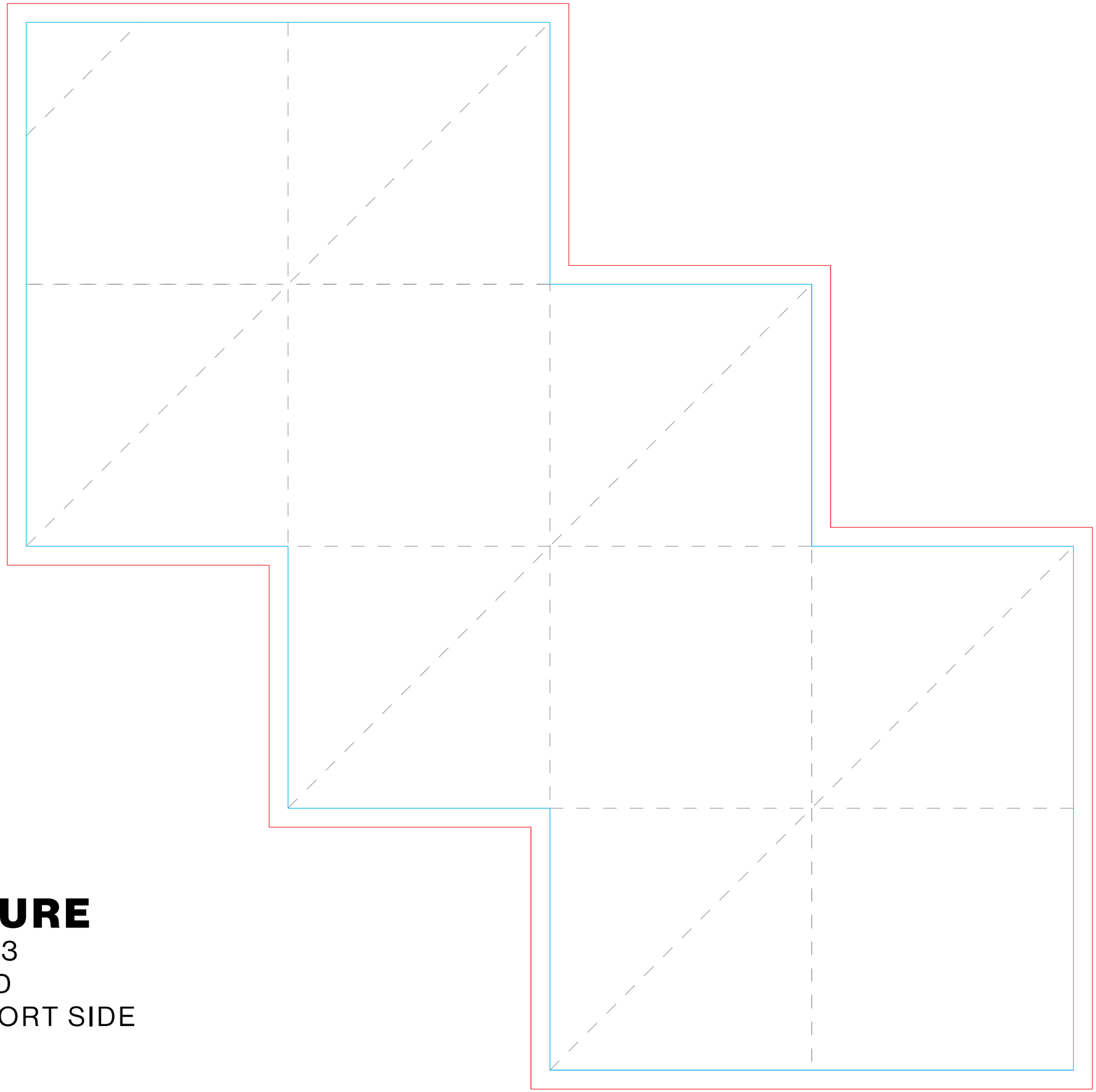
Victor Moscoso
Bonnie MacLean
Wes Wilson

PUNK/NEW WAVE

ca. 1970-mid-1980s

Punk/New wave is all about breaking the rigid rules of society, to rebell agains the system. The British Empire was comming to an end and people demanded change and were not afraid to show their dissatisfaction.
This was reflected in Graphic Design. Playing with type and placement, expressing energy and creating art by intuition characterise the style.


I CAN'T STOP WHAT I'M FEARING
I CAN'T STOP WHAT I'M HEARING
I CAN'T STOP WHAT I'M SEEING
I CAN'T STOP WHAT I'M BECOMING
I CAN'T STOP WHAT I'M SAYING
I CAN'T STOP WHAT I'M THINKING
I CAN'T STOP WHAT I'M DO



BROCHURE

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