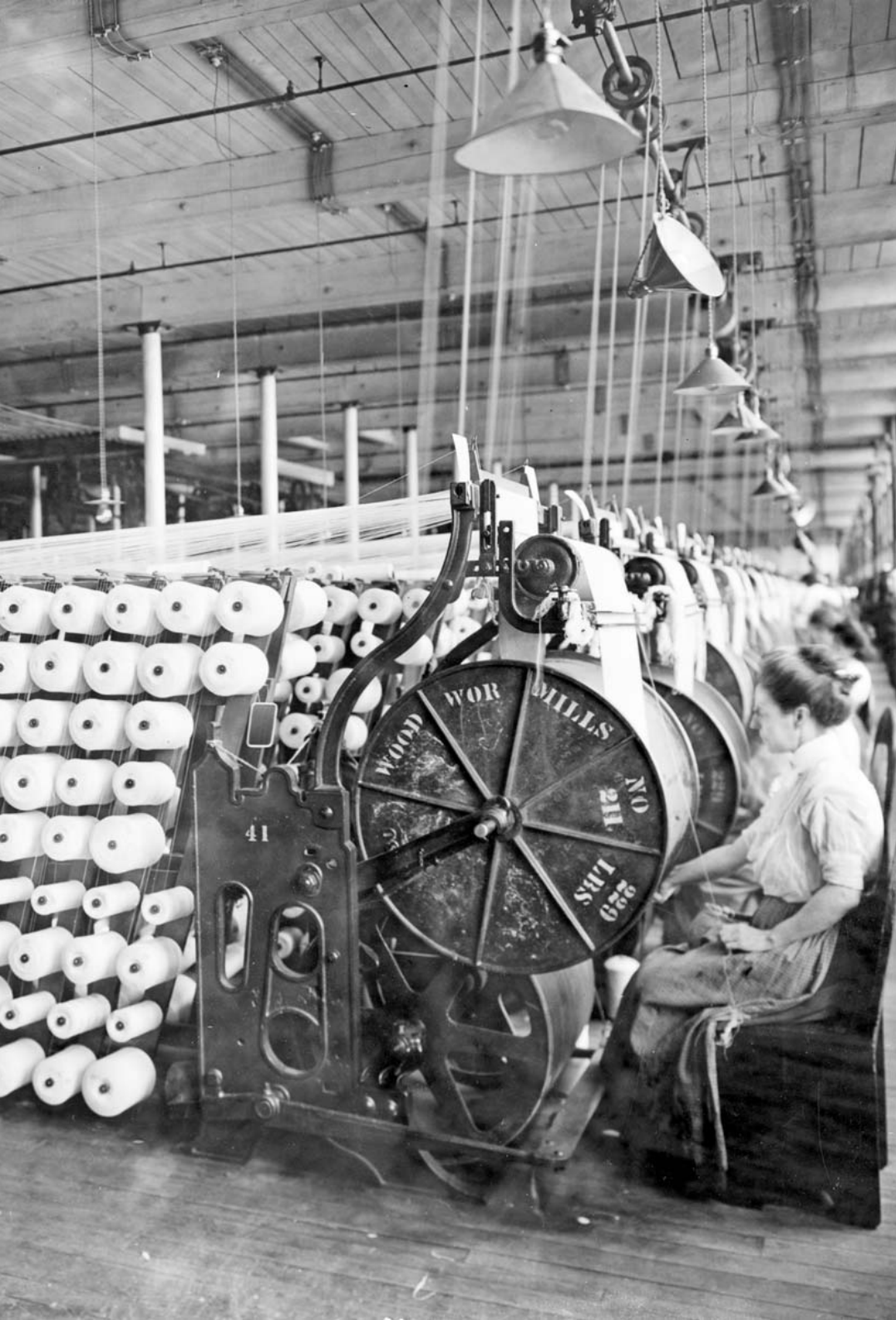


28.09.2020

DSGN122

**The Industrial Revolution:
Mass Production**



The Industrial Revolution

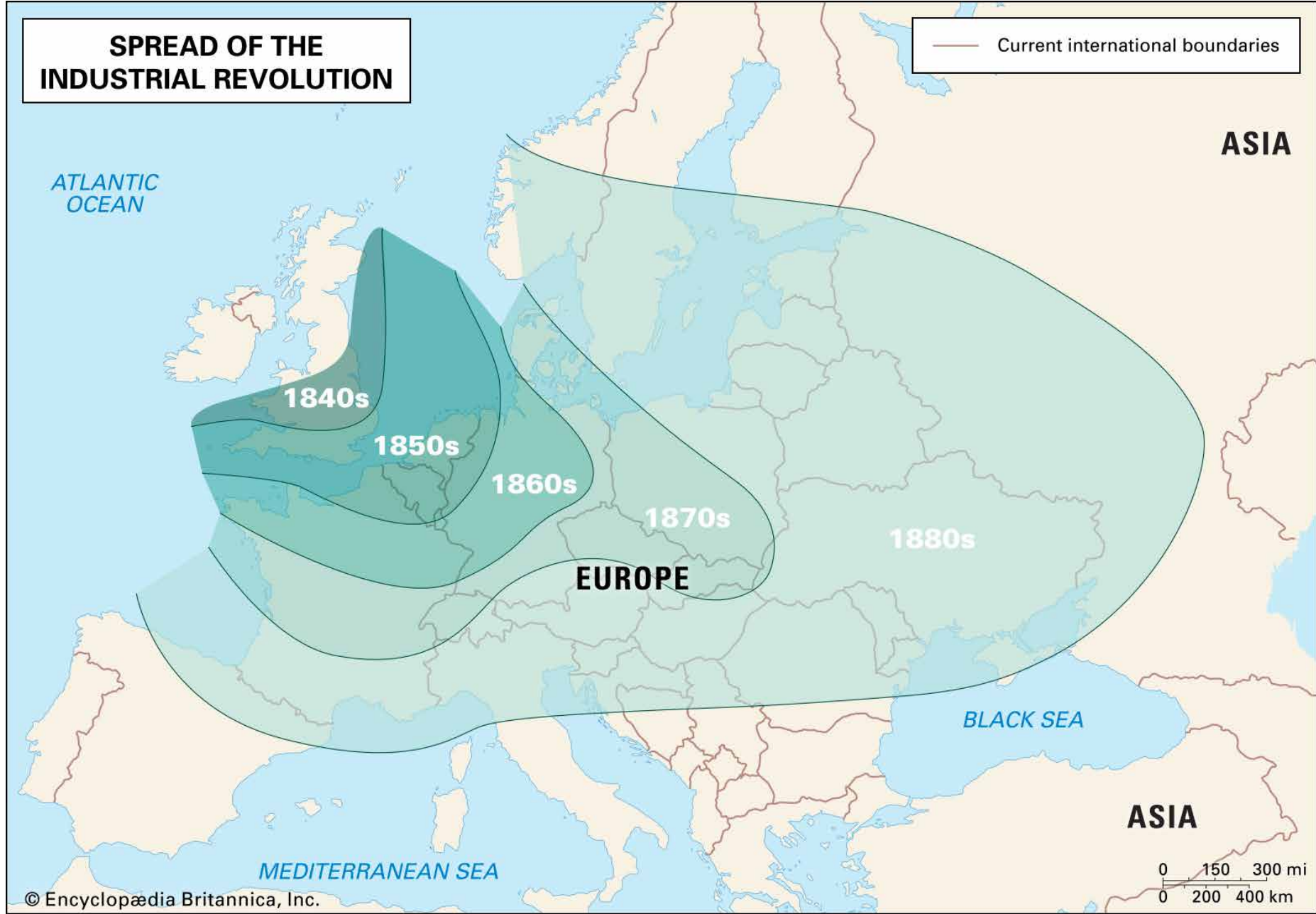
~1760 - 1820

- The process of change from an agrarian and handicraft economy to one dominated by industry and machine manufacturing
- This process began in Britain in the 18th century and from there spread to other parts of the world.
- The main features involved in the Industrial Revolution were technological, socioeconomic, and cultural.

https://www.youtube.com/watch?v=leD7mYk_Wq0&ab_channel=WORLDAH0Yanimationseriesa

SPREAD OF THE INDUSTRIAL REVOLUTION

— Current international boundaries





The Industrial Revolution

Graphic Design

- increase in printed material because mechanical theory and metal parts were applied to the printing press and there was a demand for it.
- It generated a shift in the economic and social role of typographic communication and the dissemination of information expanded from books and broadsheets to advertising, posters, and jobbing printers



The Industrial Revolution

Graphic Design

- Increase of the middle class, education, and literacy rates.
- Visual information was dramatically altered and the range of typographic letterform styles and sizes exploded.
- Mechanization of typography also helped to save time and decrease the costs of production
- The invention of photography expanded the expressive capabilities of designers



The Industrial Revolution

Graphic Design

- The eventual ability to use color within designs meant that designers needed to focus on creating a visual hierarchy and composition emphasis to create a clear message.
- The specialization of the factory system fractured graphic communications into separate design & production components.

A
S P E C I M E N
O F
Printing Types,
B Y
William Caslon,
Letter-Founder
T O
His Majesty.

London:
PRINTED BY
GALABIN AND BAKER,
MDCCLXXXV.

William Caslon and William Caslon II, title page from *A Specimen of Printing Types*, 1764

**5 POUNDS
REWARD.**



LOST.

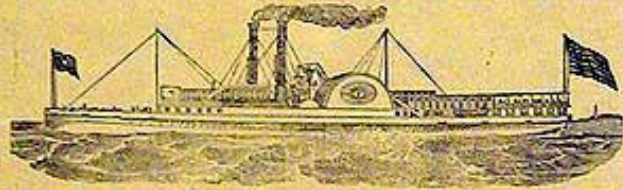
(SUPPOSED TO BE STOLEN.)

**On Friday Night the 10th, or early on Saturday
Morning, the 11th of February, from a Farm Yard at
Oare, in the Parish of Wilcot, Wilts, a Bright-Bay**

GALLOWAY,

- Important words were given emphasis
- Mixing of styles because fonts had limited number of characters
- Metal and wood were used together

4th OF JULY 4th EXCURSION!



— TO —
FORT POPHAM
— FROM —
Gardiner. So. Gardiner
and Richmond.

FARES:

From Gardiner, So. Gardiner and Return	75c.
Richmond	60c

Leave Gardiner at 7 o'clock A. M., So. Gardiner at 7.20; Richmond at 8.20. Returning at an early hour. Refreshments, Music, etc.

ship excursion letterpress poster

1880-1890

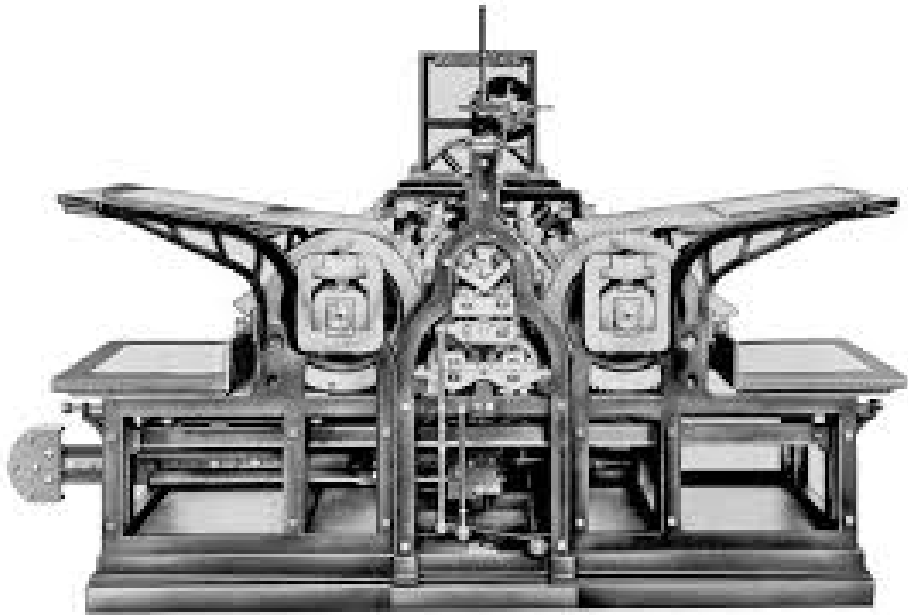


Gutenberg press

~1440

[https://www.youtube.com/
watch?v=yeikqw0kyql&ab
channel=MessagesofChrist](https://www.youtube.com/watch?v=yeikqw0kyql&ab_channel=MessagesofChrist)

[https://www.youtube.com/watch?v=Q-Pk
KMRaAA&ab_channel=UniMainz](https://www.youtube.com/watch?v=Q-PkKMRaAA&ab_channel=UniMainz)

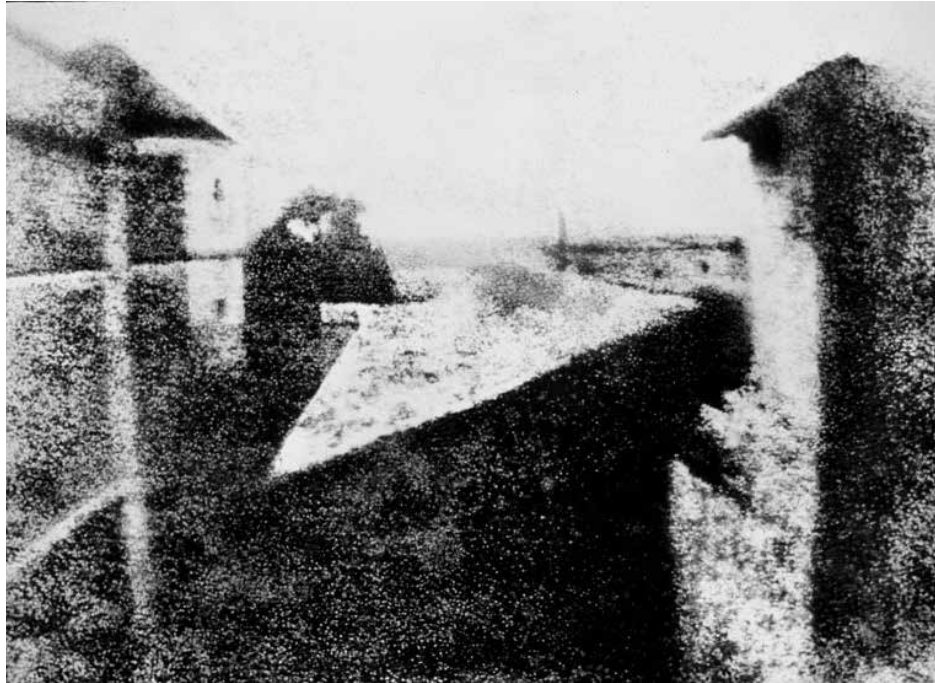


- The first steam-powered cylinder press.
- The speed of printing skyrocketed.
- The price of printing dropped.
- All across Europe & North America handpresses were replaced with steam-powered presses.

Koenig's first steam-powered cylinder press

1814

**[https://www.youtube.com/
watch?v=X7SYKAMvoVk&ab_channel=1957Shep](https://www.youtube.com/watch?v=X7SYKAMvoVk&ab_channel=1957Shep)**



Photography

1826-1860

- Started in France
- *View from the Window at Le Gras* was the first photo
- Famous artists: Louis-Jacques-Mandé Daguerre, William Henry Fox Talbot and Hippolyte Bayard

Niépce,
'View from the Window at Le Gras'

(1826)

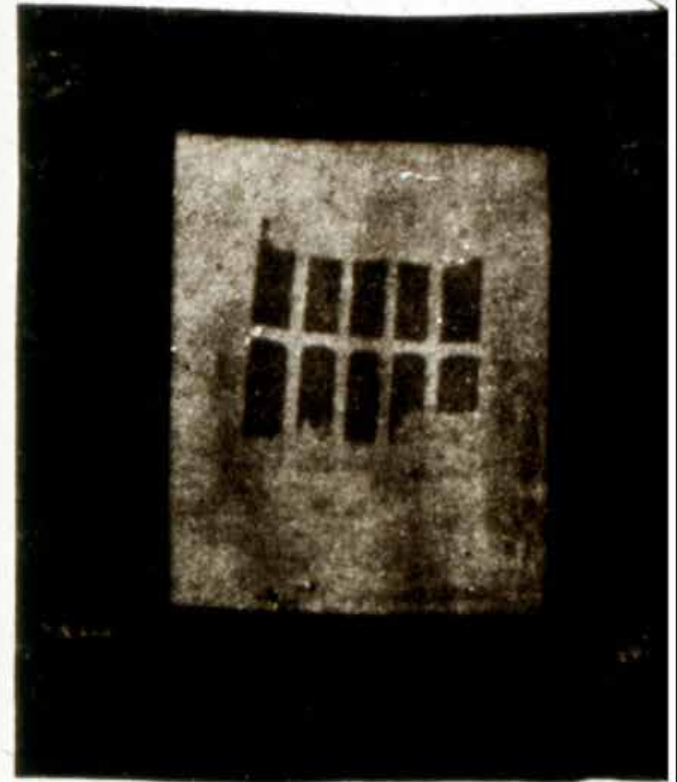


Louis Jaque Daguerre, Paris Boulevard, 1839

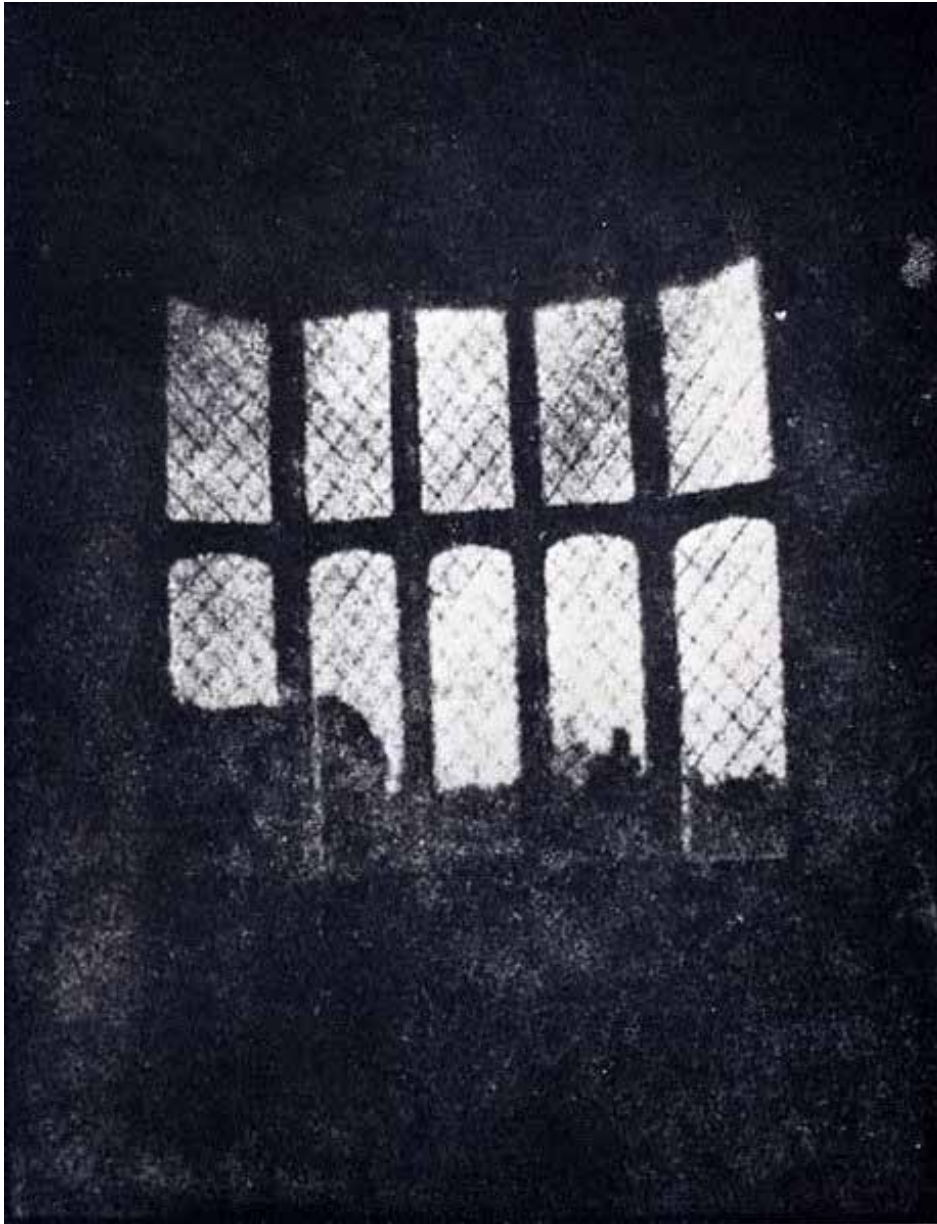
Latticed Window
(with the Camera Obscura)

August 1835

When first made, the squares
of glass about 200 in number
could be counted, with help
of a lens.

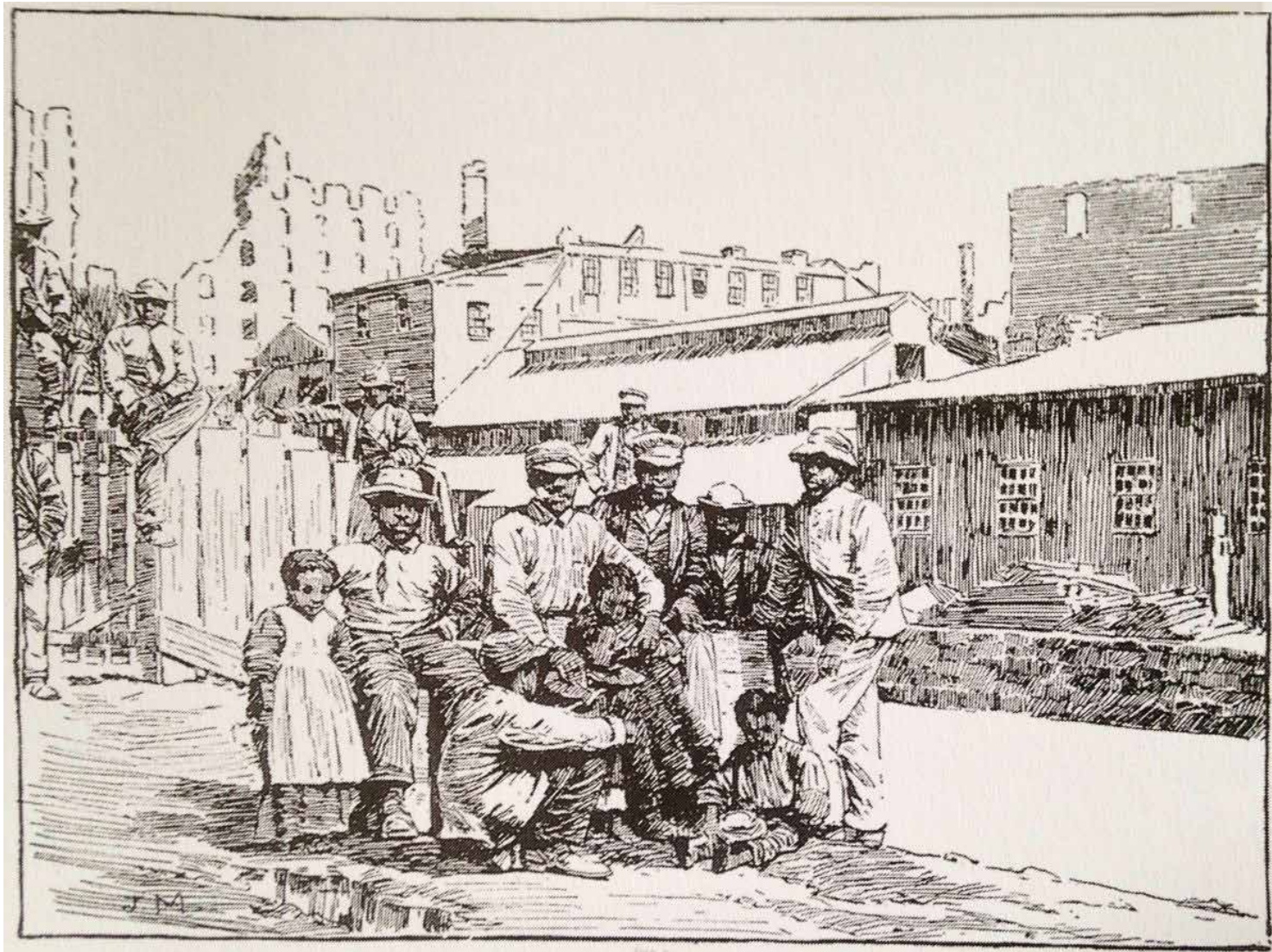


William Henry Fox Talbot, the first photographic negative, 1835



William Henry Fox Talbot, print from
the first photographic negative

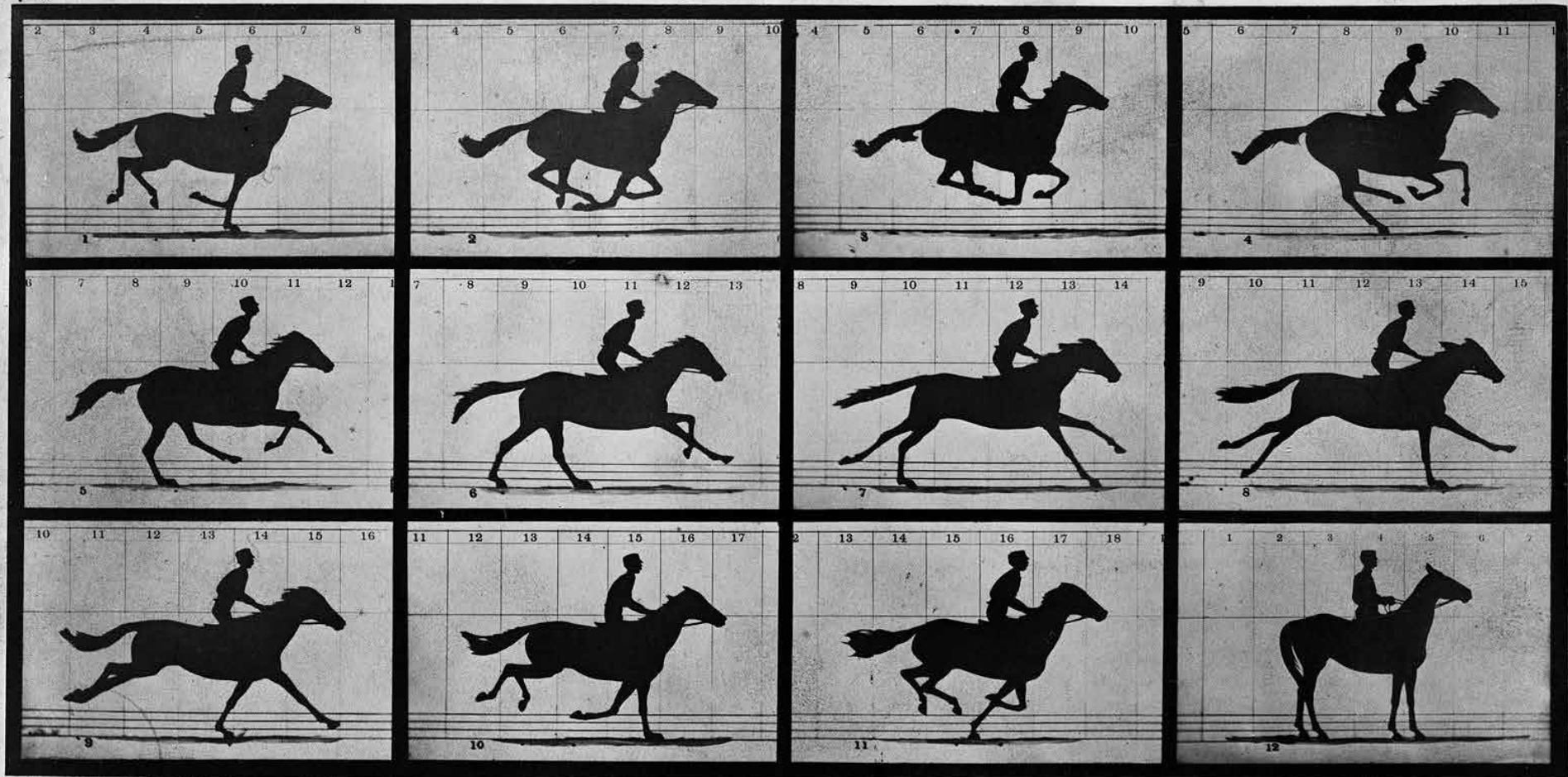
1835



Mathew Brady, 'Freedmen on the Canal Bank at Richmond', 1865



John McDonald, wood engraving,
'Freedmen on the Canal Bank at Richmond', 1865



Copyright, 1878, by MUYBRIDGE.

MORSE'S Gallery, 417 Montgomery St., San Francisco.

THE HORSE IN MOTION.

Illustrated by
MUYBRIDGE.

AUTOMATIC ELECTRO-PHOTOGRAPH.

"SALLIE GARDNER," owned by LELAND STANFORD; running at a 1.40 gait over the Palo Alto track, 19th June, 1878.

The negatives of these photographs were made at intervals of twenty-seven inches of distance, and about the twenty-fifth part of a second of time; they illustrate consecutive positions assumed in each twenty-seven inches of progress during a single stride of the mare. The vertical lines were twenty-seven inches apart; the horizontal lines represent elevations of four inches each. The exposure of each negative was less than the two-thousandth part of a second.

Edweard Muybridge, a plate published in The Horse in Motion, 1878



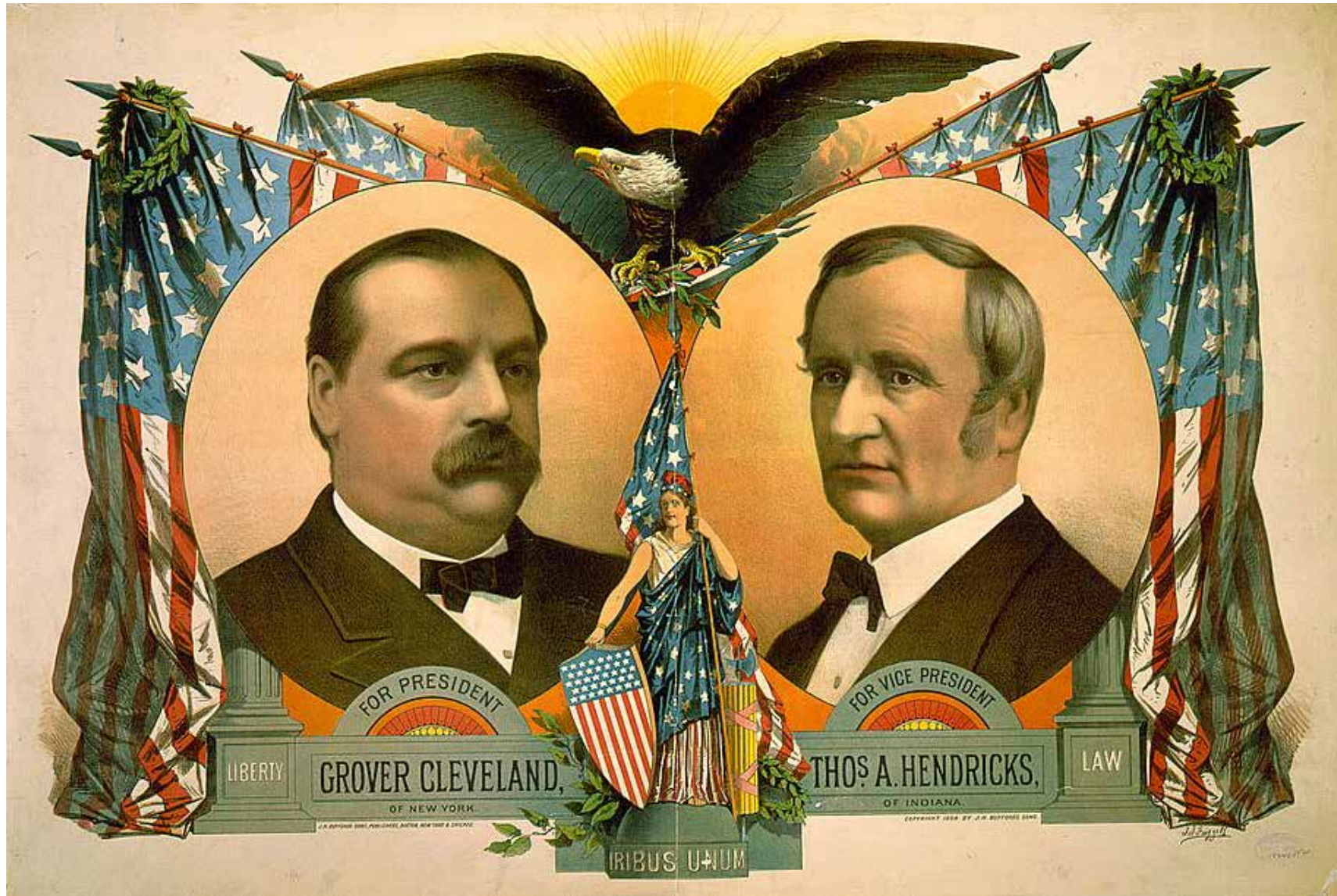
Lithography

1796

- Etched stone or metal
- Image is formed on flat plane of the printing surface
- The process is based on the principle oil & water don't mix
- The process allowed for mass production
- Later allowed for multicolor lithography
- Allowed for larger print sizes



John H. Bufford's Son, 'Swedish Song Quartet', 1867



S. S. Frizzall (artist) and J. H. Bufford's Sons (printers), poster for the Cleveland & Hendricks presidential campaign, 1884



Louis Prang, 'Valentine Card'

1883



Louis Prang and Company and others

1880 - early 1990



Kreb's Lithograph Company,
poster for the Cincinnati Industrial
Exposition

1883



Chromolithographed package design



Chromolithographed package design



Chromolithographed package design

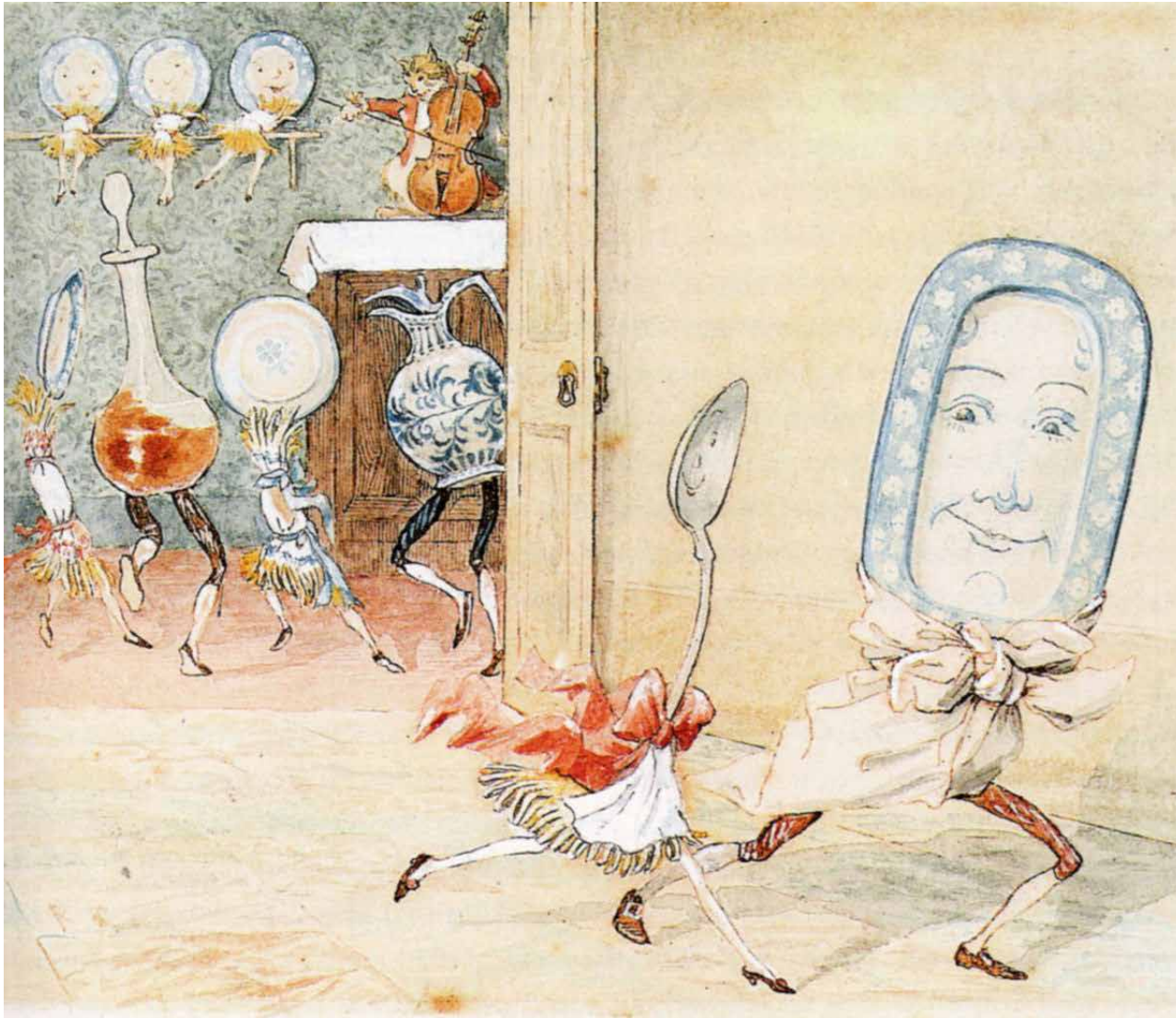


Chromolithographed
signboards

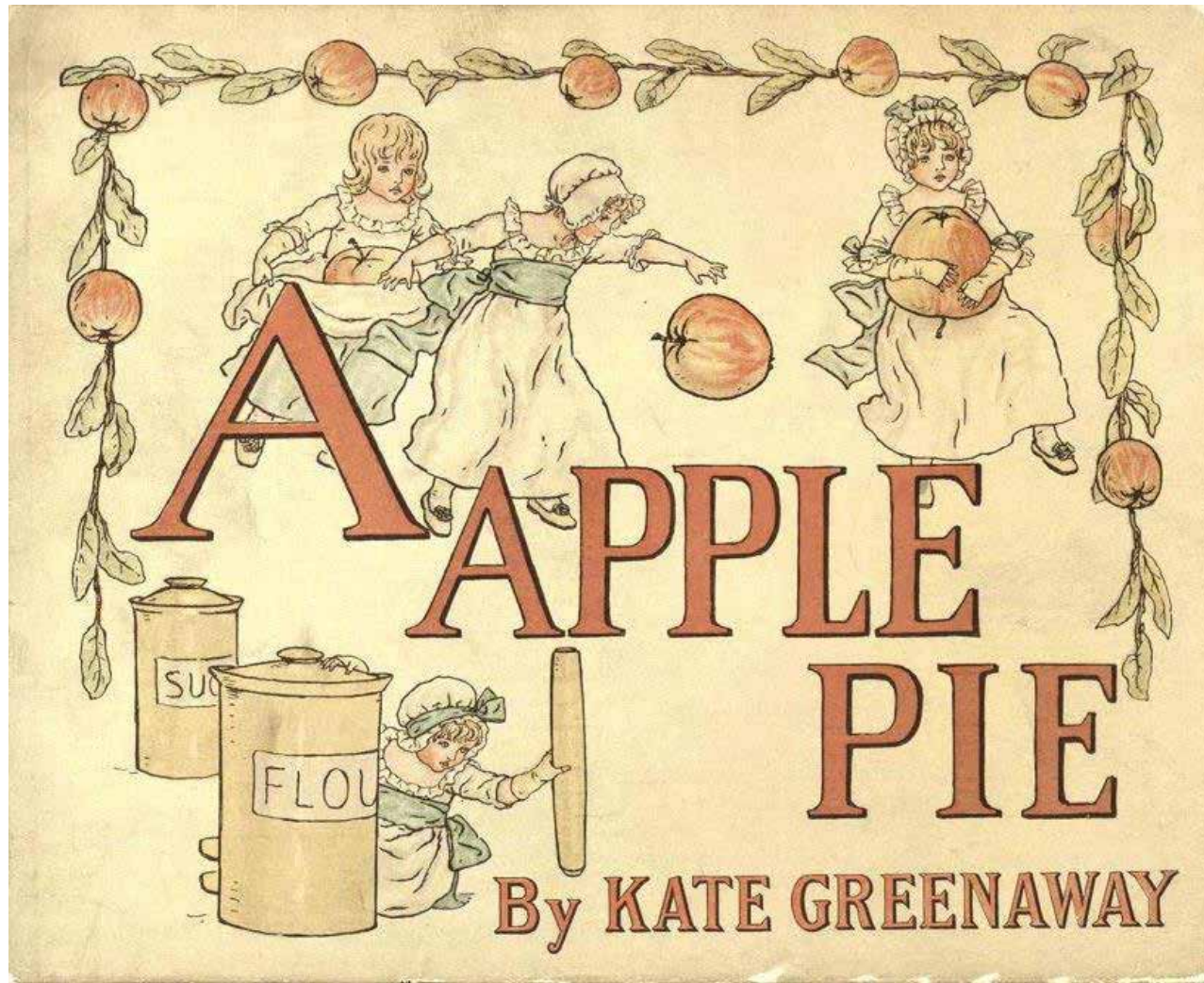
1880



Walter Crane, 'Pages from Absurd ABC', 1874



Randolph Caldecot, 'Hey Diddle Diddle', 1880



Kate Greenway, 'A Apple Pie', 1886

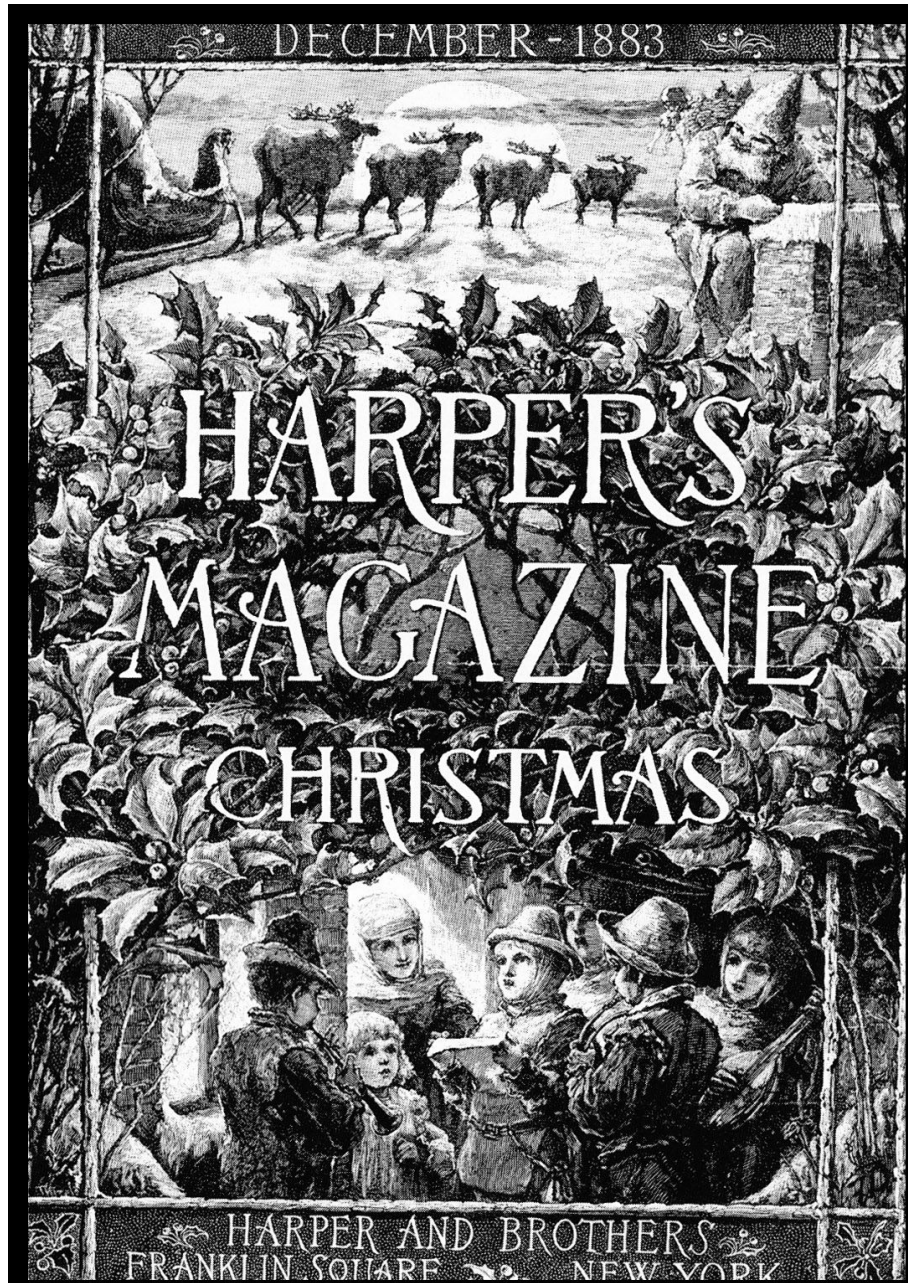
D DEALT IT



Kate Greenway, 'A Apple Pie', 1886



Kate Greenway, 'A Apple Pie', 1886



Editorial Design

Richard G. Tietze, 'Harper's Magazine'

1883



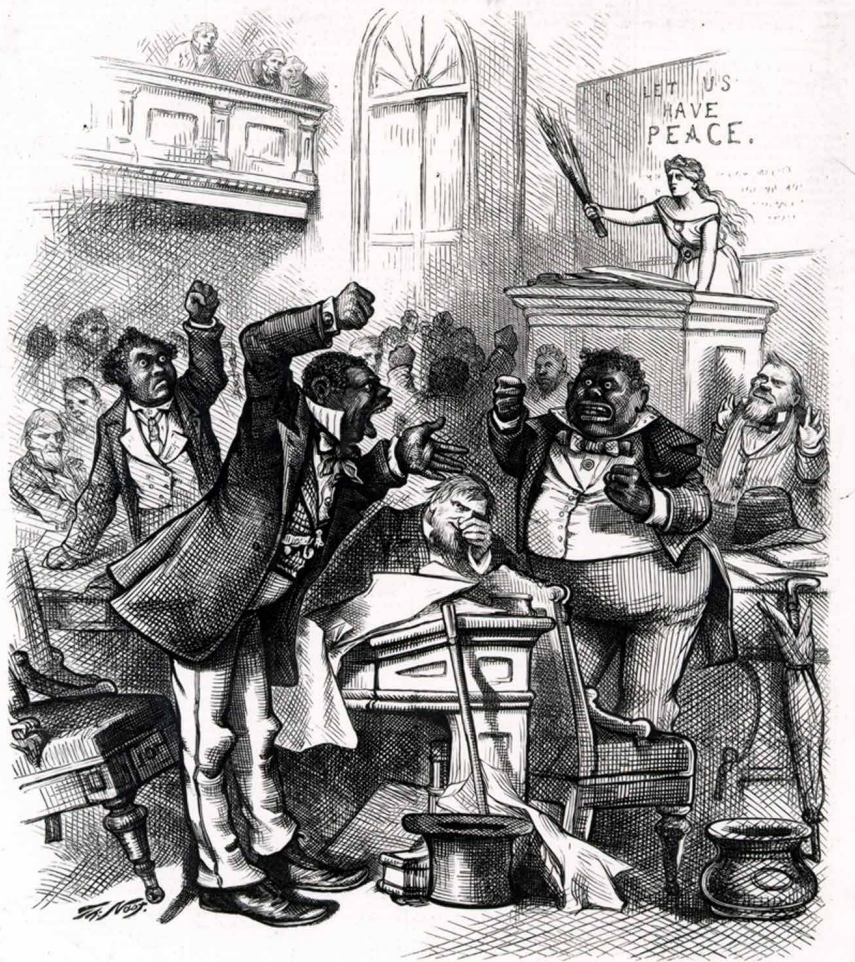
THE TAMMANY TIGER LOOSE.—“What are you going to do about it?”
(The first use of the famous Tiger symbol)

Thomas Nast, political cartoon from Harper's Weekly, 1871

HARPER'S WEEKLY.

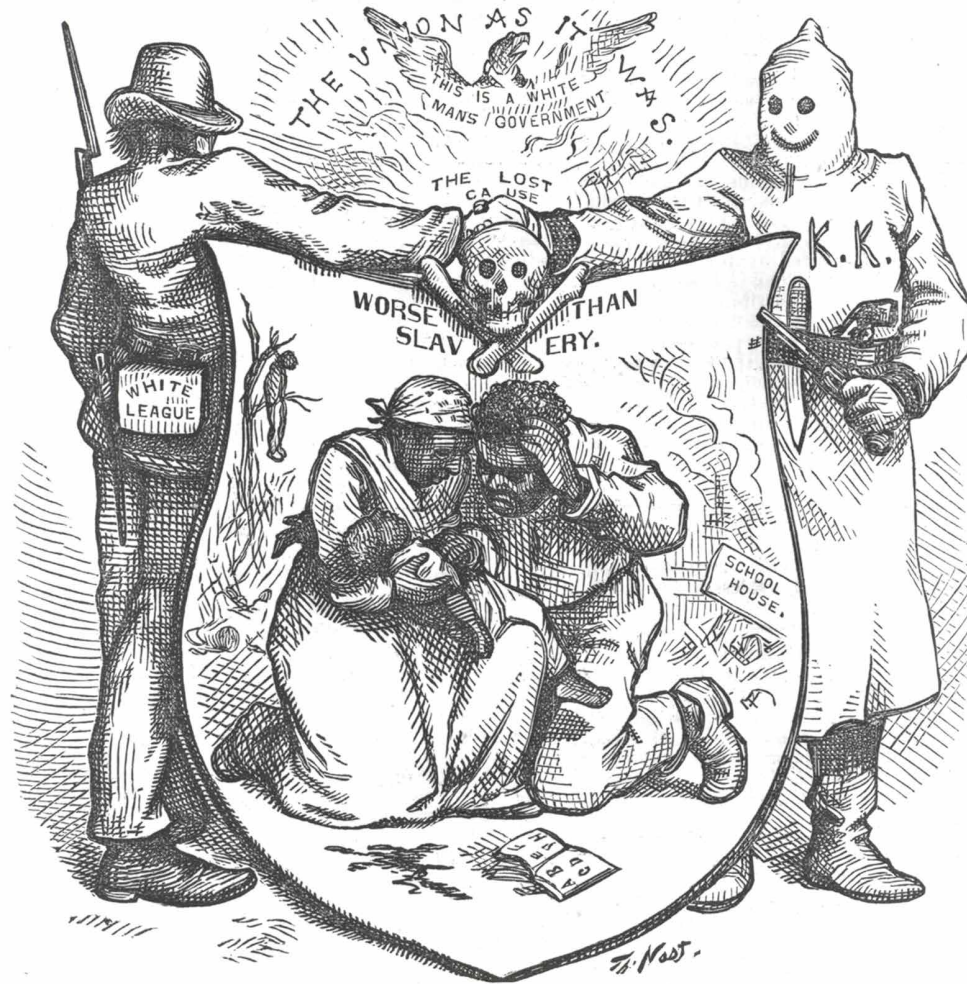
A JOURNAL OF CIVILIZATION.

Vol. XVIII.—No. 898.] NEW YORK, SATURDAY, MARCH 14, 1874. [WITH A SUPPLEMENT. PRICE TEN CENTS.



Richard G. Tietze, 'Harper's Magazine'

1874



Thomas Nast, political cartoon from Harper's Weekly, 1874



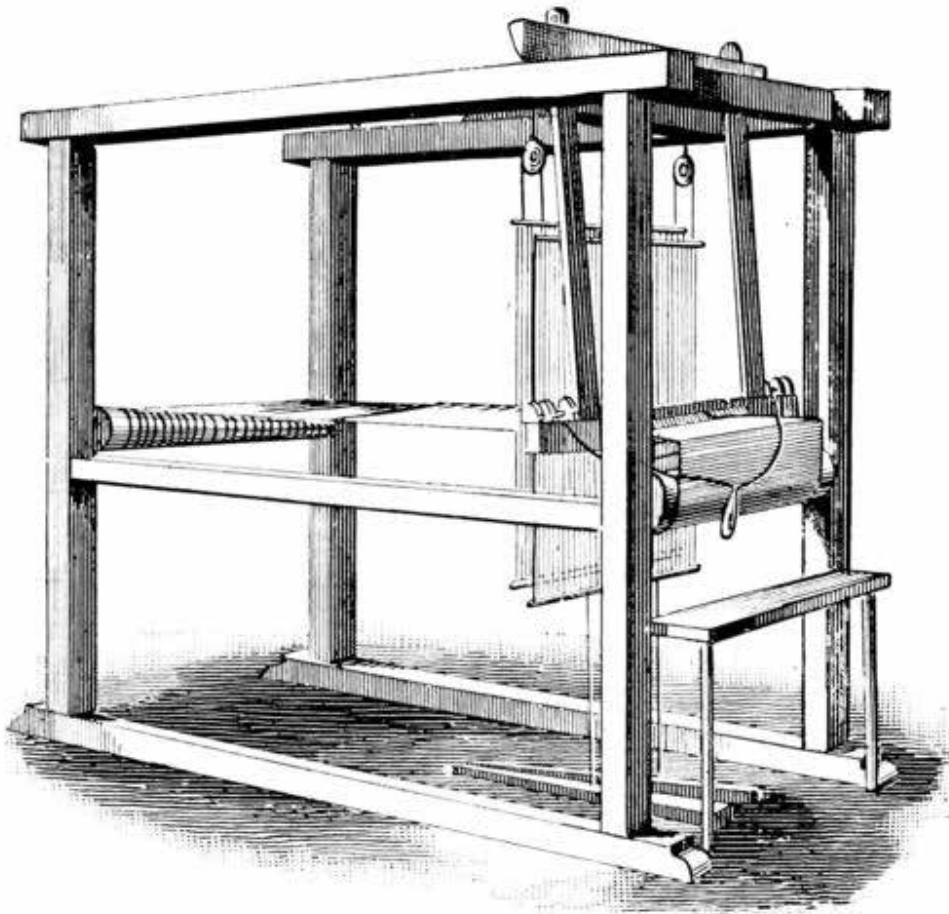
The Industrial Revolution

Textile

- People used to work and produce at home or in their farms. (Cottage industry)
- With industrialization, allowed goods to be produced in a central location on a massive scale.
- Industrialization allowed for many inventions that sped up the process.

Wheel Shuttle

1733

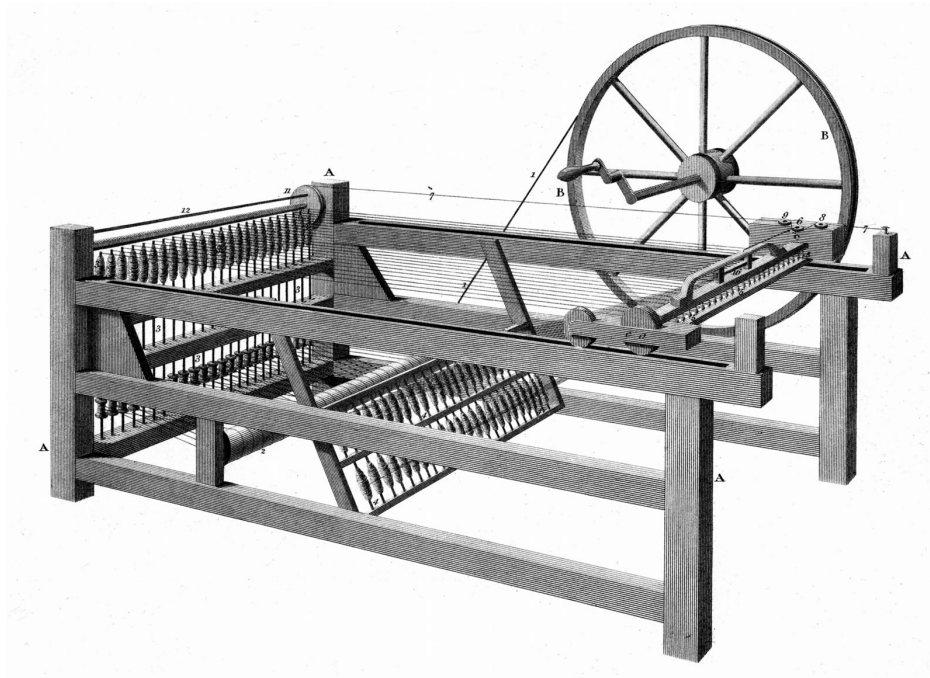


- Invented by John Kay - English
- Improved weaving efficiency and reduced labor needs.
- Can be operated with only one operator.

**[https://www.youtube.com/
watch?v=r7fWH2jzkrQ&ab_
channel=TheSilkyWeavestudio](https://www.youtube.com/watch?v=r7fWH2jzkrQ&ab_channel=TheSilkyWeavestudio)**

The Spinning Jenny

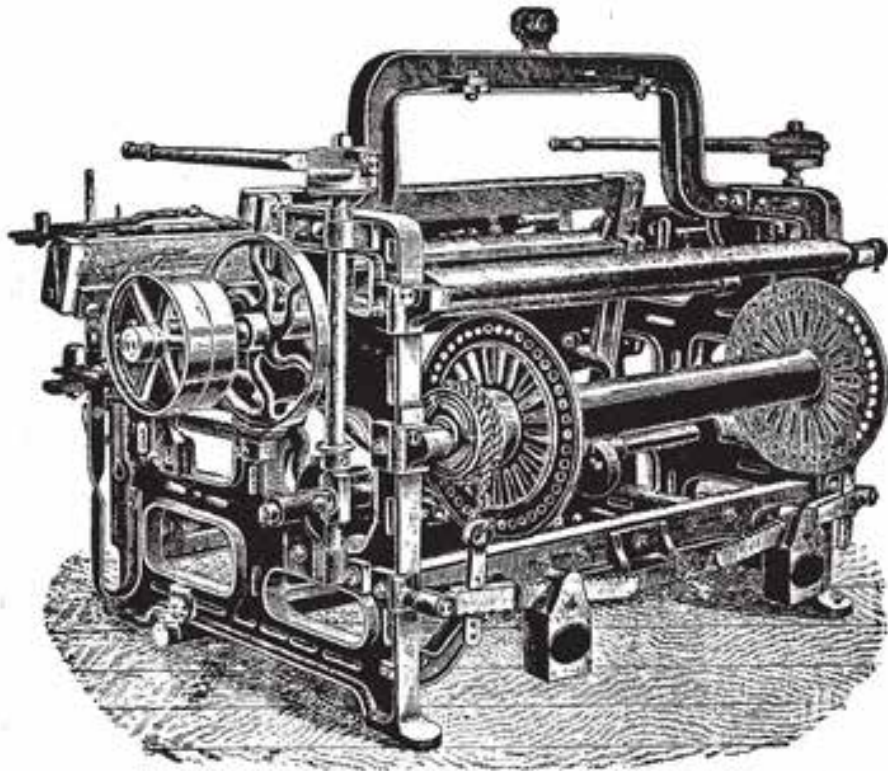
1764



- Developed by James Hargreaves
- Hundred spindles of thread to be spun at one
- Richard Arkwright added to this by developing the water frame in 1769
- The water frame allowed over one hundred spindles of thread to be spun at once
- But was so large and needed so much energy that he built it next to rivers and creeks

The Power Loom

1785

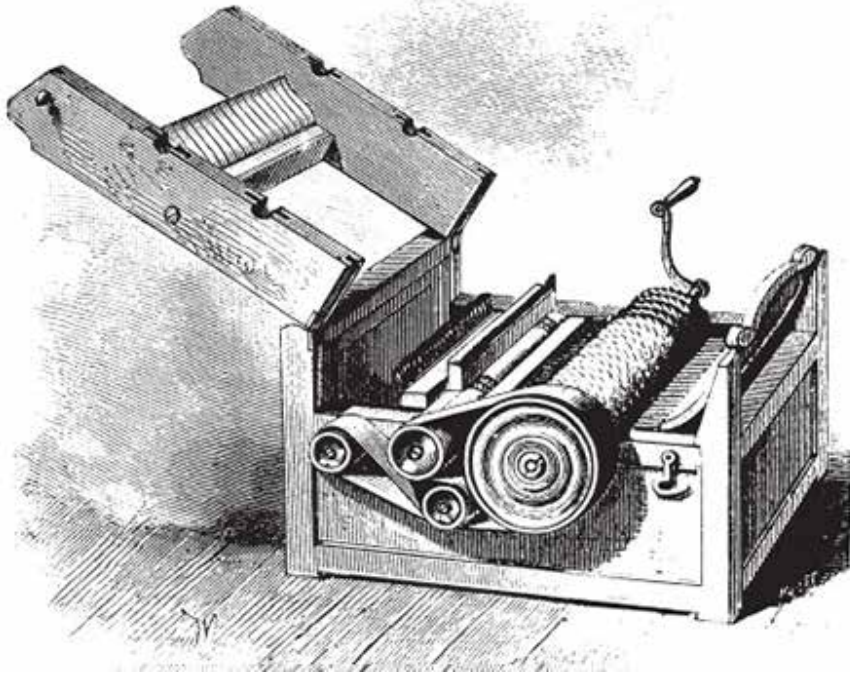


- Developed by Edmund Cartwright
- Allowed quicker production of cloth.
- It was refined over the next 47 years until a design by Kenworthy and Bullough made the operation completely automatic
- By the year 1850, there were 260,000 power looms in operation in England.

**[https://www.youtube.com/
watch?v=BUnCmpD78Dg&ab_channel=timelinesTV](https://www.youtube.com/watch?v=BUnCmpD78Dg&ab_channel=timelinesTV)**

The Cotton Gin

1793



- Developed by Eli Whitney - USA
- Allowed for quicker production of cotton
- Allowed for much faster harvesting of the resource
- Increased the size of the industry

https://www.youtube.com/watch?v=6eT4bNxkv-c&ab_channel=CamHill



The Industrial Revolution

Painting

- The production of tin paint tube.
- Artists were mobile.
- Spread artists outside of urban cities and urban centers.
- Reaction against speed and metal of the industrial age.
- The birth of Romanticism, Impressionism, Orientalism and Photography
- Artists are able to travel around the globe



Romanticism

1800-1860

- Originated in Europe in the late 1700s
- Interest in nature
- Emphasis on expression of emotion and imagination
- Departure from classicism and rebellion against social rules of the time.

Goya, 'Witches Sabbath'

1798



Goya, 'The Witches Fight'

1797



Constable,
'Willy Lott's House'

1802



Ivan Aivazovsky, 'The brig Mercury encounter after defeating two Turkish ships', 1848



Orientalism

1805-1920

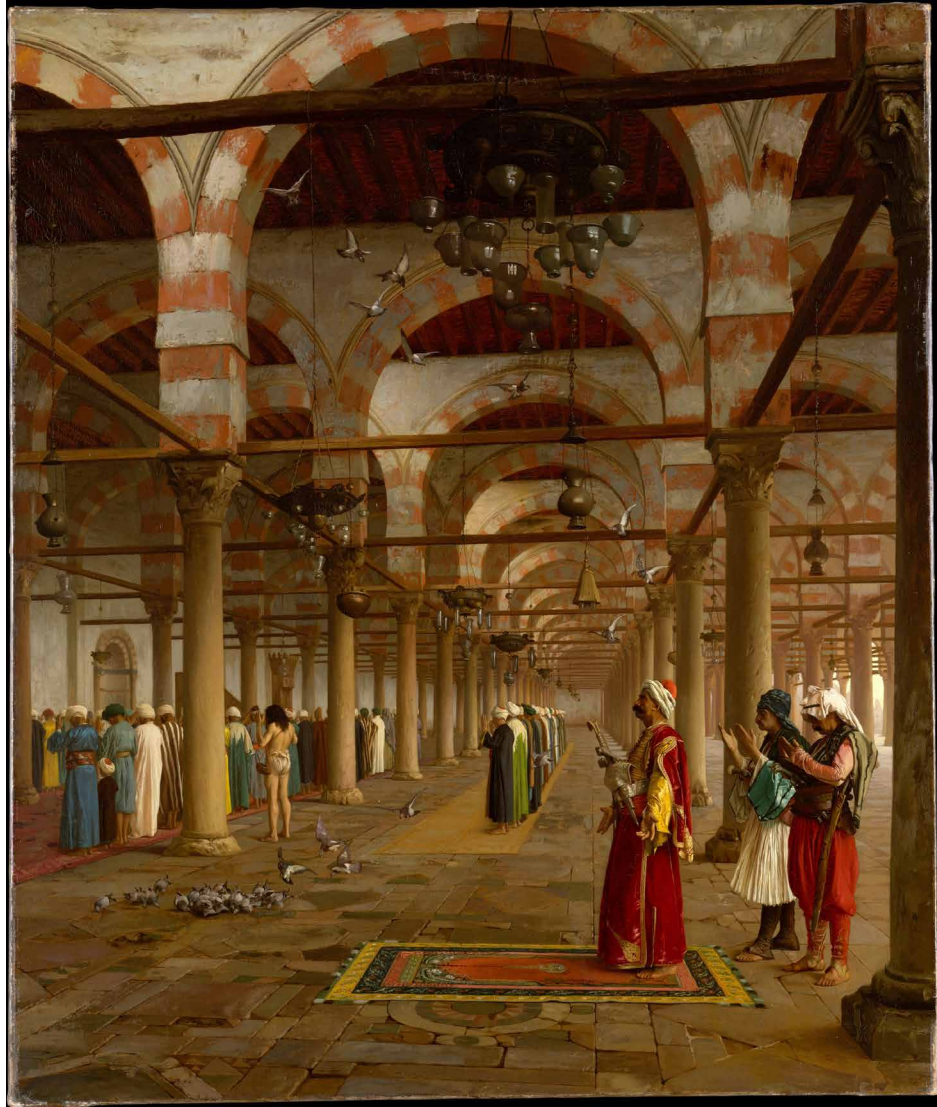
- Fixation on 'exotic' locations
- Understanding of the visual vocabulary of Islamic architecture
- Focus on Islamic textiles and culture

Jose Tapiro y Baro,
'Profile of Moroccan Man'

1876



Eugène Delacroix, 'The Combat of the Giaour and Hassan', 1824



Jean-Léon Gérôme,
'Prayer in the Mosque of Amr'

1871



Ludwig Deutsch,
'The Palace Guard'

1892



Impressionism

1860-1900

- Developed in France in the nineteenth century
- Painting 'out of doors and spontaneously'
- Painted landscapes and scenes of everyday life

Monet,
'Poplars on the Epte'

(1891)



Edouard Manet,
'Study of Trees'

1859



Berthe Morisot , 'In a Villa at the Seaside', 1874



Alfred Sisley , 'A path at Les Sablons', 1883

For next class:

Victorian Style

Arts & Crafts

Art Nouveau

***Reading might be provided
later in the week**