

# Industrial Revolution

## Its Impact on Graphic Design

1760-1840/ 1837-1901 (Victorian Era)





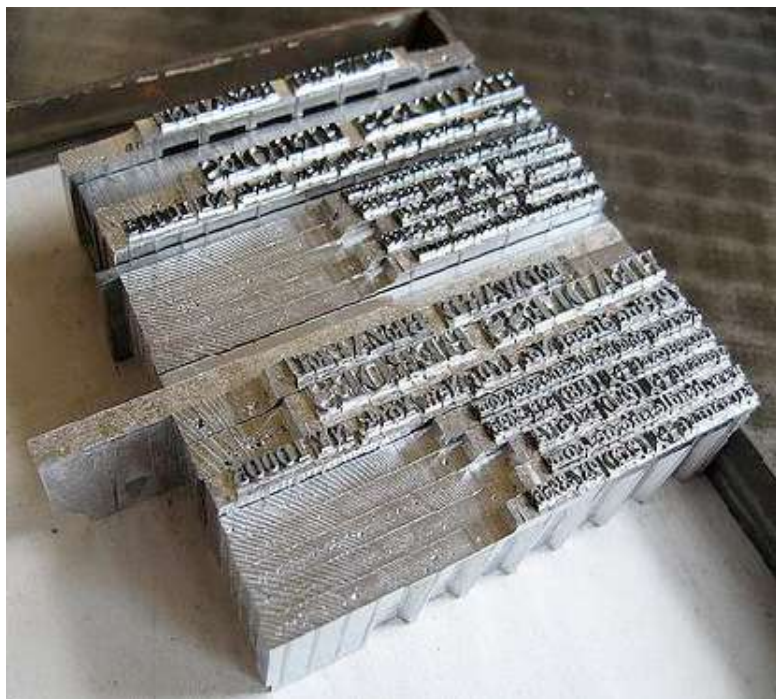
**Johannes Gutenberg (1453 A.D.)** Printing Press – typesetting / press operation

Already know Design developed in 17<sup>th</sup> century after the development of product. But as a profession Graphic Design exist only since the middle of the twentieth century.

Industrial Revolution took innovation in all aspects related to Graphic Design field.

**Transition from Manuscript to printing text.**

**Typography** refers to the use of **independent, movable and reusable bits of metal, raised forms**



**Letterpress technology** a classic typographic page



**movable type**







The Gutenberg Bible, the first book published with moveable type, c. 1450. One of just five copies in the United States, it was purchased in memory of Harry Ransom in 1978 and is on permanent display. The Bible is opened to the first page of the Book of Deuteronomy.



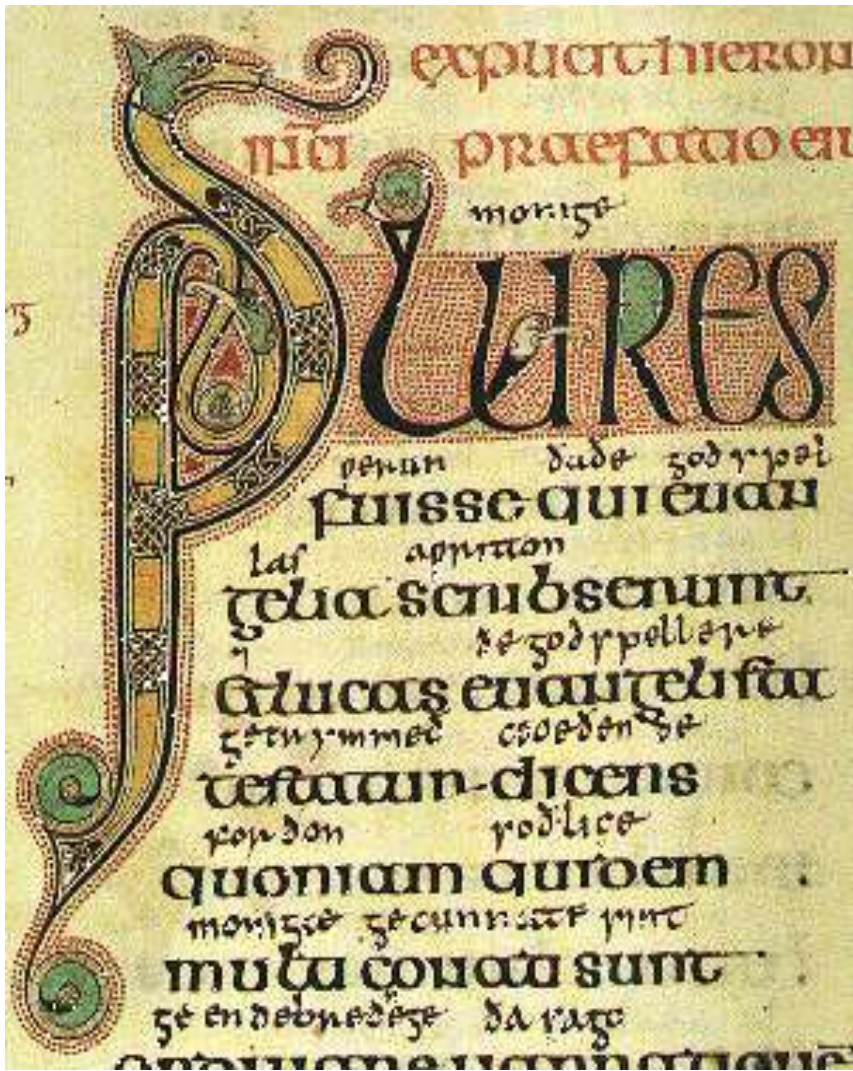
Illuminated Manuscripts (c.1450 ) Sample pages from the Gutenberg Bible





Illuminated Manuscripts (1460 A.D.) The Book of Hours





Illuminated Manuscripts Lindisfarne Gospels



Mirror of Human Salvation - Peter Berger



European block printing



(1466 A.D.) Ars Moriendi



(c. 15th century) Jost Amman



(1470 A.D.) Ars Moriendi





- Diminished handicraft and mass production, increases the availability of goods at lower cost.
- Political power shifted from the aristocracy (upper Class) to the industrialist (capitalist) manufacturers, merchants, and working class. Investing in machines for mass manufacturing became the basis for change in industry.



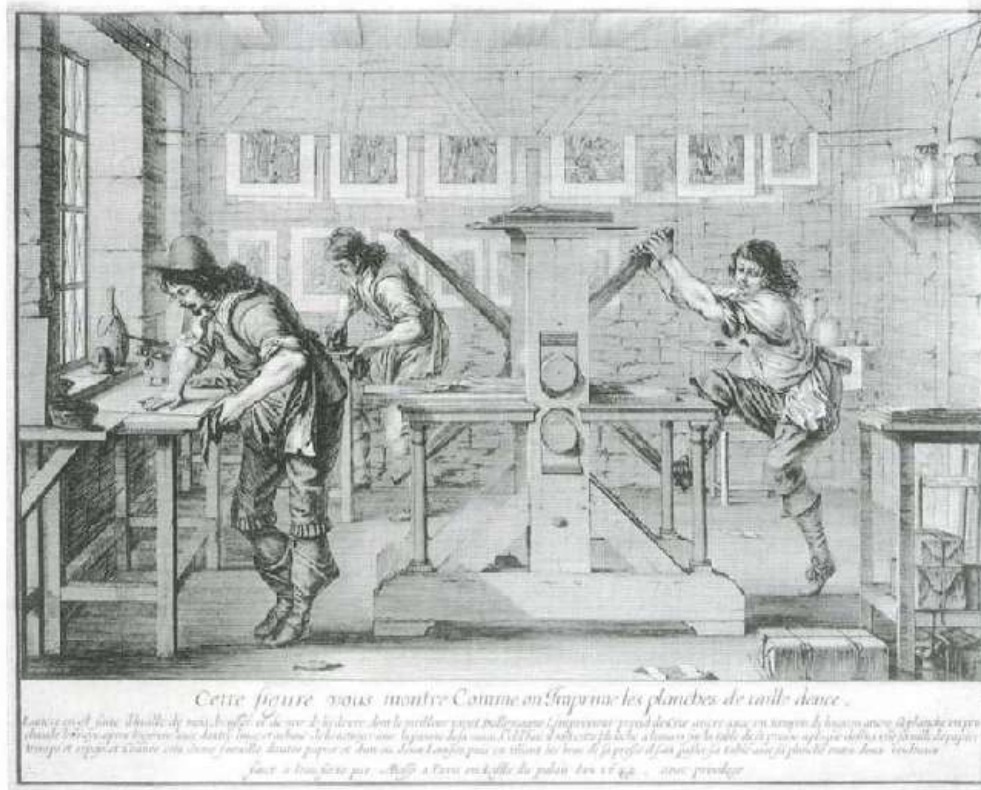
As technology advanced and mass production flourished, cities in Europe and the United States grew rapidly as people sought employment in factories.

The increased supply-and-demand cycle became the force behind the relentless development, graphic design played an important role in marketing factory output.

Mass production of goods brought with it an overpowering need for mass communication.

Graphic communications – more important & accessible.

Increased public education and literacy flourished and the need for reading materials became more important and widely available.



7-44

**Printing Shop: The Plate Printer (1642 A,D)** by Abraham Bosse. A convincing range of lights and darks is built from scratched lines



Victorian Era

## Pre- Victorian Era

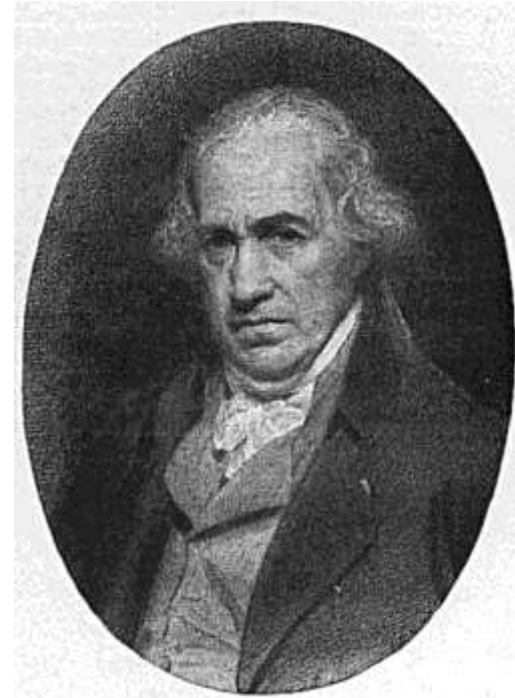
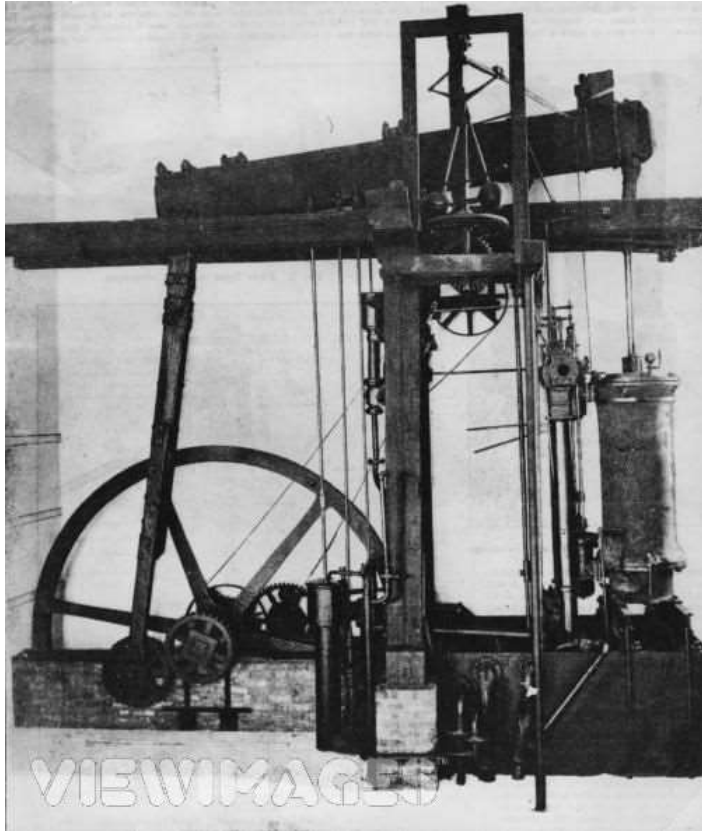


Agrarian society (agriculture) that relied on animal and human power for energy



## Industrial Revolution

began between 1760 - 1840



James Watt (1736 - 1819)

**Shift** from agricultural society to an industrial society powered by the **steam engine**

## Scientific knowledge enabled...

- factory system w/ machine manufacturing
- division of labour - assembly line
- growing urban population
- mass production (material goods)
- **graphics** - marketing factory output
- travel
- electricity + gas-fueled engines  
(last 3 decades of 1800s)



Train powered by steam engine



**Victorian Era** - spanned two-thirds of 19th Century



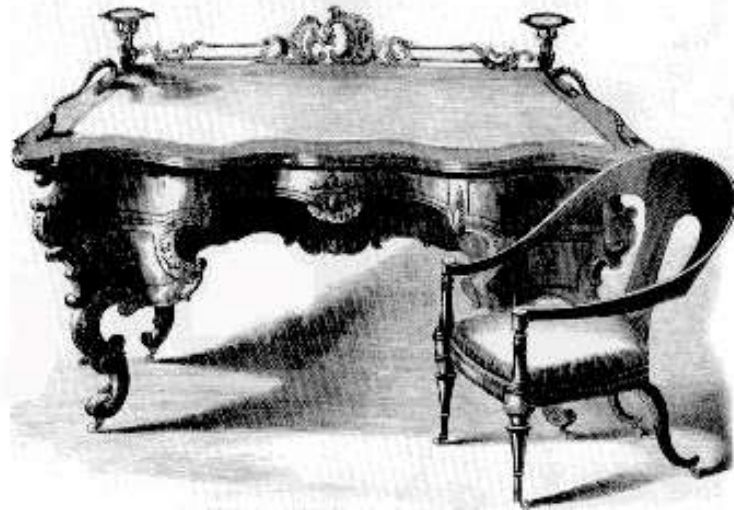
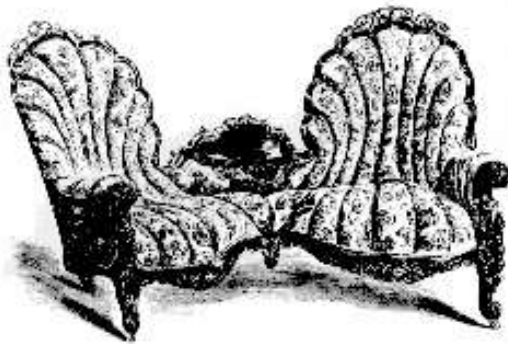
Queen Victoria - reigned from 1837 to 1901

*The word 'Victorian' began to be used to express a new consciousness of the industrial era's spirit, culture and moral standards.*

- Ornate elaboration was a major influence in Victorian **typography**.
- Outlandish and fantasy lettering was very popular – many trademarks in the era reflect the Victorian love of ornamental complexity.
- Even today, Victorian design conventions are still found, particularly in commercial promotion.
- The Victorian era marked a time of huge technological advances in printing, and a thirst for illustrated books, magazines, newspapers, posters, and advertising.



**Ornaments played an important role in Victorian design.**









Chromolithography (c.1867)



(c.1890)



Chromolithography was widely used between 1860 and 1900 and the imagery was internationally popular.

Labels and packages became very important uses for chromolithography. But after stones and printing on tin sheets posed significant technical difficulties, the need for putting a reverse image on thin paper and transferring the image onto sheet metal using great pressure. The paper backing was soaked off, leaving the image on the plate which was then transferred to a rubber roller and then reprinted on tin packaging. Offset lithography began.



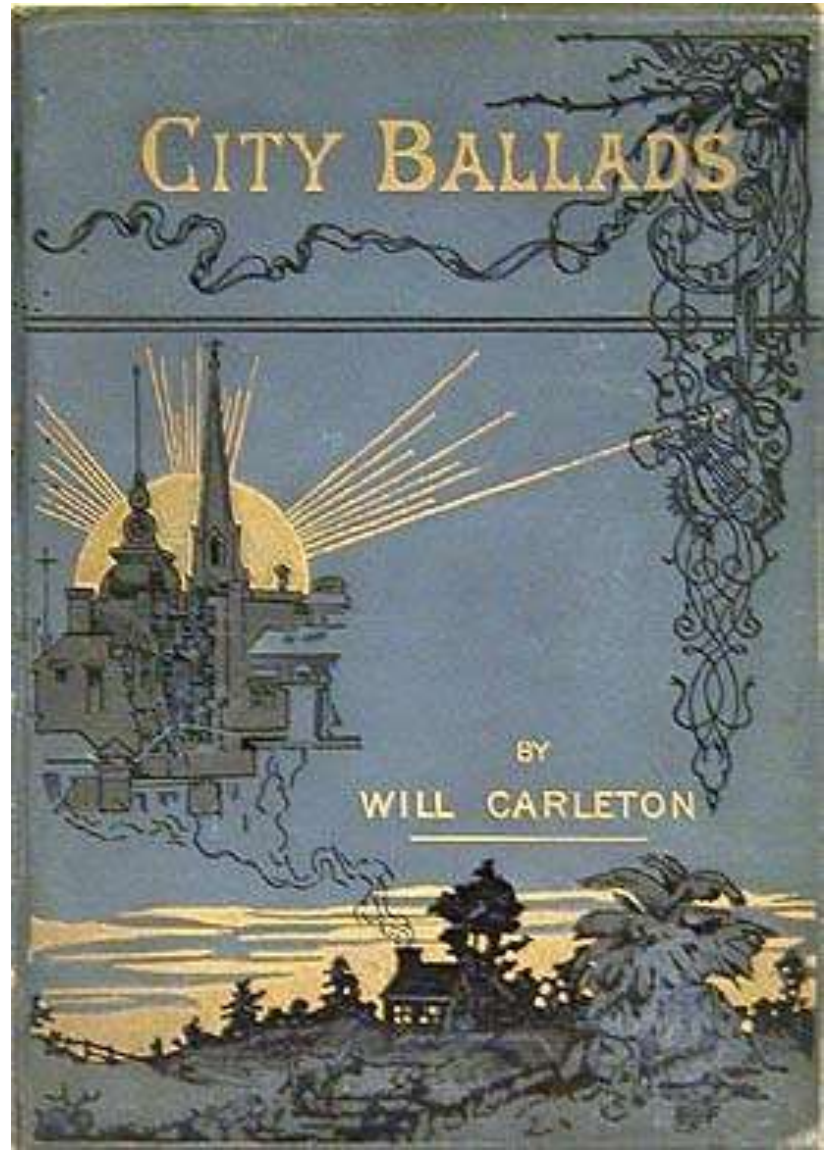
Chromolithographic packages (c. late 19<sup>th</sup> century) U.K. and America





Chromolithography (1884. A.D.) W.J. Morgan Theatre Co. / J.H. Bufford & Sons - sheet music





**Chromolithography** (c. 1880's) fine art print / sheet music cover

THE  
NEW TESTAMENT.

THE GOSPEL ACCORDING TO  
ST. MATTHEW.



**T**he generation of Jesus Christ, the son of David, the son of Abraham.

2. Abraham begat Isaac; and Isaac begat Jacob; and Jacob begat Judah and his brethren;

3. And Judah begat Phares and Zarah of Thamar; and Tharso begat Esron; and Esron begat Aram;

4. And Aram begat Aminadab; and Aminadab begat Naasson; and Naasson begat Salmon;

5. And Salmon begat Booz of Rachab; and Booz begat Obed of Ruth; and Obed begat Jesse;

6. And Jesse begat David the king; and David the king begat Solomon of her that had been the wife of Uriah;

7. And Solomon begat Roboam; and Roboam begat Abia; and Abia begat Asa;

8. And Asa begat Josaphat; and Josaphat begat Joram; and Joram begat Ozias;

9. And Ozias begat Jonathan; and Jonathan begat Achaz; and Achaz begat Ezekias;

10. And Ezekias begat Manasses; and Manasses begat Amon; and Amon begat Josias;

11. And Josias begat Jechonias and his brethren, about the time they were carried away to Babylon;

12. And after they were brought to Babylon, Jechonias begat Salathiel; and Salathiel begat Zorobabel;

13. And Zorobabel begat Abiud; and Abiud begat Eliakim; and Eliakim begat Azor;

14. And Azor begat Sadoc; and Sadoc begat Achab; and Achab begat Elmod;

15. And Elmod begat Eleazar; and Eleazar begat Matthan; and Matthan begat Jacob;

16. And Jacob begat Joseph the husband of Mary, of whom was born Jesus, who is called Christ.

17. So all the generations from Abraham to David are fourteen generations; and from David until the carrying away into Babylon are fourteen generations; and from the car-



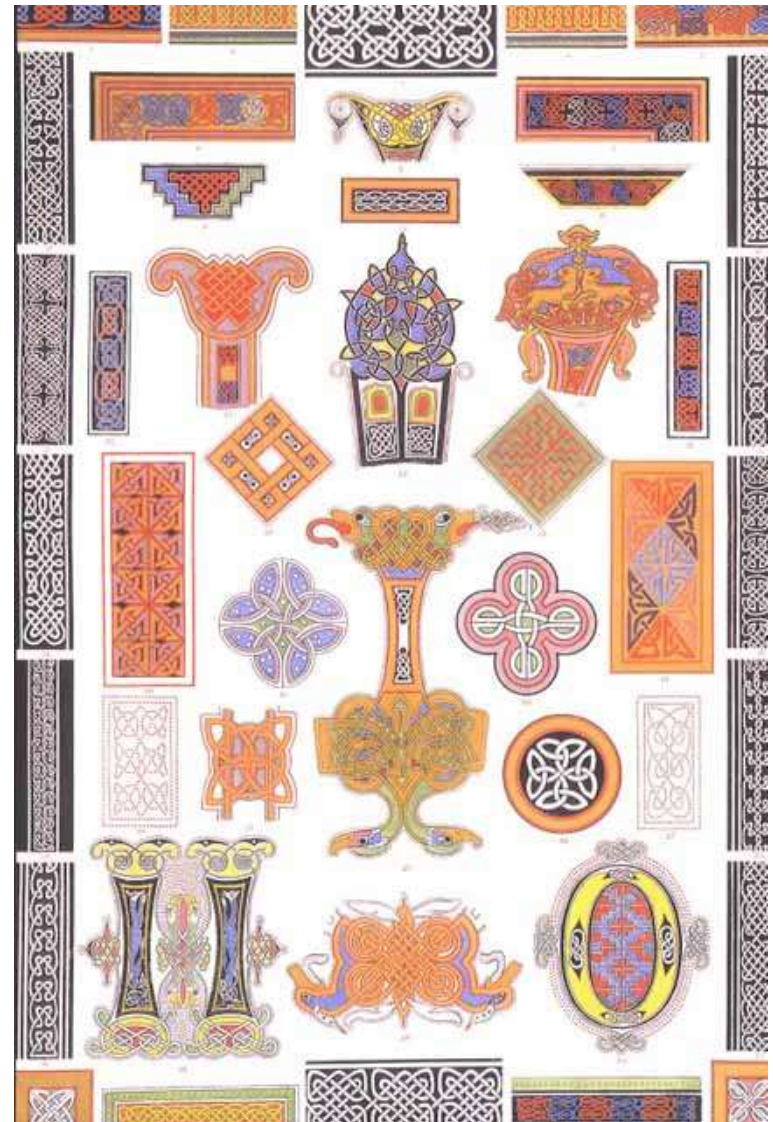
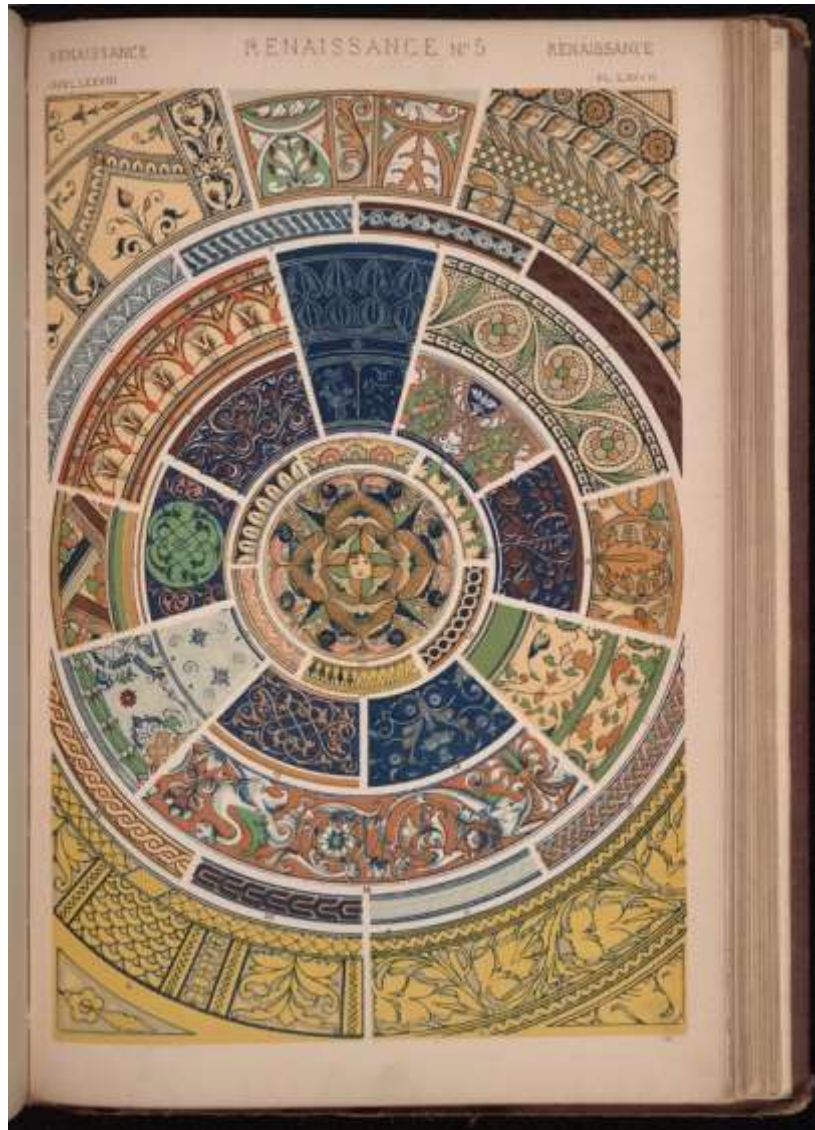
Harper's Illuminated & New Pictorial Bible (1846 A.D.) Joseph A. Adams & Co.





**Chromolithography (1856 A.D.) 5 Celebrated Clowns - Joseph Morse, 8.5' x 11'**





Large colour plate book (1856 A.D) The Grammar of Ornament - Owen Jones (England)





Large colour plate book (1856 A.D) The Grammar of Ornament - Owen Jones





Large colour plate book (1856 A.D) The Grammar of Ornament - Owen Jones





Large colour plate book (1856 A.D) The Grammar of Ornament - Owen Jones

Slab-serif typeface

# THE TORY MILL

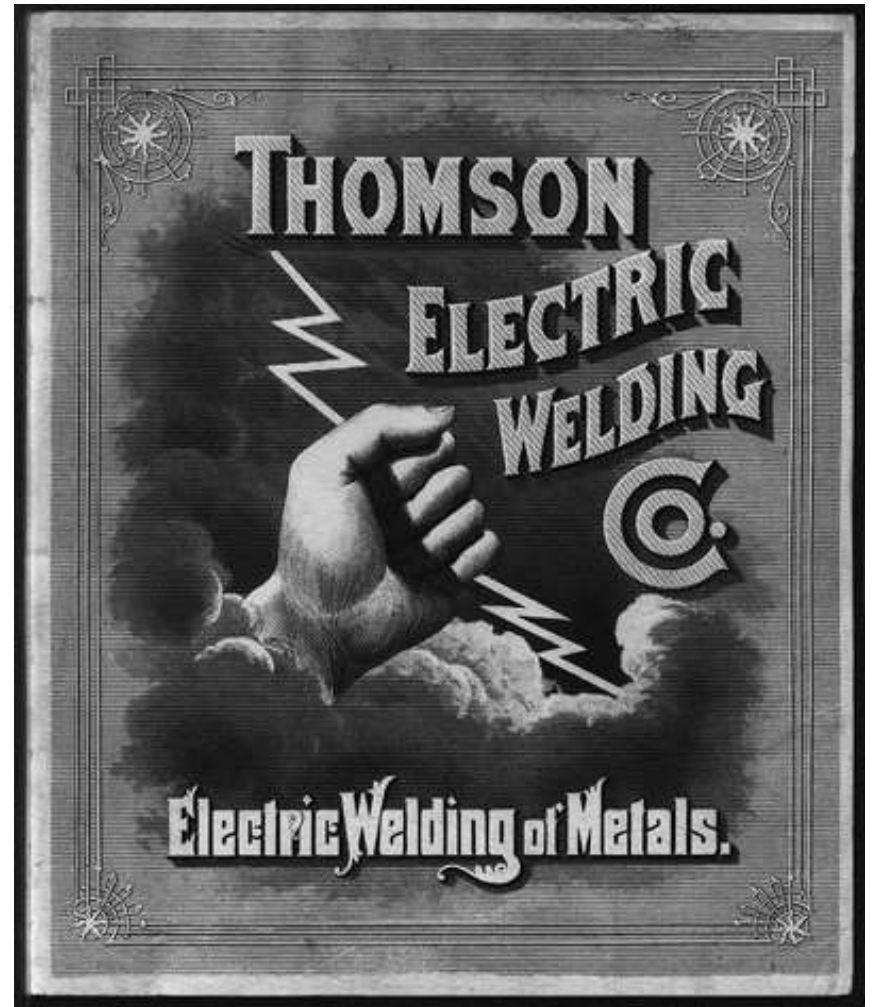
J. S. Freeman



THE ORIGINAL GENUINE

**EXPERIMENT**  
IS PUBLISHED THIS DAY.

"fat-face" types



Victorian Illustrations (1834) woodcut / (1887) engraving





**Victorian Illustration** (1890) Paul C. Helleu portraiture / **Scribner's cover** (1895) Charles Dana Gibson



Victorian Illustration (1871 ) Frederick Walker/ (c. 1880-90's) Gibson Girl - Charles Dana

## **Origin of children book illustration during Victorian era:**

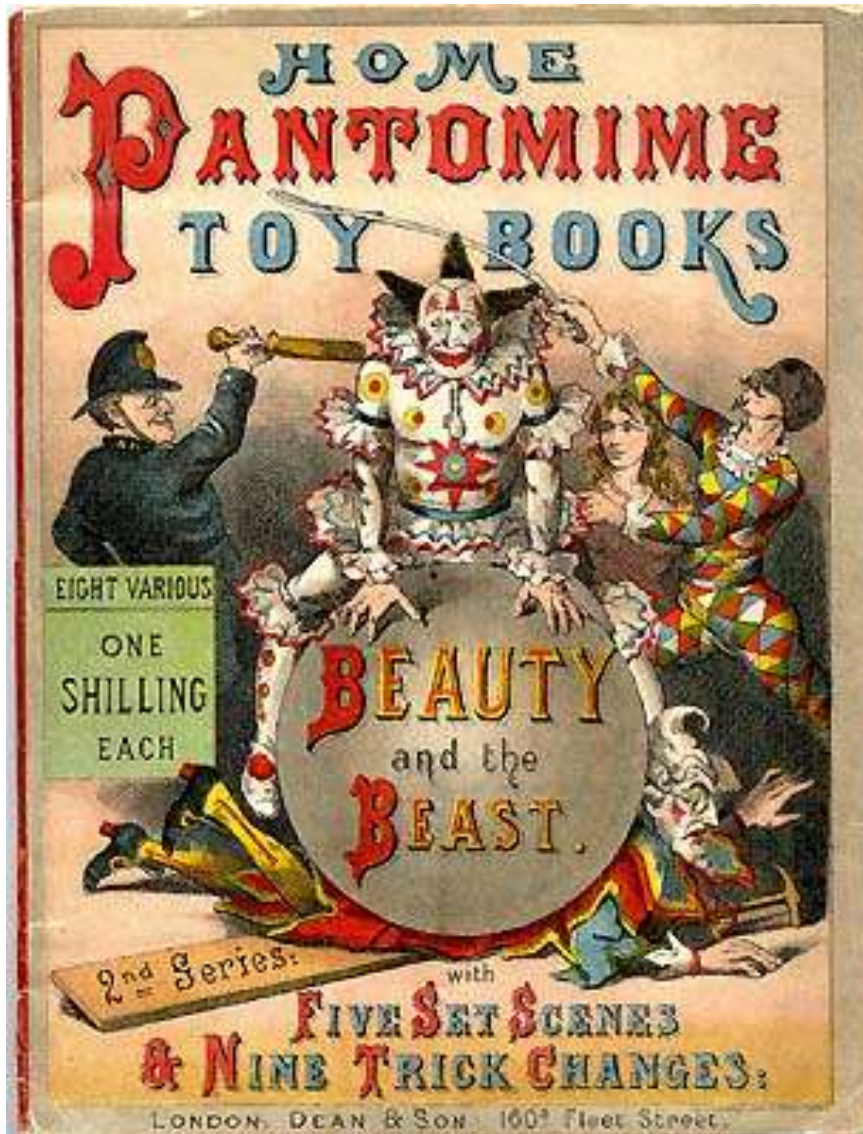
Pre-Victorian Era – children were treated like adults. Victorians began to treat them more tenderly with the development of toy books – colourful picture books for preschool children.

Walter Crane (1845-1915)

Randolph Caldecott (1846-1886)

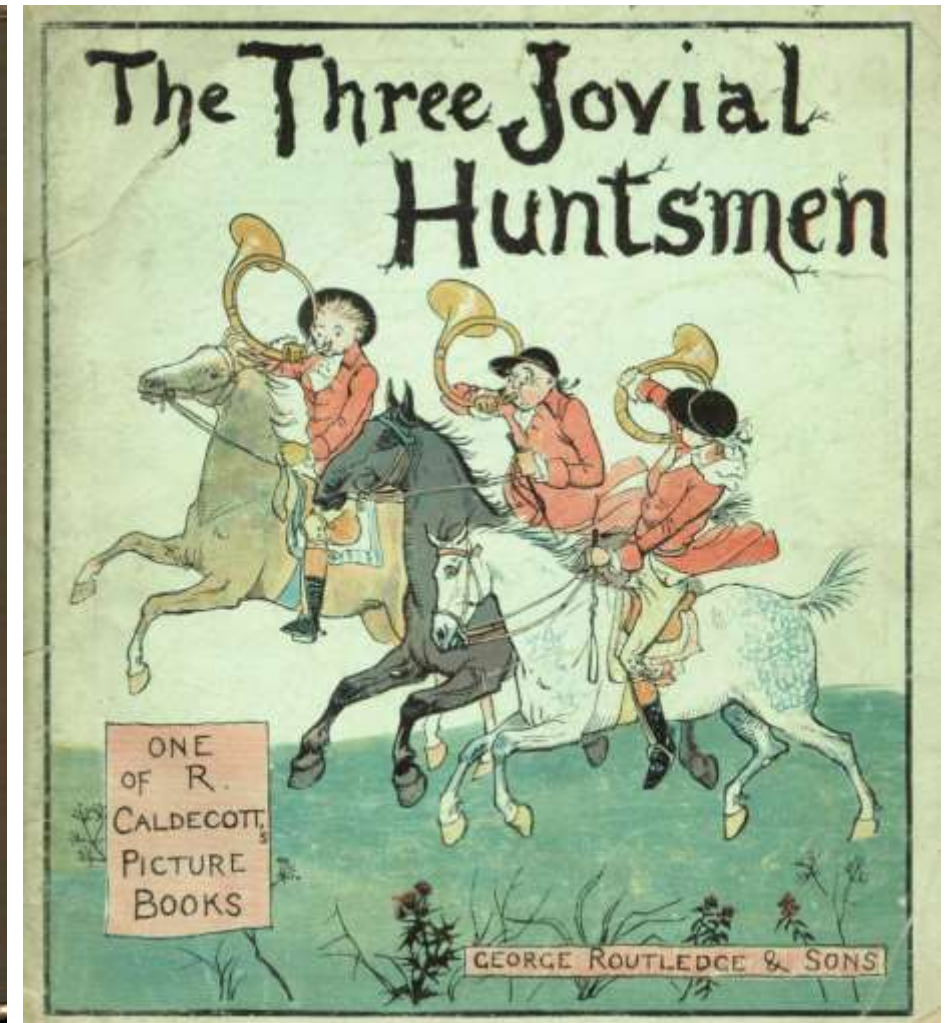
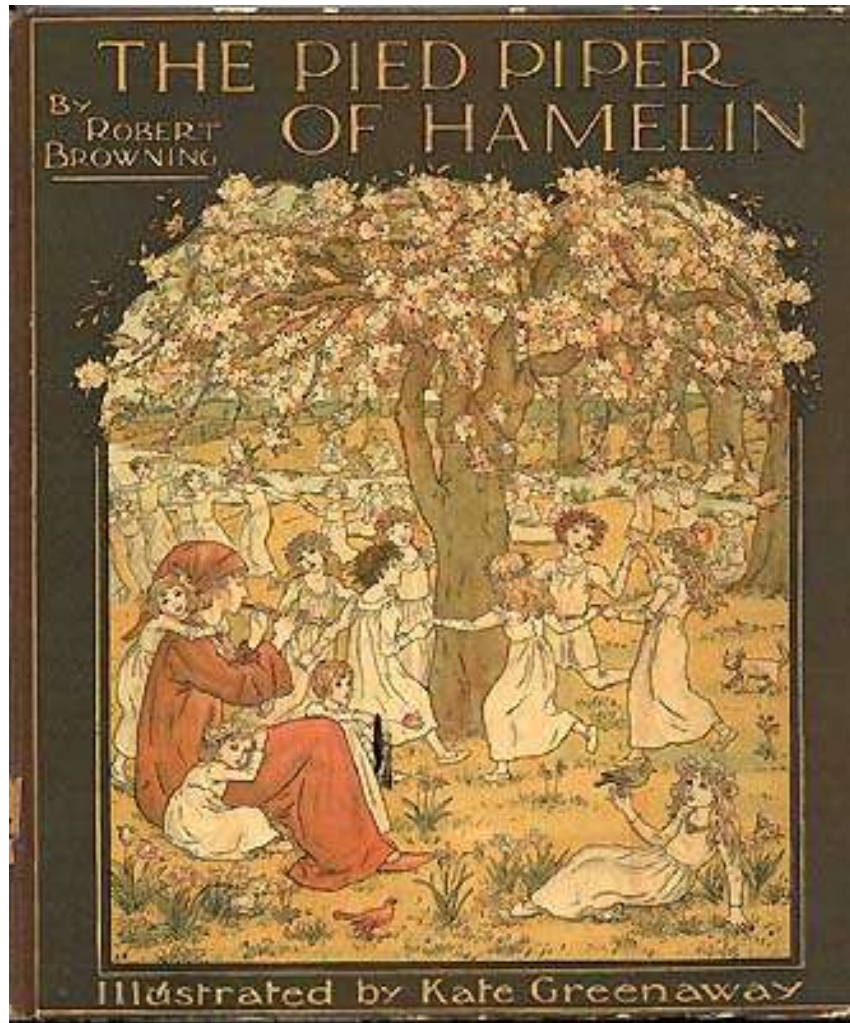
Kate Greenaway (1846-1901)





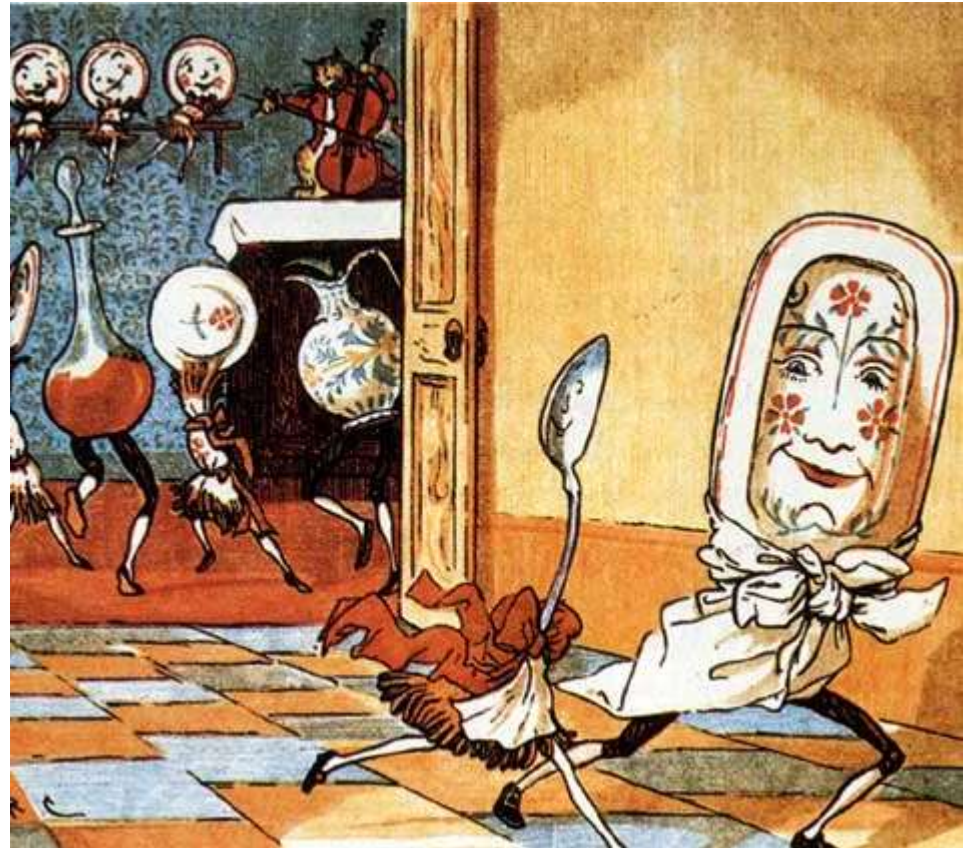
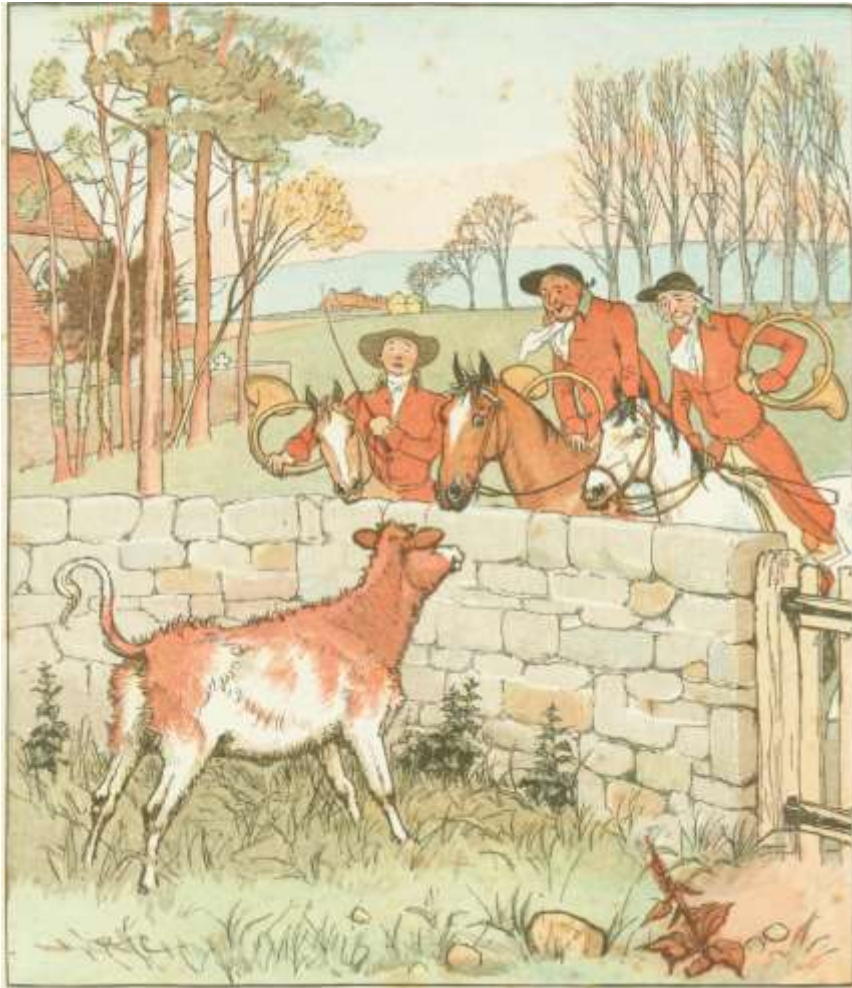
Victorian Children's Toy Books (1874 A.D.) Beauty & the Beast / Walter Crane





Victorian Children's Book Illustrations (c. 1880's) Kate Greenaway / Ralph Caldecott





**Victorian Book Illustration** (c. 1880's) Three Jovial Horsemen / Hey Diddle Diddle - Ralph Caldecott



**The Crystal Palace - great exhibition of 1851 (Joseph Paxton)**



- 1849 – Queen Victoria's husband conceived the idea of a grand exhibition with hundreds of exhibitors from all industrial nations – known as the Crystal Palace Exhibition.
- It was a celebration of the modern industrial revolution and design in not only Europe but also, the rest of the world.