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The term “graphic design” first appeared in a 1922 essay by William Addison Dwiggins called “New Kind of Printing Calls for New Design.” As a book designer, Dwiggins coined the term to explain how he organized and managed visuals in his works. Still, we can go back even further than that for our history of graphic design.

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The pressure we put on ourselves, plus the requirements from our clients, to create something “new” is both exciting and terrifying. We usually look to well-branded companies, like Apple, as beacons of innovation. But when you start to look at the history of graphic design, you realize that something “new” is

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favoured strict
geometric forms and
crisp graphic design.
Many also became
actively involved in the
task of creating living
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daily life; they
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Mute Magazine Graphic Design - metamute.org

Graphic design proper
really began after the
invention of the
printing press in 1440,

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but the roots of visual communication stretch all the way back to caveman times. In this section, we'll run down the events of early history that paved the way for graphic design centuries before the world was ready for it.

Cave paintings
~38,000 BCE

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Author Stephen J. Eskilson demonstrates how a new era began for design arts under the influence of Victorian reformers, tracing the emergence of modernist design

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Graphic Design | Yale University Press

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