

# Chapter 1

- From its beginnings, **graphic** communication has depended not only on workable tools and production processes but also on **visual** principles and the design of **symbolic forms** (**signs** and images) that can be recognized according to the conventions and beliefs of a community.
- The design of **proto-writing** systems introduced the first stable codes for graphic **representation** of things and quantities by signs and tokens.
- The meaningful organization of graphic signs depended on compositional principles, such as juxtaposition, sequence, **hierarchy**, and direction, that followed systematic rules.
- The impulse to design symbolic forms suggests that humans do not simply use signs to record their needs and activities but place great value on the representation of *ideas*.
- Literate culture developed when a social group agreed on conventions for the representation of **language** by a **visual code**. The effects of writing as a form of social control and power spring from this consensus.

***What elements most contribute to the representation of language?***

***What are the some examples of the earliest writing systems?***

***Which of these statements describes how Cro-magnon painters approached their subjects:***

*without a distinction between figure and ground*

*with raw, easy-to-find drawing materials*

*realistically*

*by creating symbols and glyphs*

**what is Proto-writing ?**

**How were Pictographic signs different from glyphs?**

**In what order did the following writing systems appear ?**

alphabet

hieroglyphics

cuneiform

runes

**Why is Hammurabi's Code significant?**

**Which of the following is not a myth about the development of writing?**

many societies considered writing a divine gift

the origin of literacy is the consolidation of vowel notation

Arabic writing has nothing to do with the Roman alphabet

letterforms do not have pictorial origins

**How did writing tools affected the design of scripts ?**

# Chapter 2

- In the Classical period, graphic design became a component of literacy. Design literacy suggests the existence of a common cultural understanding of the meaning of the visual forms, as well as the materials and contexts, of graphic information.
- In Classical culture, the functions of written language were encoded in distinct graphic forms: Informal communication between individuals was expressed in the ephemeral form of handwritten script, often on impermanent materials. Conventional communication regarding professional, personal, or public business relied on standard codes and consistent, legible letterforms written on **papyrus, parchment**, or wax. Commemorative writing used permanent materials, such as stone or clay, to inscribe acts of official memory or tribute in formal scripts and highly visible public spaces that signified importance. **Performative** discourse—containing statements that enacted events, laws, or decrees—was marked by ritual or ceremonial warrants, seals, official signs, and sites that conferred authority.
- The distinction between spoken and written language became more elaborate, as writing came to be considered not merely a transcription of speech but a communication system with its own formal properties.
- The design of letters was defined in two very different ways: as a sequence of expressive gestures and as a set of ideal shapes or constructed models to be copied.
- Access to writing did not map precisely onto class or gender divisions, but the shift from oral to literate culture introduced new means of representing and administering power.

***How is Design literacy is defined ?***

***What type of materials were used for Commemorative writing ?***

***Why did Written and spoken language become different from each ?***

**Two different models of writing letters existed: expressive forms and:**

*boustrophodon.*

*monumental scripts.*

*ideal models.*

*stele.*

**Who were the Early alphabets in Greece and southern Italy dispersed by?**

**What are Majiscules ?**

**What was the most significant modification to the Greek alphabet ?**

**What were basic feature of Roman writing in the Classical era?**

**Which of the following did not affect the construction of letters in the Classical period?**

*attention to workmanship*

*marble*

*pictograms*

*broad brushes*

**Why was the use of writing models essential to the development of literacy?**

# Chapter 3

- In the Middle Ages, letterforms emerged that are still in use and whose designs contain information about their history and diffusion.
- The format of the codex book, along with many of its now familiar graphic features, developed as a result of changes in the uses of texts.
- These graphic features combined aesthetic and functional qualities, which served to distinguish different types of documents and to encode their cultural value.
- Illustrations and schematic images, such as maps, charts, and diagrams, began to be used to configure and disseminate certain kinds of knowledge, although power over intellectual life remained centered in the Church.
- Publishing became an industry, serving specialized needs in medicine, law, and theology, and a popular interest in literature, while drawing lines of exclusion and inclusion around literate communities.

***How is visual communication essential to promoting the values of the church?***

***What is A palimpsest ?***

***What is the significance of the Magna Carta?***

***Which of the following was not a type of religious text published in the Medieval Period?***

*gospels*

*novels*

*writings of the Church fathers*

*psalms*

***Why is the codex structure so significant?***

***What is a modern-day example of a colophon?***

***What were elements of graphic hierarchy that were evident in the Medieval Period?***

***How is a "script" different from a "hand"?***

***What script did Charlemagne produce as a standard, between 750 and 900?***

***In what order were the following produced?***

*Book of Kells*

*Ramsey Psalter*

*Lindisfarne Gospels*

*Bayeux Tapestry*

# Chapter 4

- Graphic design in the Renaissance was formally and technically bound to the development of letterpress printing.
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- Late Medieval letterforms, page formats, and layout conventions were standardized as they migrated to printed forms, and print had a similar effect on other disciplines, establishing norms of written composition, rhetoric, and visual representation.
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- With the increasingly visible and powerful impact of print on all cultural areas came an equally expanded role for graphic design in shaping and circulating knowledge.
- 
- The creation of multiple copies of printed texts and images produced a shared knowledge-base that supported a revival of classical learning and **humanistic** inquiry and fostered the development of science and exploration.
- 
- The modularity of print technology exemplified modern production methods, bringing segmentation and specialization to processes that had been organically integrated in traditional crafts.

**What technology most impacted the design of the Renaissance?**

**Which of the following did not contribute to the modularization of printing?**

moveable type

punches

matrices

manuscripts

**Which is the first step in type production?**

**What is the meaning of Incunabula?**

**What printed document initiated the Protestant Reformation?**

**What were the different jobs in a print shop?**

**What is Aldus Manutius known for?**

**In Renaissance printing, images were:**

printed to match fonts.

hand-drawn into books by apprentices.

cast into metal like moveable type.

considered reusable, like clip art.

**What was the first medium for making copies of images ?**

**What methods were used to censor free speech in Renaissance publication?**

# Chapter 5

- In the Enlightenment era, an increase in the variety and distribution of printed matter helped establish communities among readers who were connected by common interests and beliefs, rather than geographical proximity; and distinctive designs made these media visually identifiable.
- 
- Refinements of copperplate engraving provided greater accuracy and detail in images that helped advance engineering and science and enhanced the pleasure of illustrated works of fiction, drama, and poetry.
- 
- Administrative needs in government and business gave rise to visual forms of statistical analysis.
- 
- **Baroque** and **rococo** styles raised standards of graphic elegance and artifice in the visually rich print culture of the seventeenth and eighteenth centuries.
- 
- The design of modern typography expressed Enlightenment attitudes that prized rationalism and objectivity, but style changes also reflected shifting ideologies and cultural transformations.
- 
- The rise of the popular press fostered partisan interests and political activity, demonstrating the influence of media network

***What technology advanced illustrated publications of poetry, fiction, and drama?***

***What were the new formats of printed matter that developed in the seventeenth and eighteenth ?***

**What was nature of the public sphere ?**

**Why were newspapers so significant as instruments of social change?**

**Which of the following is not true about early newspapers?**

*Lines between fact and opinion were blurred.*

*They were reproduced in consistent formats.*

*They cultivated an interest in scandal and crime.*

*They were dispersed to foreign locations.*

**How did printers learn their trade?**

**What was William Playfair contribution to design?**

**How are different transitional typefaces from Old Style types?**

**What were some advancements to typeface design in the eighteenth century include?**

**When did Old Style typefaces go out of fashion?**