



## **Evolusi Desain Grafis:**

Dari Cetak Manual hingga Era Digital



Gua Lascaux di barat daya Prancis adalah Situs Warisan Dunia UNESCO yang terkenal dengan lukisan dinding Paleolitikum berusia ~17.000 tahun (sering disebut seni cadas)

berfungsi sebagai sarana komunikasi, ritual keagamaan, dan ekspresi kehidupan sosial-ekonomi



Mesir Kuno, perkembangan hieroglif

Para juru tulis Mesir menggunakan ilustrasi detail dan tulisan simbolis yang diukir di dinding kuil dan gulungan papyrus untuk menyampaikan cerita, kepercayaan agama, dan catatan pemerintah.



Johannes Gutenberg

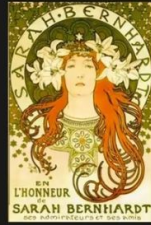
Abad ke-15

VICTORIAN 1837-1901



decorative outer borders  
elaborate typography  
symmetry  
highly ornate and 'busy' imagery  
very straight lines or edges

ART NOUVEAU 1890-1920



intricate hand drawn style  
linear based designs  
use of natural forms  
features female form

EARLY MODERN 1910-1935



geometrically based  
minimalist approach  
more photos  
less illustrations

KITSCH 1950's



contrasting imagery & fonts  
bold, vibrant colors  
aerodynamic shapes  
people in dramatic poses

PSYCHEDELIC 1960's



influenced by hallucinatory drugs  
featuring abstract swirls of intense color  
curvilinear calligraphy  
intense optical color vibration

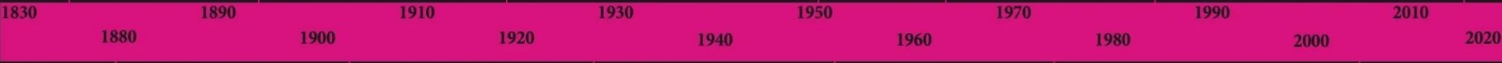
POST MODERN 1970'S-1980'S



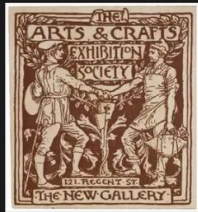
collage like illustrations  
overlapping elements  
impulsive and playful  
titled axis



minimalist  
no depth  
straight lines  
clever use of negative space

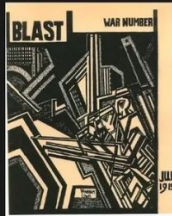


ARTS AND CRAFTS 1880-1910



reused traditional/older style features  
simple forms  
illustrated typography  
lots of textures

FUTURISM 1900-1930'S



eclectic style  
featuring or using new technology  
offset text  
some cubist influences  
no traditional features

HEROIC REALISM 1910-1940's



realistic imagery  
usually featuring one person  
promoting an ideal  
strong message in the text  
clear, bold font

LATE MODERN 1945-1960



distorted geometric shapes  
informal structural layout  
plain and simple  
non decorative type

SWISS 1940-1980's



use of negative space  
very 'clean' and simple  
sans serif fonts favored  
asymmetrical layouts

GRUNGE 2000-2015



dirty textures and background images  
irregular lines and frames  
coffee rings, spilled out liquids and stains  
torn paper and dirty edges  
hand-written elements

History of Graphic Design From 1830-present

# 90+ Graphic Design Style



NYC 855  
3 FLOOR  
NIKE BASKETBALL  
855 AVENUE OF THE AMERICAS  
NEW YORK NY 10036  
U.S.A.



<https://drive.google.com/file/d/1KG2IPD649uePCYcPQs9KVrrZASXzZFv3/view?usp=sharing>

Exploring Aesthetics and Techniques!