



History of design and its introduction to the printing industry. Stage of development of graphic design

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Abstract

In a rapidly evolving world, new approaches, styles and principles are emerging in both the form and appearance of information transmission, attracting the attention of consumers and making it easier to accept. A team of new artists entering the media industry uses different and noteworthy methods to gain a foothold in the market and is always sought after. In the world experience, there are a number of theoretical foundations for the creation of printed products design, and there is no doubt that any innovation, built on these principles, will always be warmly welcomed by the audience.

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Introduction

Design should never be just a decoration, but a function. That is, it is important that any creativity is based on logic and serves a purpose. A well-thought-out and professionally designed design should stimulate the reader's interest without distracting him from reading.

If we look at the history of the word "design", the word was first officially used in 1548. Initially, it was used not as a definite field or direction, but as a group of verbs. That is, it is based on the Latin word "designare".¹ The word was originally expressed on paper as a systematic

arrangement of writing, and there are speculations that it was used in relation to Chinese writing.

Nevertheless, the design elements of human society date back to 3-4 thousand years BC, and in the history of antiquity there are a variety of details that have a unique appearance and charm, many of which are still in the world-famous museums. For example, the earliest written records of the Sumerians, dating back to 3300-3000 BC, also contain distinctive features that are regarded as a means of communication between people and a valuable source for writing history. Importantly, even though thousands of years have passed, small, meaningful and popular symbols ("icons") are still the most convenient means of communication, reflecting well-known, well-known design elements. The miniatures of the Middle Ages and the unique calligraphy are like a valuable bridge that connects the past and the present, and the

¹<https://phd-design.ilscmall.ac.narkive.com/qctyoKZ0/definitions-and-etymology-of-the-word-design#:~:text=The%20first%20recorded%20use%20of,too%20on%20his%20Italian%20travels.>

patterns created during this period can be considered as the primary basis of design.

Main part

The entry of design into the printing industry is explained by the discovery of the first book machine in 1445 by the German scientist Johann Gutenberg. After this invention, mankind began to create text, artistic design in great harmony and at relatively low prices. As the importance of visual features in trade became clear, large companies began to appear in the industry and compete. The history of graphic design has also entered the field in connection with this process.

Printing companies were also the first to use logos. This goes back to the end of the 1400s. Although the printing houses were not very professional or very attractive, they first developed the logo of their printing companies and printed it in high quality. In human society, the evaluation of the power of a printing house is shaped like a stereotype, depending on the extent and quality of its logo.

The first printed advertisements appeared in print in the 1600s.² The official word "newspaper" dates back to the 1670s, when the features and characteristics belonged to the company that co-founded the "Coronto" -like newsletter, and the original print was featured in the publication. Although the text of the first advertisement belonged to Ancient Egypt, it was the first printed advertisement that depicted in the image and had design features.

Today's interpretation of the term "design" is multi-sectoral, and its origin and expression are relatively different. In general, it means "decoration", "workmanship", "attractiveness", but according to the scope of application, it can now be divided into several separate areas.

According to upwork.com, 11 important traditional types of design are currently being developed and are becoming more and more important in people's lives:³

- Web-design - it has a complex classification of websites, which includes all the features and works with programming languages such as WordPress, WiX, Squarespace, HTML, CSS and JavaScript.

- Front-end design - controls all the mechanisms of large and small work on a web page created through programming languages and gives it a certain look.

- User interface (UI) design - makes the latest visual features user-friendly, ready-made in websites, mobile applications or e-commerce stores.

- User experience (UE) design - is responsible for the appearance of all devices, mobile applications and websites used by consumers.

- Graphic design - uses computer programs to create various visual images, advertising banners, logos, posters, multi-page publications: books, newspapers, magazines, brochures.

- Animation design - prepares 2D and 3D images, videos, games, advertisements and various animation design products with the help of certain programs.

- Motion graphic design - works on television, internet, commercials and games and their internal and external appearance through the creation of graphic images.

- Brand and product design – a combination of product design and marketing strategies, based on sophisticated mechanisms to increase the impact of the service or product on the audience, to achieve the expected results in trade.

²<https://99designs.com/blog/design-history-movements/history-graphic-design/#before>

³<https://www.upwork.com/resources/what-type-of-designer-do-you-need>

- Interior design - includes all the features of the interior design, lighting, layout, decoration and layout of certain institutions, premises, service outlets.

- Industrial design - manufactures a variety of devices, products, tools, toys and other industrial products, combining art, mechanics and business.

- Art and illustration design - expresses a text, image or idea through pencil sketches, combining details, harmonizing, creating visual elements. It has an artistic color.

Among them, graphic design is gaining popularity with its unique features and large-scale functions. The recent history of graphic design has developed rapidly in the process of technical development from the 1800s to the XIX century, and was used mainly for artistic purposes. The term "graphic design" was first used as a term in 1922 in the New Kind of Printing Calls for New Design by the famous book designer William Addison Dwiggins in his August 29 issue of the Boston Evening Transcript.

The year 1947 is of special significance for the graphic design industry. The reason is that this year Paul Rand, a legendary designer of his century, contributed to the formation of his theories, ideologies and the future of the graphic design industry in his book "Thoughts on Design". In this book, from the second half of the XX century, under the motto of its design philosophies - functional and aesthetic perfection, he expresses his views on the role of design in the balance of effective delivery of the logo and its spiritual functions. Explains the issue on the basis of brand logos developed for Ford, Westinghouse, Yale, ABC, UPS and IBM.⁴

Conclusion

Importantly, most sources on design view it not as a field of science or creativity, but as a distinctive field with complementary features. Its future is still a mystery, because the development of design keeps pace with the times, new trends in parallel with new information technologies.

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