

THE TIMELINE OF GRAPHIC DESIGN HISTORY

From Ancient Roots to a Digital Future



Great design has the power to inform, inspire, and influence. While tools and technologies have evolved, the goal remains the same: communicate ideas visually.

Here's a look at key milestones in the rich history of graphic design.



PREHISTORIC TIMES (BEFORE 3000 BCE)

Early humans communicated through cave paintings, symbols, and petroglyphs—visual storytelling at its very beginning.



1400s – 1500s THE RENAISSANCE

A rebirth of art, culture, and learning. Design became more refined with an emphasis on proportion, typography, and perspective.



LATE 1800s – EARLY 1900s ART NOUVEAU & EARLY MODERNISM

Design embraced decorative elegance and bold new ideas. Movements like Bauhaus laid the foundation for modern design.



1940s – 1960s POSTER POWER & BRAND IDENTITY

War posters, corporate branding, and new media (like TV) shaped how visual messages influenced and connected with audiences.



2000s – 2010s THE DIGITAL REVOLUTION

Web design, social media, and mobile devices changed how we communicate. User experience (UX) and interactivity took center stage.

1450s THE PRINTING PRESS

Johannes Gutenberg's invention revolutionized communication, making books and printed materials more accessible to the masses.



1800s INDUSTRIAL REVOLUTION

New printing technologies and mass production led to posters, advertisements, and packaging—design met commerce.



1920s – 1940s MODERNISM & ART DECO

Clean lines, geometric shapes, and strong typography defined the era. Design became bolder, simpler, and more functional.



1970s – 1990s THE DIGITAL DAWN

Computers and new software transformed the design world. Desktop publishing and digital fonts opened creative possibilities.



2020s & BEYOND THE FUTURE OF DESIGN

AI, motion graphics, immersive experiences, and sustainability are shaping the next chapter. Design continues to evolve—and inspire.



DESIGN IS MORE THAN WHAT IT LOOKS LIKE. IT'S HOW IT WORKS.

From ancient symbols to tomorrow's innovations, graphic design connects us, communicates ideas, and shapes the world around us.



ROGUE VALLEY
MARKETING

Smart Marketing. Real Results.
Helping local businesses grow
with proven digital strategies.



(541) 324-2085

RogueValleyMarketing.com