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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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Graphic design proper really began after the invention of the printing press in 1440, 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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Presenting the history of graphic design, this book tells the story of the field from Gutenberg onwards. It also covers different materials including book, journal, magazine, album covers, Read more...

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Paula Scher was the first woman to sit in a principal position at the acclaimed graphic design firm Pentagram, and for good reason. Her impressive body of design

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shaped the perception and application of graphic design in many ways, particularly her technique of treating type as a visual image in her work for the New York City's Public Theater (pictured above) which continues to have a ...

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