

History of Graphic Design

Graphic Design · Answer Key · 18 Questions

1. Who is credited with inventing the printing press with movable type in Europe around 1440?

- A) Thomas Edison
- B) Johannes Gutenberg**
- C) Leonardo da Vinci
- D) Benjamin Franklin

2. In 1922, who was the first person to use the term 'Graphic Design' in an essay?

- A) William Addison Dwiggins**
- B) Paul Rand
- C) Saul Bass
- D) David Carson

3. Which influential German design school, founded in 1919, aimed to bridge the gap between art and industry?

- A) The Royal Academy
- B) The Bauhaus**
- C) The Sorbonne
- D) The Renaissance School

4. Which popular typeface was created by Max Miedinger and Eduard Hoffmann in 1957?

- A) Times New Roman
- B) Comic Sans
- C) Helvetica**
- D) Futura

5. Who designed the famous 'I Love NY' logo in 1977?

- A) Milton Glaser**
- B) Andy Warhol
- C) Paula Scher
- D) Stefan Sagmeister

6. Which 19th-century artistic movement is known for its use of organic, flowing lines and floral motifs?

- A) Minimalism
- B) Art Nouveau**
- C) Pop Art
- D) Cubism

7. The first version of Adobe Photoshop was developed by which brothers in 1987?

- A) The Wright brothers
- B) The Knoll brothers**
- C) The Grimm brothers
- D) The Warner brothers

8. What is the name of the ancient stone discovered in 1799 that allowed scholars to decipher Egyptian hieroglyphs?

- A) The Blarney Stone
- B) The Rosetta Stone**
- C) The Hope Diamond
- D) The Philosopher's Stone

9. Which graphic designer is best known for creating iconic corporate logos for IBM, ABC, and UPS?

- A) Paul Rand**
- B) Massimo Vignelli
- C) Herb Lubalin
- D) Neville Brody

10. What printing process, invented in 1796, is based on the chemical principle that oil and water do not mix?

- A) Screen printing
- B) Lithography**
- C) Digital printing
- D) Flexography

11. The 'International Typographic Style,' known for its use of grids and sans-serif type, originated in which country?

- A) USA
- B) France
- C) Switzerland**
- D) Japan

12. Which avant-garde movement emerged in Russia around 1913, using geometric shapes and bold colors for social purposes?

- A) Impressionism
- B) Constructivism**
- C) Surrealism
- D) Baroque

13. What was the first commercially successful computer with a graphical user interface, released in 1984?

- A) IBM PC
- B) Apple Macintosh**
- C) Commodore 64
- D) Altair 8800

14. Who designed the iconic movie title sequences for films like 'Psycho' and 'The Man with the Golden Arm'?

- A) Steven Spielberg
- B) Saul Bass**
- C) Alfred Hitchcock
- D) Walt Disney

15. What was the name of the first dated, printed book, produced in China in 868 AD?

- A) The Gutenberg Bible
- B) The Diamond Sutra**
- C) The Book of Kells
- D) The Canterbury Tales

16. Which machine, patented by Ottmar Mergenthaler in 1884, allowed for the mechanical setting of type lines?

- A) The Linotype**
- B) The Typewriter
- C) The Telegraph
- D) The Photocopy machine

17. In typography, what are the small decorative strokes at the ends of letterform stems called?

- A) Kerning
- B) Ascenders
- C) Serifs**
- D) Baselines

18. Jan Tschichold wrote which influential 1928 book that advocated for functional design and sans-serif type?

- A) The New Typography**
- B) The Design of Everyday Things
- C) Ways of Seeing
- D) The Elements of Style