

Graphic Design History and Innovations

Graphic Design · Answer Key · 10 Questions

1. Which 1920s publication, edited by Jan Tschichrot, is credited with introducing the principles of 'Die neue Typographie' (The New Typography) to a wide audience?

A) Typographische Mitteilungen

- B) Das Plakat
- C) Gebrauchsgraphik
- D) Merz

2. Who is credited with creating the first 'sans-serif' typeface intended for commercial use, released by the Caslon type foundry in 1816?

A) William Caslon IV

- B) John Baskerville
- C) Giambattista Bodoni
- D) Firmin Didot

3. In 1896, which French artist pioneered the use of 'peinture à l'essence' in his graphic posters, notably the 'Moulin Rouge: La Goulue' print?

A) Alphonse Mucha

B) Henri de Toulouse-Lautrec

- C) Jules Chéret
- D) Théophile Steinlen

4. What was the first commercially successful photo-typesetting machine, introduced in 1946 by the Intertype Corporation?

A) Fotosetter

- B) Linofilm
- C) Monophoto
- D) Photon

5. The term 'Graphic Design' was first coined in 1922 by which American book designer and typographer?

A) William Addison Dwiggins

- B) Frederic Goudy
- C) Bruce Rogers
- D) Morris Fuller Benton

6. Which seminal 1919 manifesto, written by Walter Gropius, marked the founding of the Bauhaus and used a woodcut by Lyonel Feininger as its frontispiece?

- A) The Bauhaus Manifesto**
- B) The Weimar Declaration
- C) The Vorkurs Principles
- D) The Functionalism Statement

7. The first digital typeface, 'Chicago', was designed by Susan Kare for which operating system in 1984?

- A) Apple Macintosh**
- B) Microsoft Windows
- C) AmigaOS
- D) Commodore 64

8. Which German designer developed the 'Isotype' system (International System of Typographic Picture Education) in the 1920s?

- A) Otto Neurath**
- B) Herbert Bayer
- C) László Moholy-Nagy
- D) Kurt Schwitters

9. What is the name of the first successful commercial process for multi-color printing, patented by Godefroy Engelmann in 1837?

- A) Chromolithography**
- B) Collotype
- C) Rotogravure
- D) Letterpress

10. The 'Dada' movement, a precursor to modern graphic layout experimentation, originated in 1916 at which specific location?

- A) Cabaret Voltaire**
- B) Café de Flore
- C) The Bauhaus School
- D) The Vienna Secession Building