Graphic Design Historical Milestones

Graphic Design History · Answer Key · 25 Questions

1. Who is credited with creating the first recognizable typeface designed specifically for printing, the 'Roman' type, in 1465?

A) Nicolas Jenson

B) Conrad Sweynheym and Arnold Pannartz

C) Aldus Manutius

D) Claude Garamond

2. The first practical halftone screen process, which allowed for the reproduction of photographs in print, was patented in 1881 by whom?

A) Frederic Ives

B) Max Levy

C) Stephen Horgan

D) George Meisenbach

3. In 1957, the typeface Univers was released by Adrian Frutiger. What was its groundbreaking design feature?

A) It was the first typeface designed on a computer

B) It was the first typeface to use a systematic numerical classification system for weights and widths

C) It was the first typeface to be licensed internationally

D) It was the first typeface to use serifs on all characters

4. What was the first typeface specifically designed to be highly legible on low-resolution computer screens, released by Apple in 1984?

A) Chicago

B) Courier

C) Helvetica

D) Geneva

5. The 'Kelmscott Press', which sparked the Arts and Crafts movement in graphic design, was founded in 1891 by which visionary?

A) John Ruskin

B) William Morris

C) Walter Crane

D) Aubrey Beardsley

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6. What is considered the first book ever printed with movable metal type, produced in Korea in 1377?

A) The Diamond Sutra
B) The Gutenberg Bible
C) The Jikji
D) The Tripitaka Koreana

7. Which designer is credited with creating the first 'corporate identity' program in 1907 for the German company AEG?

A) Peter Behrens
B) Josef Müller-Brockmann
C) László Moholy-Nagy
D) Jan Tschichold

8. What was the first commercial software application to introduce the concept of 'layers' in graphic design, revolutionizing digital compositing?

A) Adobe Illustrator 1.0
B) Adobe Photoshop 3.0
C) Aldus PageMaker 1.0
D) CorelDRAW 1.0

9. The term 'Graphic Design' was first coined and used in its modern sense in 1922 by which American book designer?

A) William Addison Dwiggins
B) Paul Rand
C) Saul Bass
D) Massimo Vignelli

10. In 1757, John Baskerville introduced which significant innovation to the printing process?

A) The invention of the Linotype machine
B) The use of 'wove' paper, which provided a smoother surface than laid paper
C) The introduction of phototypesetting
D) The creation of the first sans-serif typeface

11. Which publication, launched in 1896, is widely considered the first 'art magazine' to heavily feature avant-garde graphic design and posters?

A) Ver Sacrum
B) The Studio
C) L'Estampe Moderne
D) Die Fläche

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12. The 'Golden Ratio' in page layout was famously championed in the 1920s by which design school?

A) The Bauhaus
B) De Stijl
C) The Russian Constructivists
D) The Vienna Secession

13. Who invented the 'Linotype' machine in 1884, which allowed for the mechanical setting of entire lines of type?

A) Ottmar Mergenthaler
B) Tolbert Lanston
C) William Bullock
D) Richard Hoe

14. What was the first major international exhibition to feature 'The New Typography' as a formal design philosophy in 1923?

A) The Paris Exposition
B) The Bauhaus Exhibition in Weimar
C) The Great Exhibition of 1851
D) The Milan Triennale

15. The 'International Typographic Style' (Swiss Style) pioneered the use of the grid system. Who is considered its primary architect?

A) Armin Hofmann
B) Josef Müller-Brockmann
C) Emil Ruder
D) Karl Gerstner

16. In 1455, the Gutenberg Bible was produced. What was the specific technical 'first' it achieved for Western printing?

A) The first use of ink
B) The first use of oil-based ink
C) The first use of movable metal type on a large scale
D) The first use of color illustrations

17. Which designer created the first 'logotype' that successfully transitioned from a visual symbol to a globally recognized brand icon, for CBS in 1947?

A) Paul Rand
B) Saul Bass
C) Herb Lubalin
D) Milton Glaser

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18. In 1985, which software release essentially launched the desktop publishing (DTP) revolution?

A) Aldus PageMaker
B) QuarkXPress
C) Adobe InDesign
D) Ventura Publisher

19. What was the first successful 'phototypesetting' machine, introduced by Intertype in 1949?

A) Fotosetter
B) Monotype
C) Photon
D) Linofilm

20. The first use of the 'Modern' (Didone) style of typeface, characterized by extreme contrast between thick and thin strokes, is attributed to which printer?

A) Giambattista Bodoni
B) John Baskerville
C) William Caslon
D) Claude Garamond

21. Which 1919 manifesto, written by Walter Gropius, effectively founded the Bauhaus and changed graphic design pedagogy?

A) The Bauhaus Manifesto
B) The Futurist Manifesto
C) The Constructivist Manifesto
D) The Dada Manifesto

22. The first 'serif' typeface, Caslon, was created in 1722. What inspired its design?

A) Roman stone inscriptions
B) Dutch seventeenth-century typefaces
C) The handwriting of monks
D) Ancient Greek manuscripts

23. In 1968, the first museum exhibition dedicated entirely to graphic design as a 'fine art' was held at which institution?

A) MoMA (New York)
B) The Tate Gallery
C) The Victoria and Albert Museum
D) The Louvre

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24. Which designer created the first 'animated' film title sequence for 'The Man with the Golden Arm' in 1955?

A) Saul Bass
B) Maurice Binder
C) Kyle Cooper
D) Pablo Ferro

25. What was the first digital font format to be widely supported by both Apple and Microsoft, developed in the late 1980s?

A) PostScript Type 1
B) TrueType
C) OpenType
D) Bitmap