Graphic Design

**WORD FOR ABSOLUTE BEGINNERS - PART 1**

History

While Graphic Design as a discipline has a relatively recent history, with the name 'graphic design" first coined by William Dwiggins in 1922, graphic design-like activities span the history of humankind: from the caves of Lascaux, to Rome's Trajan's Column to the illuminated manuscripts of the Middle Ages, to the dazzling neon of Ginza. In both this lengthy history and in the relatively recent explosion of visual communication in the 20th and 21st centuries, there is sometimes a blurring distinction and over-lapping of advertising art, graphic design and fine art. After all, they share many of the same elements, theories, principles, practices and languages, and sometimes the same benefactor or client. In advertising, art the ultimate objective is the sale of goods and services. In graphic design, "the essence is to give order to information, form to ideas, expression and feeling to artefacts that document human experience."