

# 1950 - 1960 Graphic Design Timeline

By: Jack Aviles



1950: Samuel Blatt's graphic designs from the Korean War were painted pictures that looked like actual photographs from the Korean war. They were based on real photographs but edited. Some features were put in or taken out to direct the viewer's eye on what he thought would be important.



1950: The style Kitsch began. It emphasized high contrast, bold colors, strong imagery, and illustrations of people posed dramatically or in dramatic settings. These posters were popular for movies during the time.



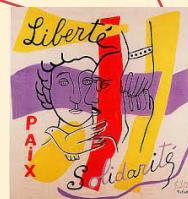
October, 1951: William Golden created the CBS eye logo on TV, working with Kurt Wheis. It was inspired by the "all seeing eye", known to ward off evil.



1952: John G. Parker contributed to the cultures of rock and roll and design with the Sun Record Company logo. Parker crossed paths with an old friend Sam Phillips at a Krystal restaurant (fast food). Phillips was a former radio deejay and had opened his own studio, Memphis Recording Service, a couple years prior to their meeting. He was about to launch a blues and R&B label called Sun Records. This gave Parker a job opportunity to design this timeless record logo.



1953: Fernand Léger was a member of the Communist Party who designed a bold double portrait of Julius and Ethel Rosenberg. He did so in his distinctive colorful style. Julius and Ethel's faces are shown overlapping. Ethel is shown in frontal view and Julius in a side profile view with a peace dove. At the time this was also a common symbol of Communism.



1953: Sidney Rosenthal created the first magic marker. They were used in graphic design then and still are to this day.



1953: Louis Marius Moyroud invented phototypesetting. A phototypesetting machine works by projecting text onto a light-sensitive medium film in some models. In other models it does it to photosensitive paper, which is then used to transfer the material for offset printing. This would be the start of being able to use multiple fonts like we can on computers now.



1955: Marty Sklar helped design the building of Disneyland for its opening, as a construction developer. He was Disney's Imagineering Ambassador.



1957: Helvetica was developed by Max Miedinger and quickly became a standard typeface for years. It is still used heavily today in a lot of advertising, logos, etc...



1957: Dr. Seuss illustrated the pictures for "The Cat in the Hat". Like other designs and illustrations of the time it is very experimental. Dr. Seuss was known for his funky books and illustrations which perfectly described this time period.



1959: A magazine called Communication Arts founded by Richard Coyne and Robert Blanchard, released its first issue and quickly became an industry standard at the time and still is prevalent today. This was huge for graphic designers to find inspiration and view the latest designs in visual communicating.



1959: Dayglo Fluorescent pigments became popular and were used on the first "Tide" packaging. The pigments were created by the Switzer brothers, Bob and Joe. These pigments seemed to glow even in daylight, hence the name.



1959: The first successful commercial photocopier was invented. It was called the Xerox 914. Made by the Xerox corporation. The inventor was Chester Carlson.



1960: Wes Wilson started the trend of psychedelic art. It was popularly seen on band tour posters such as the Grateful Dead.



1960: U.S. Scientists create the first laser. The creation of this laser allowed laser cutting which is now available for graphic designers. Theodore Maiman made and operated this first laser on May 16th, 1960.

