

Periodic Table of Graphic Design

Beginnings era Bgn Long Long Ago	Victorian era Vic 1835-1900	Arts & Crafts era AC 1840-1910	Art Nouveau era AN 1880-1920	Early Modern era EM 1910-1935	Modern era Mod 1920-1960	Bauhaus era Bau 1880-1920	New Typography era NT 1920-1935	Art Deco era AD 1920-1950	Late Modern era LM 1935-1990	Swiss International era Swi 1950-1960	Revivalism era Rev 1953-1990	Postmodern era Pom 1970-1990	Contemporary era Ctm 1980-	Fontism era Fon 1994-
Markmaking invention Mar Prehistoric	Giambattista Bodoni designer Bod 1740-1830	John Ruskin designer Rus 1819-1900	William Bradley designer Bra 1868-1962	Wiener Werkstätte era Wie 1910-1919	J.M. Flagg designer Flg 1877-1960	Josef Albers designer Alb 1888-1976	Jan Tschichold designer Tsc 1902-1974	Alexey Brodovitch designer Bro 1898-1971	Saul Bass designer Bas 1920-1996	Josef Müller-Brockmann designer MuB 1914-1996	Push Pin Studio designer Pus 1954	Dan Friedman designer Fre 1945-1995	Adrien Frutiger designer Fru 1928-	Controlled Chaos era Cha 2000-
Alphabet invention ABC Prehistoric	Bodoni font Bdi 1798	William Morris designer Mrs 1834-1896	Jules Cheret designer Che 1836-1933	Peter Behrens designer Beh 1868-1940	Abram Games designer Gam 1914-1996	Herbert Bayer designer Bay 1900-1985	Otto Neurath designer Neu 1882-1945	A.M. Cassandre designer Css 1901-1968	Paul Rand designer Ran 1914-1996	Max Bill designer Bil 1908-1994	Pop Art era Pop 1960-1969	April Greiman designer Gre 1948-	Robert Brownjohn designer Brn 1925-1970	Rave era Rav 2000-
Paper invention Pap 105	William Playfair designer Pla 1759-1823	Kelmscott Press invention Kel 1891	Alphonse Mucha designer Muc 1860-1939	Lucian Bernhard designer Ber 1883-1972	Cipe Pineles designer Pin 1910-1991	Laszlo Moholy-Nagy designer Moh 1895-1946	Eric Gill designer Gil 1889-1940	Lester Beall designer Bea 1903-1969	Frank Pick designer Pic 1878-1941	Helvetica font Hel c. 1961	Victor Moscoso designer Mos 1936-	Marshall McLuhan designer McL 1911-1980	Digital era Bit 1985-	Kinetics era Kin 2000-
Printing invention Pri 770	Offset Printing invention Off 1875	Aubrey Beardsley designer Brd 1872-1898	Henri de Toulouse-Lautrec designer Tou 1902-1974	Plakastil era Plk 1905-1932	Futurism era Ftr 1910-1942	Lyonel Feininger designer Fei 1945-1995	Stanley Morison designer Mor 1889-1967	W.A. Dwiggins designer Dwg 1880-1956	Otl Aicher designer Aic 1922-1991	Tibor Kalman designer Kal 1949-1999	Pentagram designer Pen 1972	Jonathan Barnbrook designer Bar 1966-	New Simplicity era NS 2000-	
Movable Type invention Mov 1045	John Gutenberg designer Gut late 14th-1468	Posters invention Pos 1890s	Walter Crane designer Cra 1845-1915	Eugene Grasset designer Grs 1841-1917	Ludwig Hohlwein designer Hol 1874-1949	Fortunato Depero designer Dep 1892-1960	Johannes Itten designer Itt 1888-1967	Avant Garde era AG 1910-1940	Streamline era Str 1927-1935	Massimo Vignelli designer Vig 1931-	Herb Lubalin designer Lub 1918-1981	Punk era Pun 1975-1985	Neville Brody designer Bdy 1957-	
Typography invention Typ 1440s	Claude Garamond designer Gar c. 1480-1561	Halftone invention 1/2 1850	Frederick Goudy designer Gou 1865-1947	Jugendstil era Jug 1895-1912	Expressionism era Exp 1905-1924	Constructivism era Con 1912-1930	Walter Gropius designer Gro 1883-1969	Edward Johnston designer Jon 1872-1944	Dada era Dad 1915-1921	Hermann Zapf designer Zaf 1931-2015	World Wide Web invention 3W 1990	David Carson designer Crs 1954-		
William Caxton designer Cax c. 1421-1491	Garamond font Grm c. 1540	John Baskerville designer Bsk 1706-1775	Clarendon font Cla 1845	Otto Eckmann designer Eck 1865-1902	Photography invention Pho 1930s	El Lissitzky designer Lis 1890-1941	De Stijl era dStl 1915-1922	John Heartfield designer Hrt 1891-1968	John Heartfield designer Hof 1920-	Apple invention App 1984	Matthew Carter designer Crt 1937-			
Nicolas Jenson designer Jen c. 1420-1480	William Caslon designer Cas c. 1421-1491	François Didot designer Did 1689-1757	Linotype invention Lin 1890	Glasgow era Gls 1893-1930	Alexander Rodchenko designer Rod 1891-1956	Theo van Doesburg designer Doe 1883-1931	Photomontage invention Phm 1918	Univers font Uni 1954	Wim Crouwel designer Cro 1928-	Emigre invention Emi 1984				
Aldus Manutius designer Man 1450-1515	Caslon font Csl 1722	Fournier le Jeune designer Jeu 1712-1768	Glasgow Four designer 4 1864-1955	Ladislav Sutnar designer Sut 1897-1976	Akzidenz Grotesk font Akz 1896	Graphis invention Grf 1944	Futura font Fut 1936							
Lithography invention Lit 1796	Vienna Secession era Vie 1920-1935													

■ Era ■ Designer ■ Invention ■ Font