

Think of the following chapters in sections:

- Part A (Chpt. 1 - 4): covering works from c. 35,000 BCE (Maggs) (15,000 BCE) - 1476 AD. The visual message from prehistory through the medieval era. Exploration of the cause and effect of the written symbol - including pictographic and phonetic - and the reliance of this form of communication in the holding of institutions and class structure. Also introduction to materials necessary, including writing tools and substrates - and their effect.
- Part B (Chpt. 5 - 8): covering works from 1200 - 1810. Invention of the printing press (1476), including its widespread and lasting effects. Also exploration into the origins of European typography and design for printing.
- Part C (Chpt. 9 - 12): covering works from 1760 - 1910. The Industrial Revolution: The impact of industrial technology upon visual communications. Design Arts (and "graphic design") as a recognizable field of value amongst factory output. Also the beginnings of Modernism as artists no longer look to the past for inspiration, beginning with art Nouveau.
- midterm
- Part D (Chpt. 13 - 17): covering works from 1890 - 1950. Graphic design in the first half of the twentieth century and amongst two world wars. This is known as The Modern Era. Designers create forms with kinds of a unique flair, applying modernistic realizations with new forms and ideas. Through genres to visual art language, America becomes a major player by mid-century. Art Deco also appears.
- Part E (Chpt. 18 - 20): covering works from 1950 - 1990. The sign of internationalism. Graphic design in the beginning of a global village in visual language communications that works alone cannot. Design and business become partners and the Creative Revolution occurs, changing the field of advertising forever. Modernism merges its peak with International Typographic for Swiss Style.
- Part F (Chpt. 21 - 22 = a bit of information not in Maggs): covering works from 1950 - early 2000s. Postmodernism and the onset of regression from psychologic points to genre deconstruction and appropriation amongst world-changing technological advances. Though Modernist style is still alive, the ideology has increasing dystopian undertone. In the new millennium begins with perhaps-fitting communication substance available, what comes next? What recent events will be known in the history of graphic design and what were sweeping trends that will be forgotten?
- final

BC=BCE
AD=CE

I usually try to fix BC and AD to the more accepted BCE and CE, but sometimes I miss some.

I will accept either from you as correct, but try to use BCE and CE in the 21st century. ☺

ARTH 3573
HISTORY OF GRAPHIC DESIGN

1 | early writing systems

▶ "A **writing system** is any conventional method of visually representing verbal communication.

▶ While both writing and speech are useful in conveying messages, writing differs in also being a reliable form of information storage and transfer.

▶ The processes of encoding and decoding writing systems involve shared understanding between writers and readers of the meaning behind the sets of characters that make up a script."

▶ Prehistoric Writing Systems

▶ Mesopotamia

▶ Egypt

▶ Power of phonetic (vs. pictographic) alphabets

▶ (Phoenicians) > Greeks > (Etruscans) > Romans

▶ Roman Developments

Phoenician	Old Hebrew	Early Greek	Classical Greek	Etruscan	Early Latin	Modern Roman
𐤀	א	Α	Α	𐌀	A	A
𐤁	ב	Β	Β	𐌁	B	B
𐤂	ג	Γ	Γ	𐌂	C	C
𐤃	ד	Δ	Δ	𐌃	D	D
𐤄	ה	Ε	Ε	𐌄	E	E
𐤅	ו	Ϝ	Ϝ	𐌅	F	F
𐤆	ז	Ζ	Ζ	𐌆	G	G
𐤇	ח	Η	Η	𐌇	H	H
𐤈	ט	Θ	Θ	𐌈	I	I
𐤉	י	Ι	Ι	𐌉	J	J
𐤊	כ	Κ	Κ	𐌊	K	K
𐤋	ל	Λ	Λ	𐌋	L	L
𐤌	מ	Μ	Μ	𐌌	M	M
𐤍	נ	Ν	Ν	𐌍	N	N
𐤎	ס	Ξ	Ξ	𐌎	O	O
𐤏	ע	Ο	Ο	𐌏	P	P
𐤐	פ	Π	Π	𐌐	Q	Q
𐤑	צ	Ρ	Ρ	𐌑	R	R
𐤒	ק	Σ	Σ	𐌒	S	S
𐤓	ר	Τ	Τ	𐌓	T	T
𐤔	ש	Υ	Υ	𐌔	U	U
𐤕	ת	Φ	Φ	𐌕	V	V
𐤖	י	Χ	Χ	𐌖	W	W
𐤗	כ	Ψ	Ψ	𐌗	X	X
𐤘	ל	Ω	Ω	𐌘	Y	Y
𐤙	מ	Ϝ	Ϝ	𐌙	Z	Z

Prehistoric
Mesopotamia
> Phoenicians
Egypt
Greece
> Etruscans
Rome

Value	EGYPTIAN		SEMITIC		LATIN EQUIVALENTS		
	Hieroglyphic	Phonetic	Phonetic	Phonetic	Phonetic	Phonetic	
a	𐀀	א	𐤀	Α	A	A	Prehistoric
l	𐀁	ל	𐤁	Λ	L	L	
k (g)	𐀂	כ	𐤂	Κ	K	K	Mesopotamia
f (q)	𐀃	ק	𐤃	Q	Q	Q	
d	𐀄	ד	𐤄	Δ	D	D	Phoenicians
h	𐀅	ה	𐤅	H	H	H	
s	𐀆	ש	𐤆	Σ	S	S	Egypt
x (sh)	𐀇	ש	𐤇	X	X	X	
# (s)	𐀈	ס	𐤈	S	S	S	Greece
i	𐀉	י	𐤉	I	I	I	
o	𐀊	ו	𐤊	O	O	O	Rome
z	𐀋	ז	𐤋	Z	Z	Z	
l	𐀌	ל	𐤌	L	L	L	
m	𐀍	מ	𐤍	M	M	M	
n	𐀎	נ	𐤎	N	N	N	
shabback	𐀏	כ	𐤏	C	C	C	

▶ Prehistoric Writing Systems

▶ Mesopotamia

▶ Egypt

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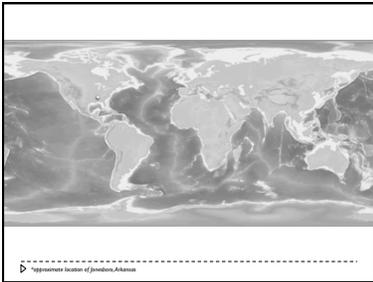
▶ Roman Developments

HOMO SAPIENS

▶ Biological species of conscious, thinking people

▶ MAJOR STEPS IN DEVELOPMENT OF SPECIES

- ▶ Tools
- ▶ Speech
- ▶ **Writing**
 - ▶ Imperfection of human memory
 - ▶ Immediacy of expression that cannot transcend time and place
 - ▶ **Major step towards civilization and order**



► PREHISTORIC

- Paleolithic and Neolithic periods
- 35-40,000 BCE

Prehistoric
Mesopotamia
Egypt
Greece
Rome

► PREHISTORIC

- In prehistoric art, the term **pictograph** or **pictogram** describes an image, sign or symbol which is created in order to express some idea or information.
- In addition, note that pictographic symbols that are cut or carved into the rock surface are known as **petroglyphs**, while those drawn or painted on rocks are called **petrograms**.
- But both are pictograph/grams

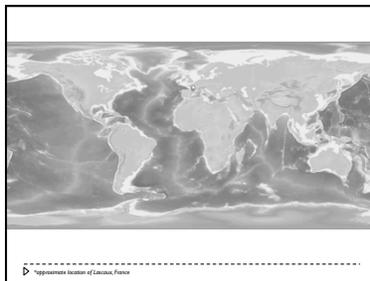
Prehistoric
Mesopotamia
Egypt
Greece
Rome

<http://www.ourworld.info.com/petroglyphs/petrograms>

► PREHISTORIC

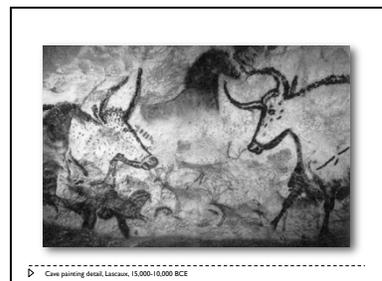
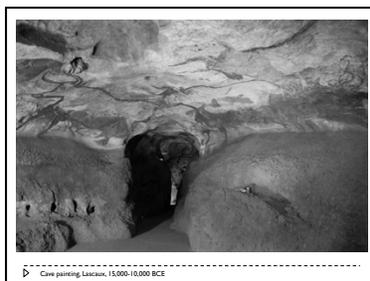
- Cave paintings (petrograms)

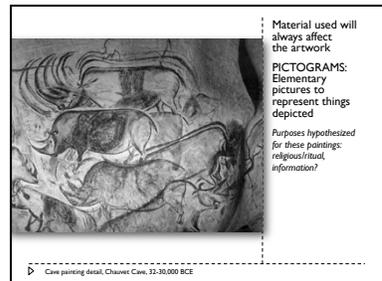
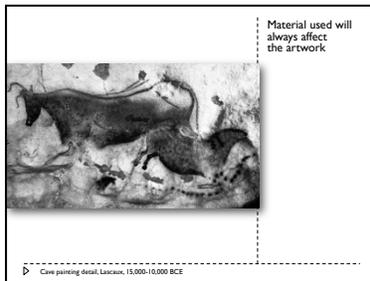
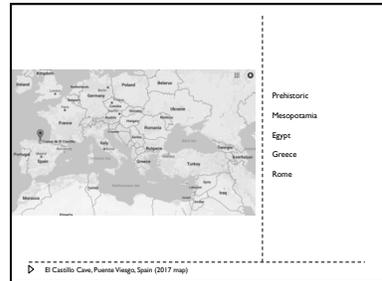
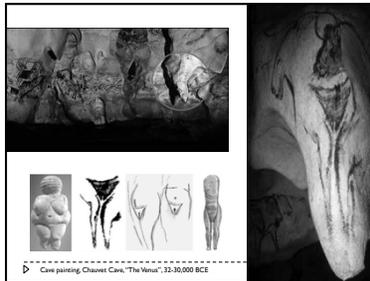
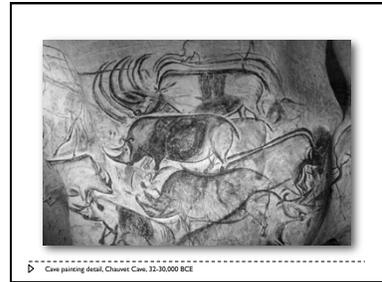
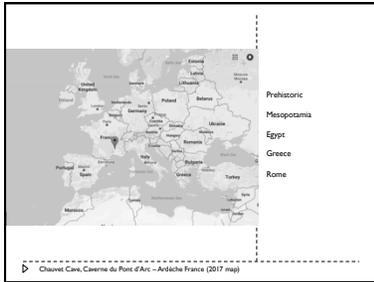
Prehistoric
Mesopotamia
Egypt
Greece
Rome

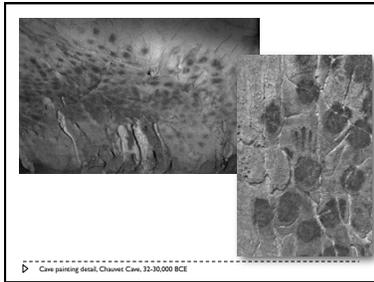


Lascaux, France (2017 map)

Prehistoric
Mesopotamia
Egypt
Greece
Rome





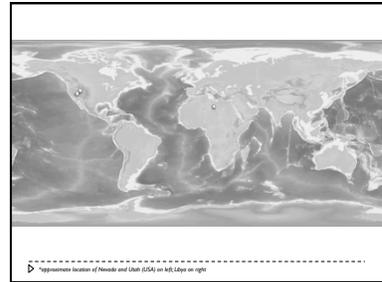


Cave painting detail, Chauvet Cave, 32-30,000 BCE

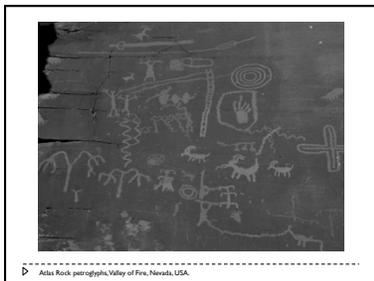
PREHISTORIC

- Rock carvings (petroglyphs)

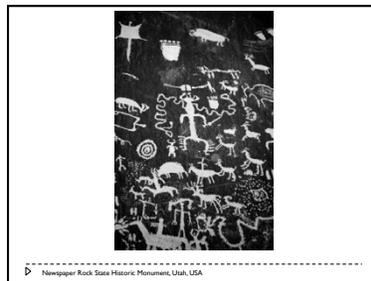
Prehistoric
Mesopotamia
Egypt
Greece
Rome



Approximate location of Nevada and Utah (USA) on left, Libya on right



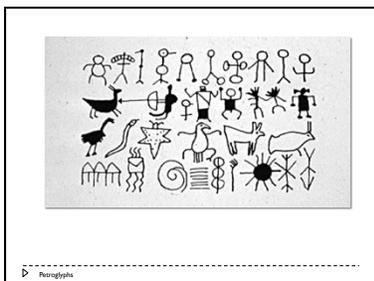
Archaic Rock petroglyphs, Valley of Fire, Nevada, USA



Newspaper Rock State Historic Monument, Utah, USA



Libya



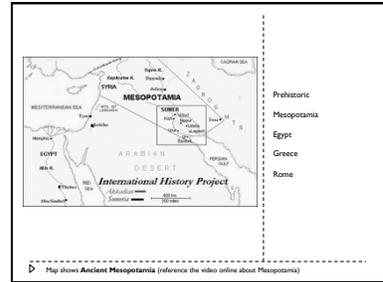
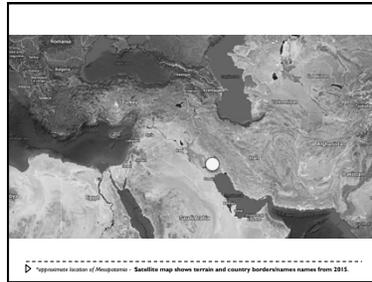
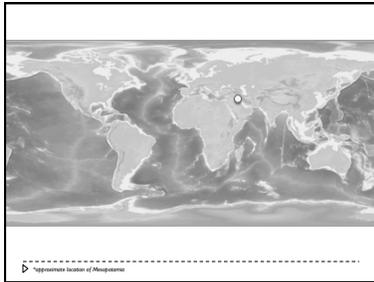
Petroglyphs

Prehistoric Writing Systems

- Mesopotamia
- Egypt
- Power of phonetic (vs. pictographic) alphabets
- (Phoenicians) > Greeks > (Etruscans) > Romans
- Roman Developments

Mesopotamia: Crash Course World History #3

Prehistoric
Mesopotamia
Egypt
Greece
Rome



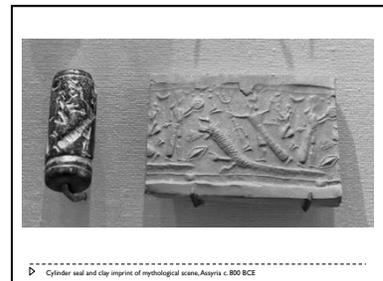
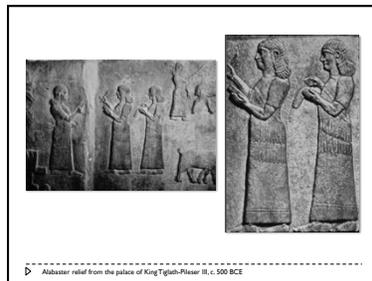
▶ **MESOPOTAMIA**

- ▶ "Between Rivers"
- ▶ Land between Tigris and Euphrates
- ▶ Known as the Fertile Crescent

▶ Village Culture to "High Civilization"

- ▶ Social Order - necessary for a large number of people to live together
- ▶ Religion dominated- priests and scribes wielded enormous power (very common until printing came around in 1450 AD)
 - invented an intricate system of gods headed by a supreme deity
 - priests controlled inventories of gods and king and ministered to the magical and religious needs of the people

Prehistoric
Mesopotamia
Egypt
Greece
Rome



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- ▶ Writing evolved for record keeping, but STILL NOT THE KIND OF WRITING YOU KNOW...

Prehistoric
Mesopotamia
Egypt
Greece
Rome

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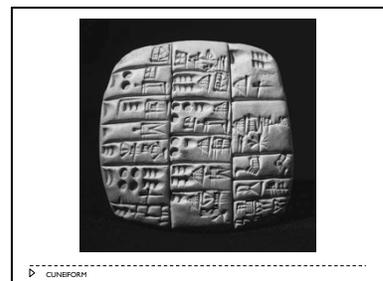
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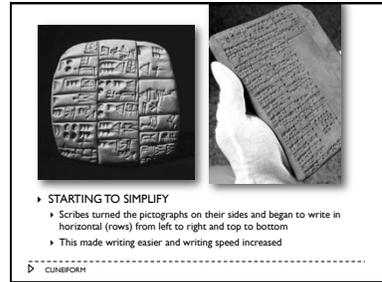
- ▶ Social Order - necessary for a large number of people to live together

▶ Cuneiform ("wedge-shaped" in Latin)

- ▶ Achieved by pressing a wedge-shaped stylus made of reed or wood into soft clay tablets.
- ▶ First signs pictographic, later improved upon by Babylonians to create a syllabic script

Prehistoric
Mesopotamia
Egypt
Greece
Rome



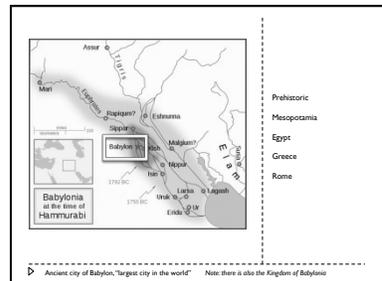


- ▶ **The Invention of Writing**
- ▶ Social order
- ▶ Economic progress
- ▶ Technological development
- ▶ Cultural development
- ▶ Libraries organized (tablets, not books)
- ▶ Thousands of commercial contracts and records
- ▶ Enabled society to stabilize itself under rule and law
- ▶ *Following lineage of Western line

Prehistoric
Mesopotamia
Egypt
Greece
Rome

- ▶ **How did writing (cultures, etc.) spread?**
- ▶ Trade Routes
- ▶ Wars
- ▶ Governance & Commerce

Prehistoric
Mesopotamia
Egypt
Greece
Rome



The Commercial Network of the Phoenicians

- ▶ **Phoenicians**
- ▶ Though the Phoenicians had cities, the people represented more a confederation of maritime traders rather than a defined country.

Prehistoric
Mesopotamia
▶ **Phoenicians**
Egypt
Greece
Rome

↑ We'll come back to them.

Value	EGYPTIAN		SEMITIC		LATER EQUIVALENTS	
	Hieroglyphic	Demotic	Phoenician	Hebrew	Greek	Roman
a	𐀀	Ⲁ	𐤀	א	Α	A
b	𐀁	ⲁ	𐤁	ב	Β	B
g (g)	𐀂	Ⲃ	𐤂	ג	Γ	Γ
f (f)	𐀃	ⲃ	𐤃	ד	Δ	Δ
h	𐀄	Ⲅ	𐤄	ה	Ε	Η
z	𐀅	ⲅ	𐤅	ז	Ζ	Ζ
s	𐀆	Ⲇ	𐤆	ס	Θ	Θ
x (sh)	𐀇	ⲇ	𐤇	ש	Η	Η
h (h)	𐀈	Ⲉ	𐤈	ח	Θ	Θ
i	𐀉	ⲉ	𐤉	י	Ι	Ι
l	𐀊	Ⲋ	𐤊	ל	Κ	Κ
l (lame)	𐀋	ⲋ	𐤋	ל	Λ	Λ
m	𐀌	Ⲍ	𐤌	מ	Μ	Μ
n	𐀍	ⲍ	𐤍	נ	Ν	Ν
sh	𐀎	Ⲏ	𐤎	ש	Ξ	Ξ
sh	𐀏	ⲏ	𐤏	ש	Ξ	Ξ

Prehistoric
Mesopotamia
▶ **Phoenicians**
Egypt
Greece
Rome

↑ We'll come back to them.

- ▶ **Prehistoric Writing Systems**
- ▶ Mesopotamia
- ▶ **Egypt**
- ▶ Power of phonetic (vs. pictographic) alphabets
- ▶ (Phoenicians) > Greeks > (Etruscans) > Romans
- ▶ Roman Developments

Prehistoric
Mesopotamia
Egypt
Greece
Rome

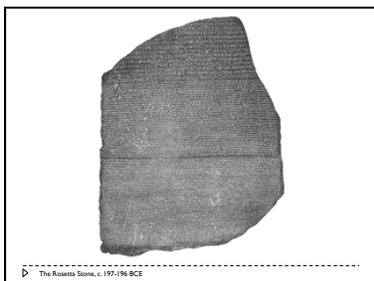
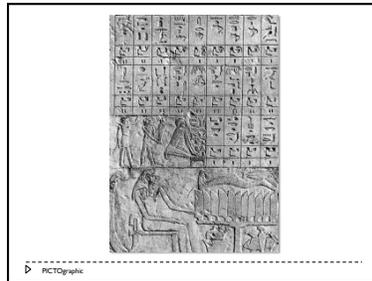
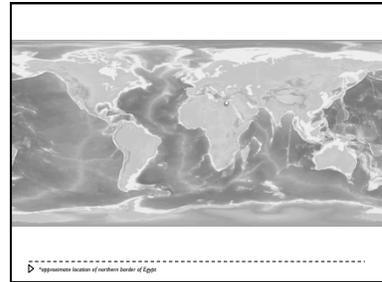
Ancient Egyptian civilization lasted from **3000 BCE - 330 BCE**

Watch this video before class next Monday, January 29th.

Ancient Egypt: Crash Course World History #4

In which we discuss the long, long history of ancient Egypt, including the Old, Middle and New Kingdoms, and some aspects of reproductive anatomy. Learn all!

SEE LINK ONLINE:
<https://www.youtube.com/watch?v=ZB1Ww8kVVI>



- ▶ Rosetta Stone translated mostly by Jean-Francois Champollion (1790-1832)
 - ▶ 700+ hieroglyphs
 - ▶ +100 that remain strictly visual pictographs
 - ▶ Remainder had become phonograms
- ▶ What realized about hieroglyphs:
 - ▶ some symbols syllabic
 - ▶ some alphabetic
 - ▶ some determinatives
 - ▶ signs that determine how the preceding glyph should be interpreted, but are not usually pronounced

Prehistoric
Mesopotamia
Egypt
Greece
Rome

- ▶ What realized about hieroglyphs:
 - ▶ some symbols syllabic
 - ▶ some alphabetic
 - ▶ some determinatives
 - ▶ signs that determine how the preceding glyph should be interpreted
 - ▶ THEREFORE, by the time of the New Kingdom, hieroglyphs often functioned as phonograms - not simply pictographs.
 - ▶ A **phonogram** is a grapheme (written character) which represents a phoneme (**speech sound**) or combination of phonemes

Prehistoric
Mesopotamia
Egypt
Greece
Rome



(image of materials used by a scribe)

1. Hieroglyph c. 1500 BCE
2. Hieratic Private Script c. 1300 BCE
3. Demotic regular Script c. 300 BCE

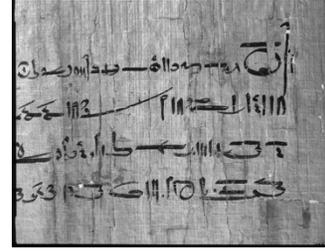
1 2 3



(image of materials used by a scribe)

1. Hieroglyph
2. Hieratic Script
3. Demotic Script

CO-EXISTED
supplemented rather than supplanted hieroglyphs



Detail from Papyrus of Horner, c. 365-384 BCE



Detail from Papyrus of Horner, c. 1370 BCE

- ▶ Consistent design format evolved
 - ▶ 1 or 2 horizontal bands (usu. colored) ran across top and bottom
 - ▶ Vertical columns of writing separated by ruled lines
 - ▶ Writing direction varied
 - ▶ Images inserted adjacent to the text illustrated
 - ▶ Images often stood on lower horizontal band
 - ▶ Text hanging from top band
 - ▶ Sometimes separated into rectangular zones for images and text
 - ▶ Aesthetically pleasing
 - ▶ Hieroglyphs dense and illustrations light

Prehistoric
Mesopotamia
Egypt
Greece
Rome



Page from the Book of the Dead of Hunefer, c. 1275 BCE

- ▶ Consistent design format evolved
 - ▶ Illustration Style:
 - ▶ Men darker skin
 - ▶ Important persons larger
 - ▶ Frontal body had arms and legs while head stayed in profile
 - ▶ Stylized eye – profile and frontal

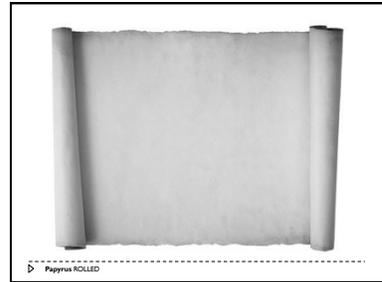
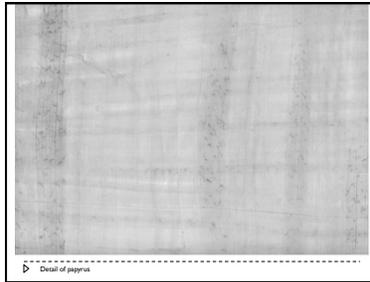
Prehistoric
Mesopotamia
Egypt
Greece
Rome



Detail from the Papyrus of Ani from The Book of the Dead, c. 1550-50 BCE, showing Ani and his wife.

- Consistent design format evolved
- Illustration Style:
 - Men: darker skin
 - Important persons: larger
 - Frontal body had arms and legs while head stayed in profile
 - Stylized eye – profile and frontal
- At first, scribe would design and leave room for illustrations
- Later, the illustrations gained importance, so vice-versa

Prehistoric
Mesopotamia
Egypt
Greece
Rome



Value	EGYPTIAN		SEMITIC		LATIN EQUIVALENTS		
	Hieroglyphic	Phonetic	Phonetic	Phonetic	Phonetic	Phonetic	
a	ankh	ankh	𐤀	A	A	H	Prehistoric Mesopotamia > Phoenicians Egypt Greece Rome
b	ankh	ankh	𐤁	B	B	O	
f (4)	ankh	ankh	𐤂	F	F	O	
k	ankh	ankh	𐤃	K	K	T	
l	ankh	ankh	𐤄	L	L	T	
r	ankh	ankh	𐤅	R	R	T	
s	ankh	ankh	𐤆	S	S	T	
x (14)	ankh	ankh	𐤇	X	X	T	
o (15)	ankh	ankh	𐤈	O	O	T	
i	ankh	ankh	𐤉	I	I	T	
h	ankh	ankh	𐤊	H	H	T	
l	ankh	ankh	𐤋	L	L	T	
m	ankh	ankh	𐤌	M	M	T	
n	ankh	ankh	𐤍	N	N	T	
o	ankh	ankh	𐤎	O	O	T	



- Prehistoric Writing Systems
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PHONETIC ALPHABET > *phonograms*

pho·net·ic
/fəˈnetɪk/

adjective **PHONETICS**
of or relating to speech sounds.
"Detailed phonetic information"
- (of a system of writing) having a direct correspondence between symbols and sounds.
"a phonetic alphabet"

- PHONETIC ALPHABET > *phonograms***
- Each letter represents a basic SOUND of a spoken language
 - vs. pictographs



ETRUSCANS
Liaison between
Greeks and Romans

The Pyrgi Lamellae: Phoenician & Etruscan Panels, gold, c. 500 BCE



Dueros Inscription, c. 6th century BCE



Prehistoric
Mesopotamia
Egypt
Greece
Rome
(Hollywood version)

Painting for Rome, ca. 1862-1867



Prehistoric
Mesopotamia
Egypt
Greece
Rome
(idealized by artist in 1885)

Arch of Titus (arch being a version of what "the arches look" with various decorations by J. G. Thompson, 1885)



Ancient Rome had 3 main social classes.

Prehistoric
Mesopotamia
Egypt
Greece
Rome

From the top and bottom of Ancient Rome, the social classes
https://www.ancientrome.com/ancient-rome-social-classes/



Prehistoric
Mesopotamia
Egypt
Greece
Rome

The Roman Empire, Dr. Nathan D. Sidel, Prof. of Greek, Roman World History #12

**Ancient Rome
(and its empire)**

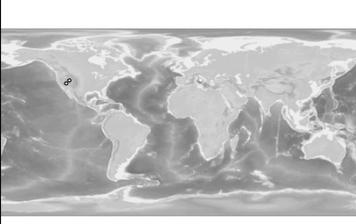
Based in Rome. Lasted from 279 BCE until 476 CE. It was formed from the Roman Republic before it with roots stretching back from 8th century BCE. The Eastern Part of the Roman Empire, or Byzantine Empire, survived the fall of the Western Empire and 1453 CE.

IS NOT

the
Holy Roman Empire

800 CE: early 1800s: made up of a varying complex of lands in western and central Europe ruled over first by Franks and then by German kings for 10 centuries. All different events.
"The Holy Roman Empire was neither holy nor Roman, nor an empire"

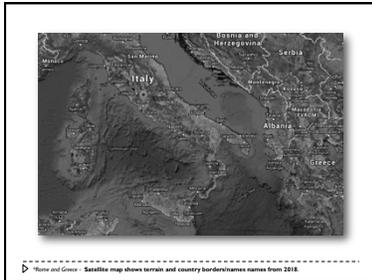
Prehistoric
Mesopotamia
Egypt
Greece
Rome



Approximate location of Rome, Italy



Approximate location of Rome and Greece - Satellite map shows terrain and country boundaries names from 2018



SENATUS POPULUSQUE ROMANUS

▶ = ROME IS HERE

SENATUS POPULUSQUE ROMANUS

▶ = The Senate and the people of Rome

▶ In Latin

- ▶ "Dead" language, but base of all the Romance* languages today
- *"Romance"
- ▶ The Romance languages (also sometimes called Romanic languages) are a language family in the Indo-European languages.
- ▶ They started from Vulgar Latin (in the Latin Language, "vulgar" is the word for "common," so "Vulgar Latin" means "Common Latin").
- ▶ The biggest Romance languages are Spanish, Portuguese, French, Italian, Romanian, and Catalan.
- ▶ They are called "romance languages" because they originate from a language spoken by Romans.

10 Romance Languages

Latin	Catalan
Sardinian	Spanish
Sicilian	Galician
Italian	Portuguese
French	Romanian

Good Night

Bonam noctem	Bona nit
Bona notte	Buenas noches
Bona notti	Boas noites
Buonanotte	Boa noite
Bonne nuit	Noapte bună

SENATUS POPULUSQUE ROMANUS

▶ = The Senate and the people of Rome

▶ Latin written alphabet =

- ▶ Evolved into the Roman Alphabet, which is what the English language uses (with some adjustments)

SENATUS POPULUSQUE ROMANUS

▶ = The Senate and the people of Rome

▶ Latin = PHONETIC ALPHABET

- ▶ You can decode the simple signs as letters
- ▶ Each letter is a sound or phoneme

▶ Prehistoric Writing Systems

- ▶ Mesopotamia
- ▶ Egypt
- ▶ Power of phonetic (vs. pictographic) alphabets
- ▶ (Phoenicians) > Greeks > (Etruscans) > Romans
- ▶ Roman Developments



Roman Education

- Education was very important to the Ancient Romans. The rich people in Ancient Rome put a great deal of faith in education. While the poor in Ancient Rome did not receive a formal education, many still learned to read and write (see Vulgar Latin vs. Classical Latin) in some fashion.
- Children from rich families, however, were well schooled and taught by a private tutor at home or went to what we would recognize as schools. In general, schools as we would recognize them, were for boys only. Some evidence exists that girls were allowed eventually.

Vulgar Latin

The common speech of the ancient Romans, which is distinguished from standard literary Latin and is the ancestor of the Romance languages.

http://www.historylearningtips.co.uk/roman_education.htm

Serifs



CAPITALIS MONUMENTALIS



- Monumental Capitals:** Used on the multitude of propaganda art throughout the empire.
- Near perfect geometric shapes engraved into the impressive monuments
- Symbol of great beauty and permanence.

CAPITALIS QUADRATA

NIMARTISQ DOLOSETD
CHAODENSOSDIVVMN
NEQVOCAPTAEDVMFV

- Square Capitals:** Handwritten form of this style

CAPITALIS RUSTICA

TOCEANLSERETOSPEDEREPVL
DEMSIDVSFUGLENSUBIBISCIS
ORTILBERNASCAELODESCEN

- Rustic Capitals:** More informal, extremely condensed, handwritten counterpart

CAPITALIS RUSTICA

- Rustic Capitals** More informal, extremely condensed, handwritten counterpart
- Papyrus and parchment were very expensive writing surfaces
- Clay tablets were also used and the quick writing style lent itself well to this substrate
- The first examples of Capitalis Rustica are from about the 1st century BCE, but it probably existed earlier than that



[POMPEI \(c. 79 CE\) - Vulgar Latin written in Capitalis Rustica](#)

SERIFS

(vs. SANS SERIF)





ALSO...
Romans did not add space between words

Romans (or anyone using Latin) did not use lower-case letters until the miniscule (4th – 8th century CE)

Detail from the Trajan Column, 106-113 CE

ROMAN ORGANIZATION

- ▶ "...As with the Greeks, literacy greatly influenced all aspects of Roman life, transforming an oral tribal society into a civilized one."
- Robert K. Logan, *Alphabet, Mother of Invention*

ROMAN ORGANIZATION

- ▶ "...The impact of the alphabetic writing with which all educated men in Rome were acquainted can be seen more in the nonliterary practical affairs in which the Romans prided themselves than in their actual literary output.
- ▶ The influence of the uniformity, regularity, and linearity that the alphabet subliminally promotes is reflected in all Roman forms of organization – from their military and civil administration to their architecture and town planning."

ROMAN ORGANIZATION

- ▶ UNIFICATION and CLASSIFIED FRAGMENTATION
- ▶ Homogenization of Rome
- ▶ Laws and Codes
- ▶ Money, Weights, Measure
- ▶ **Military**
- ▶ Individualism and Nationalism
- ▶ Aqueducts, Sanitation, and Irrigation
- ▶ Education and Medicine
- ▶ Public Order and Peace

ROMAN ORGANIZATION

- ▶ UNIFICATION and CLASSIFIED FRAGMENTATION

Power of the Phonetic Alphabet

- ▶ Never before had the world witnessed such an extremely well organized machine, moving effortlessly between unification and classified fragmentation
- ▶ Like the phonetic alphabet

- ▶ "A writing system is any conventional method of visually representing verbal communication.
- ▶ While both writing and speech are useful in conveying messages, writing differs in also being a reliable form of information storage and transfer.
- ▶ The processes of encoding and decoding writing systems involve shared understanding between writers and readers of the meaning behind the sets of characters that make up a script."

Mark Federman, *What is the Meaning of The Medium is the Message?*

http://individual.uconn.edu/markfederman/article_mediumisthemessage.htm



electric circuitry,

an extension of the central nervous system

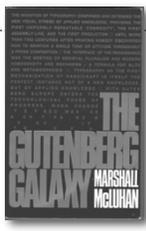


men change.

Media, by altering the environment, enable us to create a new set of senses perceptions. The extension of any one sense alters the way we think and act—the way we perceive the world.

When these senses change.

- ▶ "By the meaningless sign linked to the meaningless sound, we have built the shape and meaning of Western man."
- Marshall McLuhan, *The Gutenberg Galaxy: The Making of Typographic Man*



- ▶ NOTE: The following will not be on the test.
- ▶ McLuhan prophesied the "Global Village" a decade+ before the Internet EVEN existed.
- ▶ So take a deep breath and CONSIDER the next slide. These are quotes from McLuhan from **1962**.
- ▶ The following is a screen shot with a global conversation on social media...

