Queen Victoria

Victoria (1819–1901) was queen of the United Kingdom of Great Britain and Ireland (1837–1901) and empress of India (1876–1901). She was the last of the House of Hanover and gave her name to an era, the Victorian Age. During her reign the English monarchy took on its modern ceremonial character. She and her husband, Prince Consort Albert of Saxe-Coburg-Gotha, had nine children, through whose marriages were descended many of the royal families of Europe.

http://www.history.com/topics/british-history/queen-victoria

Victorian Era

1830 (1837) – 1900

Note: In Meggs book “The reign of Queen Victoria (1819-1901)” means how long she lived. She was born in 1819, but did not become queen until 1837 at the age of 18. She then ruled until her death in 1901. But the “Victorian Age” usually refers to 1830s-1900.

^^^That’s 2/3 of a century!

Prang and Co. and others, c. 1880 - early 1900s, collection of chromolithography
Victorian Era
1830 (1837) – 1900
- Large-scale expansion of British imperial power.
- During the 19th century, the British empire extensively expanded its colonial presence in many parts of Africa, in India, in the middle-east and in other parts of Asia.
- Perhaps the most significant blow to its ever-growing power had occurred in the late 18th century with the successful revolt of its 13 American colonies.

Victorian Era
1830 (1837) - 1900
- Strong moral, religious beliefs
- Proper social conventions
- Optimism

Victorian Era
Victorian Era
- 1830 (1837) - 1900
  - Strong moral, religious beliefs
  - Proper social conventions
  - Optimism
  - Love of “complex, fussy” ornament
  - ECLECTIC confusion
Design language of chromolithography
- Popular narrative of romantic painting in Victorian era closely linked with graphic illustration of chromolithographers
- Collecting "scrap"s
- Vivid color
- Wildflowers, butterflies, children, animals, birds

Letterpress printers and admirers of fine typography and printing were APPALLED
"Designers" had absolute (too much?) freedom

Chromolithography
- Package design chromolithographed on tin for food and tobacco products
Chromolithography

- Package design chromolithographed on tin for food and tobacco products
- Nonporous metal couldn't absorb printing inks, surfaces hard and inflexible
- Reversed images printed on to thin paper, transferred onto sheet metal under great pressure
- Paper backing soaked off, leaving printed images on tin plate

Great Exhibition of 1851

- The Great Exhibition in 1851 was the first international exhibition of manufactured products.
- It was organized by Henry Cole and Prince Albert, and held in a purpose-built Crystal Palace in Hyde Park.

Great Exhibition of 1851

- Important summation of progress of Industrial Revolution & catalyst for future developments
- > 6 million visitors
- > 13,000 exhibitors
- All industrial nations
The Crystal Palace, Great Exhibition of 1851

Meanwhile in Paris, France:

- Morris Pere et Fils (letterpress printers) and Emile Levy (lithographer), “Cirque d’hiver” poster, 1871.

Claude Monet: Spring Claude, Orchards, 1840

- In 1874, a group of artists called the Anonymous Society of Painters, Sculptors, Printmakers, etc. organized an exhibition in Paris that launched the movement called Impressionism.
- Its founding members included Claude Monet, Edgar Degas, and Camille Pissarro, among others.
- The group was unified only by its independence from the official annual Salon, for which a jury of artists from the Académie des Beaux-Arts selected artworks and awarded medals.
American Editorial & Advertising Design

- Though Americans not nearly as affected by Victorian as those living in England, the new country was of course still affected in many ways
  - During end of Victorian period...

American Editorial & Advertising Design

- Era of Pictorial Magazine
  - Harper and Brothers
    - Largest printing and publishing firm in world by mid-1800s
  - Then began Harper's New Monthly Magazine
    - English fiction and woodcut illustrations
    - Design still eclectic, but cleaner

American Editorial & Advertising Design
- Rising tide of literacy
- Plunging production costs
- Growth of advertising revenues pushed number of newspapers and magazines published in US from 800 to 5,000 between 1830 and 1860

By end of century, magazines like Cosmopolitan and McClure's carried +100 pages of advertisements in every issue.
American Editorial & Advertising Design

- Development of advertising agencies
- Closely related to growth of magazines
- First “advertising agency” in Philadelphia called Volney Palmer (or V.B. Palmer’s)
- Mostly handled media, sold space for publishers
- More of an agent for media than for advertisers

Victorian Typography

- Taste for ornate elaboration became a major influence on type and lettering design
- Shadows, outlines, embellishments applied while retaining classical letter structure in first half of 19th century

Victorian Typography

- In 2nd half of 19th century, advances in industrial technology permitted metal-type foundries to push elaboration, including fanciful distortion of basic letterforms to an extreme degree
- Passion for ornate Victorian typeface began to decline in 1890s, yielding to revival of classical typography, inspired by the English Arts and Crafts Movement

American Editorial & Advertising Design

- By end of century, agencies were on the way to providing full spectrum, from art direction to production to media selection
- But creative department and art director as we know today did not develop until closer to mid-1900s in US

American Editorial & Advertising Design

- First in Philadelphia called Volney Palmer
- Mostly handled media, sold space for publishers
- 1880s, N.W. Ayer and Son in Philadelphia began providing services like copywriting