*Add the following to your History of Graphic Design Timeline. These should introduce a section per the time shown. Include the citations in your bibliography. These are not all direct citations and Wikipedia should always be avoided if you do not already know enough about the subject to check the information. If any student would like to rewrite any of these for his/her project and receive extra credit, please talk to Prof. Nikki.*

**Classical Antiquity**

Classical antiquity is a broad term for a long period of cultural history centered on the Mediterranean Sea, comprising the interlocking civilizations of ancient Greece and ancient Rome, collectively known as the Greco-Roman world. It is the period in which Greek and Roman society flourished and wielded great influence throughout Europe, North Africa and the Middle East. Though the time period has been argued, most scholars agree that Classical Antiquity lasts from about 500 BCE to 500 CE.

**Influence of the Silk Road**

The Silk Road, or Silk Route, is a series of trade and cultural transmission routes that were central to cultural interaction through regions of the Asian continent connecting the West and East by linking traders, merchants, pilgrims, monks, soldiers, nomads, and urban dwellers from China and India to the Mediterranean Sea during various periods of time. Extending 4,000 miles (6,437 kilometers), the Silk Road derives its name from the lucrative trade in Chinese silk carried out along its length, beginning during the Han Dynasty (206 BCE – 220 CE). Trade on the Silk Road was a significant factor in the development of the civilizations of China, the Indian subcontinent, Persia, Europe, and Arabia, opening long-distance, political and economic interactions between the civilizations. Though silk was certainly the major trade item from China, many other goods were traded, and religions, syncretic philosophies, and various technologies, as well as diseases, also travelled along the Silk Routes. In addition to economic trade, the Silk Road served as a means of carrying out cultural trade among the civilizations along its network. The main traders during antiquity were the Chinese, Persians, Greeks, Syrians, Romans, Armenians, Indians, and Bactrians, and from the 5th to the 8th century the Sogdians. During the coming of age of Islam, Arab traders became prominent.

**Medieval Era**

The various names for the period between 500 and 1500 CE --the Dark Ages, the Middle Ages, and the Medieval Era--all reflect its position between the cultural achievements of the Roman Empire, which fell in 476 CE, and the flourishing of art and science in the Renaissance, which began around the 1400s. While the accomplishments of this period may not match those of adjacent eras, they nevertheless are significant. Attempts were made to be the successor to the formerly grand Roman empire were made by the Frankish Charlemagne in 800CE and the Holy Roman Empire, though neither were Roman. The "eastern or Byzantine empire did not experience this "Dark Ages" and the capitol of the eastern Roman Empire was transferred to Constantinople (present day Istanbul).

**Renaissance**

A period from the 14th to the 17th century, the Renaissance is considered the bridge between the Middle Ages and Modern history. It started as a cultural movement in Italy in the Late Medieval period and later spread to the rest of Europe. Although the invention of metal movable type sped the dissemination of ideas from the later 15th century, the changes of the Renaissance were not uniformly experienced across Europe. Renaissance, or “rebirth,” was the period in European civilization immediately following the Middle Ages and conventionally held to have been characterized by a surge of interest in Classical learning and values. The Renaissance also witnessed the discovery and exploration of new continents, the substitution of the Copernican for the Ptolemaic system of astronomy, the decline of the feudal system and the growth of commerce, and the invention or application of such potentially powerful innovations as paper, printing, the mariner’s compass, and gunpowder.

**The Age of Enlightenment**

The Age of Enlightenment (or simply the Enlightenment) is the era in Western philosophy, intellectual, scientific and cultural life centered upon the 18th century, in which reason was advocated as the primary source for legitimacy and authority. Developing simultaneously in France, Great Britain, Germany, the Netherlands, Italy, Spain, Portugal, and the American colonies. The authors of the American Declaration of Independence, the United States Bill of Rights, the French Declaration of the Rights of Man and of the Citizen, and the Polish-Lithuanian Constitution of May 3, 1791, were motivated by Enlightenment principles. The "Enlightenment" was not a single movement or school of thought because these philosophies were often mutually contradictory or divergent. The Enlightenment was less a set of ideas than it was a set of values. At its core was a critical questioning of traditional institutions, customs, and morals, and a strong belief in rationality and science.

**Industrial Revolution**

The Industrial Revolution, which took place from the 18th to 19th centuries, was a period during which predominantly agrarian, rural societies in Europe and America became industrial and urban. Prior to the Industrial Revolution, which began in Britain in the late 1700s, manufacturing was often done in people’s homes, using hand tools or basic machines. Industrialization marked a shift to powered, special-purpose machinery, factories, and mass production. The iron and textile industries, along with the development of the steam engine, played central roles in the Industrial Revolution, which also saw improved systems of transportation, communication, and banking. While industrialization brought about increased volume and variety of manufactured goods and an improved standard of living for some, it also often resulted in grim employment and living conditions for the poor and working classes.

**Victorian Era**

The Victorian era is generally agreed to stretch through the reign of Queen Victoria (1837-1901). It was a time of prosperity for much of western Europe and America, broad imperial expansion, and great political reform. It was also a time, which today we associate with prudishness and repression. Without a doubt, it was an extraordinarily complex age that has sometimes been called the Second English Renaissance. It is, however, also the beginning of Modern Times. The social classes of England were newly reforming, and fomenting. There was a churning upheaval of the old hierarchical order, and the middle classes were steadily growing. Added to that, the upper classes’ composition was changing from simply hereditary aristocracy to a combination of nobility and an emerging wealthy commercial class. There continued to be a large and generally disgruntled working class - including horribly overworked child labor - wanting and slowly getting reform and change. The Victorian Era was also a time of tremendous scientific progress and ideas. Darwin posited the Theory of Evolution. The Great Exhibition of 1851 took place in London, lauding the technical and industrial advances of the age, and strides in medicine and the physical sciences continued throughout the century. The radical thought associated with modern psychiatry began with men like Sigmund Feud toward the end of the era, and radical economic theory developed by Karl Marx and his associates began a second age of revolution in mid-century. The ideas of Marxism, socialism, and feminism churned and bubbled along with all else that happened.

**20th Century**

**1910s:** This decade was unfortunately dominated by the first “total war” called World War I. It also saw other huge changes during the Russian Revolution and the beginning of Prohibition. Tragedy struck when a fire rampaged through Triangle Shirtwaist Factory, the "unsinkable" Titanic hit an iceberg, and the Spanish flu killed millions around the world. On a more positive note, people in the 1910s got their first taste of an Oreo cookie and could fill out their first crossword.

**1920s:** The Roaring '20s were a time of speakeasies, short skirts, the Charleston dance, and jazz music. The 1920s also showed great strides in Women's Suffrage and archaeology hit the mainstream with the discovery of King Tut's Tomb. There were an amazing number of cultural firsts in the 1920s, including the first talking film, Babe Ruth hitting his home-run record, and the first Mickey Mouse cartoon.

**1930s:** The Great Depression hit much of the western world hard in the 1930s. The Nazis took advantage of this situation and were able to come to power in Germany, establish their first concentration camp, and begin a systematic persecution of Jews in Europe. Other news in the 1930s included the disappearance of Amelia Earhart, a wild and murderous crime spree by Bonnie and Clyde, and the imprisonment of Al Capone for income tax evasion.

**1940s:** World War II was already underway by the time the 1940s began and it was definitely the big event of the first half of the decade. The Nazis established death camps in their effort to murder millions of Jews during the Holocaust. When World War II ended, the Cold War began. The 1940s also witnessed the assassination of Gandhi and the beginning of Apartheid.

**1950s:** The 1950s are sometimes referred to as the Golden Age. Color TV was invented, the polio vaccine was discovered, Disneyland opened, and Elvis gyrated his hips on The Ed Sullivan Show. The Cold War continued as the Space Race between the United States and the Soviet Union began. The 1950s also saw segregation ruled illegal in the U.S. and the beginning of the Civil Rights movement.

**1960s:** To many, the 1960s can be summed up as the Vietnam War, hippies, drugs, protests, and rock and roll. (A common joke goes "If you remember the sixties, you weren't there.") Although those were important aspects of this decade, other events occurred as well. For instance, the Berlin Wall was built, the Soviets launched the first man into space, President John F. Kennedy was assassinated, the Beatles become popular, and Dr. Martin Luther King Jr. made his "I Have a Dream" speech.

**1970s:** The Vietnam War was still a major event in the beginning of the 1970s. There were other tragic events this decade as well, including the deadliest earthquake of the century, the Jonestown massacre, the Munich Olympics massacre, and the nuclear accident at Three Mile Island. Culturally, disco became extremely popular and Star Wars hit theaters.

**1980s:** Mikhail Gorbachev's policies of glasnost and perestroika began the end of the Cold War. This was soon followed by the surprising fall of the Berlin Wall. There were also some disasters this decade, including the eruption of Mt. St. Helens, the oil spill of the Exxon Valdez, the Ethiopian Famine, a huge poison gas leak in Bhopal, and the discovery of AIDS. Culturally, the 1980s saw the introduction of the mesmerizing Rubik's Cube toy, Pac-Man video game, and Michael Jackson's Thriller video.

**1990s:** The Cold War ends, Nelson Mandela is released from prison, the Internet becomes popular to name a few events. In many ways the 1990s seemed a decade of both hope and relief. Unfortunately, the decade also saw its fair share of tragedy, including the Oklahoma City bombing, Columbine High School massacre, and the Rwandan genocide.

**21st Century**

The first years of the 21st century have been marked by the rise of a global economy and Third World consumerism, mistrust in government, deepening global concern over terrorism, and an increase in the power of private enterprise. The Arab Spring of the early 2010s led to mixed outcomes in the Arab world. The Digital Revolution, which began around the 1980s, also continues into the present. The world population began the century at 6.1 billion and grew to about 7 billion within a decade. The completion of the Human Genome Project in 2003 marks the continual rise of Life Sciences, which makes mankind's long-held dreams likes curing cancer more realistic. While digital technology - in its early stages of mainstream use in the 1980s and 1990s - became widely accepted by most of the world, concerns about stress from the overuse of mobile phones, the Internet and related technologies remains controversial.

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