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Renaissance; Italian writing masters; Innovation passes to France; Basel and Lyons become design centers; The seventeenth century; An Epoch of Typographic Genius ; Graphic design of the rococo era; Caslon and Baskerville; The origins of information graphics; The imperial designs of Louis Rene Luce; The modern style; The illuminated printing of William Blake; The epoch closes

Part III The Bridge to the Twentieth CenturyThe Industrial Revolution:

The impact of industrial technology upon visual communications ; Graphic Design and the Industrial Revolution ; Innovations in typography; The wood-type poster; A revolution in printing; The mechanization of typography; Photography, the new communications tool; The inventors of photography; The application of photography to printing; Defining the medium; Photography as reportage; Popular graphics of the Victorian era; The development of lithography; The Boston school of chromolithography

The design language of chromolithographyThe battle on the signboards; Images for children; The rise of American editorial and advertising design; Victorian typography; The Arts and Crafts Movement and Its Heritage; The Century Guild; The Kelmscott Press; The private press movement; A book-design renaissance; Art Nouveau; The influence of ukiyo-e; Art nouveau; Cheret and Grasset; English art nouveau; The further development of French art nouveau; Art nouveau comes to America; Innovation in Belgium and the Netherlands; The German Jugendstil movement; The Italian pictorial tradition
The Genesis of Twentieth-Century Design
