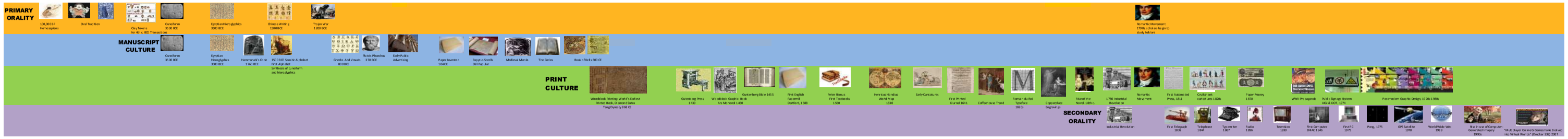
PRIMARY ORALITY
100,000BP Homosapiens
Oral Tradition
Clay Tokens for 60 c. BCE Transactions
Cuneiform 3500 BCE
Egyptian Hieroglyphics 3500 BCE
Chinese Writing 1500 BCE
Trojan War 1,200 BCE
Romantic Movement 1790s, scholars begin to study folklore.
MANUSCRIPT CULTURE
Cuneiform 3500 BCE
Egyptian Hieroglyphics 3500 BCE
Hammurabi's Code 1,760 BCE
1500 BCE Semitic Alphabet Fir.t Alphabet Synthesis of cuneiform and hieroglyphics
Greeks Add Vowels 800 BCE
Plato's Phaedrus 370 BCE
Early Public Advertising
Paper Invented 104 CE
Papyrus Scrolls Still Popular
Medieval Monks
The Codex
Book of Kells 800 CE
PRINT CULTURE
Woodblock Printing: World's Earliest Printed Book, Diamond Sutra Tang Dynasty 868 CE
Gutenberg Press 1,439
Woodblock Graphic Book: Ars Moriendi 1,450
Gutenberg Bible 1451
First English Paper Mill, Dartford, 1,588
Peter Parley's First Textbooks 1830
Henry of Mondeville Wood Map 1830
Early Caricatures
First Printed Journal 1665
Coffeehouse Trend
Romain du Roi Typeface 1690s
Copperplate Engravings
Rise of the Novel, 1,800 c.
1,780 Industrial Revolution
Romantic Movement
First Astronomical Pubs, 1851
Crystal Palace, caricatures 1,820s
Paper Money 1,870
WWII Propaganda
Public Signage System ADA & DOT, 1974
Postmodern Graphic Design, 1970s-1980s
SECONDARY ORALITY
Industrial Revolution
First Telegraph 1832
Telephone 1,844
Typewriter 1,867
Radio 1,906
Television 1930
First Computer ENIAC, 1,946
First PC 1975
Pong, 1975
GPS Satellite 1978
World Wide Web 1989
Rise in use of Computer Generated Imagery 1990s
"Multiplayer Online Games have Evolved into Virtual Worlds" (Drucker 330) 2007