The Origins of Graphic Design in America, 1870-1920

By Ellen Mazur Thomson

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What did the earliest designers do, and how did they learn to do it? What did they call themselves? How did they organize them-selves and their work? Drawing on an array of original period documents, the author explores design activities in the printing, type founding, advertising, and publishing industries, setting the early history of graphic design in the context of American social history.

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