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### Timeline Update

1400s: Roman type was one of the major typeface or scribal manuscript used at the time

1454: Gutenberg Press

1495: Adline Press: During the Italian Renaissance, he established a print shop in Venice called Adline Press. Manutius was known for his beautifully illustrated books focusing on Greek and Latin classics. However he also published other works such as religious materials, secular texts, geography, history, and scientific treatise.

**Aldus Manutius established** the Adline Press. Known for beautifully illustrated Greek and Latin classics. He also published works about religion, geography, history, and science.treatise

### RENAISSANCE

1517: Martin Luther and his 95 Theses

Martin Luther, a monk, nailed his "95 Theses" to a church door and thanks to the printing press his writings were mass produced and wide creating a reform against the church

In the 1400s where half-title pages started appearing in books listing the book title and the name of the author. This not only advertised the topic of the book, but it also acted as a promotional tool for the author

## 1604 – First English monolingual dictionary

Bilingual dictionaries that translate words from one language (oftentimes Latin) to another have been popular since the invention of movable type. *A Table Alphabeticall* is the first English monolingual dictionary, created by Robert Cawdrey and intended for ‘the benefit & helpe of ladies, gentlewomen, or any other unskilfull persons’. The 120-page book lists 2543 words along with their brief definition. The words are sorted alphabetically, a concept that is so new to many people that the author feels compelled to include a short explanation on how this works.

## 1605 – First newspaper

*Relation aller Fürnemmen und gedenckwürdigen Historien*, which is printed from 1605 onwards by Johann Carolus in Strasbourg, is considered the first newspaper. The page shown below is from a 1609 edition. That same year the first German newsletter, the *Avisa*, is published.

1631 – Most famous typesetting error The word ‘not’ is accidentally left out of Exodus 20:14 in a reprint of the King James Bible. King Charles I and the Archbishop of Canterbury are not amused when they learn that God commanded Moses ‘Thou shalt commit adultery’. The printers, Robert Barker and Martin Lucas, are fined and have their printing license revoked. The King orders all bibles to be destroyed but eleven still exist today. This version of the Bible is referred to as *The Wicked Bible* and also called the Adulterous Bible or Sinner’s Bible.

## 1642 – Mezzotint

Ludwig von Siegen invents technique to reproduce halftones by roughening a copper plate with thousands of little dots which hold the ink when the plate is wiped clean.

1643: A Key Into the Language of America by Roger Williams A book about phrases and culture of Native Americans

<https://malagabay.wordpress.com/2016/11/10/roger-williams-a-key-into-the-language-of-america/>

1642: the first ad for coffee was published as strictly text with no visual elements. It appeared on May 26th, 1657 in the Publick Advisor:

*In Bartholomew Lane, on the back side of the Old Exchange the drink called coffee, which is a very wholesome and physical drink, have many excellent vertues, closes the orifices of the stomach, fortifies the heat within, helpeth digestion, quickeneth the spirits, maketh the heart lightsum, is good against eye-sores, coughs, or colds, rhumes, consumptions, head ache, dropsie, gout, scurvy, King's evil, and many others; is to be sold both in the morning and at three of the clock in the afternoon. (Wood, 1958, p.32)*

1663 – The first magazines *Erbauliche Monaths Unterredungen* is a German literary and philosophy magazine, created by theologian and poet Johann Rist. It is published between 1663 and 1668 and shows there is a market for regularly appearing publications that target readers with a specific interest. Soon similar literary journals appear all over Europe. *Lloyd's News*, published in 1692, is the forerunner of Lloyd's List, a journal containing maritime news. It is one of the world's oldest continuously-running journals. The example below is from 1811. Issue 60850 from 2013 was the last one to appear in print. Since then it has become a digital publication.

1704: The first AMERICAN newspaper advertisement, an announcement seeking a buyer for an Oyster Bay, Long Island, estate, is published in the Boston News-Letter.

1837: The telegraph was invented

1839: Louis-Jacques-Mande Daguerre invented the daguerreotype, first commercially successful photographic process

1840: Rowland Hill invented the Penny Post to make sending mail long distance cheaper for everyday citizens

**1853: Crimean War** between Russia and Ottoman Empire begins. Caused by Christian minority rights

1855: Roger Fenton, one of the first and most famous war photographers captures what camps and soldiers looked like in the Crimean War

1858: Cyrus Field attempts to lay transatlantic cable, but only lasts for a small amount of time and then fails

1866: Working Transatlantic cable finally laid successfully allowing for faster communication between countries across the Atlantic Ocean from each other

1860: Matthew Brady's photo of Lincoln became widespread and helped public opinion turn in favor of Lincoln

**1861: Civil War**

1861-1865: Matthew Brady takes violent photos of the Civil War to advertise the violence behind war

1863-1864: Bergstresser Brothers had makeshift studios to take photos of soldiers before they went off to war

1874: 1st successful typewriter goes on sale

1876: Alexander Graham Bell makes the telephone

1895: Guglielmo Marconi an Italian inventor created Radio communication

1898: Edward S. Curtis wanders off from his studio and family to begin photographing Native Americans which shared an unknown culture from most Americans of the time

1900: Kodak "Brownie" Camera

"You press the button—we do the rest." It made photography accessible to anyone with \$1 to spend on the camera and 15¢ for the film

1902: *Le Voyage Dans la Lun* or *A Trip to the Moon* by French director and illusionist Georges Melies

1903: First Trans-Pacific cable laid with work done by John William Mackay which connected California with Hawaii, Guam, Tokyo, Philippines.

1906: Radio did not become publicly available until wireless radio broadcast by Reginald A. Fessenden

1915: **D.W. Griffith** directed *A Birth of a Nation* in 1915 which started a major censorship battle over its depiction of African Americans

1916: Dada Movement A European **artistic** and literary movement (1916-1923) that flouted conventional aesthetic and cultural values by producing works marked by nonsense, travesty, and incongruity. Response to the aftermath of World War I.

1917: Marcel Duchamp The Fountain Duchamp placed a urinal upside down and signed it. People argued it was a joke, but it did bring about the question “What is art?”

1920s: Man Ray painting, sculpture, film, prints and poetry, and in his long career he worked in styles influenced by [Cubism](#), [Futurism](#), [Dada](#) and [Surrealism](#)

1922: First Radio Commercial AT&T's station WEAJ in New York offers 10 minutes of radio time to anyone who would pay \$100

**NEW FOR VERSION 4 or 5 or whatever 11/11/18**

1922: Nosferatu directed by F.W. Murnau which influenced horror cinema and influenced the commercialization of Dracula

1923: The Walt Disney Corporation started by animator, producer, and entrepreneur by Walt Disney

1926: National Broadcasting Co. (NBC) launched with 19 radio stations

1927: First **Electronic** Television Prototype invented by Philo Taylor Farnsworth by using an “image dissector” or video camera tube

1927: *Metropolis* directed by **Fritz Lang** **evaluated** repressive society with emotionless robots and lazy rulers

1927: Sunrise directed by F.W. Murnau was startling in design and dramatic lighting techniques & had early expressionistic techniques

1930s: Studios Branding MGM, Paramount, and Warner Brothers all started to become known for the different looks their films had (Glossy, Hard Edge, and Glamour)

**World War II Propaganda:** Televisions weren't commonplace in households until the 1950s. Media types used included radio, posters, leaflets, comic books, books, movies, magazines, and newspapers.

1934: Leni Riefensahl German director who filmed the Nazi Nuremberg rally for Hitler and was acclaimed as a Nazi supporter later since she made propaganda films.

1935-1939: Dorothea Lange documents and shares the culture of poverty during the Great Depression for the Farm Security Administration

**1939: World's Fair, New York,** gave an idea of what the world could be in the future despite the Depression (birth of television announced)

1939: *Midnight Cinematography* by Charles B. Lang, Lang expresses how working with actresses of that time, like that of Claudette Colbert in *Midnight*, meant having to light to make them look beautiful which could even lead to DPs getting contracts with certain actresses

1941: Attack on Pearl Harbor

1942: Office of War Information (OWI) founded who was in charge of disseminating war propaganda

1942: Following Pearl Harbor, movies began favoring the Allied cause The United States commissioned a series of seven propaganda films titled *Why We Fight*.

1950: "Red Scare" Joseph McCarthy accused US Department of State members of being part of the Communist Party

1950: *Rashomon* directed by **Akira Kurosawa** which explored the extremities of human behavior and the way different people interpret information

1954: **Steve Allen** American television host and founder of The Tonight Show

1956: Videotape recording makes prerecorded commercials possible.

1959: **Twenty-One** was a game show became known as a rigged and fully scripted (deeming to the public who felt lied to)

1960: *La Dolce Vita* directed by **Federico Fellini** which new kind of cinema after fascism of WWII and challenged Catholic morality

**1961: Vast Wasteland** speech given by Newton N. Minow, the FCC chairman where he referred to commercial television programming as a “vast wasteland”

1963: "The Pepsi Generation" kicks off the cola wars.

1968: 2001: A Space Odyssey directed by Stanley Kubrick (so important that it may have later influenced the the naming of the ipod in 2001)

1972: *Solaris* director **Andrei Tarkovsky** psychological drama of a man's adventures and crises of what it means to be human

## TIMELINE 2.3



1979: Apocalypse Now directed by Francis Ford Coppola and Cinematography done by Vittorio Storaro (conveyed the limits filmmakers would go to with their films when it came to sets, lighting, and emotion)

1987: **Ziang Yimou** started directing in with films that explore themes of sexual repression and political oppression

1993: Sebastiao Salgado begins 3 part exhibition raising awareness of environment and cultures

1999: My Best Fiend documentary which explored Herzog as a director and his relationship with friend/enemy/actor Klaus Kinski who acted in several of his films