

20TH CENTURY GRAPHICS

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Abstract: This article analyzes the formation and stages of development of graphic art of the 20th century. The development of graphic design as a means of mass communication, the influence of such important trends as Art Nouveau, modernism, Bauhaus, constructivism and the Swiss style on the development of graphic art are highlighted. The role of advertising graphics, corporate identity systems and digital technologies in graphic design is also revealed.

Keywords: graphic design, visual communication, modernism, constructivism, corporate identity.

Introduction:

20th century graphics are considered one of the main art trends that made a fundamental change in the history of human culture and visual communication. During this period, graphic images began to perform not only an aesthetic function, but also functions as a means of transmitting information, promoting social ideas and mass communication. The acceleration of the industrialization process and technological progress led to a sharp increase in demand for graphic products. Improvements in printing technologies allowed designers to use color, shape, and composition more effectively. By the beginning of the 20th century, graphic design had emerged as an independent creative and professional field of activity. Advertising, publishing, and industrial enterprises became the main customers of graphic products. As a result, graphic art emerged as an important factor in the cultural and economic development of society.

Main part:

At the beginning of the 20th century, the development of graphic art was significantly influenced by the Art Nouveau style. This direction was characterized by the widespread use of decorative elements, curved lines and forms inspired by nature. Art Nouveau representatives paid special attention to the harmony between image and text in graphic composition. This style was widely used in advertising posters, book covers and magazine covers. Especially in European countries, these aesthetic views became an integral part of popular culture. By increasing the visual appeal of graphic design, the possibilities of attracting the audience's attention expanded. As a result, the relationship between art and commerce was further strengthened.

The period after the First World War is characterized by the strengthening



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of modernist trends in graphic art. Designers abandoned ornamentation and began to turn to simplicity, functionality and clear visual structures. In this process, geometric shapes and minimalist compositions gained importance. Modernism prioritized the communicative effectiveness of a graphic product over its aesthetic appearance. The main goal of design was to convey information quickly and clearly. This approach was widely used in advertising, typography, and corporate identity systems. As a result, graphic design has become an integral part of modern communication.

The Bauhaus school played a significant role in the development of 20th-century graphics. This educational institution, founded in Germany, interpreted art, crafts, and technology as a single system. According to Bauhaus theory, each design element had to perform a specific function. Representatives of the school rejected excessive decorativeness and promoted the use of geometric shapes and sans-serif fonts. Their views had a strong influence on the international development of graphic design. Bauhaus principles were later used in design schools and corporate styles in many countries. Therefore, this school is recognized as one of the main centers of graphic culture of the 20th century. The Russian avant-garde also occupies a special place in the history of graphic art. Representatives of this direction effectively used graphic means to promote political and social ideas. The Constructivist movement developed the use of geometric shapes, photomontage, and dynamic compositions in design. Graphic posters were widely used as a means of mass communication. Designers sought to create powerful visual solutions that quickly attract the viewer's attention. As a result, graphic art became an important tool for propaganda and communication. These experiments later had a significant impact on international design practice.

By the middle of the 20th century, advertising graphics had become an important component of economic development. Enterprises and companies began to use the services of professional designers to promote their products. Advertising posters, catalogs and printed publications served as an effective means of communicating with consumers. Through graphic images, the advantages of the product were expressed in a concise and impressive form. The importance of color psychology and typographic solutions increased. In a market economy, design became one of the factors ensuring competitiveness. As a result, the profession of a graphic designer was formed as a specialty in high demand in society.

The Swiss style, or International Typographic Style, is considered one of the most influential graphic trends of the 20th century. This style is based on a strict grid system, clear typography, and minimalist composition. Designers sought to present information in the most understandable and systematic way possible. The use of sans-serif fonts became one of the main features of this style. The balance and logical order between visual elements increased the



effectiveness of communication. The Swiss style was widely used by international companies and government organizations. Its principles still retain their relevance in modern graphic design today.

The development of corporate identity systems is considered one of the main achievements of 20th-century graphics. Companies sought to create a single visual style in order to promote their brands. The logo, color palette, and typographic elements formed the visual image of the organization. Graphic design emerged as a means of strengthening trust between the enterprise and the consumer. Large international companies attracted famous designers to develop their identity systems. This process further increased the strategic importance of graphic design. As a result, visual unity and consistency have become important criteria in corporate communications.

In the last quarter of the 20th century, the development of computer technology began a new stage in the history of graphic design. Digital programs provided designers with the opportunity to quickly and efficiently create complex compositions. Many processes that were traditionally performed manually were transferred to electronic form. The processes of editing and reproducing graphic products were significantly simplified. The popularization of the Internet paved the way for the emergence of new areas of graphic design. Web design, multimedia and interactive forms of communication developed. Thus, graphic art began to actively move from an analog environment to a digital one.

Conclusion:

In conclusion, it can be said that 20th century graphics played a decisive role in the formation of modern visual culture. The theoretical views and practical experiences that emerged during this period form the basis of today's design practice. Graphic design developed in close connection with technological progress, economic needs and cultural changes. Such trends as Art Nouveau, Bauhaus, Constructivism and Swiss style left a deep mark on the history of design. Corporate identity, advertising, and digital communication systems were formed during this period. Graphics of the 20th century fundamentally changed the way humanity communicated. Therefore, the graphic art of this period is of great importance not only historically, but also scientifically and practically.

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