

ANSWER KEY TO ACCOMPANY TEST BANK:

Graphic Design: A History, 3rd edition, by Stephen J. Eskilson

Introduction: The Origins of Graphic Design

1. e
2. a
3. d
4. e
5. a
6. c
7. d
8. a
9. a
10. c
11. e
12. b
13. e
14. a
15. c

Chapter 1: The Nineteenth Century: An Expanding Field

1. b
2. b
3. a
4. d
5. c
6. d
7. b
8. b
9. b
10. c
11. d
12. a
13. a
14. c

Chapter 2: Art Nouveau: A New Style for a New Culture

1. d
2. a
3. e
4. a
5. e
6. a
7. b
8. e
9. e
10. e

11. d
12. c
13. a
14. e
15. e
16. e
17. c
18. c
19. b
20. e
21. e

Chapter 3: *Sachplakat*, The First World War, and Dada

1. c
2. e
3. a
4. e
5. e
6. a
7. d
8. d
9. d
10. d
11. e
12. a
13. e
14. a
15. a

Chapter 4: Modern Art, Modern Graphic Design

1. a
2. d
3. d
4. b
5. c
6. a
7. b
8. e
9. e
10. e
11. e
12. a
13. b
14. b
15. d

Chapter 5: Revolutions in Design

1. d
2. e
3. d
4. b
5. a
6. a
7. e
8. d
9. a
10. d
11. c
12. e
13. b
14. e
15. d

Chapter 6: The Bauhaus and the New Typography

1. e
2. e
3. b
4. a
5. d
6. e
7. e
8. b
9. e
10. e
11. e
12. c
13. d
14. e
15. e

Chapter 7: American Modern and the Second World War

1. e
2. e
3. e
4. a
5. c
6. b
7. e
8. a
9. e

10. b
11. e
12. e
13. e
14. b
15. e
16. d

Chapter 8: The Triumph of the International Style

1. e
2. a
3. b
4. e
5. e
6. a
7. a
8. a
9. c
10. d
11. d
12. e
13. e

Chapter 9: Postmodernism: The Return of Expression

1. e
2. a
3. a
4. e
5. c
6. e
7. e
8. e
9. e
10. e
11. a
12. c
13. e
14. c
15. e
16. c

Chapter 10: Contemporary Graphic Design

1. e.
2. d
3. c

4. c
5. a
6. a
7. d
8. e
9. d
10. e
11. e
12. d
13. b
14. e

Chapter 11: The Digital Present

1. d
2. e
3. d
4. c
5. e
6. e
7. e
8. e
9. e
10. d
11. e
12. e
13. e
14. b
15. e
16. a
17. e
18. e
19. e

Epilogue: The Citizen Designer

1. b
2. c
3. e
4. e
5. e