**INDUSTRIAL REVOLUTION**

1833 1st penny press in NYC, begins the newspaper as mass media
progressive on economic and literary levels

1837 Victoria begins reign

1839 photographic methods of Daguerre and Niépce presented to
French academy

1840 1st American Chromolithograph printed in Boston
NY stockexchange born to support the railroads

1844 wood pulp paper developed
telegraph first used between Washington and Baltimore

1845 high speed steam press increased volume of printed matter
advertising boom.

1848 Marx + Engels issued Communist Manifesto

1869 1st postcard introduced in Austria

1881 Photogravure invented by Frederick Ives (commercially viable in 1893)

1888 Kodak Box camera perfected

1892 Ford builds his 1st auto

**ENLIGHTENMENT**
one of the master concepts which emerged was PROGRESS supporting the belief that the world
is increasingly controllable by human will and by reason. during the colonial periods and
beyond, the europeans tapped much of the world’s resources; the second was IMPROVEMENT in
the treatment of the poor, the criminal, and others

**THE INDUSTRIAL REVOLUTION**

**AGRICULTURE**
advance in agricultural development between 1500 – 1800 revolutionized human development
more than anything since the invention of agriculture itself
what was grown and ways of growing more varied
specialization
increasing urbanization = trade of agricultural products

**TECHNOLOGY**
transformation of society, the production of manufactured goods in larger quantities and on a
larger scale than ever before; gathering together of a large group of workers; and coming of
industry changes the whole pattern of people’s lives

**ECONOMIC, POLITICAL, SOCIAL CONSIDERATIONS**
radical process of social change
massive rural—urban migration

because of increase in production all people desired a better way of life and that meant, in
many circumstances, more. this increase meant few aesthetic standards (= building of the ugly).
governments overall maintained a laissez faire attitude

**THE VICTORIAN ERA** (1820s – 1900)

turned to past for inspiration
borrowed elements were detached from origin (ornament)
found parallels in gothic art and architecture to the present period
ex: christian virtues
whereas medieval work was made for spiritual means
Victorian design celebrated progress and social/economic advancement

british sense of social, civic and artistic responsibility declined
wealth became motivating factor

more wealth = more ornament = + social status
offered status and pleasure, proclaimed the innocent and masked human nature
belief that ornamentation and design were the same
spread this influence through all countries through the printed
mass media