VICTORIAN AGE : 1820s-1900

The aesthetic response of a society to industrialization

Advertising EVERYWHERE

Turned to the past for inspiration

“The corpulent display of material gain gratified the eye in the Victorian Age.”

The more ornamented, the more “comfort,” the higher the status

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| **THEMES**Ornate complexityFussinessSentimentalityNostalgiaIdealized beautyRomanticized childhoodNationalism (U.S.)Patriotism (U.S.)Progress (U.S.)Comic vignettes  | **DESIGNS**Symmetrical layoutCloth bannersFramed illustrationsRealistic scenes with no close upsArchitectural motifs acting as bordersDecorative bordersWell-crafted, hand-drawn type; curved typographyEvery corner filled (advertising clutter made its way into designsFrequently poor type choices: broken fonts, distroted  |