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 complexity  Fussiness  Sentimentality  Nostalgia  Idealized beauty  Romanticized childhood  Nationalism (U.S.)  Patriotism (U.S.)  Progress (U.S.)  Comic vignettes | **DESIGNS**  Symmetrical layout  Cloth banners  Framed illustrations  Realistic scenes with no close ups  Architectural motifs acting as borders  Decorative borders  Well-crafted, hand-drawn type; curved typography  Every corner filled (advertising clutter made its way into designs  Frequently poor type choices: broken fonts, distroted |