

TECHNOLOGY MASS COMMUNICATIONS CULTURE AESTHETICS

XVIII
Printing, Lithography
Steam Technology
Mass Production
Post Cards
Printed Propaganda

MDCCCXL
Proto Ad Agencies
Typography / News Ads
Emergence of the Consumer
Serial Literature (Dickens)

MDCCCCL
Photography - Daguerre
Color printing & paper

MDCCCCLX
Lifestyle Magazines, Comics, Tabloids, The Fourth Estate, Transatlantic Cable, Telegraph, Transcontinental Railroad

MDCCCXC
Color Printing
Heliotype & Chromolithography
The Telephone, Lightbulbs
Seam Catalogue mail-order
Kodak film

MCM
Kinestoscope
Birth of Cinema
First Celebrity Close Up
Microphones & Loudspeakers

MCMXX
First Radio Broadcast
Sound Film
Amplification & Electrification
Public Opinion

MCMXXX
Radio Dramas &
The First Soap Opera
Chemical Engineering
Commercial air travel
Home Electrical Goods
Sound Films, Newsreels

MCMXL
Golden Age of Television
HMAC & Hollywood
Early Computerization
White Goods, Detroit 3,
Collapse of Studio System
Billboard popularity chart

MCM
Cinemascope, 3D,
Kodachrome
Technicolor
TV Networks
Live TV Broadcasts
Golden Age of
Advertising &
Graphic Design
Market Research

MCMXLX
Multiplex Cinemas
Automated projectors
Video
Wall of Sound

MCMCLXX
New Hollywood & Neo Noir
Domestic Cable Satellites
Video Games
Reality TV

MCMCLXXX
VHS
Personal Computers
Cable Television & Prestige TV
24 / 7 NEWS
Web 1.0

MCMXC
The Internet
ARG
Rise of Search

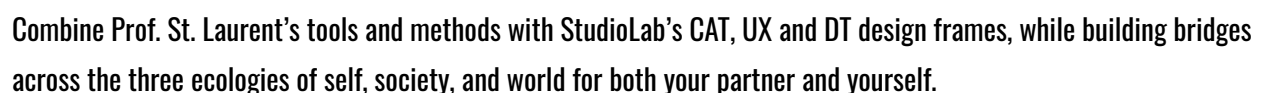
MM
DVD & CD, Blue Ray
High Speed Cable
Real Time Search
Service Innovation

MMXIII
UX & User - Centered design
Experience Design & Circumstantial
Social Media, Digital TV
Predictive Algorithms
Eyetracking & Heatmaps

MMXV
Machine Learning
Echo Chambers, Bubbles
Generative Design
Data Driven Design
AB, VR, RR

MMXX
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Prompt: *Use Canvas, WP or another tool to create two cultural strategy guides using relevant tools and approaches.*



Deliverables due: 3/29