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Graphic design - Graphic design in the 20th century: In the first decade of the 20th century, the experiments with pure form begun in the 1890s continued and evolved. Although the Glasgow group received a cool reception in the British Isles, designers in Austria and Germany were inspired by their move toward geometric structure and simplicity of form. Graphic design: Graphic design, the art and profession of selecting and arranging visual elements—such as typography, images, symbols, and colours—to convey a message to an audience. Sometimes graphic design is called “visual communications,” a term that emphasizes its function of giving form—e.g., the design of a Art Nouveau (/ ɑːr t n uː ˈv oʊ, ˈ n oʊ r /; French:) is an international style of art, architecture and applied art, especially the decorative arts, that was most popular between 1890 and 1910. A reaction to the academic art of the 19th century, it was inspired by natural forms and structures, particularly the curved lines of plants and flowers. ...An eloquent humanist, as well as one of the great architects and designers of the 20th century, Alvar Aalto breathed life and warmth into modernism, placing emphasis on organic geometry, supple, natural materials and respect for the human element.