

Dominant Style Movements in Graphic Design

The swinging pendulum from one extreme to another

For every major style and art/design movement there is a counter movement. No one style within a movement dominates for a long period of time. Some movements continue to span decades, producing several different sub-styles and then evolve into the next movement. When a dominant style fades out they can still be influential in the future as a foundation and inspiration for a future style and movement.

