

Read "Fin de siècle poster design" (from *Graphic Design Reproduction and Representation since 1800*). Think about the impact of politics, economics, culture, society, technology and religion and use your understanding of the reading, your understanding of the following excerpts from *Meggs' History of Graphic Design* and your thoughts as you answer the following questions:

1. Read the bracketed text on pp78 and 79 in "Fin de siècle...." Read in *Meggs' History of Graphic Design* pp195–199
2. Read pp195–199: "Chéret and Grasset" in *Meggs' History of Graphic Design*. Re-read in "Fin de siècle... "
  - pp93–95 :*The poster as a vehicle for pleasure* and
  - p95: *Advertising the new woman*, through bracketed section p99 (especially note the last sentence in paragraph one, p 99)

In writing, discuss, the contradictions.

3. In writing, discuss how the technology of lithography impacted art, politics and social mores in the 19th century.
4. Look at *Meggs' History of Graphic Design*, p204 #11-30 and read Meggs' statements about Steinlen's poster. Then read p94 paragraph 2 in "Fin de siècle...." Comment, in writing. Include your ideas, observations, opinions. What factors could prompt two authors to 'explain' the 'meaning' of the same poster in such radically different ways?