**FOR IMMEDIATE RELEASE**

xxxxxxxxxx xx, 2017

Graphic Means: A History of Graphic Design Production

Run time: 85 minutes

**Movie Media Contact:** Briar Levit, hello@graphicmeans.com

<http://www.graphicmeans.com/>

**Screening Date:** xxxxxxxxxxxxx

**Screening Time:** xxxxxxxxxxxxx

**Screening Location:** xxxxxxxxxxxxx

**Before Design was Digital—A work-in-progress screening ofdocumentary *Graphic Means: A History of Graphic Design Production***

The new documentary [*Graphic Means: A History of Graphic Design Production*](http://www.graphicmeans.com/) will be screened at XX(*theater*)XX in XX(*city*)XX on XX(*date*)XX. Using rare archival footage and interviews, this groundbreaking film uncovers the hidden history of the graphic design industry’s cold type era.

Decades before every desktop had a computer, it was the hands of industrious workers and ingenious tools that brought type and image together. *Graphic Means: A History of Graphic Design Production* explores the rapid changes in design from the mid-twentieth century through the 1990s—from linecaster to photocomposition, and from paste-up to PDF.

“I figured if I know very little, as someone who started in the late ‘90s, then the young designers of today know almost nothing,” says filmmaker Briar Levit. “That’s why I decided I really needed to make this movie.”

Levit and her team spent years traveling around the US and UK, interviewing design legends like Ellen Lupton, a designer trained to work manually, and now an esteemed design writer and educator; Art Chantry, who still uses analog techniques to make posters and album covers; and Adrian Shaugnessy, publisher of the beloved Unit Editions design books. Digging into archives, university libraries, and even thrift shops to uncover forgotten tools and materials, *Graphic Means* gives viewers a look at the history of the ever-evolving design industry, and what’s in store for the future.

Though design is more popular than ever, with countless books and magazines dedicated to its new trends and thousands of students hoping to enter the field each year, its history has been largely ignored until now. [*Graphic Means: A History of Graphic Design Production*](http://www.graphicmeans.com/)is a must-see film for anyone who loves design, art, history, or the intersection of all three. Learn more at: <http://www.graphicmeans.com/>

Briar Levit (Director/Producer): is an Assistant Professor at Portland State University, and a graduate of Central St. Martins College of Art & Design. This is her first documentary film. <http://briarlevit.com/>