

History of Signs: How Signs Tell America's Story

Explore 100 years of American history through objects often taken for granted in everyday life: signs. Led by the American Sign Museum (ASM) staff, this course introduces the Museum's origins and features a conversation with ASM's founder about why signs matter. We will examine how signs have evolved due to trends in commerce and technology. We will also explore case studies of three major food companies who used signage to shape their brands. In the final session, we will take a virtual visit to ASM's neon shop to see how a neon sign is made.



History of Signs promo video



YOUR INSTRUCTOR: Erin Holland

The American Sign Museum (Cincinnati, Ohio) covers more than 100 years of American sign history and displays more than 800 signs and artifacts, making it the most comprehensive museum of its kind. With a mission to educate the community about the history of the sign industry and its significant contribution to commerce and the American landscape, the Museum is organized to preserve, archive and display a historical collection of signs in their many types and forms.

FRIDAYS, JULY 24 THROUGH AUGUST 28

8am PT | 9am MT | 10am CT | 11am ET

Each live session is 90 minutes

- Friday, July 24
- Friday, July 31
- Friday, August 7
- Friday, August 14
- Friday, August 21
- Friday, August 28

To register, please contact your local Osher Institute.