

## “John Wesley Powell and the Creation of a Visual Identity for Grand Canyon”

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Through his calculated selection of art and photography to illustrate his publications John Wesley Powell created a visual language to describe Grand Canyon that endures to this day. Powell’s selection of images, the artists who created them and the processes by which they were reproduced was done with an eye toward enhancing specific qualities of his written materials. His programmatic approach to image selection was most comprehensively expressed in Clarence Dutton’s *Tertiary History of the Grand Canyon District*, the Powell Survey’s definitive final report.