Contemporary trends in graphic design

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Abstract.
The significance of graphic design is increasing day by day. People need visually striking and engaging content in a rapidly changing digital world. Graphic design can help to deliver a message effectively to the target audience. Colors, typography, and visual elements can boost brand awareness by increasing retention. It should also be noted that people pay more attention to content they find visually appealing. Assessing the current state of graphic design is important for understanding the development, trends, and future directions of the discipline. It is observed that graphic design has a great impact on digital platforms till date. Digital media such as social media, websites and mobile apps have enabled rapid sharing and consumption of visual content. Therefore, the rivalry to produce quality content and gain attention has increased. When assessing the current condition of graphic design, it is necessary to pay attention to trends and technological developments. Design trends such as minimalism, typographically oriented design and vibrant color palettes attract attention. In addition, technologies such as augmented reality (AR) and virtual reality (VR) have enabled designers to deliver new and immersive experiences.

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Introduction

When assessing the current condition of graphic design, it is necessary to pay attention to trends and technological developments. Design trends such as minimalism, typographically oriented design and vibrant color palettes attract attention. In addition, technologies such as augmented reality (AR) and virtual reality (VR) have enabled designers to deliver new and immersive experiences.

Graphic design is a creative field that is constantly improving with technological progress and changing user preferences. New trends appear in the world of design every year. These trends not only bring a modern perspective and freshness to design projects, but also play an essential role in strengthening the brand identity and ensuring effective communication with the target audience.

As mentioned above, modern trends in graphic design are a constantly changing and developing subject. There are a few main trends that need to be discussed:

Minimalism is a style and philosophy that emphasizes simple and elegant designs. By using a few and effective elements, complexity is avoided and a clean, simple look is achieved. This approach means releasing the design from unnecessary ornaments and clearly conveying the main message that needs attention. Minimalism aims to achieve impressive results by combining the functionality and aesthetic value of design [1, p. 21]. Digital illustrations, works created by transferring a hand-drawn style to digital media, are gaining popularity. This method is chosen by different brands because it can offer remarkable and original designs. Working in a digital environment can speed up the design process by providing flexibility and ease of editing and can give brands a competitive advantage.

Geometric patterns offer an original and modern aesthetic created by using straight and clear geometric shapes in designs. Such patterns include simple geometric shapes such as straight lines, circles, squares, and triangles. While creating a minimalist and elegant atmosphere, it draws attention without tiring the eyes due to its orderly and neat structure. Geometric patterns are used in various fields; it produces aesthetically fascinating results in interior designs, fashion industry, graphic designs, packaging designs...
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and many other areas. These patterns provide an open ground for creativity by using many different color and shape combinations along with a modern and simple look.

Vibrant colors and gradients create an impressive and eye-catching effect for visual designs. Bold colors emphasize the design and create an energetic atmosphere, while smooth transitions (gradients) help the design to gain a softer and more smooth appearance [2, p. 31]. The use of this color is famous in web design, graphic design, logos, banners and other visual content. Colors can affect people's emotional reactions and add meaning to design. Bright colors are a powerful method used by brands and designers to attract attention and create an indelible impression. However, it is important to choose harmonious color palettes and use them in a way that reflects the overall message of the design while using vibrant colors and gradients. The right choice of color helps the design communicate properly with the target audience and provides a positive experience.

Creative typography greatly influences text-based designs by using a variety of fonts and typographic styles. Customizing design text with font selection and typographic edits is a powerful tool to emphasize the character and emotion of a design. Originality and aesthetic attractiveness can be added to designs by using different fonts and typographic styles. Typography is a method of visually expressing a story, message, or brand identity by editing text, resizing it, coloring it, and even changing text shapes.

Choosing the right font ensures the appropriateness of purpose and audience of the design. In addition, typographic layouts increase readability, make the text understandable and expressive. Using creative typography, designers can powerfully express brands, advertising campaigns, book covers, logos and more. Maximalism is known for designs full of rich content, layers and details. Such designs can be full of intense colors, patterns, textures and visual elements. Maximalist designs present a bold and eye-catching aesthetic and can make a strong impression on viewers [3, p. 48].

This approach emerged as the opposite of minimalism and became popular in the design world for those looking for a different style. Maximalist designs allow free rein for creativity and artistic expression, even as they stand out
for their complexity and detail..

Maximalist designs are especially prevalent in fields such as fashion, interior design, graphic design, packaging design, and advertising. Such designs can help brands create a unique image and create a memorable impression. However, it is important to manage complexity and maintain a balanced visual presentation so that the design does not create visual confusion while having the desired effect on its audience.

Repeated motifs and patterns play an essential role in adding visual rhythm and harmony to designs. Such patterns are graphic elements that repeat at certain intervals and can be a unifying feature of a design. Repeated motifs connect different parts of the design, creating a sense of coherence and harmony. This can provide a visually relaxing and eye-catching effect. Repeated patterns can make the design easier to understand and convey a more understandable message to the viewer as well. Such patterns are used in various areas of design, such as, interior decoration, clothing and fashion design, packaging designs, websites, etc. Repetition and patterns can help a design gain a strong personality and make an unforgettable impression on the viewer. Creating harmony and rhythm in design is an essential element in terms of visual balance and aesthetics.

Environmentally sensitive designs and natural, organic design elements have become more popular with the rise of environmental awareness. People are becoming more conscious about the environment and sustainability and are turning to environmentally friendly products and designs. It includes elements such as natural and organic design elements, use of recycled materials, preference for organic forms, use of natural colors. Such designs present a simple and natural aesthetic that appeals to people's desire to live in harmony with nature [4. p. 25]. The trend of environmentally sensitive design is also observed in various sectors. There are examples of sustainable clothing in the fashion industry, recycled furniture and materials in interior design, and eco-friendly packaging in packaging design. Such designs are not only visually attractive, but also play an essential role in conserving natural resources and reducing environmental impact.
Animation and motion graphics are often used on digital platforms to increase engagement and further engage users. Motion draws users' attention beyond static visuals and helps deliver content more effectively. Animations can be used on websites, mobile apps, social media posts and other digital platforms. Page transitions, transition effects, animated graphics, and interactive elements enhance the user experience and make content more memorable. Motion graphics are an effective tool to attract users' attention, promote products and services more effectively, tell stories and strengthen brand identity. Animations increase the impact of digital content and connect users more, giving users a more fun and interactive experience [4, p. 22].

Certainly, these trends can change over time and new ones are added. Keeping up with current trends in graphic design is essential to the success of design projects.

**Conclusion**

As a result, modern trends in graphic design are constantly changing and improving. Different approaches such as minimalism, geometric shapes, vibrant colors, asymmetrical layouts, as well as illustrations, organic textures and moving graphic elements are gaining popularity. However, it is always important to remember that the main purpose of design is to communicate effectively and provide an appropriate experience to the target audience. The identity and goals of the brand or project should be considered while following trends.

**References:**


