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**Проект**

«Минимализм в графическом дизайне»

**Проект**

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**Relevance of the project:** There are many interesting styles in graphic design today, and as a result, they have begun to stand out among their diversity, the dominant styles that entrepreneurs or ordinary people who take orders from a graphic designer do not suspect. After analyzing the sources on the Internet, I found that one of the popular styles in graphic design today is minimalism. And I want to educate the people who can do business in the future.

**Purpose:** Demonstrating the benefits of minimalism over other styles.

# **The concept of style in graphic design**

Style is the creation and visual reflection of a particular image with special techniques. It has no clear-cut boundaries, and even more so, the main task of style in design - to limit choice. That is, in other words, a particular style is the predominance of one or another method of visualization.

Every day the number of styles in graphic design is gradually increasing, and even today there are quite a few of them. But I would like to address specifically one of them - minimalism.

# **What is minimalism**

Minimalism is a style in design that is characterized by simplicity, expressiveness and elegance. It appeared in response to such a popular trend as a craving for luxury and pomp.

The style is laconic and functional. It conveys an idea with minimal elements and uses simple geometric shapes, neutral tones and natural textures.

Minimalistic design attracts attention and is well remembered, which is important for the promotion and popularization of any brand. When looking at such a website, product packaging or logo, the audience is not distracted by details, but concentrates on the main thing. Consumers easily remember a brand and then easily find it among many others on the market.

# **When and how did the style of minimalism appeared?**

This style appeared in the U.S. in the 1960s, but the first minimalist trends began to appear in the 1920s. At that time designers tried to move away from pomp and pretentiousness and wanted only to convey emotions, using the most necessary elements.

This approach quickly found a response in the hearts of consumers and gradually minimalism penetrated into all areas of life (clothing design, interior design, art, graphic and web design, identity design, etc.).

Minimalism reflected the satiety of luxury and soon replaced Art Nouveau, which after World War II was associated with the bourgeoisie and caused negative emotions.

The main task of the new style was to provide maximum comfort with a minimum of details with clear organization of space.

As for the European minimalism, he took ideas from the Japanese style, which in the postwar period was actively used in architecture and design and attracted attention with its simplicity and absence of unnecessary decor.

Constructivism had its own contribution to the development of the new direction. From it, minimalism took austere lines, brevity and geometry.

Thanks to the emergence of this style also changed the way of life of many people. They began to strive for simplicity, reliability and naturalness.

# **When and why did many companies switch to minimalism?**

In 2015, Google, Sbarro and other international companies rebranded, removing unnecessary details from the logo design. in 2016, the KFC restaurant chain changed its corporate identity, which the creative team involved in branding, called a successful example of the transition to minimalist design.

The editorial of vc.ru asked representatives of Russian agencies why companies are turning to minimalist design and how effective this approach is.

The creative director of branding agency Depot WPF explained if minimalism is a trend.

**Alexander Voronkov**

Minimalist approach is not a trend, but objective reality. We live in the century when a great number of meanings and visual images have been created and quality of most of them leaves much to be desired. This is why the main task for representatives of creative industry is to cut off everything unnecessary at different levels of communications. This is exactly what we see now. The funny thing is that it makes people wonder, "Do they still get paid for this? Is that all they've done?"

Simplification is dictated by the modern urbanized lifestyle with stressors that have caused people to start valuing silence, tranquility, cleanliness and their time. Our perception has already developed a certain block to aggressive communication, people no longer notice intrusive advertising and pass by. It is no longer possible to interest a consumer by shouting loudly. To earn his love, you must be respectful of his perception.

The above is just one of the suggested options for why minimalism dominates. But I also want to announce my theory. Everyone, I think, understands that we’re living in an age where there’s more and more information around us, and we just don’t have time to process it all because our brains are trying to optimize their perception, which is a part of what our brains think is unnecessary, The information is filtered out and there is only the necessary and loud screaming. It follows that in order for us to reach the consumer and quickly attract his attention, we need to go to simplification and focus on the important.

# **The advantages of minimalism**

* getting the right information to the audience by using a small number of elements;
* focusing on what is important (the product itself or the idea that needs to be conveyed);
* attracting the attention of consumers;
* brand recognition and memorability;
* attractive and clean design;
* always up to date style.

# **The main features of minimalism**

The basic principle of the style - the simpler, the better. But simple does not mean boring, and simplification is not as easy as it may seem at first glance.

Despite the lack of decorations and piling up of details, designers must have some knowledge and skills to reflect in the design the main idea by using a limited number of elements.

With the right combination of all components, the design of the logo, packaging, website, etc. will turn out spectacular, stylish, memorable and emphasize the status of the company.

**The style likes:**

* simple geometric shapes (circle, square, rectangle, etc.);
* strict lines (sometimes with soft curves);
* neutral, often light, shades (white, gray, black);
* metaphors and symbols;
* strong typography;
* contrasts.

But the excessive decor, piling up of details, spirals and pretentious elements are taboo for minimalism.

The style can be used for any kind of business. It is especially common in the pharmaceutical and cosmetics industries, as well as in the industrial sector.

To make the minimalistic design style work for the company's image, it is necessary to keep a balance and use a harmonious combination of shades when choosing elements. To attract attention, it is also possible to play on the contrast, highlighting an important element with a bright shade or non-standard technique.

# **Criteria for minimalism**

So, what exactly is minimalism in graphic design? It is the simplification of composition, the use of free space in their works, the emphasis only on the main details and their allocation, a simple presentation of topics, conditions, products.

**Space**

Minimalism requires space, so all elements should be placed in such a way that they are not crowded.

This composition will help improve the perception of information and highlight important details. Removing unnecessary components creates a sense of calm and makes the message clearer and more understandable.

Each element in a minimalist design carries a special meaning, so you can not throw them chaotically. Build communication with consumers should be concise, using as much text as necessary for the proper perception of information.

All elements should be in harmony with each other, so you should not overload the design with text or heavy details. But if you still can not do without them, for balance, you need to create a space around them. Then you get a light and harmonious design.

Minimalism is not only about brevity. The simplicity should reflect the message that you want to convey to the audience. To do this, the design does not have to use the entire set of elements. It is enough to choose the option that will help you to reveal the benefits and emphasize the individuality of the company.

**Use of color**

Color in minimalist graphic works is an important criterion, and it is color that contributes to the perception. Often 1-3 primary colors and several shades of selected colors are used for a single work. Most often white, black, gray and yellow are used, as well as their many shades. But this is not the rule, no one restricts the use of only classic colors.

Also, each new color must be justified; each color has its own "role".

**Typeface and text / typography**

Typography is also quite an important criterion for minimalist design. Here the choice of typefaces depends on the theme or purpose of the work. The font should be meaningful, visually accessible and not carry a visual load. It is desirable to use no more than 2-3 typefaces.

In general, the use of typography directly in minimalism (graphic design) is quite flexible, you can choose not a standard font, to emphasize in the form of increasing the required text, increase the indentation, etc. But in this case, the main thing is the right selection to the subject and the conclusion of the text in the composition.

The main thing is to limit the number of font styles, the correct positioning of the text in the work (placement, position, indents, the ratio to other elements).

# **Сonclusion**

With this project, I tried to highlight the benefits of minimalism and explain why everyone chooses it, but I don’t want to tell them that other styles are less important. Minimalism shows itself well as the design of advertising or the company itself, as it is important to first catch the attention of the passer-by. But if you take the design of products by the type of posters or books, you can use other styles, depending on the subject and mood that the author of the same book wants to ask.

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