The power of simplicity in graphic design

Jursík

Have you ever looked at a design and wondered how it was created to be so simple, yet so impactful?



let's start from beginning





SOURCED BY STORM STORM STORM AND STORM STO



1860 1963 2000







Canon

The benefits of simplicity

- Clarity
- Memorability
- Timelessness
- Versatility
- Impact



















Tips for creating simple designs

- Start with the message
- Use negative space
- Limit your color palette
- Use simple shapes
- Choose a clear font

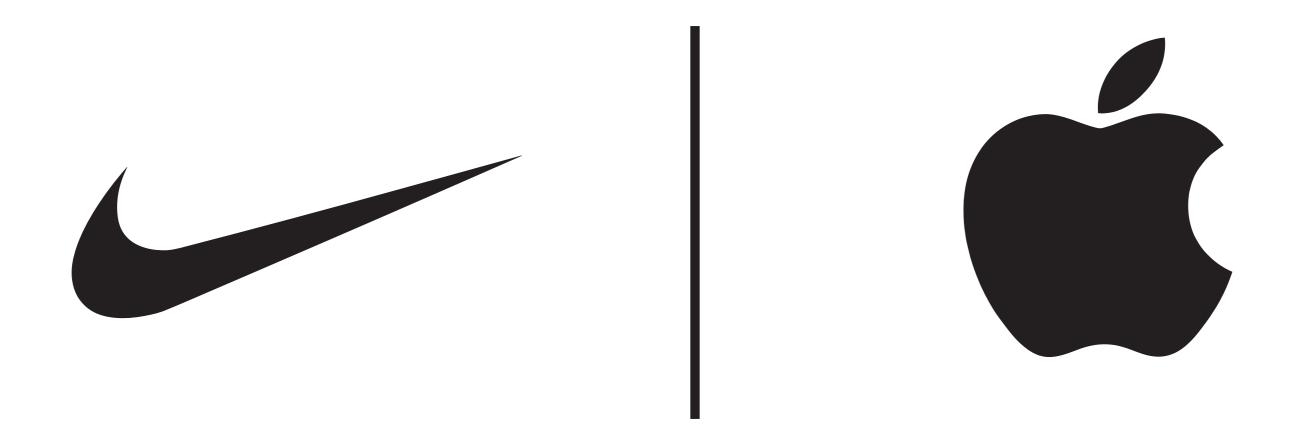


Overcoming complexity





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"Design is not just what it looks like and feels like. Design is how it works."

- Steve Jobs

Next time you create a design, think about the power of simplicity.