

| 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?**

1



let's start from beginning

2



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



2010



2023



"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.**