**2020 graphic design trends**

With the first 2 months already passed away from this last leap year of the decade, we have seen many changing trends that evolved and faded away just in time. Now, just as we edge the new beginning, we are open to new ideas. Designers are advancing into the new age with all of the confidence which has eventually let them in discovering new ways of using the same designs more engagingly. At last, there remained no room to be clueless anymore and as a result, we are all set to enter the new era. Because this new era had so much in store for us that we decided to explore all of it for you.

**1.     Line Art**

The most productive of designs can be made by using this particular art style. Working with the line art tools is just like you are creating a hand-drawn design but electronically. Those artists who love to draw with pencils can easily adopt this style and start making their models on the computer systems instead of a paper.

**2.     Combination of real and dummy**

You make a perfect combination when you bind real with the artificial photos. This is now a new trend in electronic designs and a very common practice to combine as many photos as you like. After all, working with photos is always fun. With a shadow of a doubt, this is going to be the most preferable one.

**3.      Isometric Illustrations**

This design is flexible enough to accommodate a 3D image into a 2D image and still not look off the color and they have been around for many years, and we can hope this trend to continue in 2020 as well. These kinds of illustrations are never easy to make but once you get a good grip over it then there is nothing more important you can learn.

**4.     Text Masking**

Nothing can be cooler than the alphabets containing images in them. If the text is about sports then you can fix related images inside the alphabets without making things over and it will give it the most sophisticated kind of look. This will help people read and understand the text all at once.

**5.     Black and White**

Black and white combination has been there for centuries, and it is now an all-in-demand design that can be used without fear on any kind of web pages. It’s a very simple design yet full of advanced techniques because you can use this in many ways, whether to have a white background and write everything in black or do it just vice versa. You will always find a new way of displaying things.

**6.     Liquid Gradient**

Liquids and Gradients have been around for a while and predict to see more artists using them this year in animation, advertising, fashion and even in Illustration.

Liquid effects seem good when they are used in the advertisement of beverages, but now these effects are also used in a transparent form to put it in the background and use the related text upon it to give the webpage the realistic look.

**7.     Motion Design and Animation**

Static graphics are a thing of the old days now, people want to see what’s happening and what kind of message is the designer trying to convey, and there can’t be a better way to convey the message than using animation. Motion pictures do not mean running the whole film but make the message as compact as possible while occupying the least amount of space as well.

**8.     Photography of lifestyle**

Yeah, it is a big thing to consider, a product alone cannot define how much useful it can be if people won’t come to know its actual usage. By lifestyle, we mean showing a live demonstration of the usage of products with the help of some celebrities or well-known artists just like it happens in the advertisements. This is mainly done to earn the interest of viewers and making them want to buy it eventually.

**9.     Neumorphism**

A mixture of flat and bold design, certainly this will be the ideal choice of many in the times to come as designers are keen to find innovation and undoubtedly this one is going to be their biggest one. 

Until now not many guys have switched to this trend but it has much room to welcome an unlimited number of designers from around the world and let them work on this design according to their skill sets.

**10. Character Designing**

Character designing can be of multiple types like you can make an animated character of a famous TV star, or just a cartoon if the advertisement is for children but character designing isn’t just confined to advertisements only as they can be used as side images on websites or even a logo can be made out of it. Yes, a logo comprising of a character is the most interesting thing people can look at. This can be counted among the top 10 trends of 2020.

So far, we have been discussing images and stuff. Now, let’s talk about the font styles because after all, it is the medium through which we can deliver what we have to display.

**1.     Heavy Fonts with Simplicity**

Heavy fonts give that bold appearance to the look of your website and let you write the clear message once and for all so your objective always remains clear. And your visitors always remain fully informed and not waste their time if it doesn’t relate to their needs.

**2.  Lighter Font**

The lighter font comes in handy when you are using dark-colored themes. Or when you think only something light should be written on the canvas to make it look best. This should be one of the ways of writing up your content on your landing pages in this ongoing year of 2020.

**3.     Vivid colors**

Yes, who does not like the colorful text, it goes the same for children and adults alike. So, something like vivid colors will instantly grab your attention in the first look. It’s like a win-win situation where you compel your reader to read it till last and the chances become very high of impressing them.

We have seen the colors in-depth, and these kinds are always useful with our graphics designing stuff. There is something more that we should consider:

**The Focal Points**

They are just the most important in any design, whether digital or non-digital. Because they are the center of your creation. And it makes the design feel like it is up to something and is depicting right what you are wanting it to show. Keep in mind that not everyone is an expert who can see these points as it requires a very technical mind and also with some professional skills. A single design can have several focal points like an animated figure of any character etc.

You can also look for a bit of assistance from **graphic designing companies London**if you are working on something on a bigger scale and are unable to find a way out because you feel like you are lacking that touch of professionalism in your skills and are open to ideas from whoever you can get one.