

Graphic Design Trends for 2020

Published in Graphic design

We have prepared a selection of key trends in graphic design for 2020. From the article you will learn what will be at the peak of the wave, and what goes into the past. So, what will be the graphic design tomorrow:

Templates and textures

Today, there is a noticeable increase in the use of templates and textures, but there is no need to use them like competitors. The trend for 2020 is to combine several patterns in one design, in several parts.

Virtual network users are faced with a deficit of texture and volumetric images. For this reason, the full immersion format is becoming increasingly popular.

Graphic design has picked up trends in recent years. The triumph of gradients is replaced by the triumphant return of realistic textures. Contours and graininess make you want to touch what you see. For this reason, you need to find a really good developer, to convert PSD to HTML. This allows us to speak about the future of this trend, especially in the field of graphic design.

Colour solution 2020

Specialists from the Pantone Color Institute proposed to call the main color of 2020 – a shade of blue. It is listed under the number 19-4052. Its other name is “ClassicBlue”.

According to representatives of Pantone, this shade can be described as “an encouraging presence that can cause confidence, calmness. This blue color will be associated with stability, constancy, which is lacking in the modern world. People are always in a hurry, tired of the excess of information received. They lack trusting communication, honesty. The classic blue color will help to calm down,

to gather thoughts.

Specialists of the color institute decided to make a real gift for people. They wanted consumers not only to learn about the main shade of the year but also to experience multi-sensory experience, which will be associated with the classic blue color. Thematic images with soundtracks were created, thematic aroma and special fabric were invented. Cooperation with representatives of world companies allowed inventing even a tea mixture, as well as multimedia installation in honor of the main color of the year.

It is important to mention that the institute of color has been selecting the main shade of the year for 20 years. Experts' predictions are based on the analysis of many social trends that can have an impact on different industries, including design and fashion.

Isometry

The creation of three-dimensional objects in two-dimensional measurement is a trend that has been actively developed this year. Designers can touch the miracle of making an entire universe in a small space. It will take some time to explore all the details of this universe.