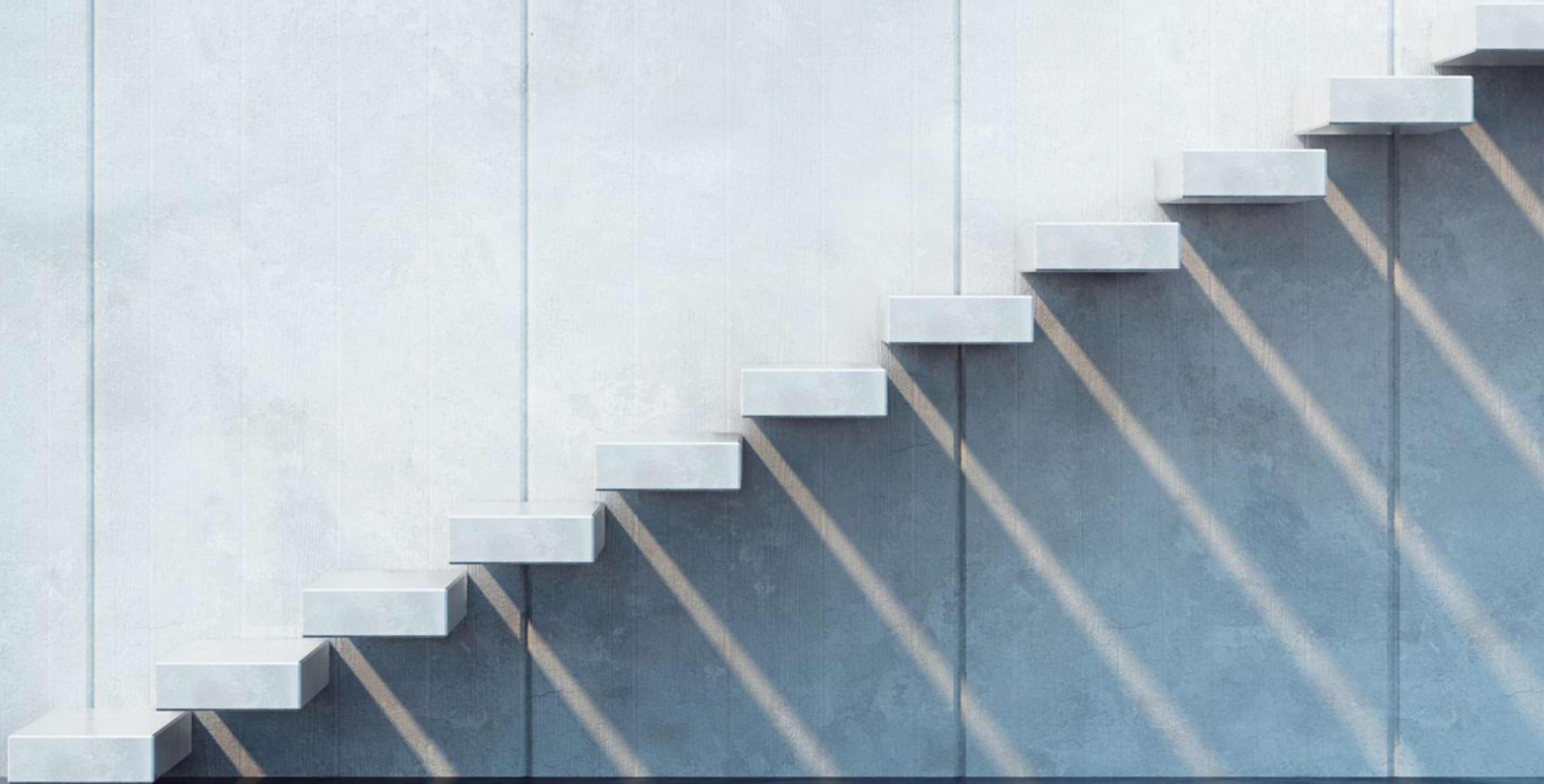


MINIMALISM IN PHOTOGRAPH EXPO



Simple things **matter** the most.

You've probably heard the term 'minimalism' thrown about here and there, particularly in the past few years, but what exactly is it and how can we get the most out of it?

Minimalism can be described as the stripping away of all unnecessary elements and focusing on what needs to be there. In this sense, minimalism encourages purpose.

While minimalism often appears simple on the outside, a lot of thought, practice and time goes into the production and development of a minimalistic piece. So, here are some ways you can get the most out of minimalism.



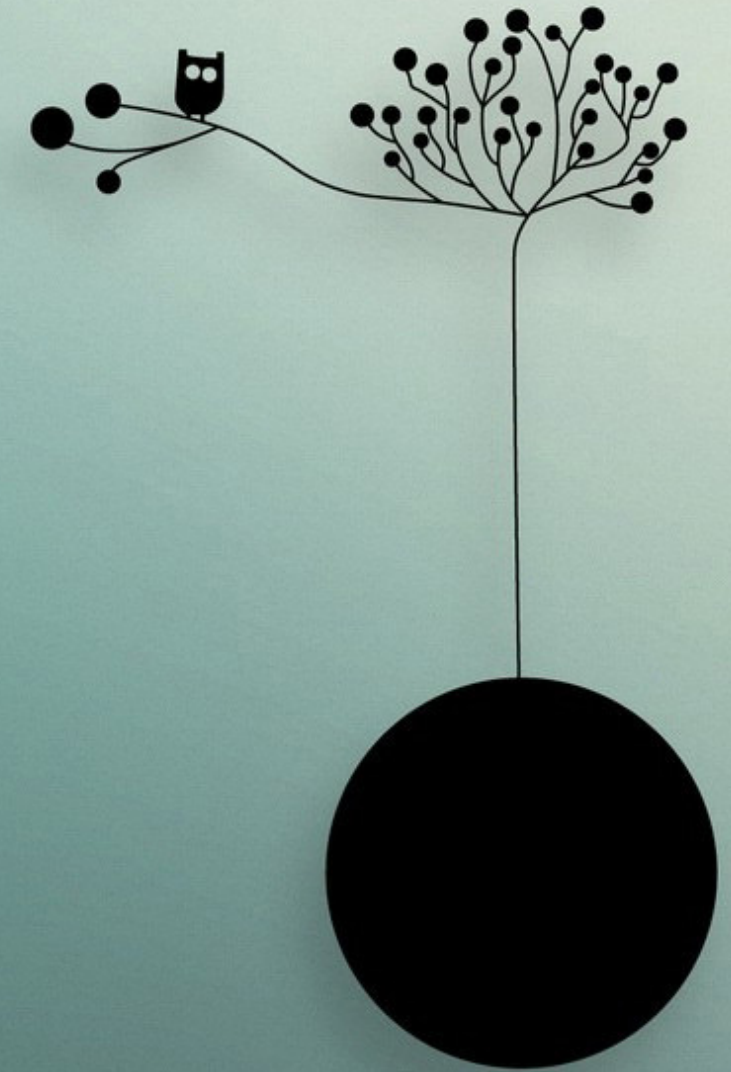


Nature isn't
just **beautiful**.
Even in small doses,
It changes
the way we **feel**.

A minimal brand mark can be incredibly useful when it comes to creating a brand identity. Take this bar branding by Simon McWhinnie for example. By keeping the logo super simple and the colour palette very minimal.

Embracing minimalism in no way means that your design has to be any less creative. In fact, when you're not bogged down in complex visuals, you often get a chance to explore with relationships hidden within your design.

1. Identify the essential.
2. Eliminate the rest.





H A V E
LESS
Do
M O R E

MINIMALISM

is an appreciation of space

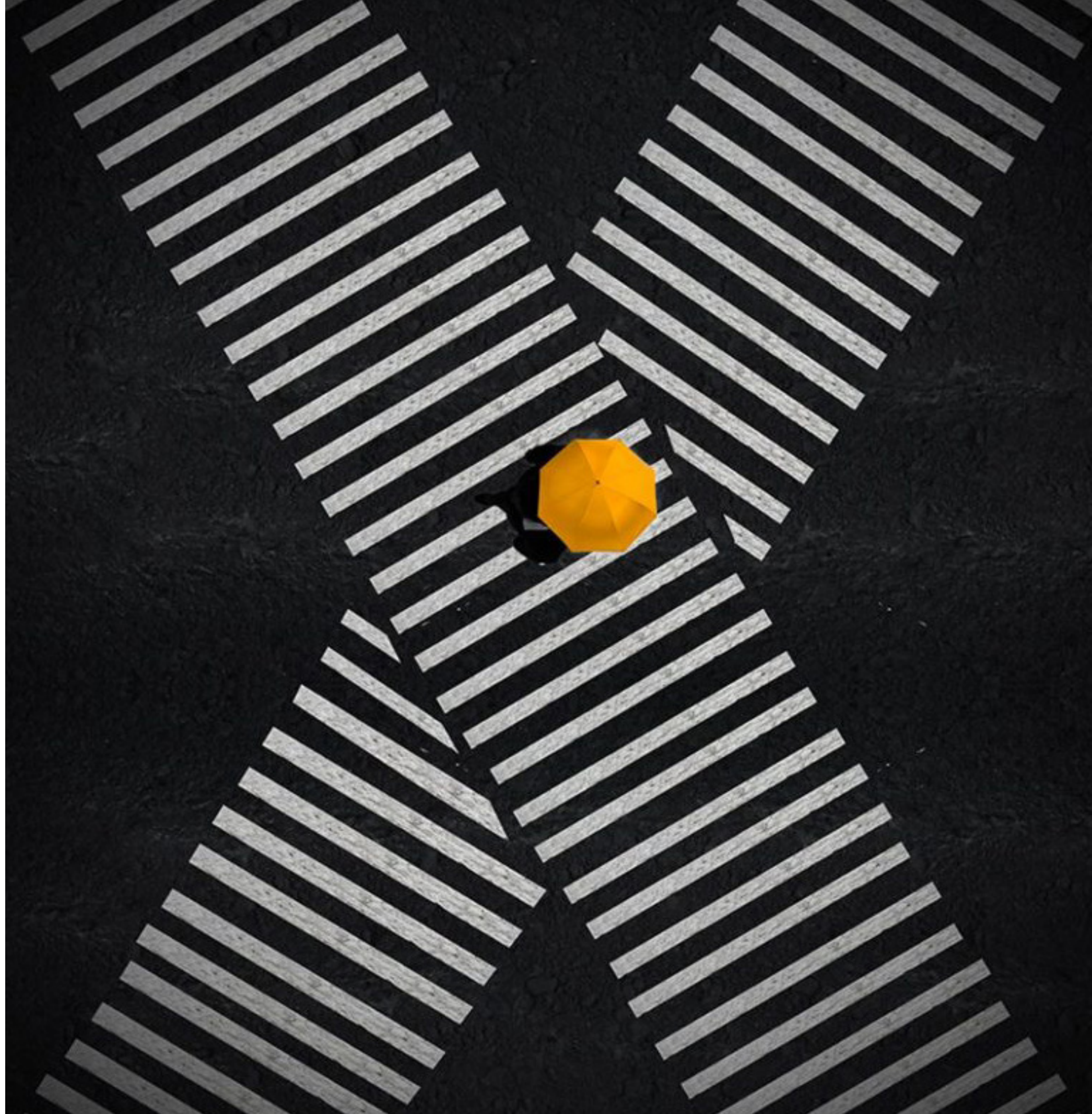
Minimalism can allow you to consider the spatial relationship of your design in a way you might not have before. Consider how your design interacts with other elements to create a wider design, just as these business cards designed by Trevor Finnegan do when lined up.

Minimalism isn't about the complete lack of illustrative elements, but rather the careful choice of when and where to use them. By working an illustrative element that directly relates to the brand name into a logo, similar to the way Frame Creative have done with this branding, you can create a very visual, and yet very minimal design.

We don't
see things
as they
are.

We see things
as we are.

Minimalism is often about stripping away all the unnecessary things and focusing on the communication. Have a look at the way this business card from Jake Frey displays his contact information neatly and efficiently, no crazy visuals needed.



NO

Is a complete sentence.

Introducing a little bit of texture into your design can give it that added depth and effectiveness without foregoing your minimalist aspirations.





Minimalism

not much to it.

What's more minimal than an all-white colour palette? Design doesn't have to end on the screen, taking it further when it comes to printing can give it a certain unique flair that sets apart your design from the rest.

Considering letterpress or embossing effects at your printer can really complement and add depth to a minimal design, as seen in this example from Adam Buente.