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Summer 2020



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This issue's spotlight is packaging.

WHATEVER

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Contributors



Unique Miller

Unique is a hard-working, empathic and strategic designer who works with both print and web to bring substance, meaning, and function to various mediums of design. With a keen interest in minimalism, he created Savant Minimalist with the aim to help designers expand, grow, and learn the minimalist design and its neighboring subjects.



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Savant Minimalist

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Design History In Practice



A showcase on how and why minimalism works in branding is sure to expand your deck of knowledge. Check it out on [page 10](#).

Where did the Minimalist Design Trend Come From?

Design and history often overlap;
Let's look at Minimalist History.

BY MARC SCHENKER OF CREATIVE MARKET

Minimalism was a rejection of the extremely subjective designs and works of abstract expressionism. By distilling a product, painting or subject down to its bare essentials, minimalist wanted to showcase its true form. Abstract expressionism is an approach to design that combines self-denial and emotional intensity, which produces designs that some see as chaotic, rebellious, and even nihilistic. Unsurprisingly, spontaneity (or at least the impression thereof) is the main feature of abstract expressionism.

Minimalism, in stark contrast, takes form, color, and space and reduces them to such simplicity to attain their essential nature. At this point, the philosophy goes, one can't remove anything else from the design to improve it further in any way, shape or form. That's when you know that

true minimalism has been reached. Call it a form of design nirvana, where bliss in design is attained by removing all of the excesses!

A group of artists in New York in the 1960s began to put this school of design on the map when they experimented with what's known as geometric abstraction. Their minimalist art focused on geometric shapes and forms—and you can see why this naturally gave way to minimalism. Geometric shapes and forms are as basic to human comprehension as it gets.

Interestingly, this geometric abstraction was already present in the heyday of Islamic art, many centuries before geometric abstraction and the ensuing minimalist design trend ever hit European or American shores. Since the depiction of religious figures

was not allowed in Islamic art, Muslim painters had to rely on geometric shapes as a method to associate religion with both art and science—which was a big theme in Islamic art. When New York artists began dabbling in geometric abstraction, they unknowingly laid the groundwork for minimalism. Some prominent American artists of this time include: Donald Judd, Dan Flavin, Carl Andre, Frank Stella, Al Held, Robert Ryman, and Kenneth Noland.

Judd's and Flavin's contributions to minimalism can be seen in their works from this early era, especially Judd's showings at the Green Gallery in New York, where three of his sculptures were on display, and Flavin's green fluorescent light, which is directly a stark embodiment of minimalism, almost aggressively pushing right out at the viewers.



Succulent plant in gray plant potter.



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Key Pointers for a Simple Minimalist Logo

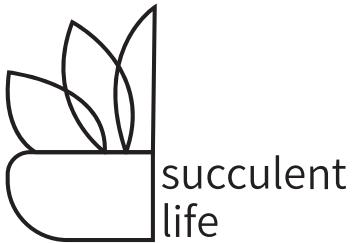
The strategic use of restraint can produce serious impact.

BY MIKHAVCHUK AT LOGASTER

Happy Universe

Aim for Simplicity by Creating a Logotype

Logotypes only feature your company name with no symbols, marks, or other graphic elements.



Don't Embellish It

Think in terms of flatness and try to create something that works, is readable at glance and feels appropriate for your message without any extra or unnecessary attributes.



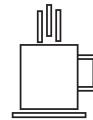
Use Different Lines and Squiggles

Lines, whether straight or curved, are the core of any design. Utilize them well.



Choose Your Color Scheme Wisely

Colors should be bold, contrasting, and convey a branded theme.



Cubica's Teahouse

Use Geometric Shapes

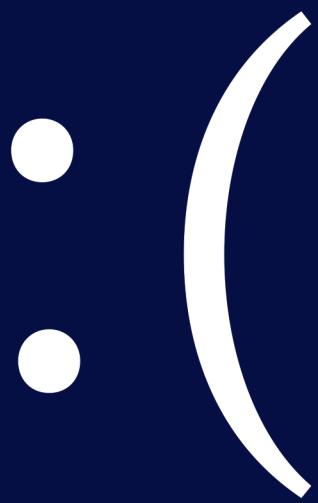
Geometric shapes communicate your brand message, stand for your company values, and set the right mood.

Pom Pom's



Explore Hidden Relationships

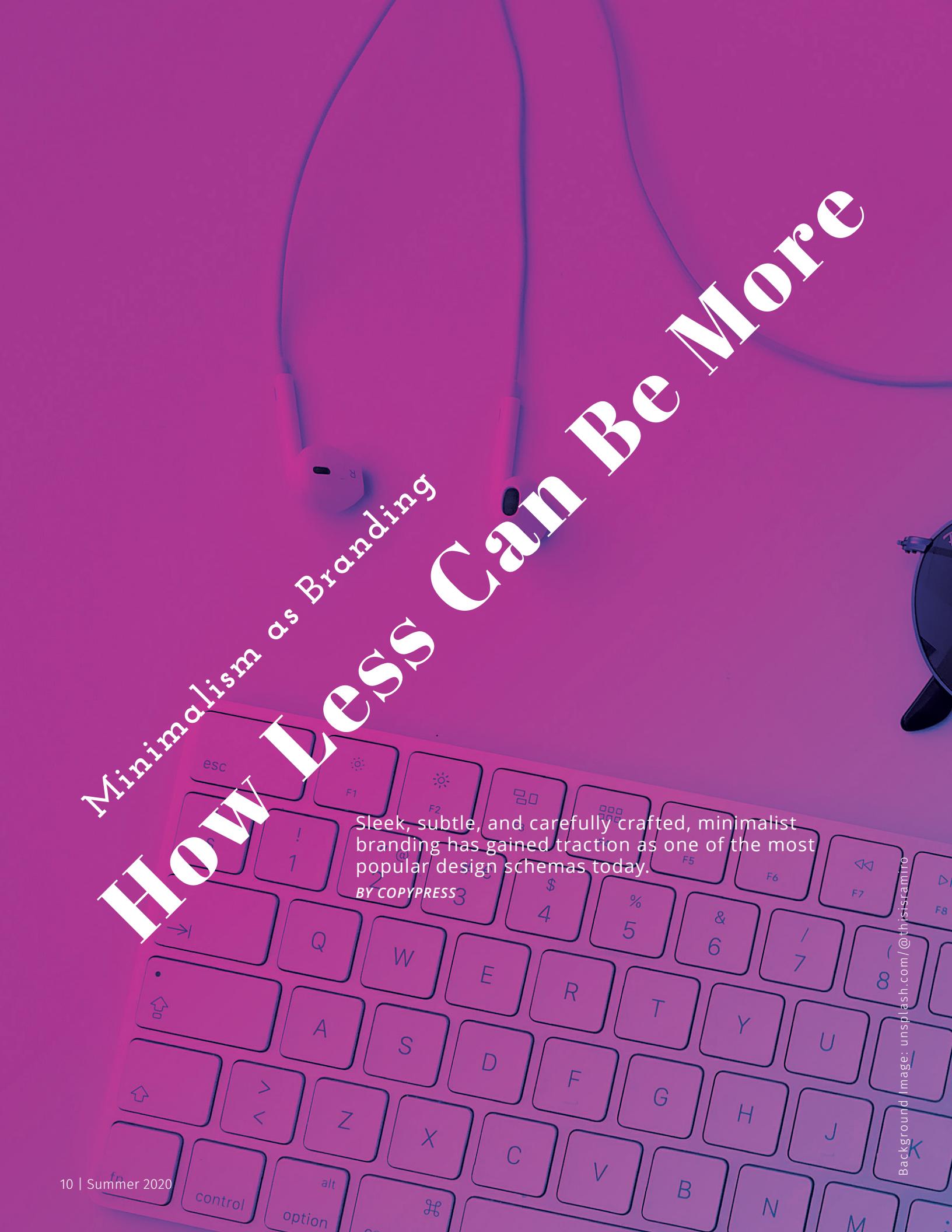
Embracing minimalism in no way means that your design has to be any less creative. In fact, when you're not bogged down in complex visuals, you often get a chance to explore and play with clever relationships hidden within your design.



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How Less Can Be More

Minimalism as Branding

Sleek, subtle, and carefully crafted, minimalist branding has gained traction as one of the most popular design schemas today.

BY CORYPRESS



Minimalism can be seen in nearly every corner of the market. Sleek, subtle, and carefully crafted, minimalist branding has gained traction as one of the most popular design schemas today. It has overtaken gratuitous, detailed marketing as the new go-to for high-end brands and companies alike. From major names like Apple to small brick-and-mortar operations, minimalism has made its mark and continues to grow in popularity. It's echoed across curated Instagram pages, Facebook ads, and landing page design layouts, bringing the physical and the digital together in one minimalist package.

Minimalism is more than just paring down, however, and it can be just as time-consuming and difficult to pin down as more traditional branding. It takes careful curation and a strong sense of the company's personality and brand to effectively pull off. We've created this brief guide to help you learn more about this interesting take on branding and give you some steps to start putting it into practice.

What is Minimalism?

Minimalism is, at its core, less. It started as an art and music movement after World War II but has expanded its meaning and aesthetic beyond the bounds of the founding



Variety of design concepts.



members' ideology. Minimalism is marked by the removal of extra design elements, paring down until what is left the core or intention of the creation at hand. This applies to everything from music to architecture to, of course, branding.

Minimalism as branding is a bit of a divergence from the historic take on minimalism. It takes its core principles from the movement and presents a unified, cohesive framework that emphasizes clean, simple designs with exacting focus. Minimalism isn't just deciding on one color scheme for an entire website or using pictures with blank backgrounds to bring the photographed product into sharp

relief. Instead, it's a combination of subtle design and clear intentions that come together to provide a clean and precise yet accessible format.

Content is Key

Clear intentionality means that the designers behind the branding need to have a good grounding in the company's brand. The brand includes everything from the company's personality to its ideal customers to how it approaches customer service. Before beginning to move your company towards a minimalist branding, it's important to have a meeting to decide on your brand if you don't have it already cemented. Having a creative brainstorming



"DESIGN" text on image with black pencils.

session can not only improve the strength of your branding but also make it easier to create good functional content going forward. The focus of minimalism is almost entirely on content. Content here includes both text and imagery, and these need to go hand in hand. For example, you don't want fun, colorful imagery paired with extremely formal writing, especially since minimalism doesn't give much room to clarify cognitive dissonance. Minimalism demands curation and careful consideration for a good design. For content creators, this means getting specific and creative. Just because there isn't much there, it

doesn't mean a huge amount of creativity isn't involved. Text needs to be quick and to the point but still suffused with the company's brand and personality. Minimalist websites often don't have large amounts of text, so the text that is included needs to be cleverly written and easy to integrate. Imagery should be clean and focused, demonstrating exactly what the company wants the viewer to see. For example, if you're selling candles, a picture of a room filled with furniture with one of your candles on the table isn't as direct as a shot of the candle itself. It's a balance between creating pleasing images and focusing on the product.

Creative and Consistent

Another major cornerstone of minimalism is consistency. Since the message is the forefront of any branding or design choice, it needs to carry over across every digital platform or printed material. For companies looking to switch to minimalism, this often means a complete overhaul of their branding materials or a slow but detailed shift that occurs simultaneously across the entire company, one step at a time. Minimalism doesn't work halfway: that will only lead to the minimalist aspects looking half-created. Consistency across the board doesn't have to be boring though. There's



Ordinary branding.



Supreme branding.

a misconception that minimalism is nothing but serious, but you can actually have a lot of fun creating a minimalist branding scheme. Since there's less to rely on, design choices tend to carry more weight, including decisions on color, layout, space treatment, font, functionality, and imagery.

Cross-Platform Continuity

Social media branding has become one of the most important aspects of branding schemas. If you already have social media pages set up for your business, you probably know the importance of having consistency across your digital platforms, including both your website and social media sites.

Minimalism is almost tailor-made

for digital advertisement. Since it depends heavily on cohesion between text and imagery, minimalism lends itself well to social media sites that allow a blend of both. Instagram and Facebook are two of the most popular sites for minimalist campaigns, thanks to their platform allowances for text and pictures.

Curating a social media site shouldn't be a one-platform campaign: once you've decided on your brand and your branding, you'll want to carry that over across all your digital sites and any print items you may use. Being inconsistent can undermine the elegance inherent in minimalism and may end up creating what seems like a disorganized branding.

Once you've established and curated

a social media site, you're well on your way to creating a successful minimalism campaign. We can't overemphasize how useful looking at successful minimalism branding examples can be in helping you figure out where to start and in giving you inspiration for your own campaign.

Branding is important for any company, whether you just have a company website or your company has a social media presence. Minimalism is one of the most modern branding trends and creates intuitive branding with a heavy focus on pared-down and beautiful design. While it may seem simple; creating a successful minimalism campaign is anything but. Experts at CopyPress can help you with the content you need successful branding.

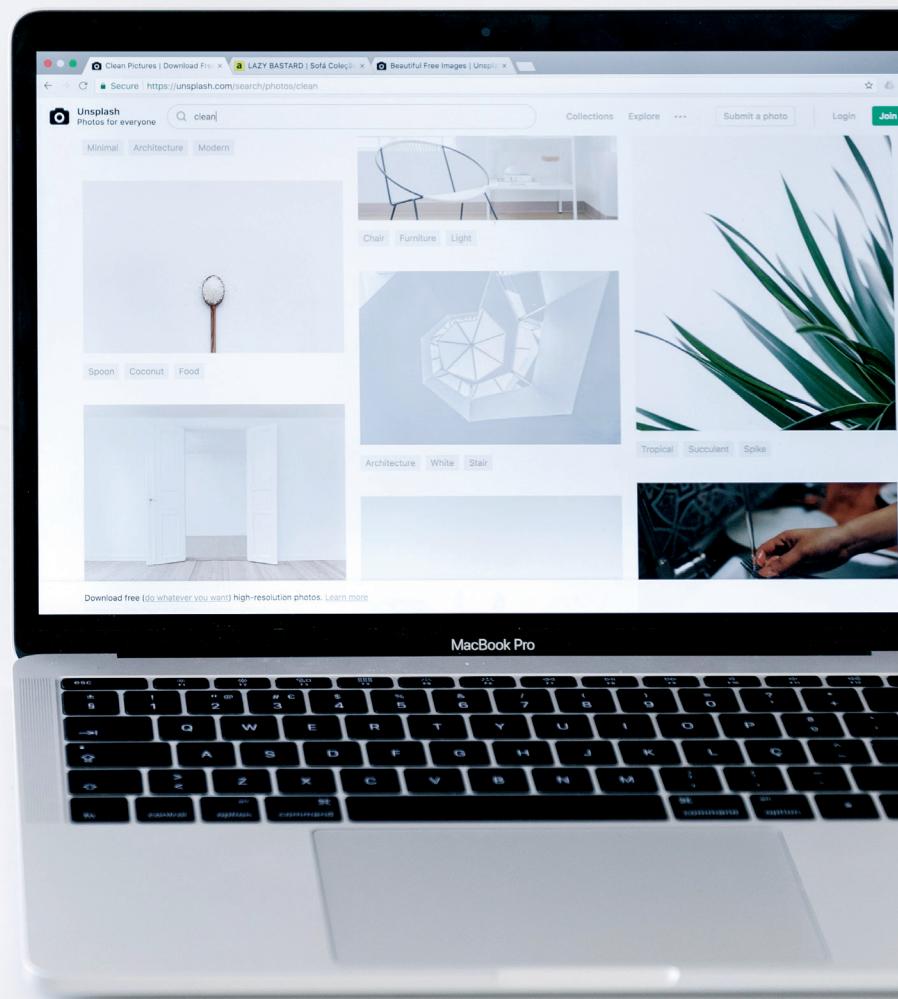


Boxed Water branding.



Chanel branding.

Minimalism Expanded



Minimalist design doesn't stop at print. See how minimalism carries over to the web and various areas starting on [page 16](#).

Four Tips for Designing a Website

Minimalist web design style is a trend that is always popular.

BY SNOW HU AT MOCKPLUS

Show all elements and then simplify them

How to prevent inadvertently missing important elements or functions? Show all elements needed and try to simplify them one by one then. And in order to check the different effects before or after you've simplified or removed an element, it is better for you to use an excellent prototyping tool, such as Mockplus, to test them carefully. Moreover, Mockplus offers 8 ways to test and share a project. You can use this feature to collect feedback from designers and users quickly.

Recheck the tiny details

Tiny details are sometimes what makes a website unique and help attract far more users. So, take your time to recheck or redesign the tiny details of your minimalist webs. Recheck! Recheck! Recheck!

Unify all details

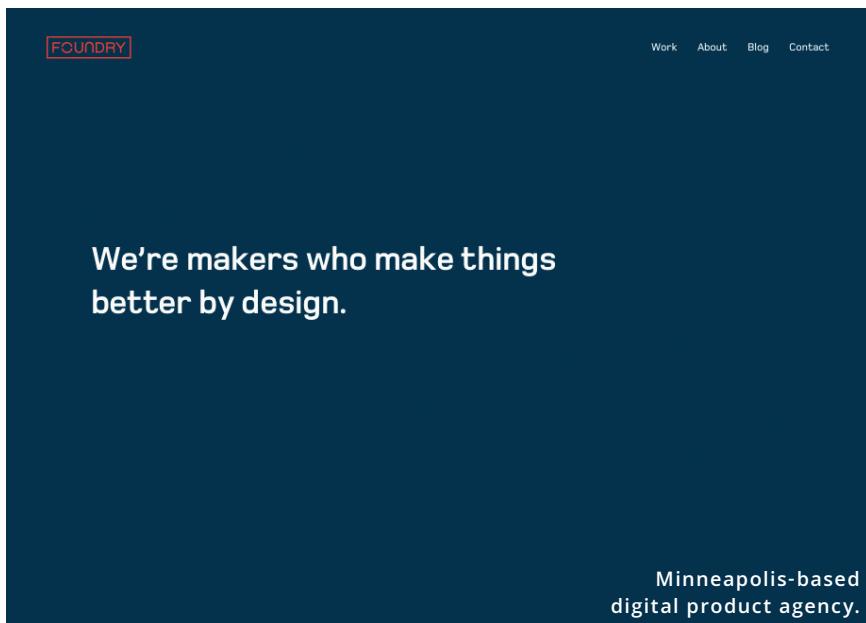
While paying much attention to details, you'd better not forget the overall uniformity. A minimalist website page should have a consistent color scheme, consistent design theme and more. Pages lacking cohesion and consistency makes users confused and creates bad UX design.

Never ignore testing

In fact, no matter which type of website design style you choose, you are always supposed to test your website design works with the help of useful prototyping tools.

Wrapping Up

Even though minimalist website design brings people many benefits, it is not suitable for all websites. It is better to choose a minimalist design style based on the features of the different websites/products as well as the needs of the target audiences and real users and clients. This will help you determine if style suits the site.



Less is More with Minimal Web Design

BY CAMERON CHAPMAN AT TOPTAL

"Less is more" is probably one of the most oft-heard minimalist mottoes, whether talking about web design or any other form of minimalism. But what does it really mean in the context of minimalist web design?

Sometimes it's easier to figure out what minimalist design is by first looking at what's not minimalist.

Minimalist design focuses on creating compelling designs with less going on. One key to achieving this is to keep removing elements until the design breaks. "Breaks" in this case should be interpreted as no longer fulfilling the needs and wants of the user.

One of the most compelling arguments in favor of minimalist web design is that it lets the content really stand out and shine. This is why a simple website design is the first choice of so many artists, photographers, and even some writers. They want their creative content to be the center of attention, rather than design elements created by someone else.

webflow

Design visually

```
//MARK: -
func codeCheck() -> Bool
{
    var myCode : SecCode?
    var status : OSStatus?
    var requirement : SecRequirement?
    var errors : Unmanaged<CFError>?

    let entitlement = "anchor apple generic and identifier = \\"com.yourapp.example\\" and certificate leaf[subject.OU] = YOURTEAMID"
    status = SecRequirementCreateWithStringAndErrors(entitlement as CFString, [], &errors, &requirement)

    if status != errSecSuccess
    {
        NSLog("SecRequirements failed with status code \(status).")
        // optionally unpack errors here
    } else
    {
        status = SecCodeCopySelf([], &myCode)
        if status != errSecSuccess
        {
            NSLog("SecCodeCopySelf failed with status code: \(status).")
        } else
        {
            status = SecCodeCheckValidity(myCode!, [], requirement)
            if status != errSecSuccess
            {
                NSLog("SecCodeCheckValidity failed with status code: \(status).")
            } else
            {
                NSLog("CodeSign: valid")
                return true
            }
        }
    }
}
```

The screenshot shows a clean, modern website template. At the top, there's a dark header bar with the brand name 'KLEANITY.' and a navigation menu with links for HOME, PAGES, PORTFOLIO, BLOG, GALLERY, FEATURES, and SHOP. A search icon and a shopping cart icon with a count of 0 are also present. The main content area features a large, minimalist black Eames-style chair against a white background. To the left of the chair, the text 'Kleanity Theme' is displayed in a large, bold, sans-serif font. Below this, a smaller paragraph of placeholder text reads: 'Aenean lacinia bibendum nulla sed consectetur. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Fusce.'. Two buttons are visible: a light-colored 'LEARN MORE' button and a dark 'BUY NOW' button. At the bottom of the page, there are three service categories: 'Business Plan Services' (represented by a pie chart icon), 'Brand Identity' (represented by a stylized 'B' icon), and 'Social Media Planning' (represented by a globe icon). Each category has a brief description below it.

Create clean code

Break the code barrier.
webflow.com

Minimalist Architecture

Minimalism allows something other than the space to be the focus.

BY SAMANTHA MYERS AT DERING HALL

While minimalist architecture also aims to condense content and streamline form and structure, it has a complex language on its own. "Minimalist architecture involves the use of reductive design elements, without ornamentation or decoration," says Lilian H. Weinreich of Lilian H. Weinreich Architects. "Proponents of minimalism believe that condensing the content and form of a design to its bare essentials reveals the true 'essence of architecture.'"

Illustrating aesthetic restraint—a key concept in formal simplicity and architectural minimalism—Weinreich renovated a Central Park South home built on "principles of ergonomics, functionality and sustainability." Working within a space with inherited elements that could not be altered, such as the existing plumbing chase (a false wall used to conceal plumbing), Weinreich prioritized reducing the bulk problem. "The chase has an unintended purpose—that of a visual barrier, thus blocking a direct view into the workings of the busy open plan kitchen," says Weinreich. "New full-height upper cabinets, floor-to-ceiling pantry closets, and the utilization of all under-the-counter

island spaces increased the storage capacity of this kitchen by twenty percent. Simplicity in design and uniqueness in resolution are key to this alteration."

Impeccable Craft

Along the same line of thinking as Weinreich, the idea of "essential" is imperative to minimalism as Jennifer Tulley of Jennifer Tulley Architects explains: "Minimalism is an approach to design where the elements of the structure are simplified to their essential components. Nothing is added for effect. The design thrives on the beauty of the forms and the materials used to create the forms," she says. "The design needs to be clear and simple, but not boring. This is where the use of light, form and beautiful materials is so essential. The craft of the construction is incredibly important since you cannot add trim to cover misalignments."

Tulley also prioritized storage for a quiet and calm San Francisco kitchen, a key tool for maintaining a minimalist living space while meeting realistic functionality concerns for the typical

homeowner or family. Tulley added an open box shelf to visually unite the column and wall and provide storage for her clients. "We were careful to align all

The Bell Tower located at Perth, Australia



of the openings, the glass to ledge, and edge of cabinets to calls," she says. "[In a minimalist space], walls and floors must be level to create connections between elements with minimal joint lines, and installation of cabinetry must be nearly perfect."

Benefits of a Minimalist Space for Homeowners

The idea of uncluttered and clean space is truly a driver behind the minimalist movement, and the desire to seek and adapt its principal ideas in interior design. "If we really stop to think about it we do not need so many things; we can live in any space with a lot less," says Annette Frommer of Annette Frommer Interior Design. "How many sofas do we really need? How many chairs? Do we need to hang pictures at all on walls? Maybe only on one wall? Or on none? How many knick-knacks do we really need on our coffee table or shelves? In reality, we need functionality and practicality that blends with no superfluous embellishments. Shapes should be quite uncomplicated, and colors and textures should harmoniously blend."

Tulley also mentions the firsthand



Disney Music Hall located at Los Angeles, California

"When using a monochromatic color palette, atmosphere is created by combining different shades, tints and textures to create a dynamic atmosphere." — Sharon Blaustein

benefits she has seen from employing a minimalist design aesthetic in her projects. "I think clients are inspired by their space to focus on the essentials and items of personal value," she says. "It has a calming effect to live in a well-designed and uncluttered space. We make sure to provide ample closed storage so that the architecture and interiors can be uncluttered. It creates a calm haven for living."

Philadelphia-based lighting designer OVVUUD is an exemplary brand for products created with the same principals of contemporary minimalism, with a range of lighting situated "at the intersection of a minimalist aesthetic, natural materials, and cutting-edge light technology."

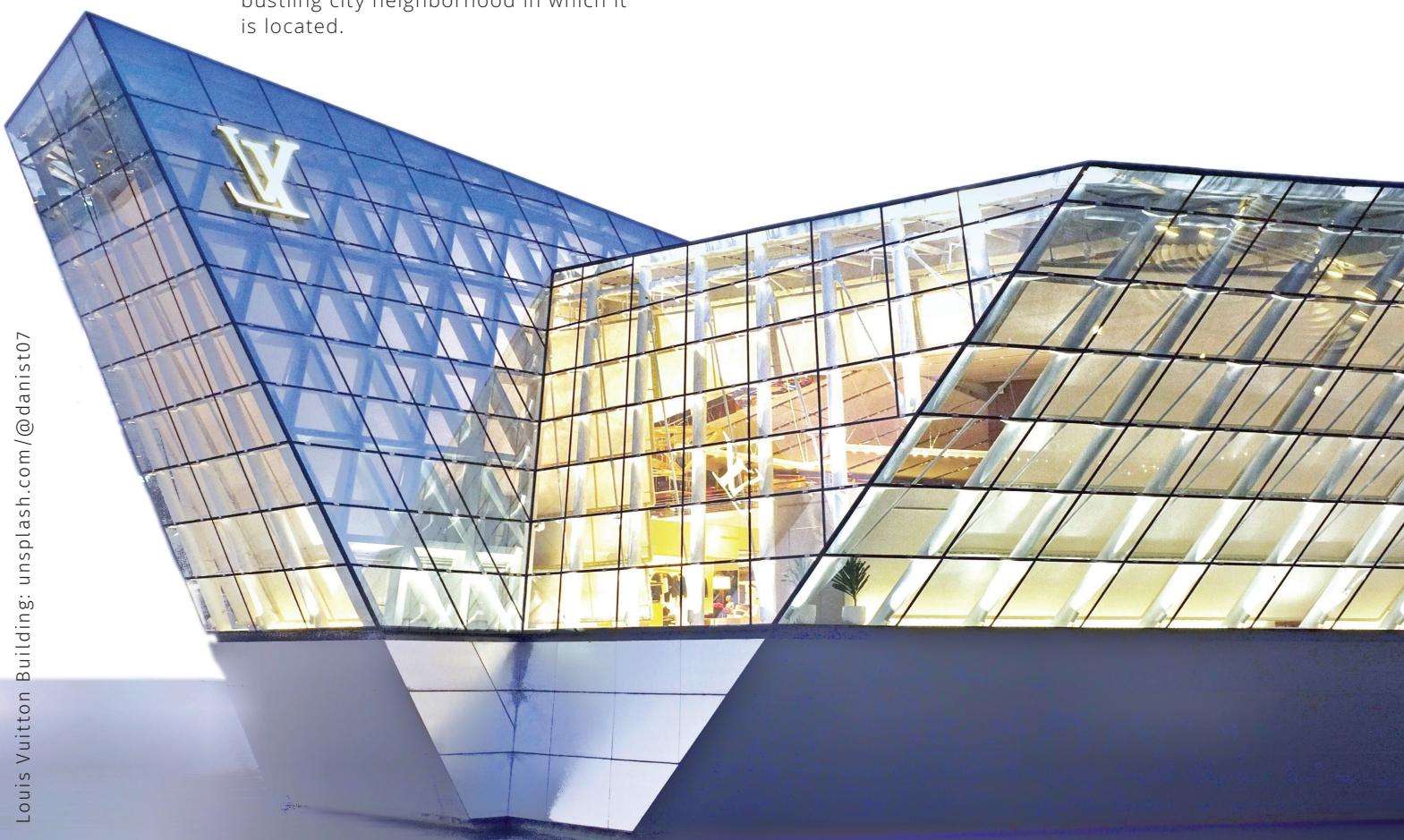
Challenges of Minimalism

"The biggest challenge is to make a space look warm and welcoming," says Blaustein. This minimalist Manhattan pied-a-terre designed by Blaustein and her team contrasts greatly from the bustling city neighborhood in which it is located.

"Our clients wanted the apartment to be a serene refuge from the busy street, especially the bedroom," says Blaustein of the master bedroom created with a monochromatic palette of light gray and shades of texture—the bed is upholstered in a soft wool fabric, the walls are covered in a linen wallpaper and a distressed wool rug warms the floor. "The different textures compliment each other and create a soothing atmosphere."

As for Brown, he explains that his biggest challenge is knowing when to stop designing or adding to the space. "If the space functions well, is simple in its composition without being overly stimulating, you know that you are finished," he says.

"Just like artists must stop at some point and not add colors or brush strokes, a designer too must know when to stop," says Frommer. "With me, it's intuition. I just feel it when the space is 'just so,' when it is right, balanced, and congruent."



Louis Vuitton Building: unsplash.com/@danist07



Boxed Water Packaging

Visit boxedwaterisbetter.com

BY BOXED WATER IS BETTER LLC

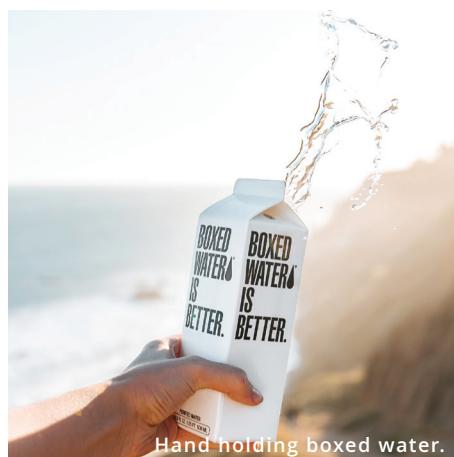
Finding A Better Way

Founder Benjamin Gott had the simple idea for a new type of packaged water. The mission was to fulfill the need for packaged water in a more environmentally-friendly way that allows us to give back. Part sustainable water company, part philanthropic project. We obsess over providing the purest water in the most sustainable way. We're not satisfied with the status quo - our planet doesn't need more plastic bottles. We're constantly finding new ways to make a positive impact for our planet.

In It Together

Giving back to the planet is more than just a company philosophy. For our employees, it's personal. Together, the Boxed Water team is working toward a shared goal of creating a better tomorrow by creating more sustainable solutions today.

"Boxed Water, yet another new category in the marketplace, with cartons made using paper from sustainably managed forests. In a blind sampling, our food critic Adam Platt characterized it as "neutral and friendly." — Grub Street



Hand holding boxed water.