



WHICH WAY  
ARE WE  
GOING?  
80's, 90's & 00'

# Design Trends for the Industry

It's never a great idea to blindly follow trends, but it's good to know what they are.

'you have to know the rules to break the rules'

- 1. Super-Geometric** - Incredible detail, but straight lines everywhere. If origami was graphic design technique, this would be it.
- 2. Handiwork** - After decades of photography-driven design, serious drawings are in high demand again — and rightfully so.
- 3. Technical** - Once reserved for boring instruction manuals, the beautiful art of technical illustration finally made its way into mainstream design with introduction of infographics.
- 4. Pragmatic** - A growing trend in digital design is pure pragmatism, or keeping things as simple and practical as possible.
- 5. Retro-graphics** - They say every design style comes back in fashion every now and then, and it seems this is a great time to revive graphic work from 70's and 80's.
- 6. Flat-Flat** design elements are replacing skeuomorphism. Led by changes in app and software design, downloads of flat design elements increased by 200% over the past year.
- 7. Instagram-esque** images were a big theme in 2013. With the popularity of retro cameras and mobile apps, searches for filtered images soared 661% in 2013, and the trend shows no signs of abating.
- 8. Video** is an increasingly popular medium for visual storytellers and access to new image-capture technology such as 4K is growing.
- 9. Popular video** content topics include education, 3D renderings, transportation and cityscapes.
- 10. People and other subject in real-life**, authentic settings are increasingly in demand, up 347%. This growing trend represents a desire for stronger emotional connections in design.

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