

GRAPHIC

DESIGN

TRENDS

What is a Graphic Design Trend?

OVERVIEW

1

Understand Graphic Design Trends

3

Analyze Real-World Applications

2

Identify Key Characteristics and Principles

4

Evaluate Impact on Brand Perception

OBJECTIVES

What Is Bold Minimalism?

Key Characteristics

- Vibrant Color Palettes
- Prominent Typography
- Strong Visual Elements
- Clean Layouts
- High Contrast
- Simplicity and Functionality

**BOLD
MINIMALISM**

Tupperware Brand Refresh

BEFORE

Tupperware®

AFTER

Tupperware®

**BOLD
MINIMALISM**

Tupperware Logo and Packaging

Wordmark



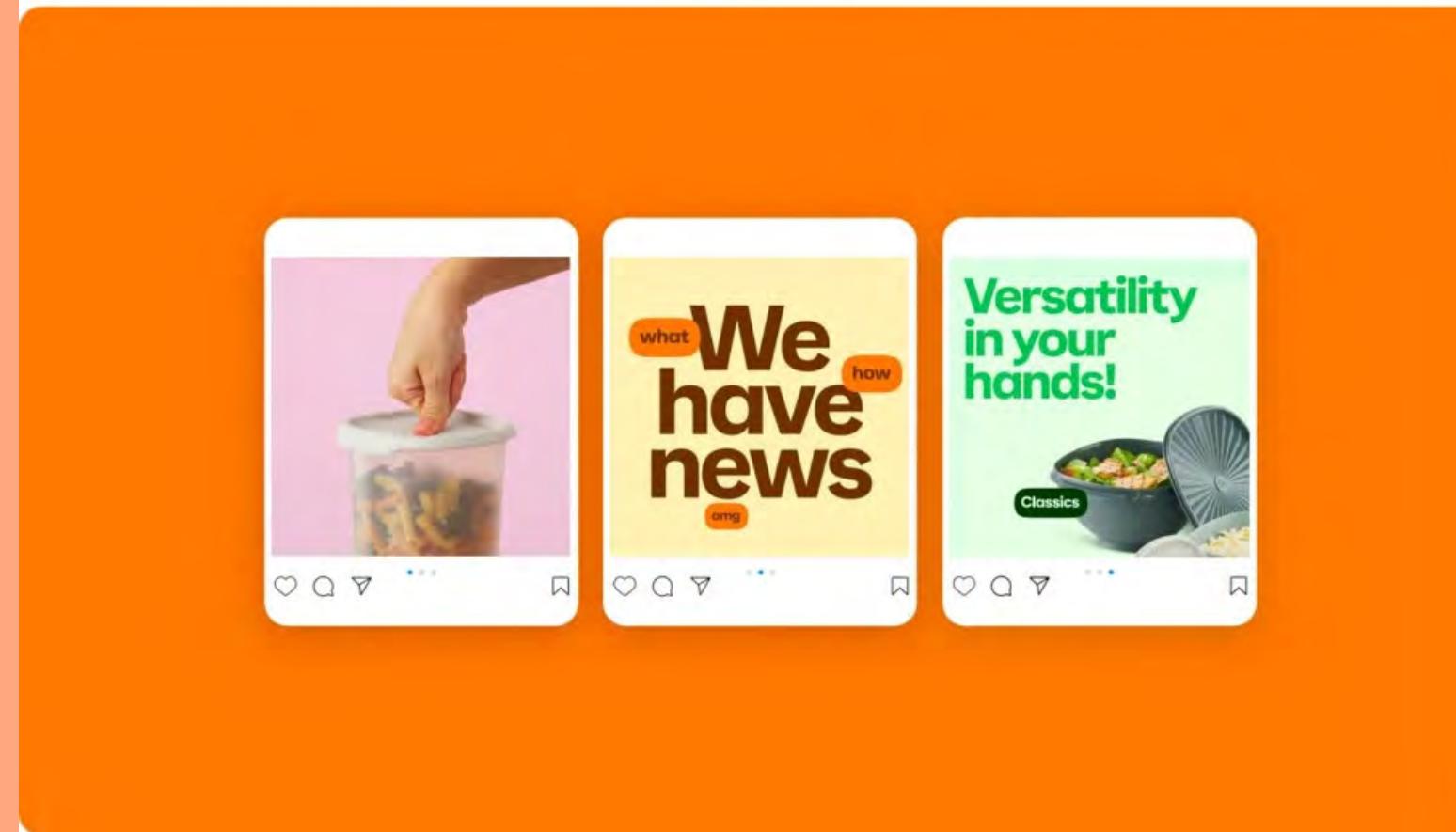
Updated Typeface - Earl Sans

Cutout

Minimal Packaging

New Graphic Element

BOLD
MINIMALISM



Tupperware Brand Appeal



**BOLD
MINIMALISM**

Poppi Introduction

KEY FEATURES

- Bold Colors
- Playful Illustrations
- Modern Typography
- Transparency



**BOLD
MINIMALISM**

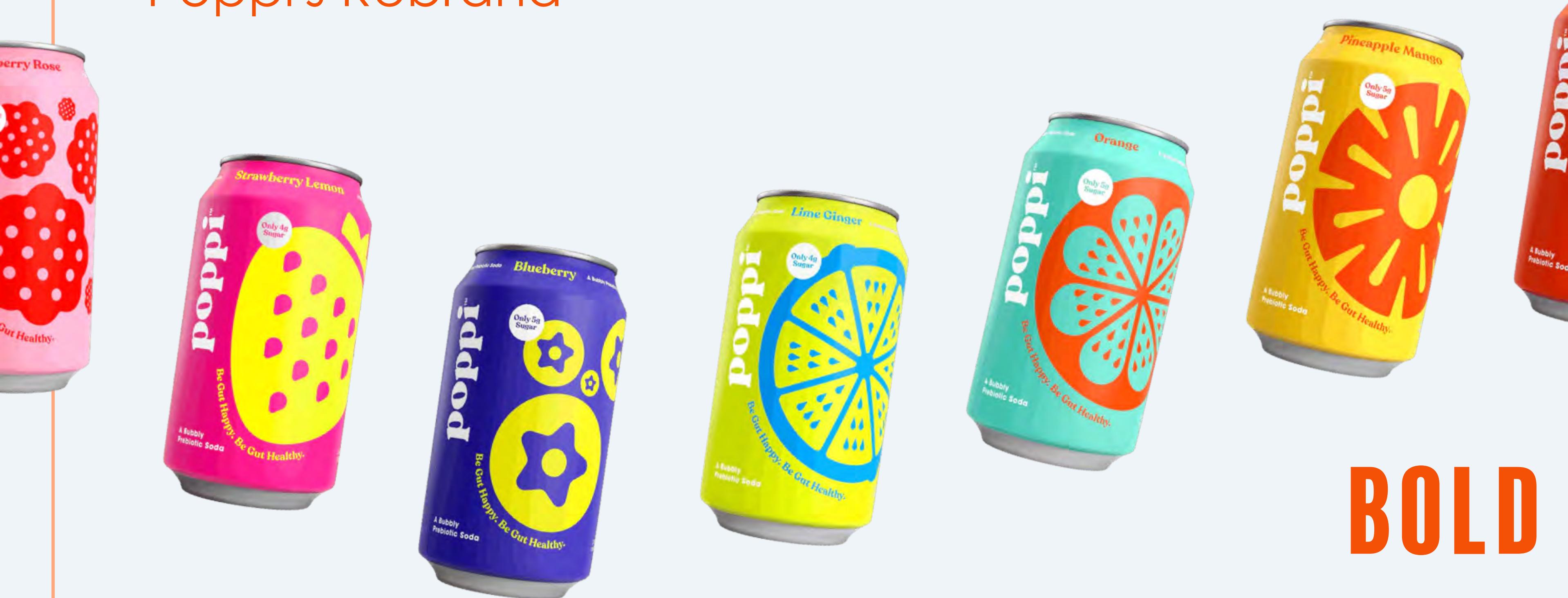
Poppi's Rebrand



- Began as "Mother" Beverage
- Gained Popularity at Texan Farmers Markets
- Enlisted Zero Studios for Brand/Message Revamp
- Quirky, Nostalgic, and Vibrant

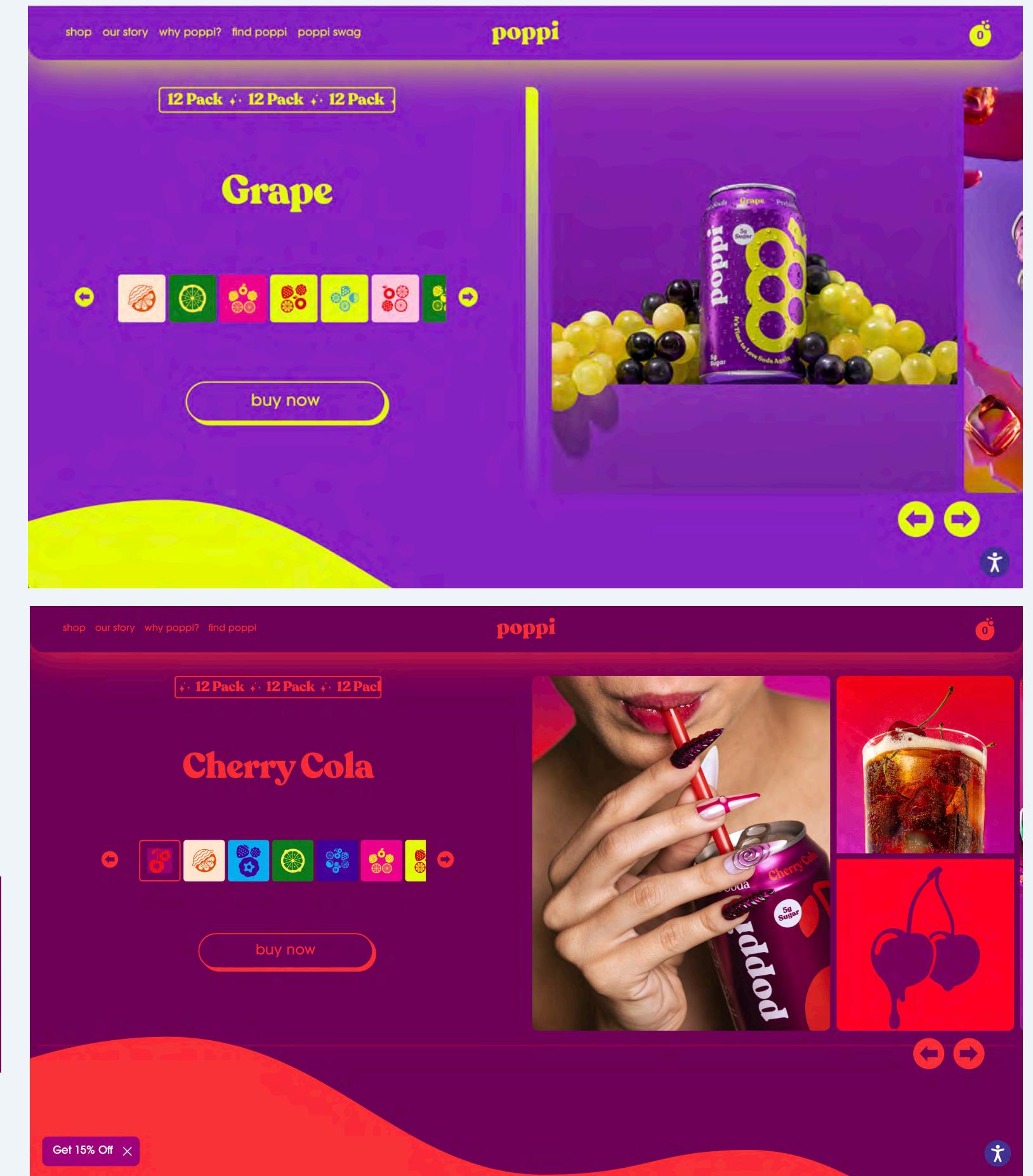
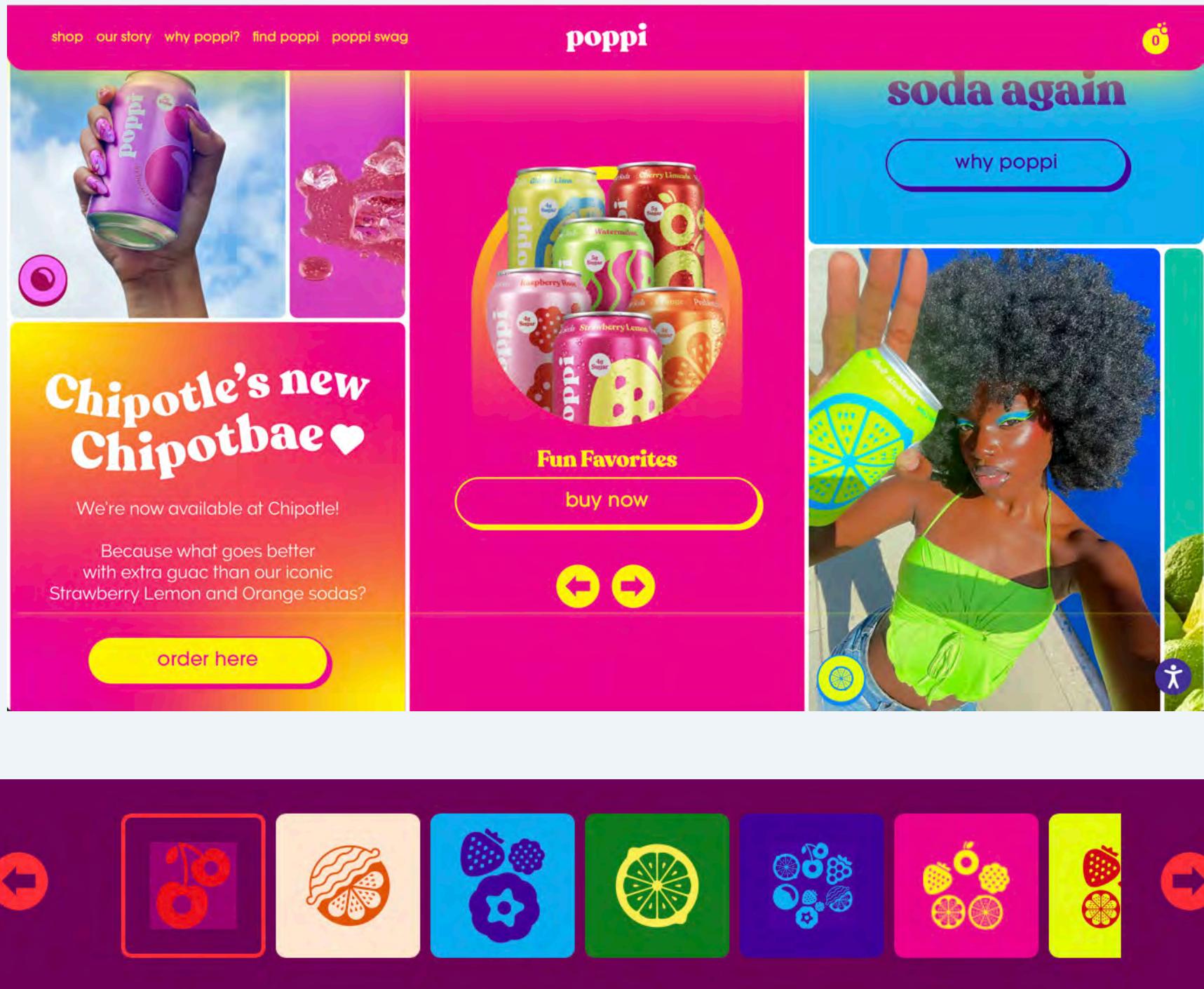
**BOLD
MINIMALISM**

Poppi's Rebrand

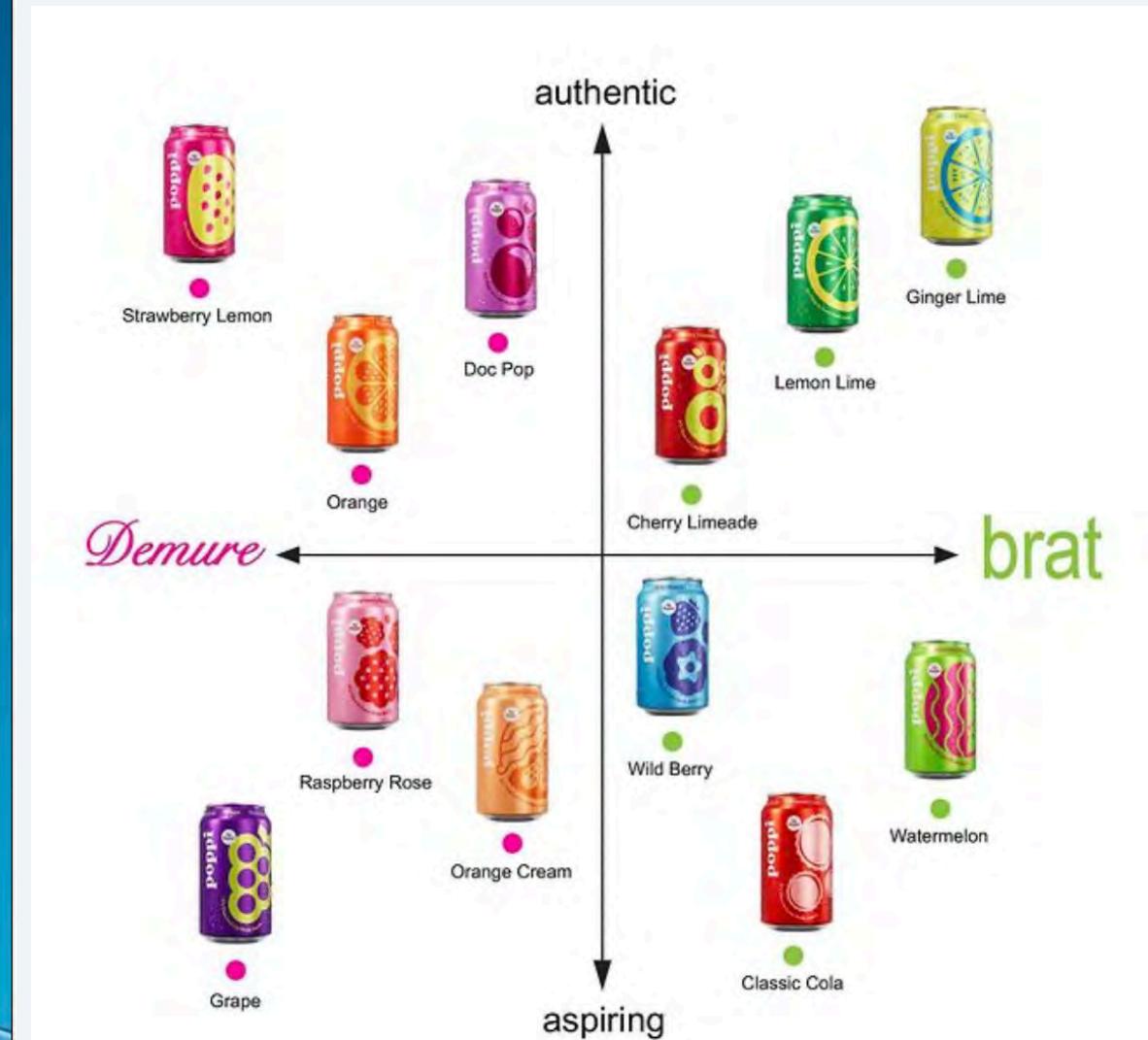
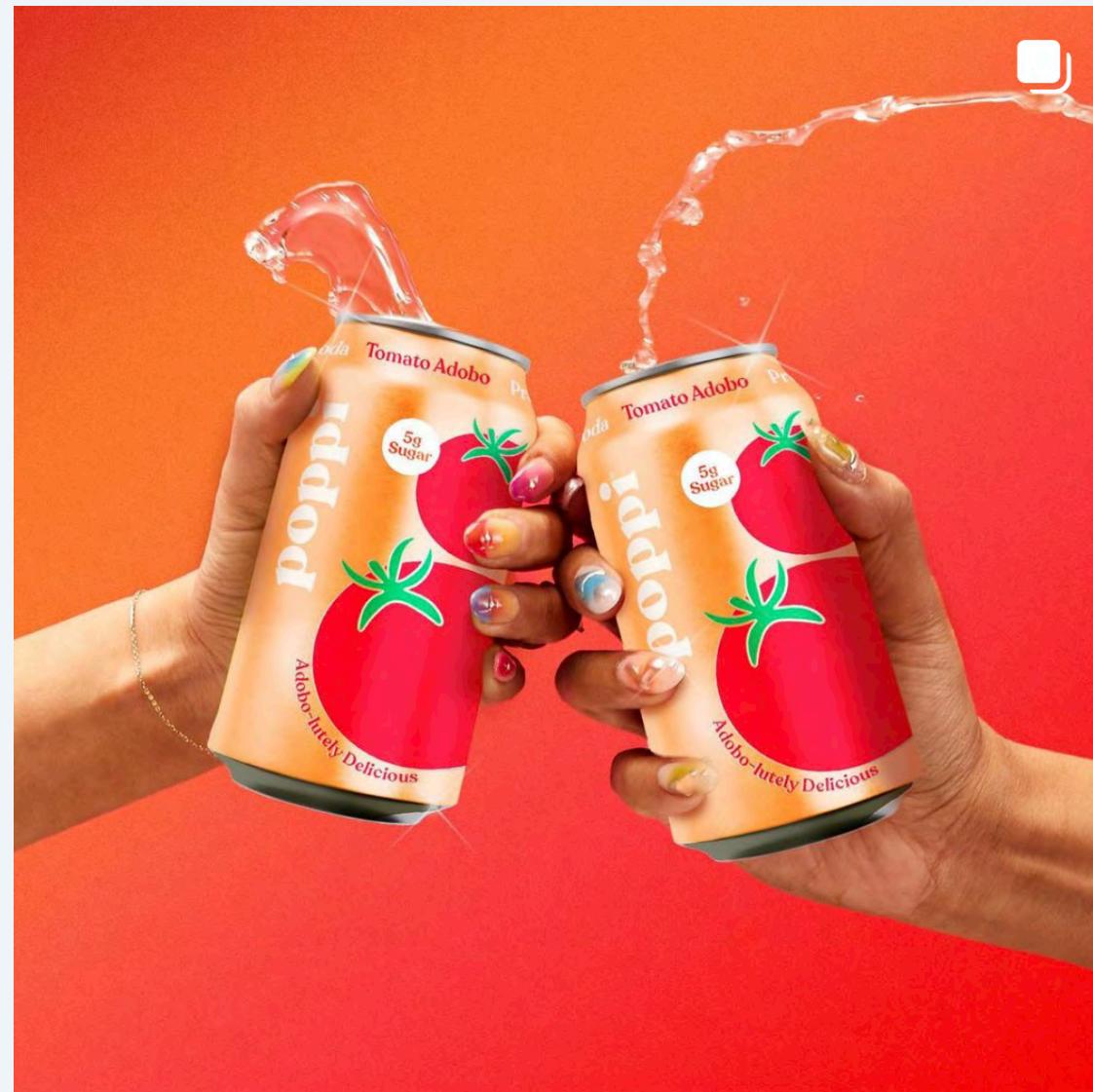


**BOLD
MINIMALISM**

Poppi's Website



Poppi's Instagram



Conclusion



- Enhancing Brand Recognition
- Attracting a Younger Audience
- Communicating Health Benefits
- Building a Cohesive Brand Identity
- Boosting Sales and Market Presence

BOLD
MINIMALISM

What Is Anti-design?

Key Characteristics

- Clashing Colors
- Distorted Typography
- Irregular Compositions
- Asymmetry



ANTI-DESIGN

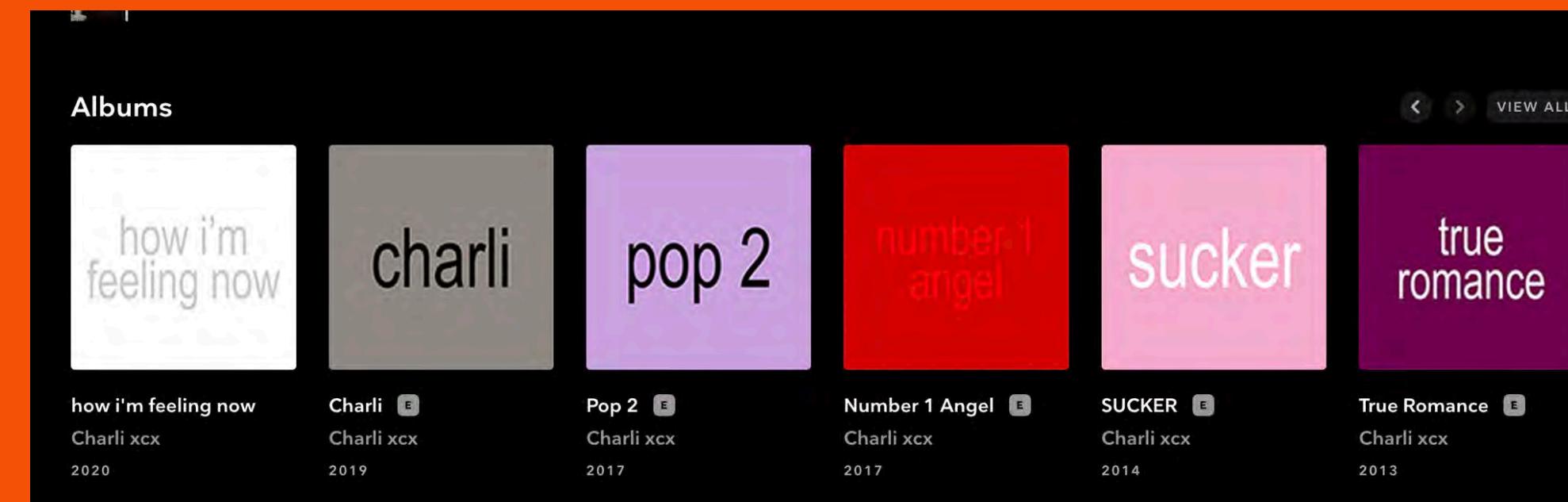
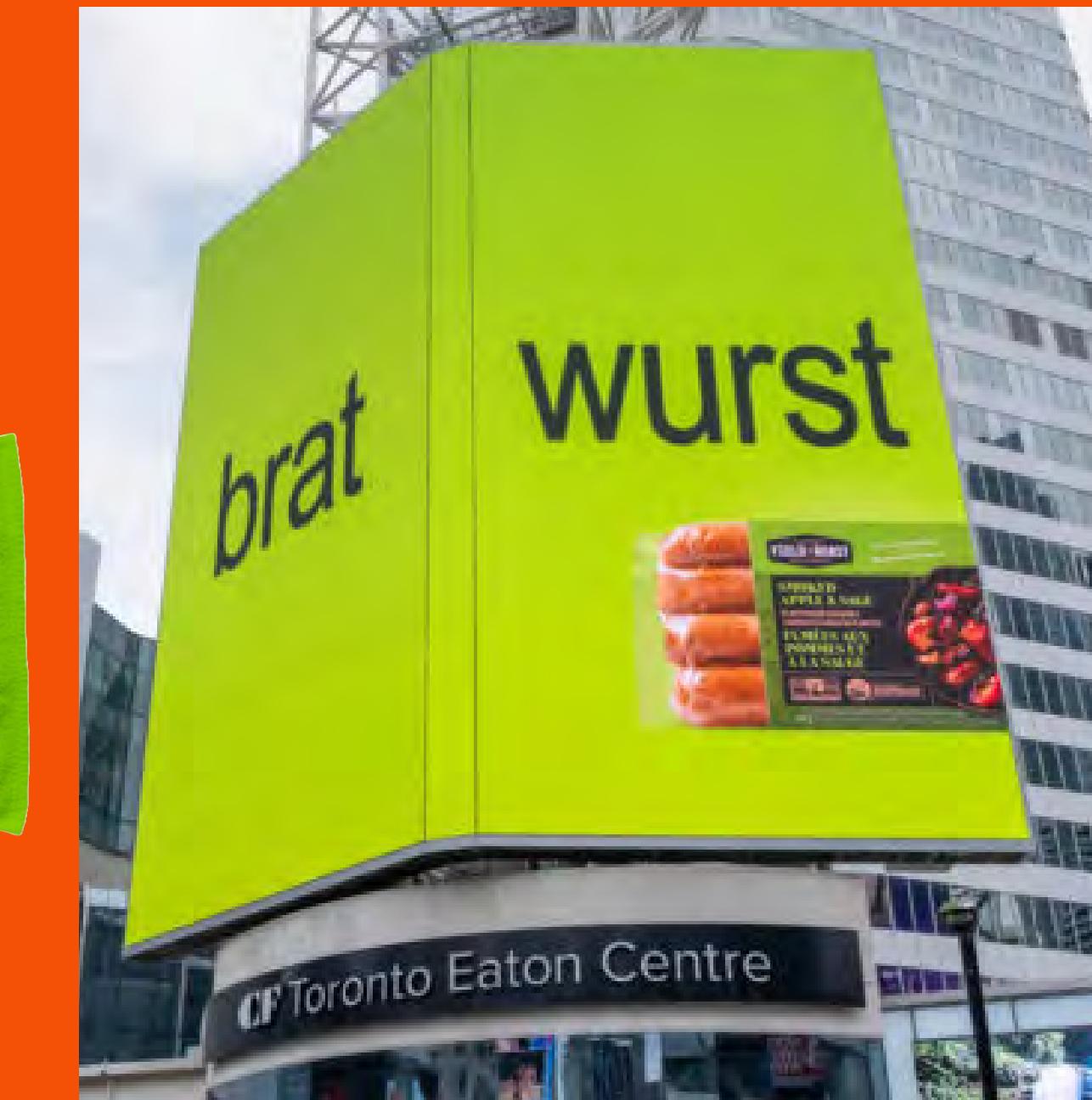
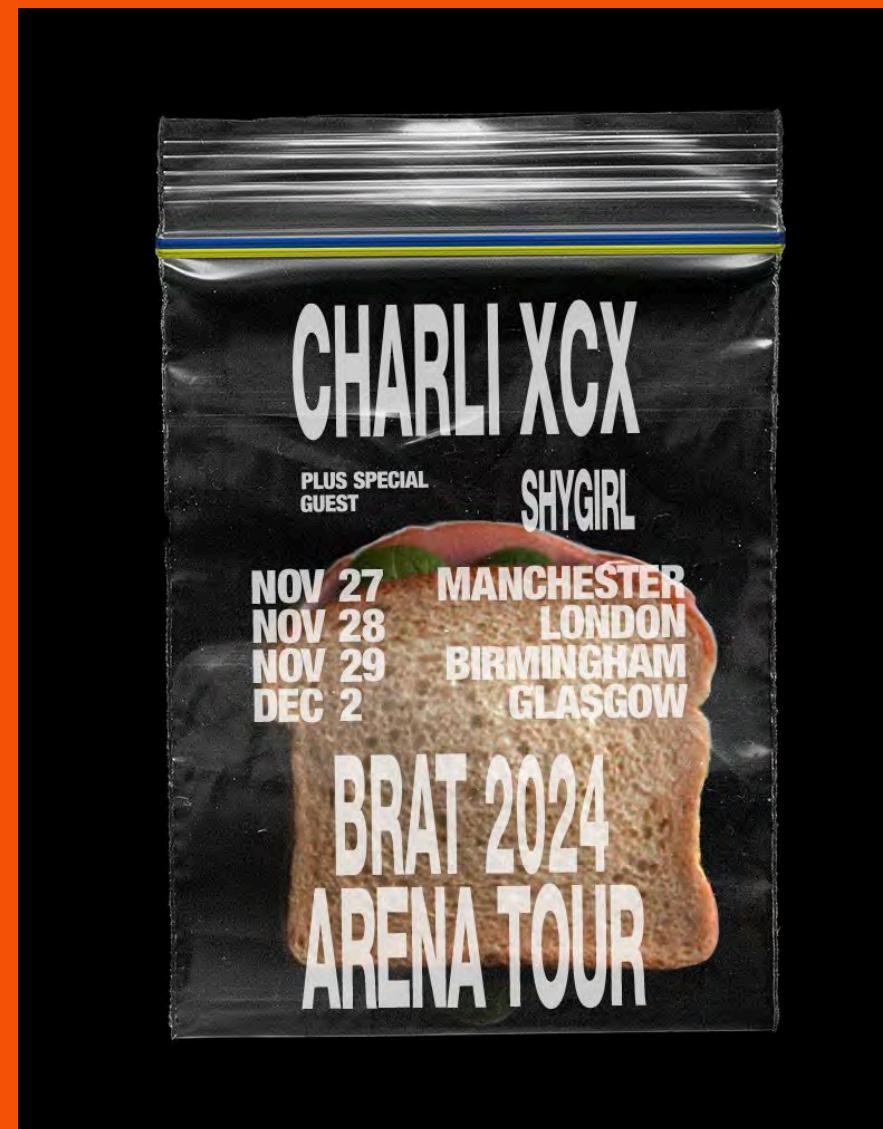
Charlie XCX's Brat Album

brat

brat and it's
the same b
there's three
more songs
so it's not



ANTI-DESIGN

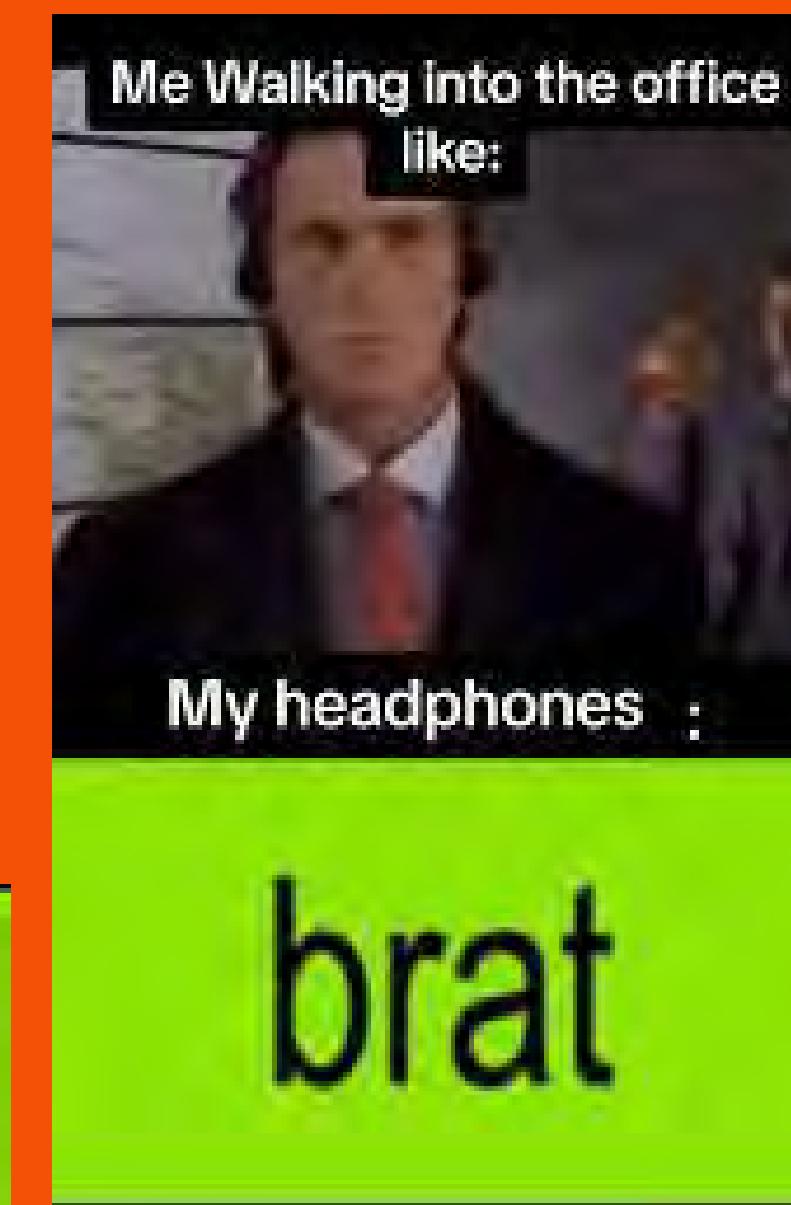


ANTI-DESIGN

pride month
pride month
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br a t



TIKTOK / @jessica
bumpin' that
bumpin' that
bumpin' that
hummin' that



ANTI-DESIGN

What is a **Mascot**?

KEY FEATURES

- Distinctive Character Design
- Adaptability
- Appeal to Nostalgia and Familiarity



MASCOTS

Introduction to
Reddit and Snoo



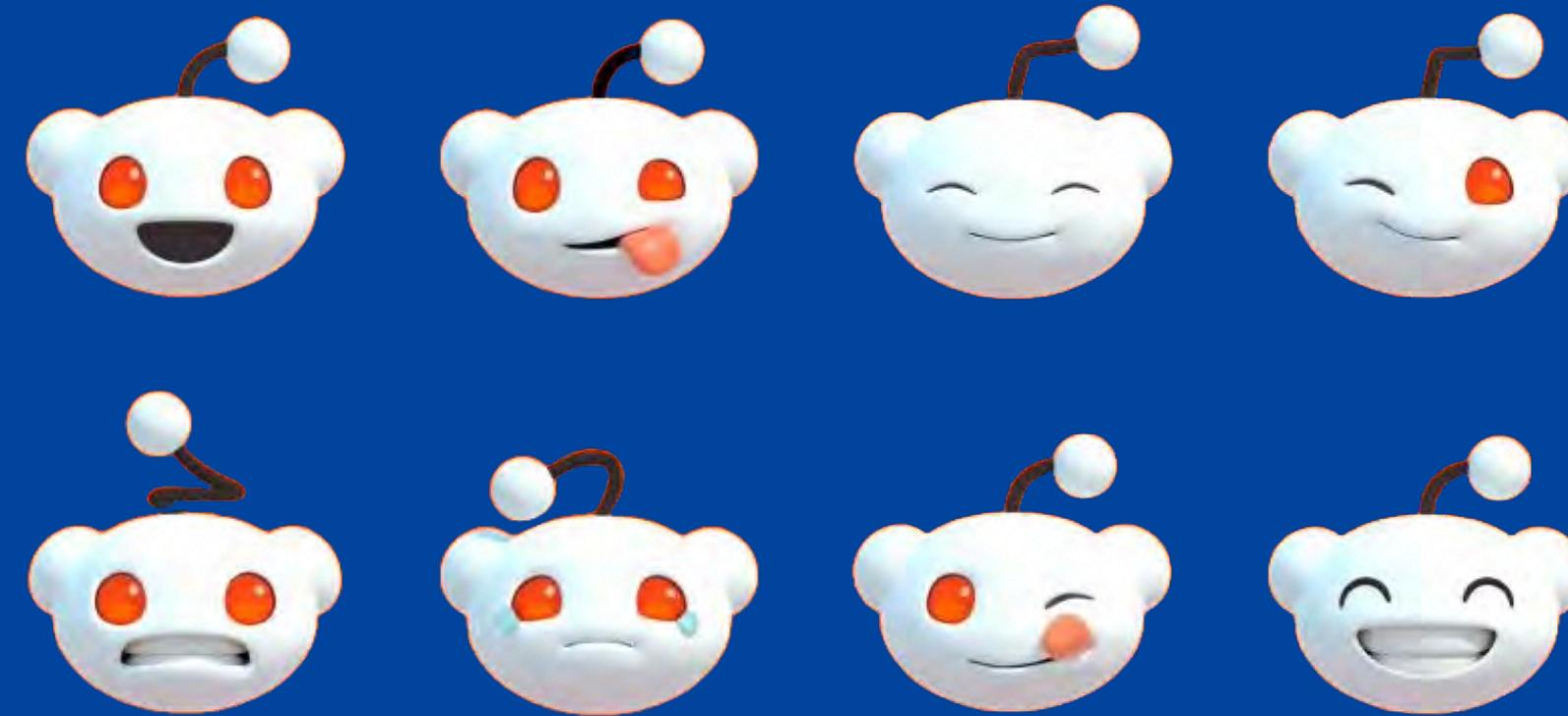
MASCOTS

Design Philosophy of Reddit



MASCOTS

Snoo's Design Approach and Ability



Jul 22, 2024

Top Award Given



View details >

Champion Spirit!

Use these  limited-edition awards to celebrate the content you love on the global stage! The content author may be eligible to earn from your awards!

Shop Edit Create

Outfits Tops Bottoms Hair Face Eyes Hats Right Hand Left Hand Backgrounds Colors

Celebrating India

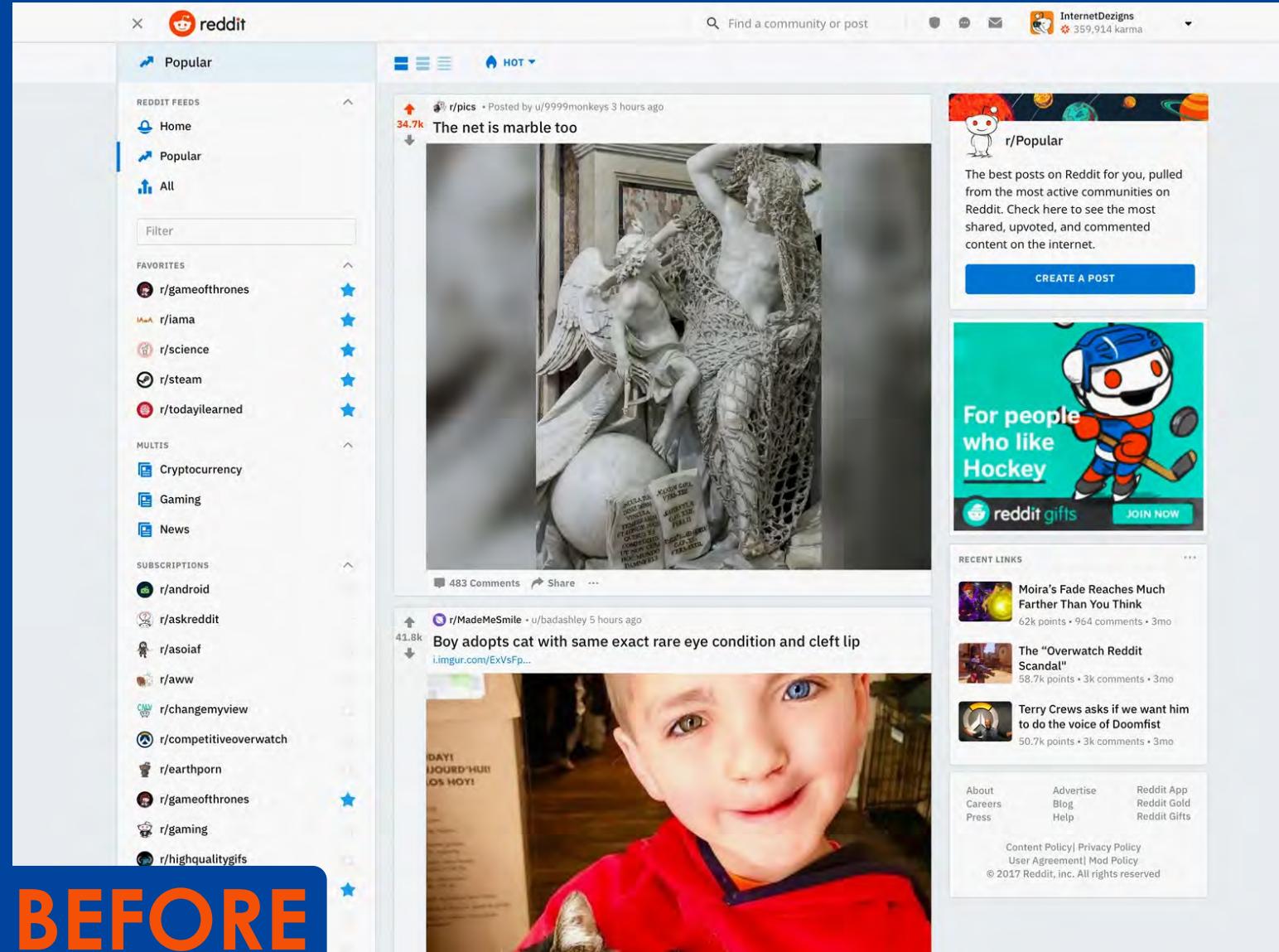


Mast Munda Saree Swag Bindaas Bhai Desi Diva Top Thala

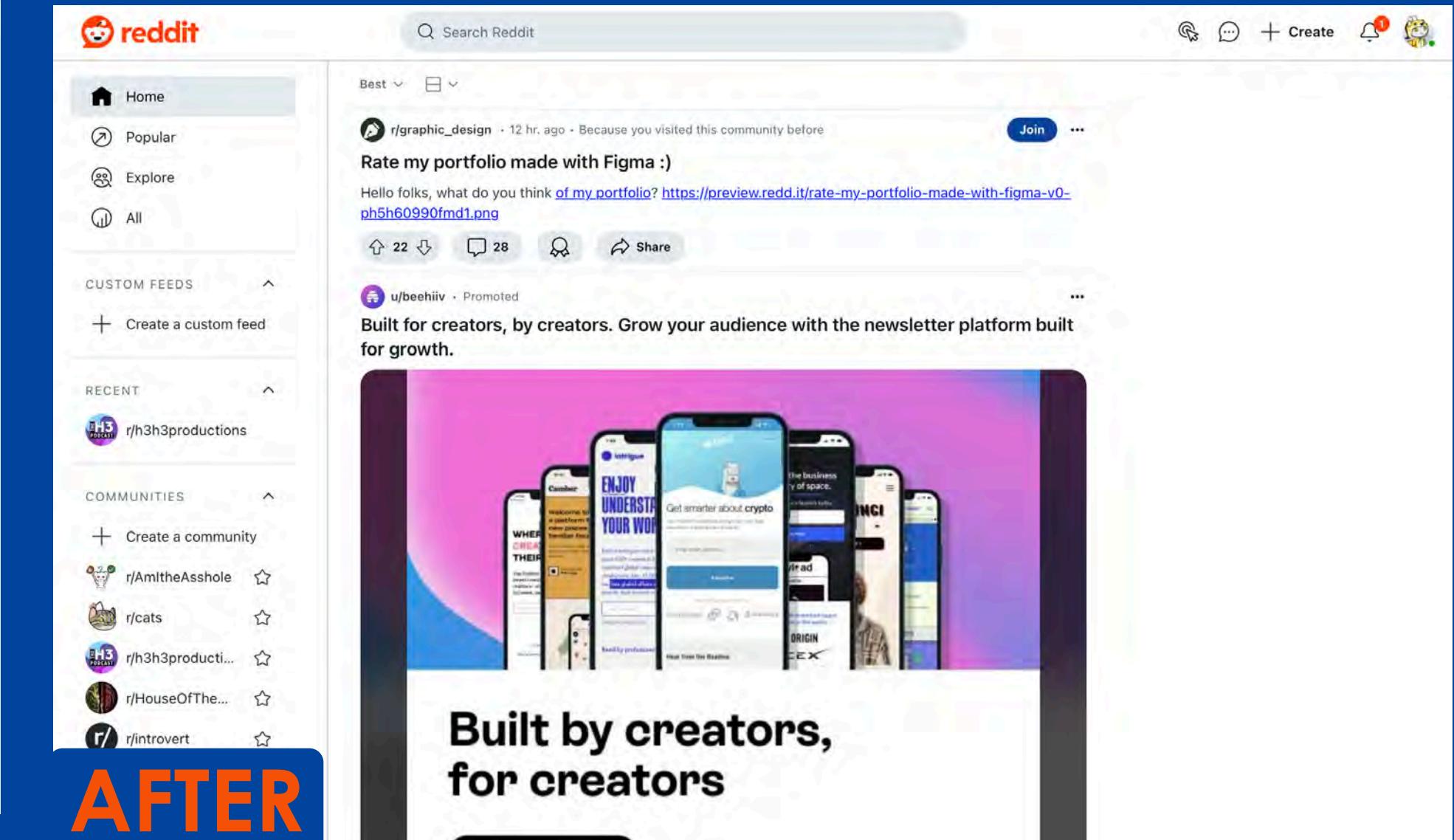
Animal Style



Koala Jack-o-Frog Doge Owl Narly the Narwhal



BEFORE



AFTER

Conclusion



MASCOTS



What is the Y2K Evolution?

Key Characteristics

- Nostalgic Imagery
- Bright and Bold Colors
- Distorted Type
- Playful Layouts
- Metals
- Pixels
- Futurism Influences



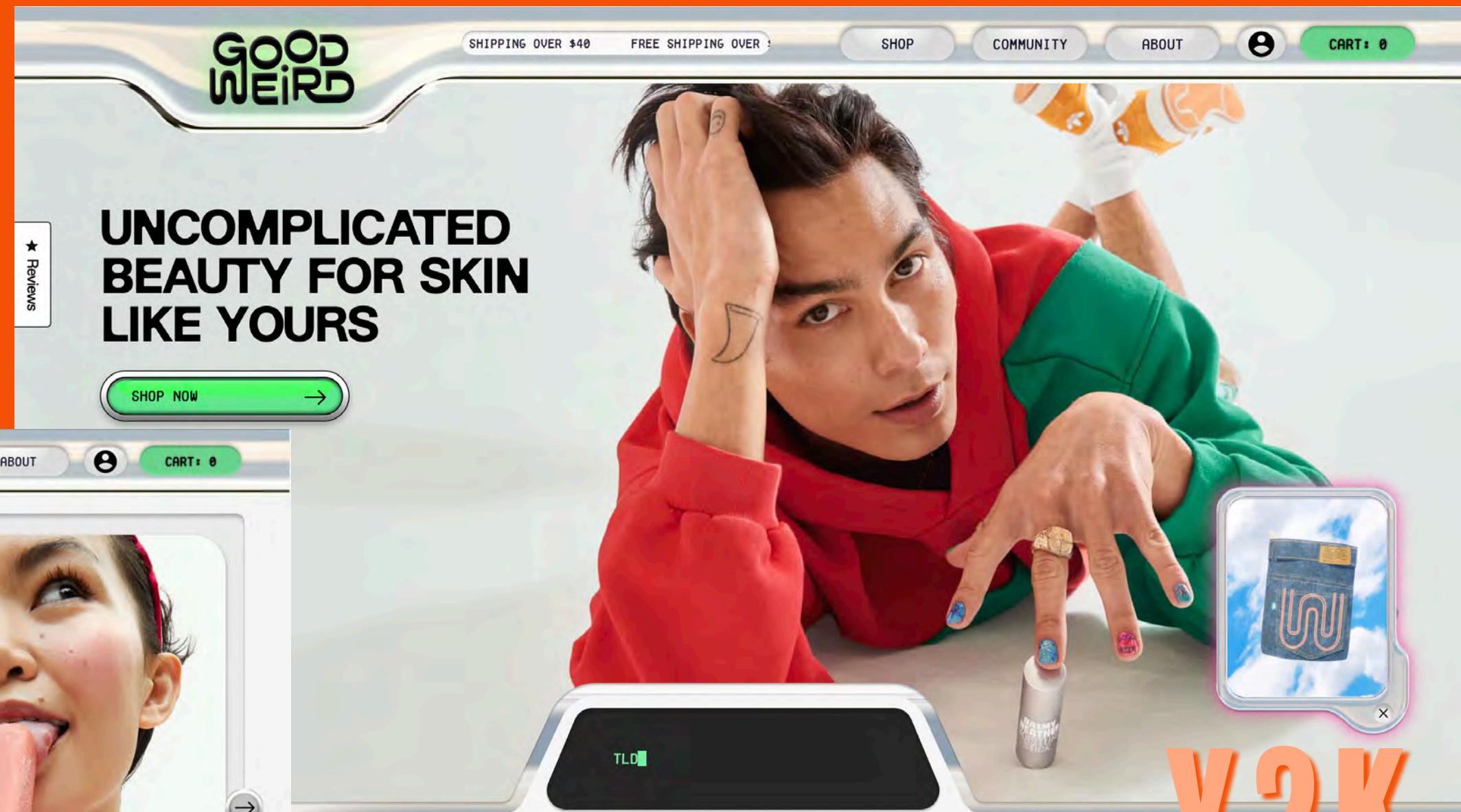
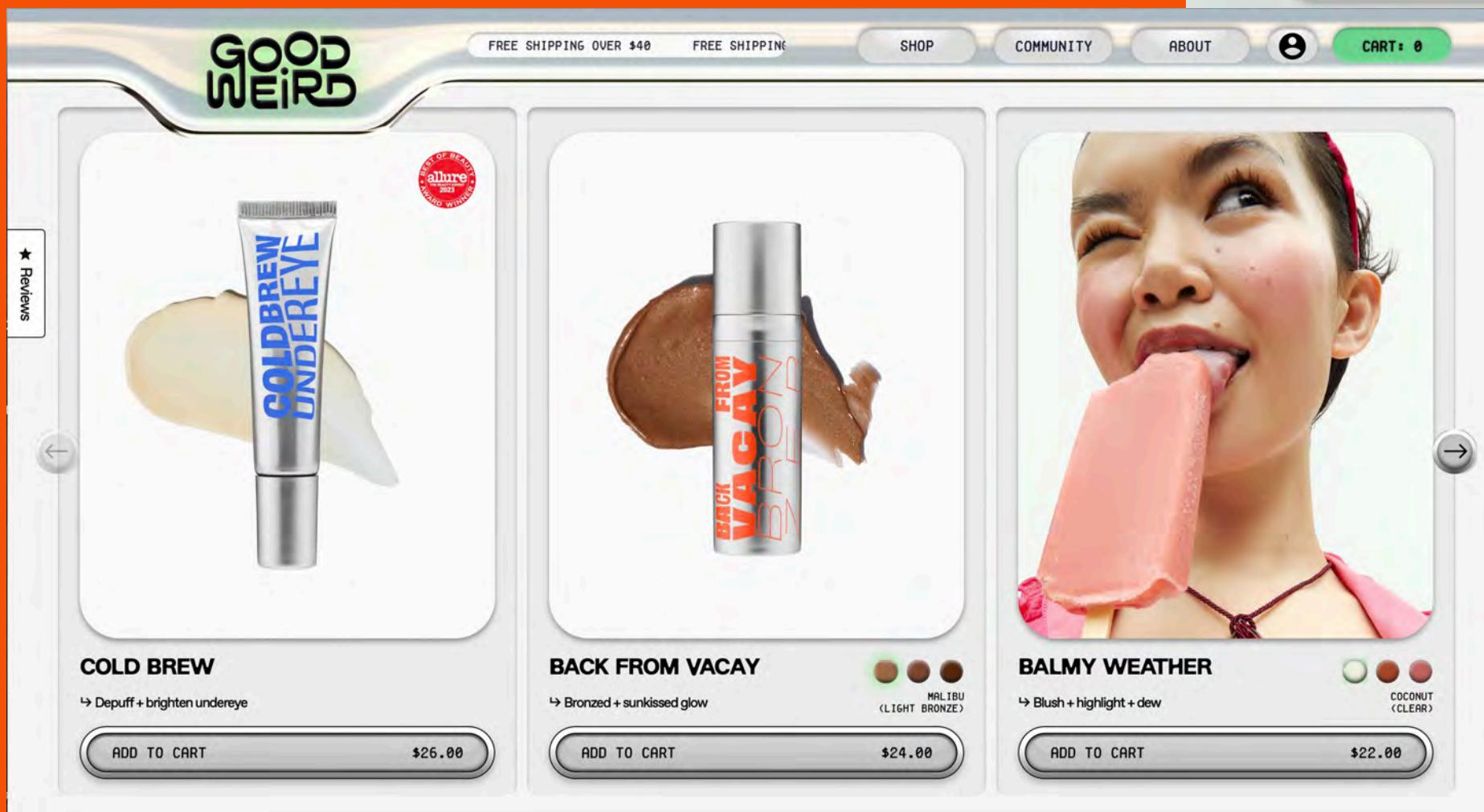
Y2K
EVOLUTION

Good Weird Introduction



Y2K
EVOLUTION

Good Weird's Website



Y2K
EVOLUTION

Good Weird's Website

GOOD WEIRD

IPPING OVER \$40 FREE SHIPPING OVER \$40

SHOP COMMUNITY ABOUT CART: 0

GET THE LOOK

A BACK FROM VACAY \$24.00
BRONZED + SUNKISSED GLOW
SHADE: MALIBU (LIGHT BRONZE)

B BALMY WEATHER \$22.00
HIGHLIGHT + DEW
SHADE: COCONUT (CLEAR)

C BALMY WEATHER \$22.00
BLUSH + DEW
SHADE: GUAVA (A DUSTY ROSE)

D COLD BREW \$26.00
DEPUFF + BRIGHTEN UNDEREYE
SHADE: BANANA (A CREAMY BEIGE)

ADD SET TO CART (\$94.00) \$80.00

★ Reviews

GOOD WEIRD

FREE SHIPPING OVER \$40 FREE SHIPPING

SHOP COMMUNITY ABOUT CART: 0

AND SKINCARE HANG OUT WHERE MAKEUP AND SKINCARE HANG

★ Reviews

01 BEAUTY FOR EVERYONE
ALL WEIRDOS WELCOME.

02 MADE FOR ALL SKIN TYPES
NON-COMEDOGENIC + DERMATOLOGIST APPROVED.

03 NO EXPERIENCE NECESSARY
IT MIGHT BE THE EASIEST THING YOU'LL DO ALL DAY.

THANK YOU