



new TRENDS

'ARTSY' design

'Artsy' style is back from the Sixties and Seventies. Text is bold and comes in short paragraphs. These are usually surrounded by a lot of white space. This modernist style has been around a long time and doesn't seem to go away.

What this trend does allow for is the use of interesting and risky colour palettes. Colours are becoming more daring and designers are finding ways to match the unmatched. This trend also permits designers to integrate cultural elements into their artwork. Japan have exploited this style well over the years and Thailand has adopted its own modernistic/Thai version of the 'Artsy' design. Fonts are becoming bolder and are placed in typically awkward positions. Reading fonts upside down or tilted to the side is nothing new anymore and has become widely accepted even for the most tradition-driven projects. The 'sans serif' font is perhaps one of the most representative font for the 'Artsy' trend. This style is young, fun and full of personality. And this design style is finding itself into some of the most conservative industries.

Consumer Trends
designcorner.blinkr.net
www.designsojourn.com

Design Trends
thecreativeforum.com
mediabistro.com

Suggested Reading

The Non-designer's Design Book
by Robin Williams

Design Form and Chaos
by Paul Rand

06月色彩組合 Velvet Caress

C100 / M0 / Y0 / K40

C25 / M50 / Y0 / K0

C40 / M50 / Y0 / K0