

DESIGNARETAIL • DESIGNARETAIL •

Ideas made
possible.

Graphic Trends 2023—

Introduction

2

"Design creates culture.
Culture shapes values.
Values determine the future."

– Robert L. Peters

Graphic Design Luminary

As part of our wider design practice, at D4R we pay close attention to how **macro trends affect our discipline**.

In 2D and brand, we are noticing how **malaise and instability** are affecting graphic design outcomes, allowing us to make **assertions** as to the direction of 2D media in the **short-to-medium term**.



Trends

contents:

DRIVERS & MACROTRENDS

GRAPHIC TRENDS

Starting with drivers;

When starting to think about potential future opportunities, start with the WHY.

Drivers are the large-scale forces that shape behaviours. The main consumer behaviour we're seeing time and again can be distilled into four drivers:



ACCELERATING
TECH



PERMA-CRISIS
FATIGUE



THE END
OF ABUNDANCE



NEW SOCIETY
RULES

macro trends

DRIVERS
AND
MACRO-
TRENDS

Whilst we're going to share some of our specific thoughts on **our predicted 2D trends**, we'll first share some macro trends that we are **continually exploring** through our strategic work.

These are key trends forecast to **grow in influence across retail graphic communication** going forward.

**Made by
humans**

**Communal
affinity**

**Chaos
tonic**

**Hyper
physicality**

Made by humans

5

Leveraging the artist's touch _____

RELATEABLE, SKILLFUL &
PROCESS DRIVEN PRACTICE

In retaliation to AI generators Midjourney, DALL·E 2 and Chat GPT; we will see a resurgence of hand rendering and **pure human, emotive skill**. The tactility, anarchy, ceremony, relateability and awe inspiring nature of outcomes by artisan creators are unparalleled and **rally against the 'democratisation' of AI generated images**.

Many consumers will **reject the perfection** that AI delivers in favour of the **serendipitous mistakes** that define design from a human perspective.

_____ CEREMONIOUS

_____ IMPERFECT

_____ IRREPLICABLE & EXCLUSIVE

“Digital design is like painting,
except the paint never dries.”

– Neville Brody
Graphic Design Luminary



Communal affinity

6

Focussing on what unites us _____

COMMUNICATING COMMUNITY

While the 'culture wars' play out in evermore intrusive ways, consumers will look to **brands that adopt a unifying approach**, rather than a divisive tone.

The **importance of community** will intensify in some groups as the realities of individualism receive mainstream criticism (see Adam Curtis, documentary film maker.)

Consumers will **align themselves with brands** that understand them and make space for **society's stories**, **rejecting companies with no room for diversity**.



“Unanimous hatred is the greatest medicine for a human community.”

– Aeschylus
Greek Tragedian

- _____ CELEBRATION OF UNITY
- _____ INCLUSION, ALWAYS
- _____ AUDIENCE AFFINITY

Chaos tonic

7

“Identify the essential,
eliminate the rest.”

— Leo Babauta
Minimalist Author

A rejection of current events

SIMPLY DOES IT

As consumers **tire of information overload** and the barrage of 24/7 bad news media, they will look to **pause and reflect**, rather than plug in and succumb to further anxiety inducing content.

We will see this play out in graphic trends through **simple, minimalistic design** that provides a tonic to everyday maximalism.

Much like fashion's capsule wardrobe concept, an **edited aesthetic** will take hold with aims to **reduce visual noise and clutter** within 2D media and brand designs.

DEFLECTION OF MAXIMALISM

CLEAR YOUR HEAD

THE RETURN OF MINIMALISM



Hyper-physicality

8

Super realism _____

WHAT'S REAL IN A POST-TRUTH WORLD?

As the real world becomes less tolerable, **consumers will seek to disassociate and escape.**

The **normalisation of natural psychedelics** will gain traction as the mental health benefits become an acceptable form of self care.

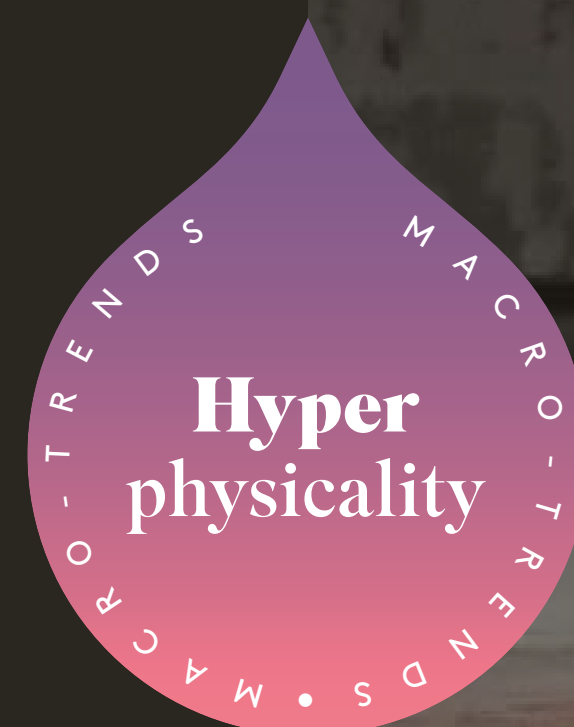
The successors to Decentraland and Meta will introduce **mainstream artificial worlds**, providing a vital getaway from the emerging dystopia outside.

We will see this feed into graphics via a **hyper-normal set of visual standards**, the more outlandish the better. Sharper and more vivid than the real world, this will be **escapism illustrated graphically.**

_____ DESIGN DEMOCRACY THROUGH AI

_____ REALER THAN REAL

_____ ESCAPISM VISUALLY MANIFESTED



The world's on fire and so is the fashion

HELIOT EMIL
Paris Fashion Week Fall/Winter 2023

And for graphics?

The _____ _____ trajectory

Here we **predict the future** of what may come to pass, born out of the small collected signals and data points of **consumer behaviour, emerging demands**, and **needs**.



Graphic Trends 2023-

MACRO-TRENDS
GRAPHIC



RISO
REVIVAL

PUNK &
ANARCHY

PLAYFUL
NAIVETY



CUMULATIVE
NOSTALGIA

INCLUSIVITY
MATTERS

SATIRICAL
VIEWPOINTS



REDUCTIVE
LAYOUTS

BAUHAUS
2.0

MEDITATIVE
COMPOSURE



EVERYDAY
SURREALISM

MAINSTREAM
MYSTICISM

ACID
COMPLEX

TOOLKITS

Riso revival.

Invented in Japan in the 1980s as a cheaper alternative to xerography, Riso print became **ubiquitous with churchers flyers** and small business comms. As one colour prints onto the next, the stencil based medium creates a **textural, vivid print**.

Eager to capture the vintage, handmade aesthetic of a bygone era, Designers have reimagined the Risograph as the tool-du-jour, creating stunning, **visually tactile outcomes**.

IMPERFECTION

TEXTURAL TACTILITY

VIBRANT PALETTE

Made by
humans



Fig.01

“Without the participation of people, the technology is plain and void of charm.”

- O.OO DESIGN ROOM

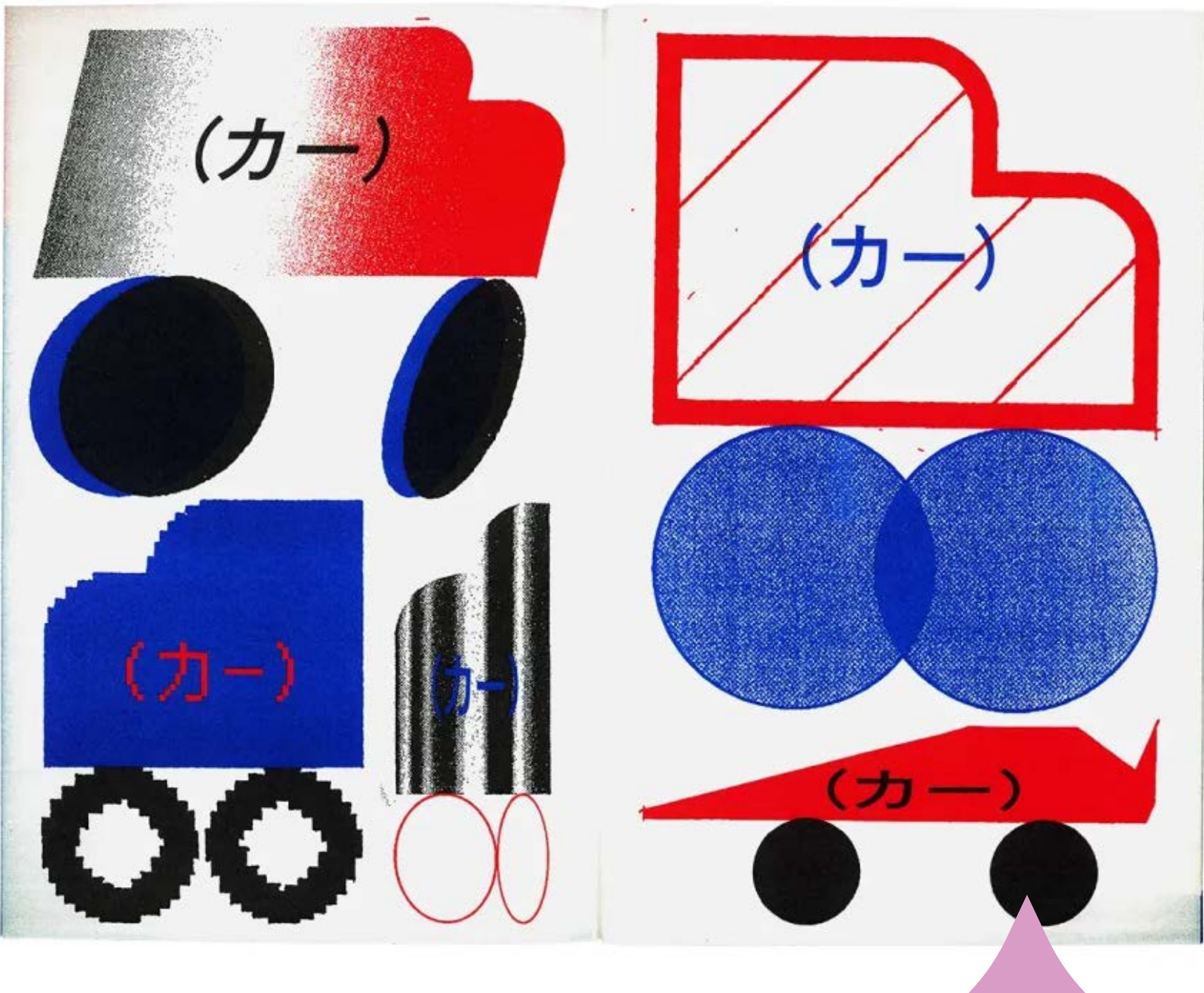


Fig.05

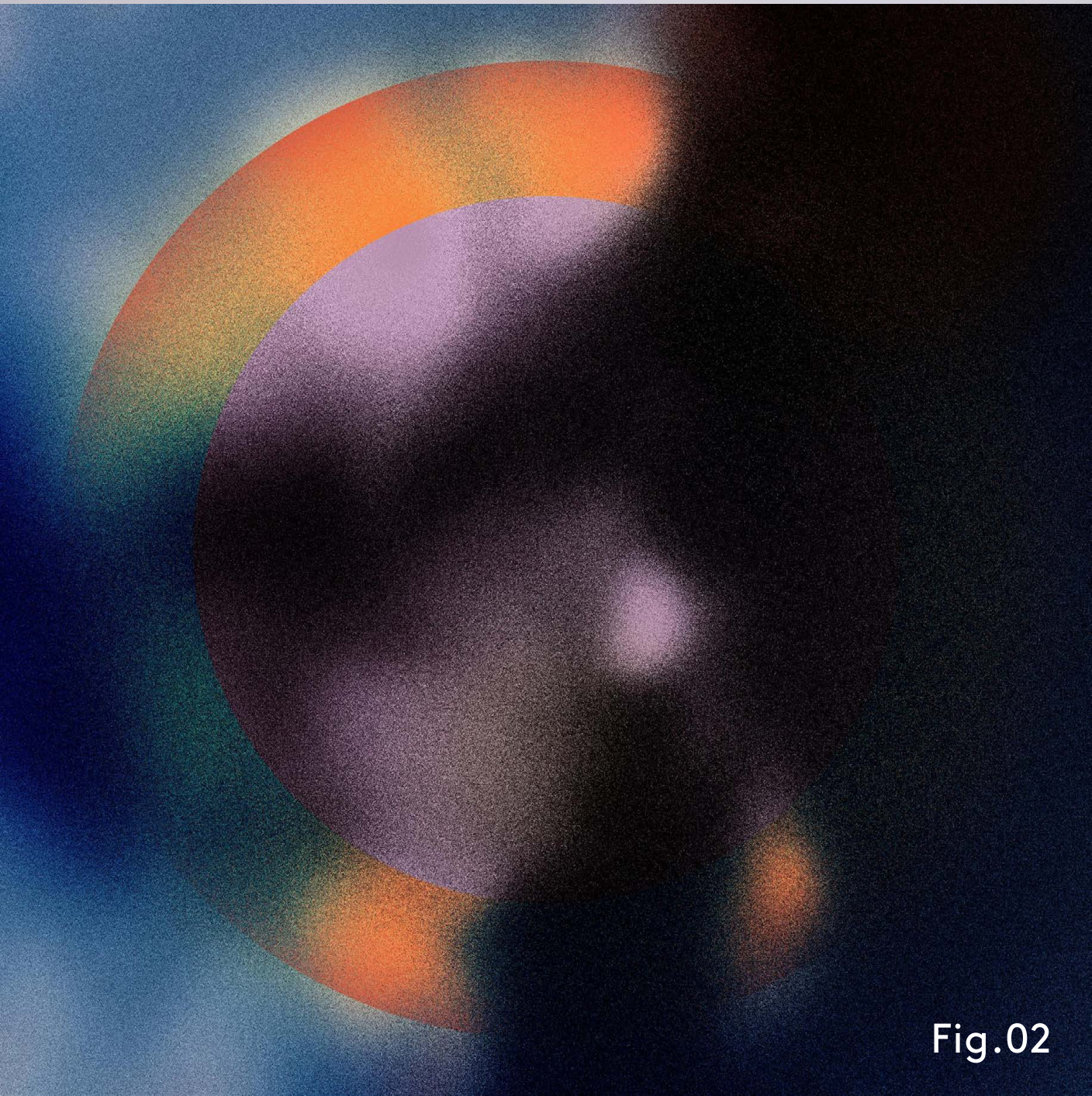


Fig.02



Fig.03

6. RHYTHM

7. LET GROW

8. KEEP THE FIRE BURNING

9.CO
(EXISTENCE)

10. STAND UP, RISE UP
ELEVES TOI, POUR TOI

Unlike typical four-color (CMYK) printing, Riso colors are independently developed in a system where every hue is a special color, similar to the Pantone color system.

不同於一般的四色(CMYK)印刷，Riso的顏色為自行開發的獨立色彩體系，每一色都是特殊色，和Pantone色彩較為相近。

NO MAGIC IN RISO

JUICY VIBRANT COLORS

Fig.04



Fig.01 – Sophie Douala,
In Memory of the Present

Fig.02 – Philipp Zurmöhle,
Portal

Fig.03 – Irene Suosalo,
Tivoli

Fig.04 – O.OO Design ROOM,
NO MAGIC IN RISO

Fig.05– Shun Sasaki,
SUPER DUPER PAPER DRIVER

Punk & anarchy

With the death of Vivienne Westwood at the tail end of 2022, **fashion lost an alternative icon**. Famed with bringing modern Punk and New Wave fashions into the mainstream, her passing leaves a vacuum while **casting a light over the scene**.

Parallels between eras can be drawn. Public services crippled, recurring strikes across vital industries and widespread discontentment; the conditions which incubated Westwood's SEX boutique on Kings road seem eerily familiar.

— DISRUPTIVE

— DIY AESTHETIC

— COUNTER-CULTURE

Made by
humans

“Intelligence is composed mostly of imagination, insight, things that have nothing to do with reason.”

– VIVIENNE WESTWOOD



Fig.05



Fig.06



Fig.01

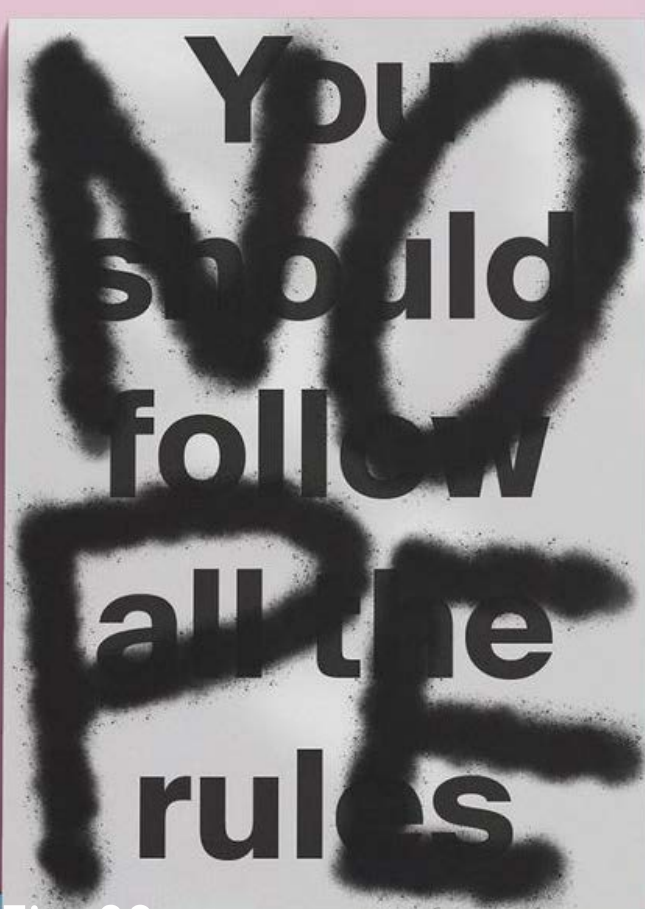


Fig.02

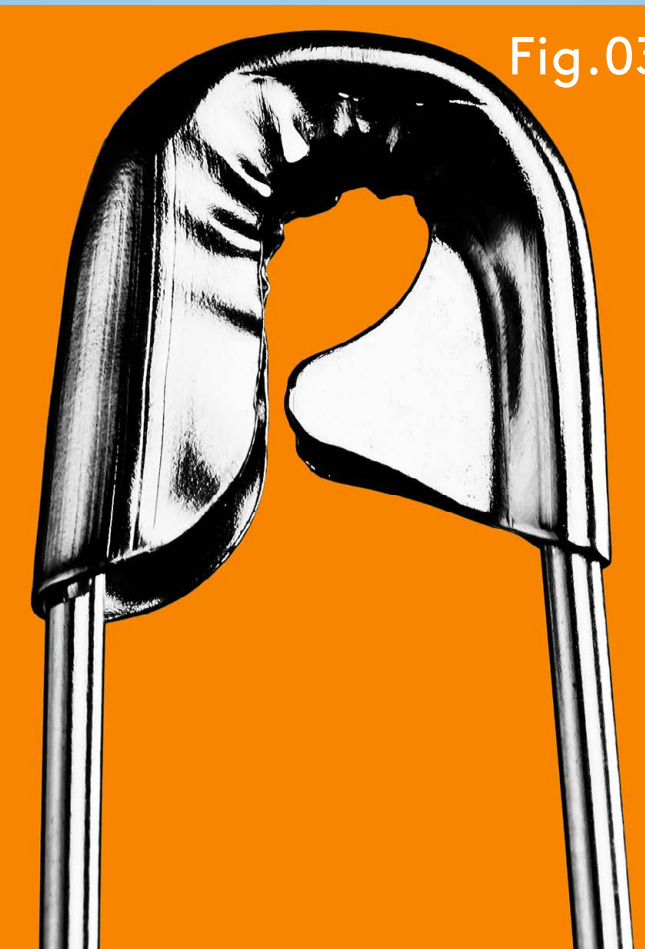


Fig.03



Fig.04



Fig.07

- Fig.01 – Rankin, Vivienne Westwood, Autobiography cover shot
- Fig.02 – Klaudia Mazur, Nope
- Fig.03 – Bobby Doherty, BLDGWLF
- Fig.04 – Moschino AW23
- Fig.05 & 06 – Faculty, Tooth Gems
- Fig.07 – Soft Touch Arts, Punk Exhibition, 2023

Playful naivety

Playful and inherently positive, the childlike expression of this visual style offers moments of delight for both the creator and the viewer. In a world dominated by silicon and plastic, this playful naivety is refreshing and authentic, evoking a time before rules and regulations constrained our creativity.

The scrawls and doodles of an unrestrained hand makes us **feel free and at ease**, lightening the mood and endearing us to the art. The increased accessibility of digital art mediums has propelled this childlike style into the mainstream.

— UNRESTRAINED

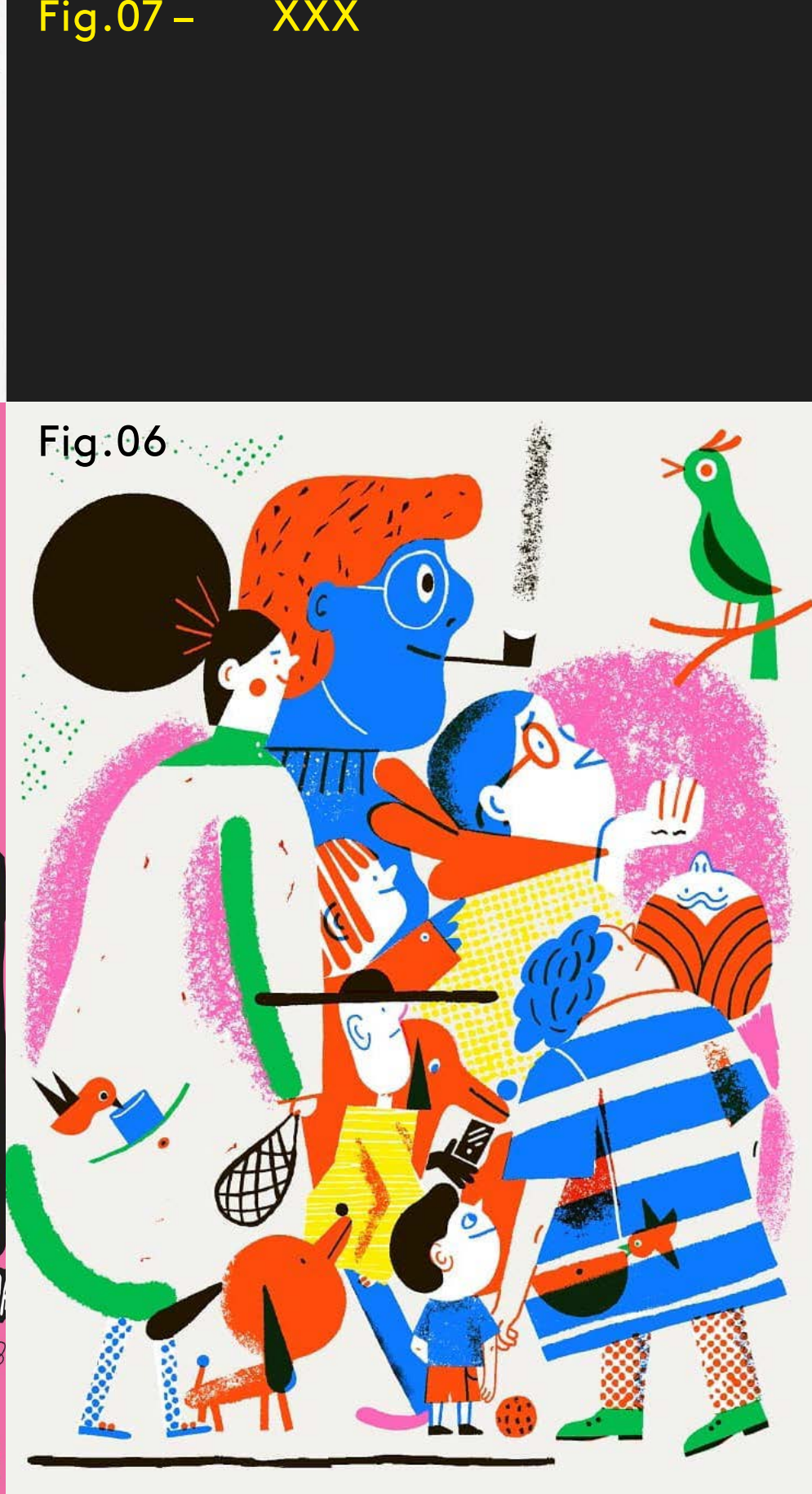
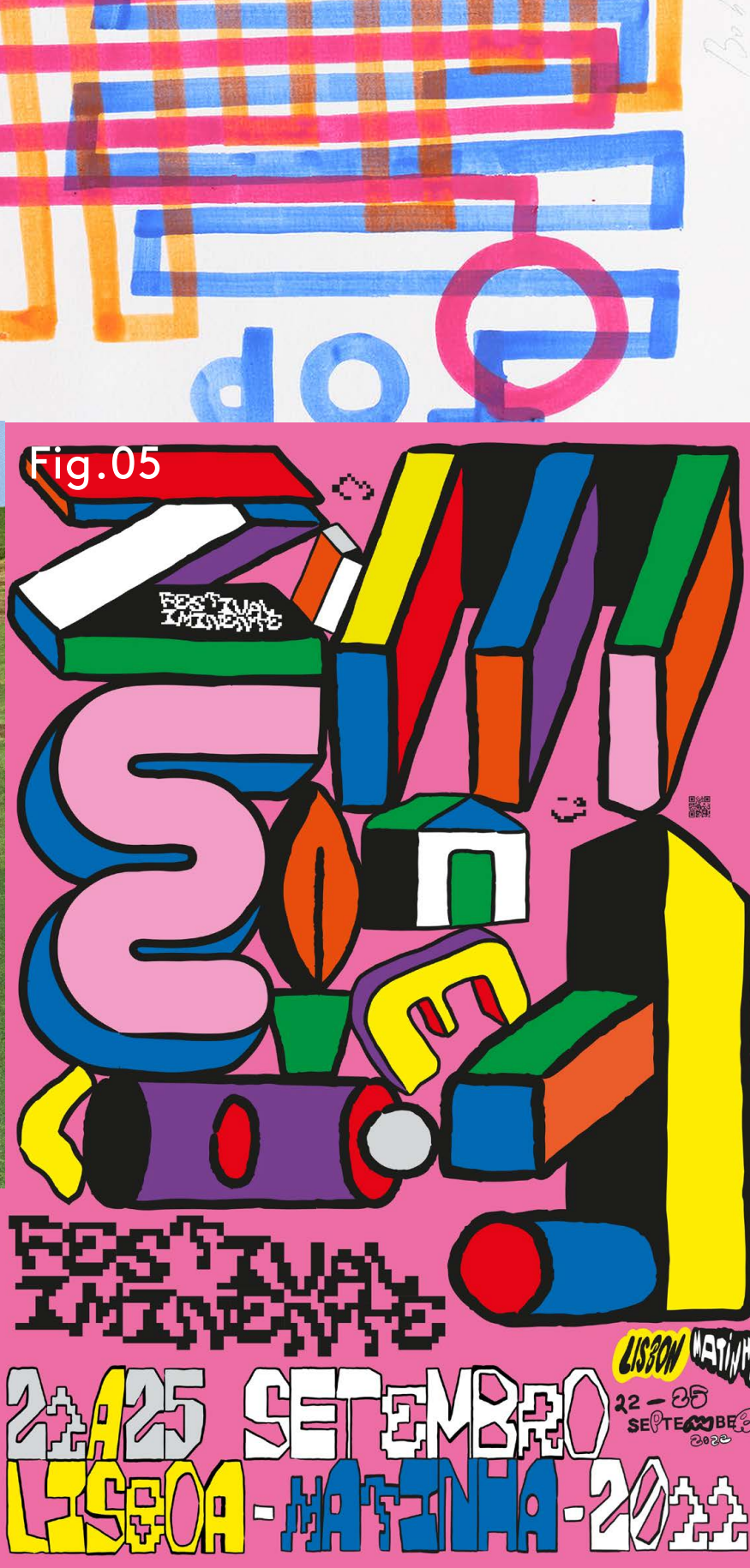
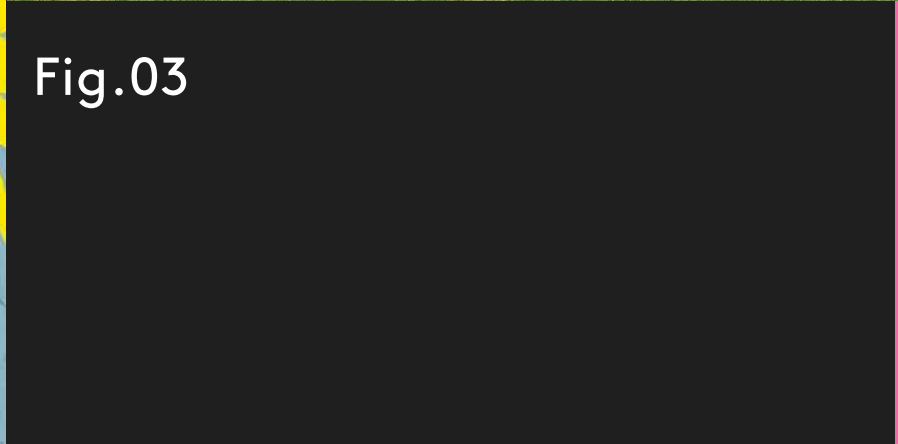
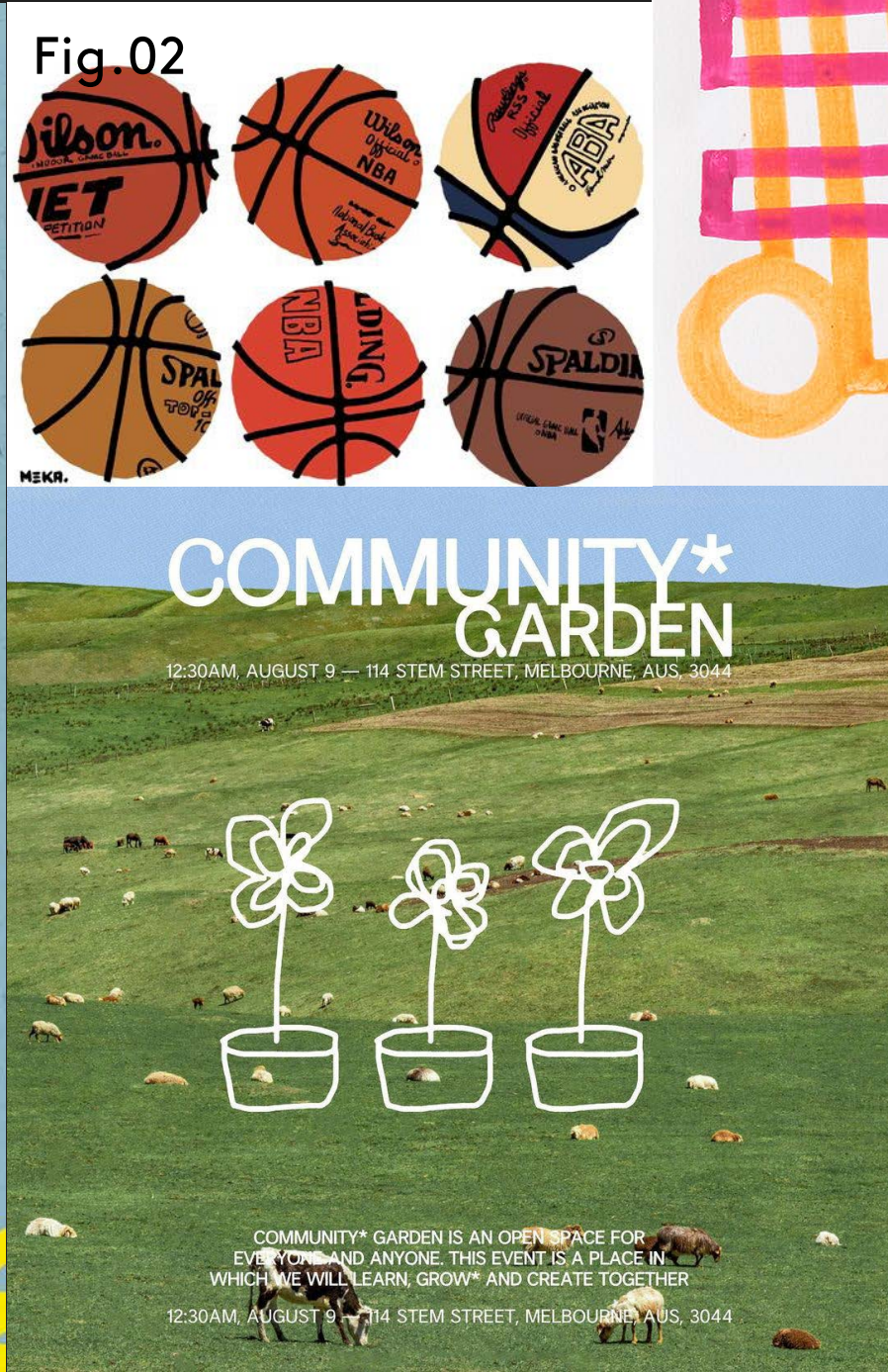
— AUTHENTIC

— HAND MADE TYPE & ILLUSTRATION

Made by
humans

“The creative adult is the child who survived.”

- URSULA K. LEGUIN
AMERICAN AUTHOR OF SPECULATIVE FICTION



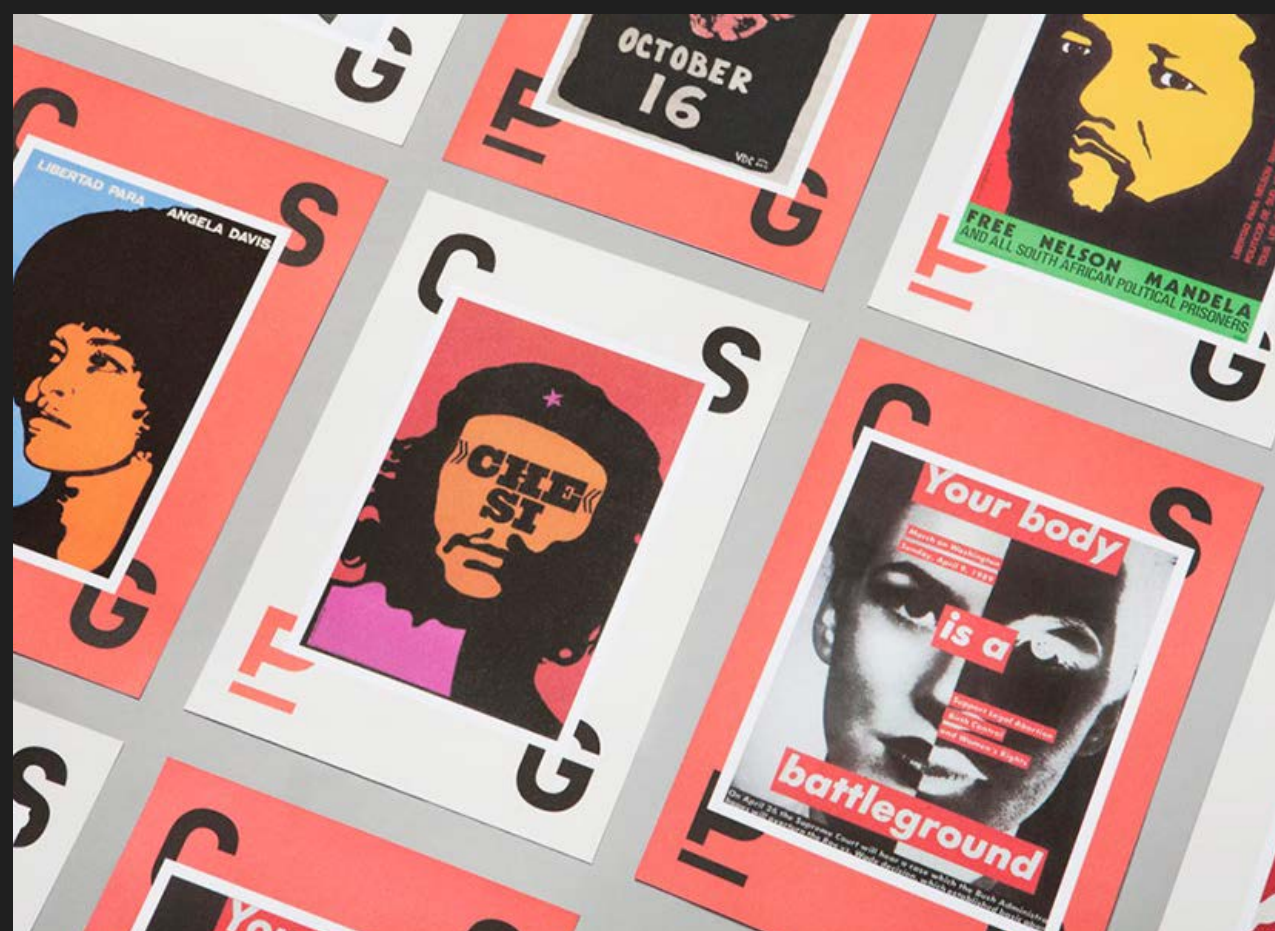
- Fig.01 – XXX
- Fig.02 – XXX
- Fig.03 – XXX
- Fig.04 – XXX
- Fig.05 – XXX
- Fig.06 – XXX
- Fig.07 – XXX



TOOLKIT

**TANGIBLE, BRAND-APPLIABLE
TECHNIQUES AND STYLES**

RESPOND WITH EMOTION



Increase authenticity by documenting instant, human reactions. Allow emotion to permeate throughout the creative process while answering briefs.

DIY AESTHETIC



Inject personality and energy into 2D responses via the inclusion of DIY media. Analogue, process driven skills can be collaged with digital media for another dimension.

CELEBRATE SERENDIPITY



Happy accidents happen all the time during experimentation. Celebrate the unexpected and find space for these organic moments of creative buzz.

Cumulative Nostalgia

With ready access to **multi-era media**, from film, music and art through to animation and illustration, designers and consumers have never had a wider pool from which to **inspire and align**.

The **hivemind** latches on to certain trends in **unison**, often **without first hand experience**; illustrated through the emerging **disneyfied retro aesthetic**. Merging riso and other hand made techniques with humorous **personification and story telling**.

— VINTAGE LOOK & FEEL

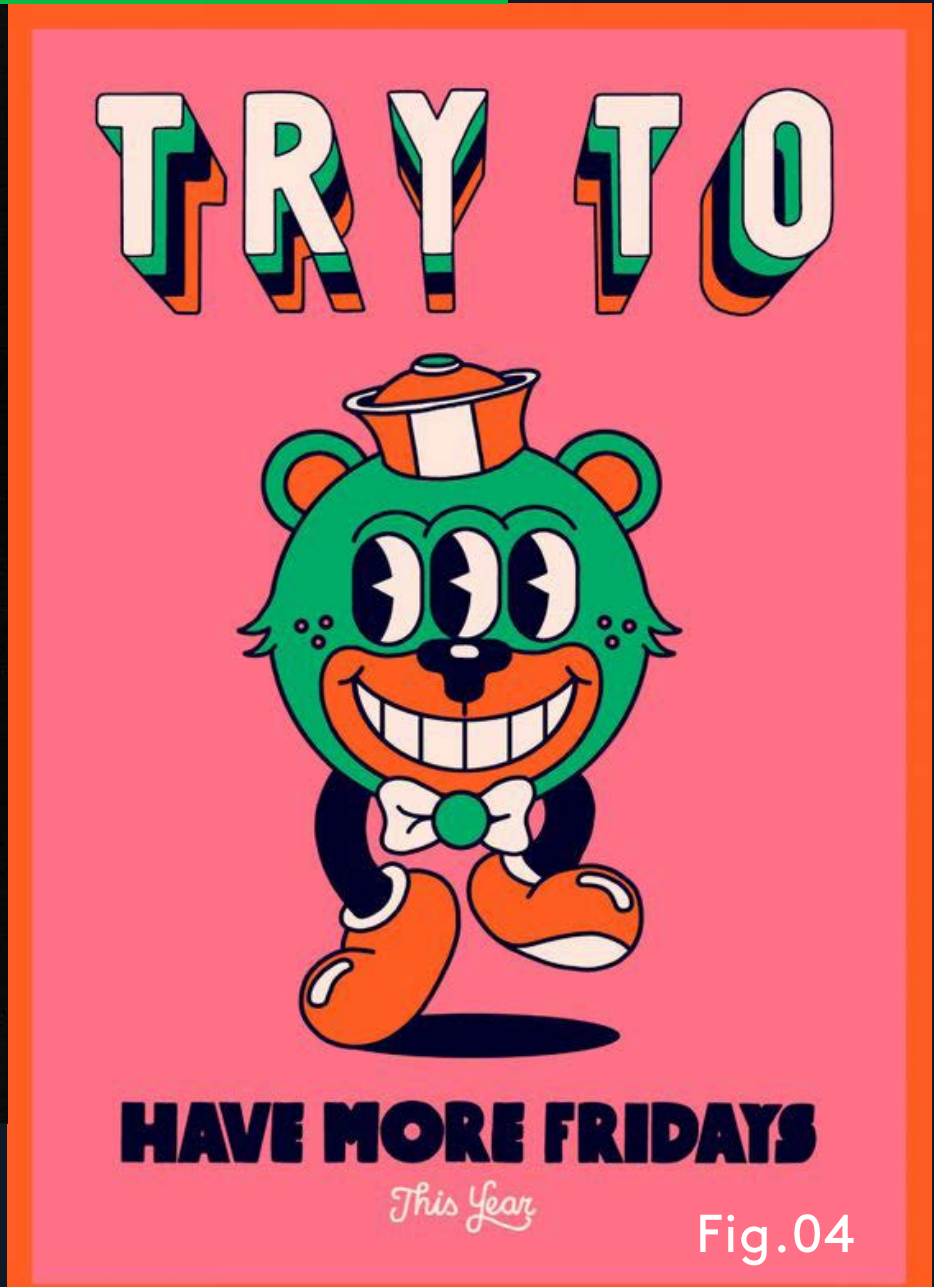
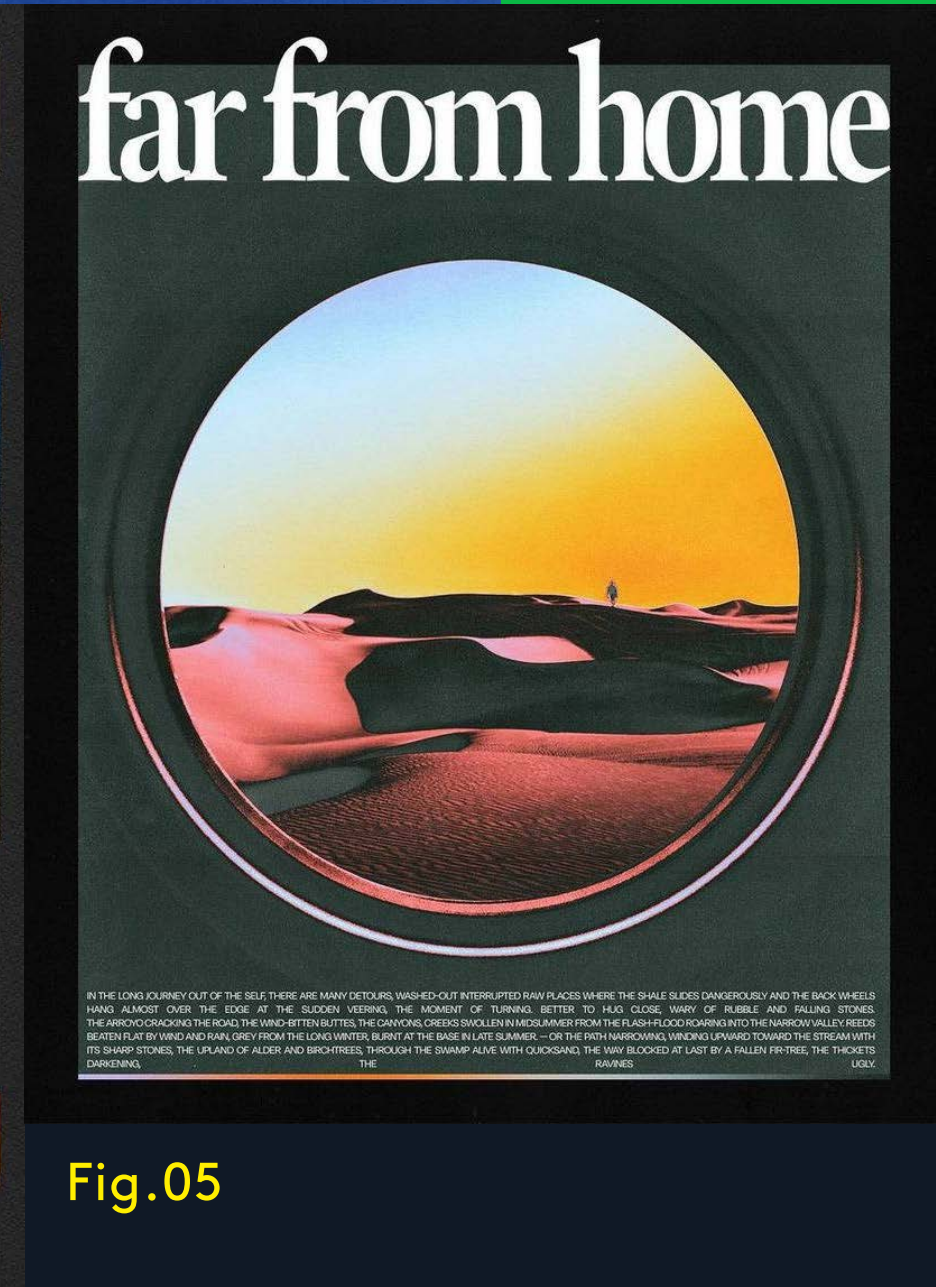
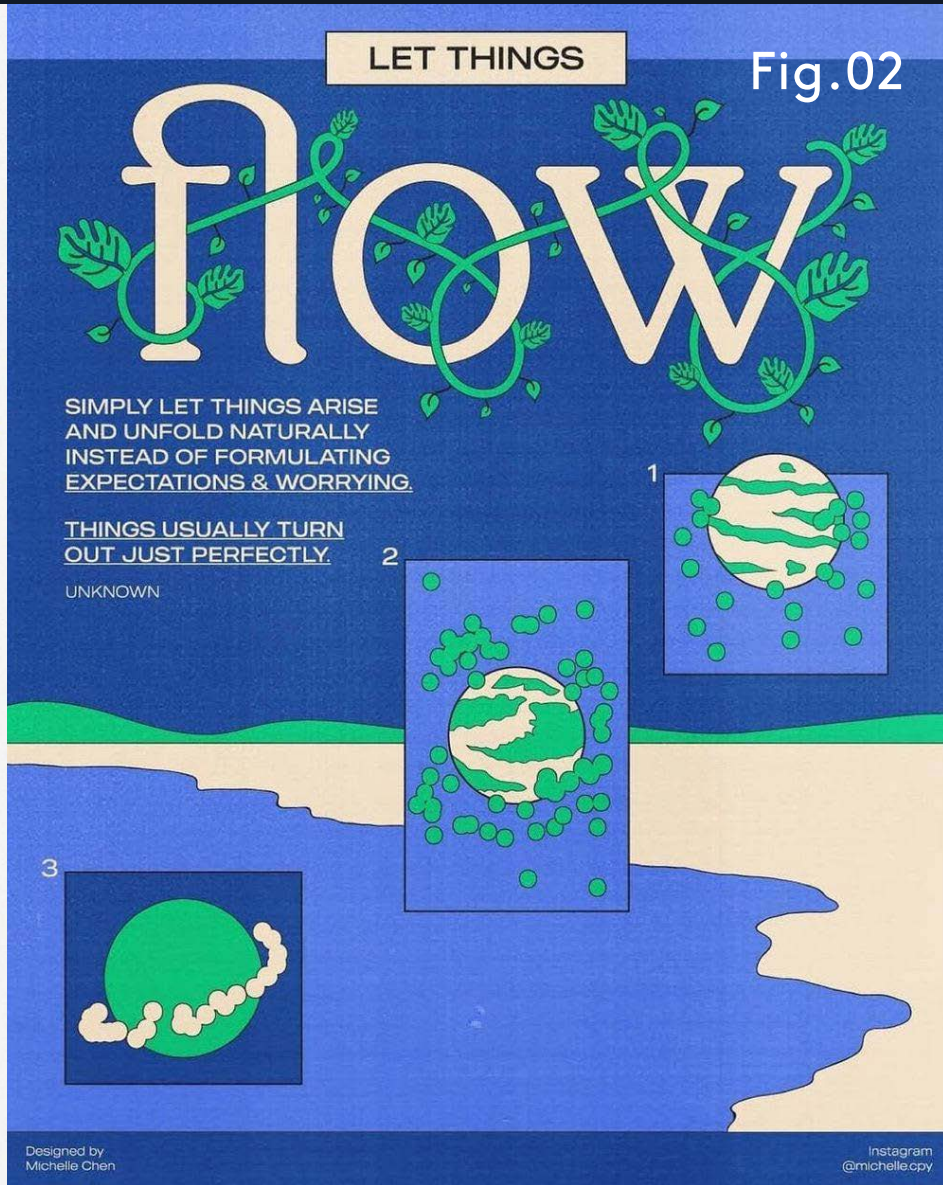
— EXAGGERATED HISTORY

— TEXTURE EFFECTS



“Remembrance of things past is not necessarily the remembrance of things as they were.”

- MARCEL PROUST
FRENCH NOVELIST & ESSAYIST



- Fig.01 – Pamela Guest, Info poster for Colorama Space
- Fig.02 – Michelle Chen, Flow
- Fig.03 – Lauren Martin, noissue
- Fig.04 – Yeye Weller, Selected Illustration
- Fig.05 – Jesse Nyberg, Personal Project
- Fig.06 – Moa Moa, Brain Feelings EP

Inclusivity Matters

Inclusive design **boosts the user experience of thousands of people**, regardless of their personal circumstances or backgrounds. As designers, inclusivity should not be a trend but intrinsic:

- Offering a comparable experience to **everybody**
- Receiving **value** from designs irrespective of circumstances
- **Consistent application of design** across all scenarios
- Ability to access and interact with the design in their preferable ways
- Allowing users to complete complex tasks in a **simple way**
- **Improve the user experience** for all kinds of consumers

— VISIBILITY AS STANDARD

— NEURODIVERSITY AWARENESS

— RECOGNITION

MACRO-TRENDS
Communal
affinity
MACRO-TRENDS



Fig.01



Fig.02



Fig.03



Fig.04

- Fig.01 – Architensions, Graphic Handrail – Coachella
- Fig.02 – Paris 2024, Paralympic Pictogram
- Fig.03 – Rui Ma, LA Posters
- Fig.04 – Charlotte Cangume, Circleg
- Fig.05 – Inclusive font design, Open Dyslexic
- Fig.06 – Jen White-Johnson, Autistic Joy

1. Recognise the fact that there is exclusion
2. Solve design problems for one, extend them to many
3. Incorporate diverse perspectives in your creation process

- LONDON COLLEGE OF CONTEMPORARY ARTS
INCLUSIVE DESIGN PROCESS



Fig.06



Fig.05

THIS HEADLINE HAS BEEN
WRITTEN FOR DYSLEXICS

Satirical viewpoints

With a backdrop of turbulent politics, perma-crisis and cost of living pressures; designers and artists have never had more **fuel for their practice**.

Following Banksy's path, street artists across the UK have taken to **highlighting injustice and hypocrisy**. Sculptors and other traditional media creatives are using their platform in **humorous and revealing outcomes**. The lines between art and comedy further blur, as comedian Joe Lycett shares his design practice and artistic endeavours.

— RECOGNISING ABSURDITY

— CULTURAL COMMENTARY

— INJECTING HUMOUR



"If you can make them laugh and then make them think about their actions afterwards - you get them with the comedy."

- FOKAWOLF
STREET ARTIST



Fig.01



Fig.02



Fig.03



Fig.05

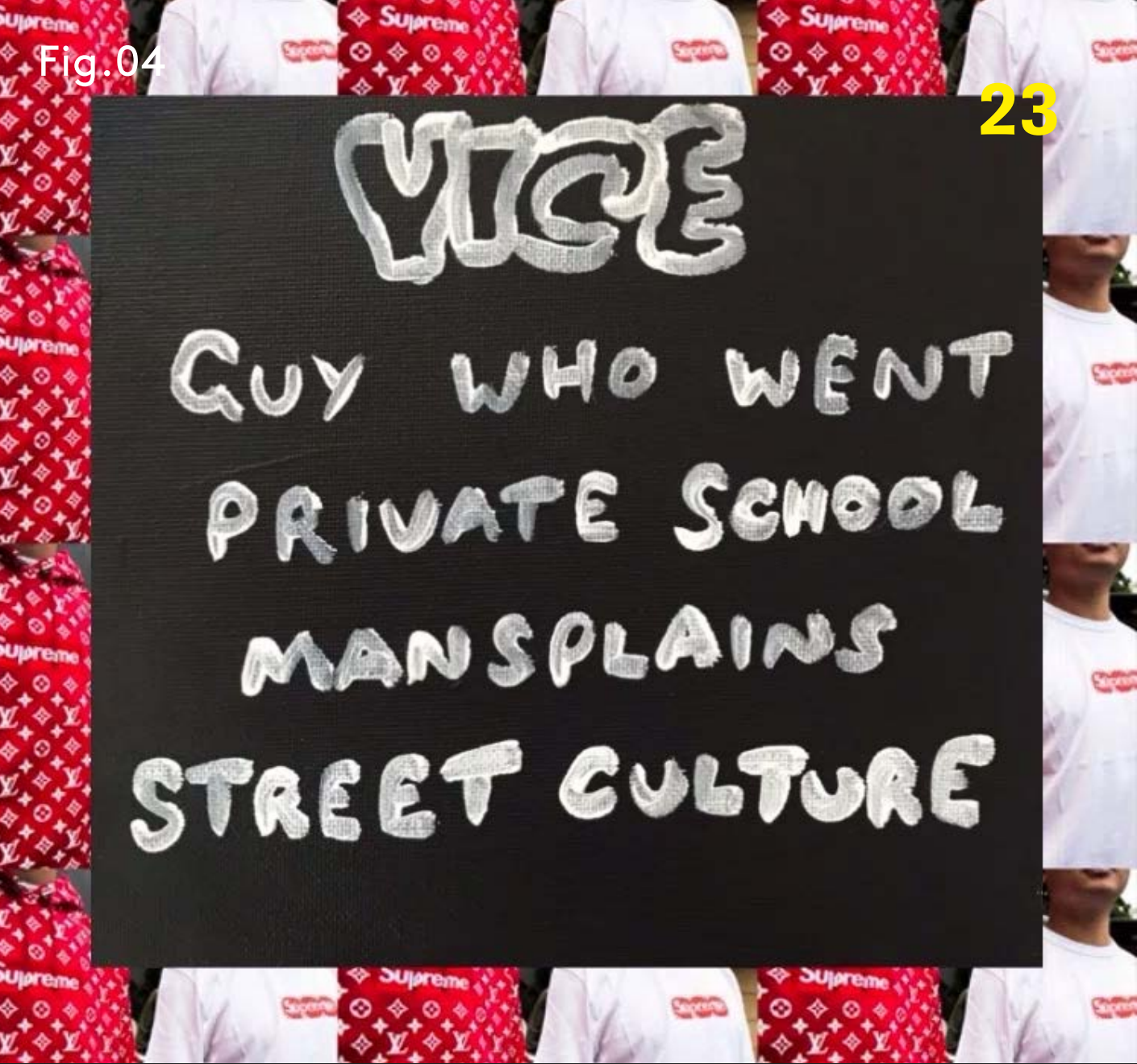


Fig.04

- Fig.01 – Fokawolf, Billboard, Birmingham
- Fig.02 – Wilfred Wood, Liz Truss
- Fig.03 – Mr Bingo, Beermats
- Fig.04 – Times New Roadman, On Vice
- Fig.05 – Joe Lycett, Advertising his book, 'BINS BINS BINS'





TOOLKIT

**TANGIBLE, BRAND-APPLIABLE
TECHNIQUES AND STYLES**

90s BABY



Y2K? Nope, tap into the proto noughties and unlock a rich visual language of warmth and nostalgic comfort.

VINTAGE TYPEFACES



Utilise vintage typefaces to evoke irreverance and authenticity. From groovy 70s editions, to 90s condensed serifs, there's more to type than Helvetica.

SOCIETAL REFLECTION



Be inclusive with design but remember to inject fun and humour, perhaps satire when suitable.

Reductive layouts

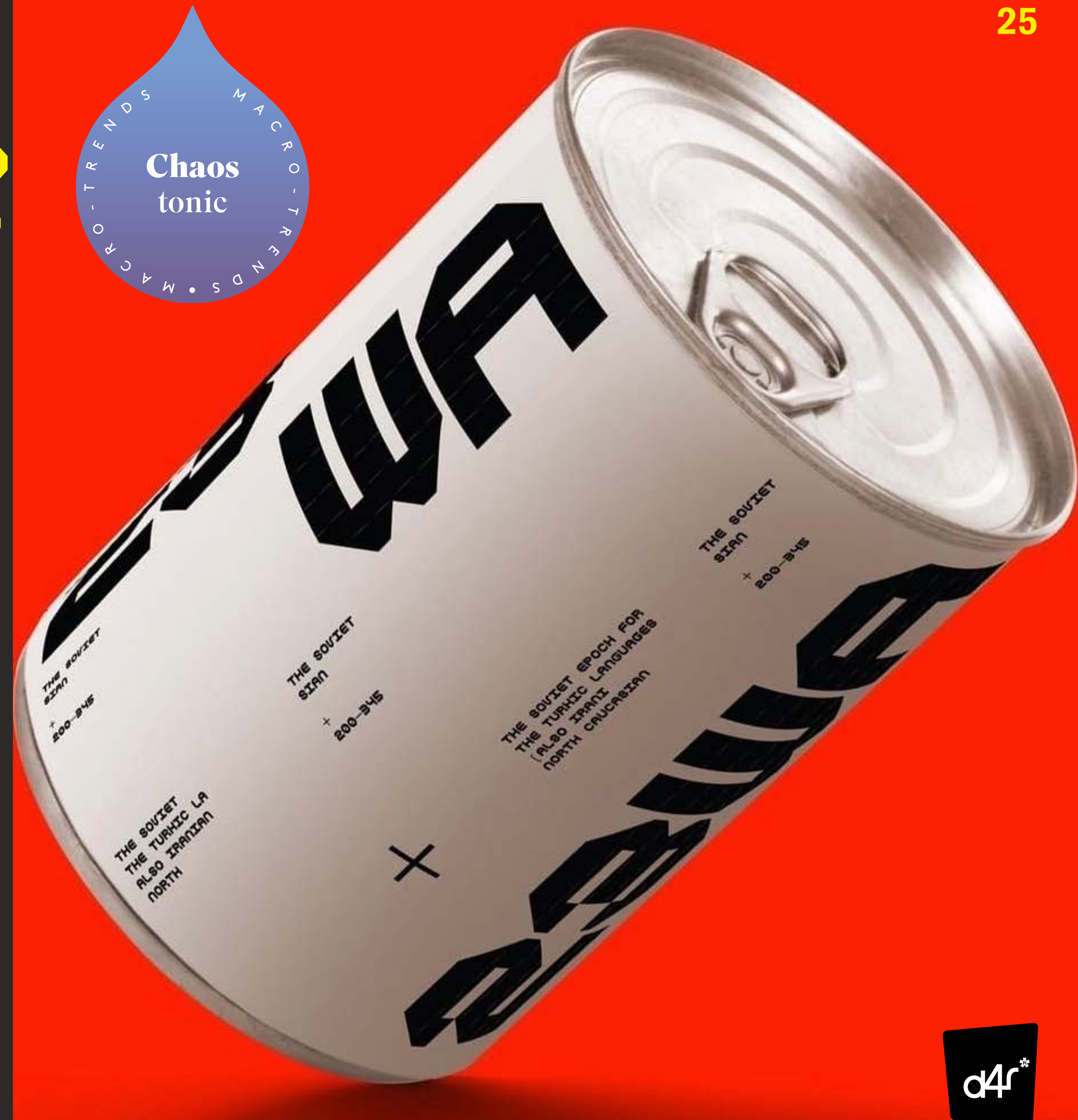
In a push **against prevailing maximilism**, designers are beginning to embrace **minimalism** and reduction again. Many luxury brands have undertaken a '**blanding**' exercise, becoming an aligned and homogonised design force.

Packaging is coming through as an early adopter of this trend, with everything from cream to beverages and coffee deciding to **say less, but say it well**.

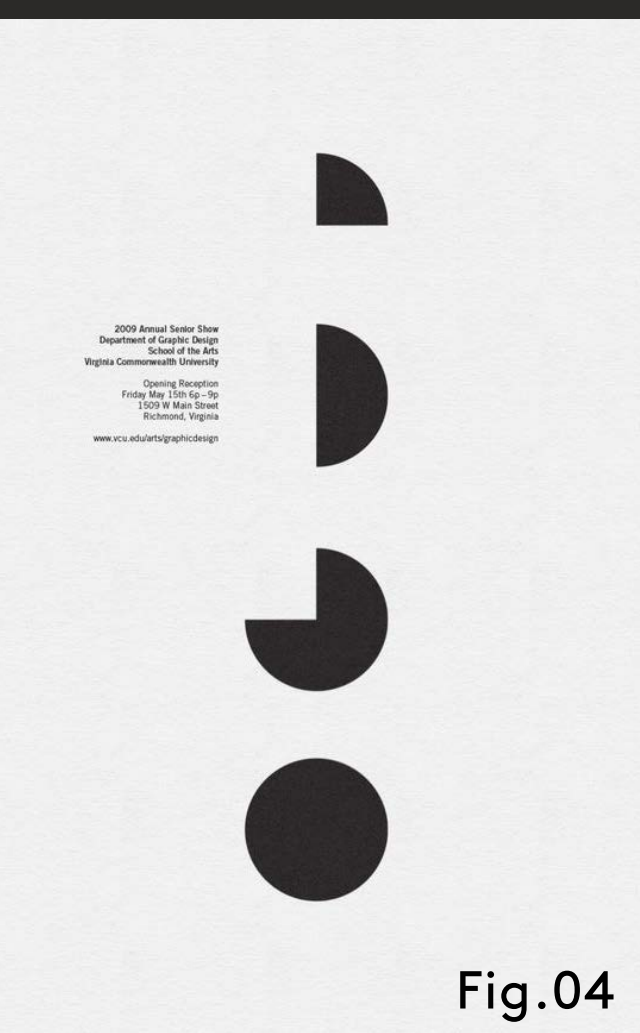
— SIMPLICITY FIRST

— BLACK AND WHITE

— THE EDIT IS REAL



REDUCTIVE LAYOUTS



“This ‘anti-brand’ trend shows a straightforward and down-to-earth company whose products are made by human hands and motivated by genuine passion.”

- RUBY RIMMER
THE BRAND KIT FOUNDER

- Fig.01 – Yogurt86 Design Studio
- Fig.02 – Redkroft Brand design studio
- Fig.03– "Blanding" Nokia Lippincott
- Fig.04 – Maya Film
- Fig.05 – Design_ etc
- Fig.06 –Caggregate, Jarosław Dziubek
- Fig.07 –RM Mono Typeface, Mash Creative
- Fig.08 –Baristaua, barista.ua/salvador-santa-maria



Bauhaus 2.0.

Leading the way in the revival of minimal design, the New European Bauhaus is a **creative and interdisciplinary initiative** that connects the European Green Deal to living spaces and experiences. The principle is about beautiful places, practices, and experiences that are:

- **Enriching**, inspired by art and culture, responding to needs beyond functionality.
- **Sustainable**, in harmony with nature, the environment, and our planet.
- **Inclusive**, encouraging a dialogue across cultures, disciplines, genders and ages.

— PRECISION DESIGN

— LIMITED PALETTE

— CONSIDERED SHAPES



BAUHAUS

Fig.01



Fig.02



Fig.03

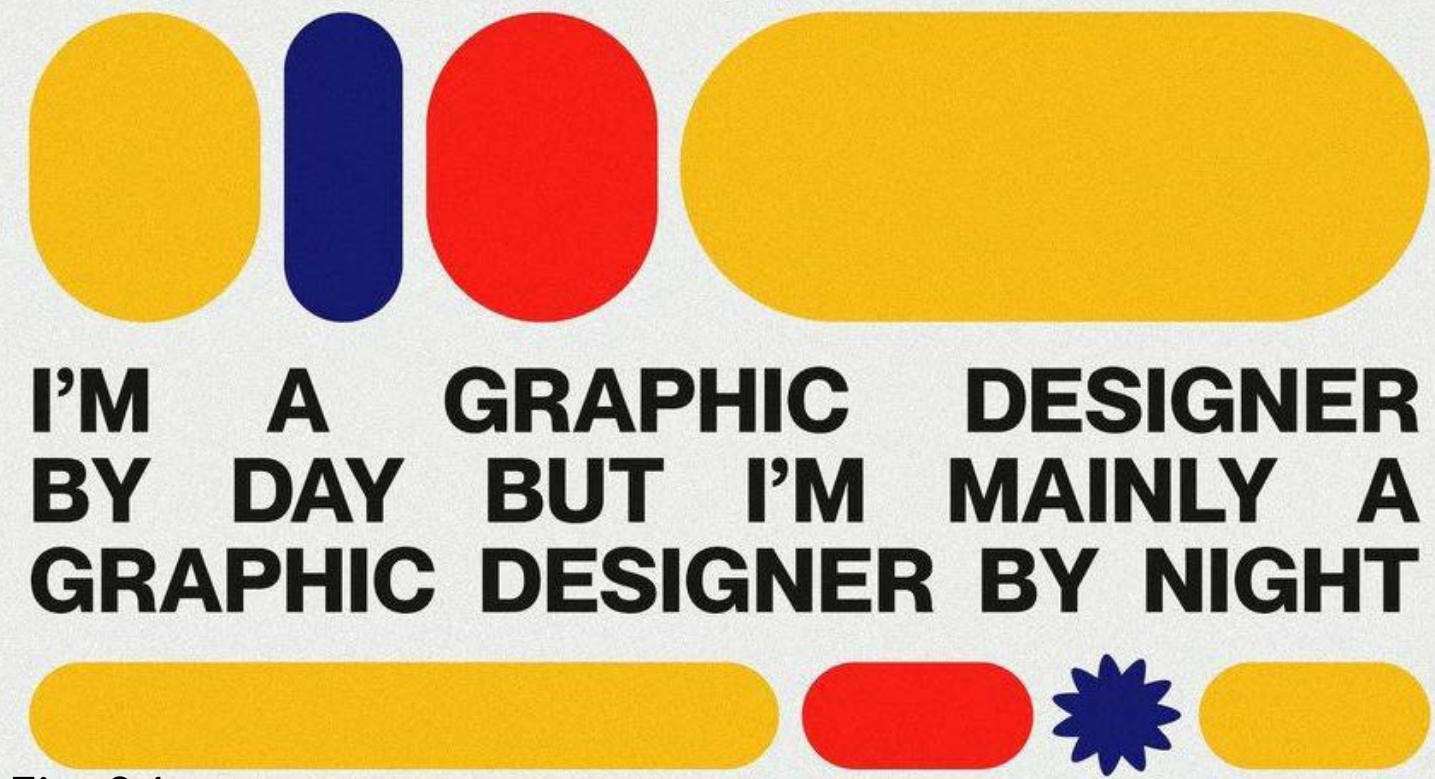


Fig.04

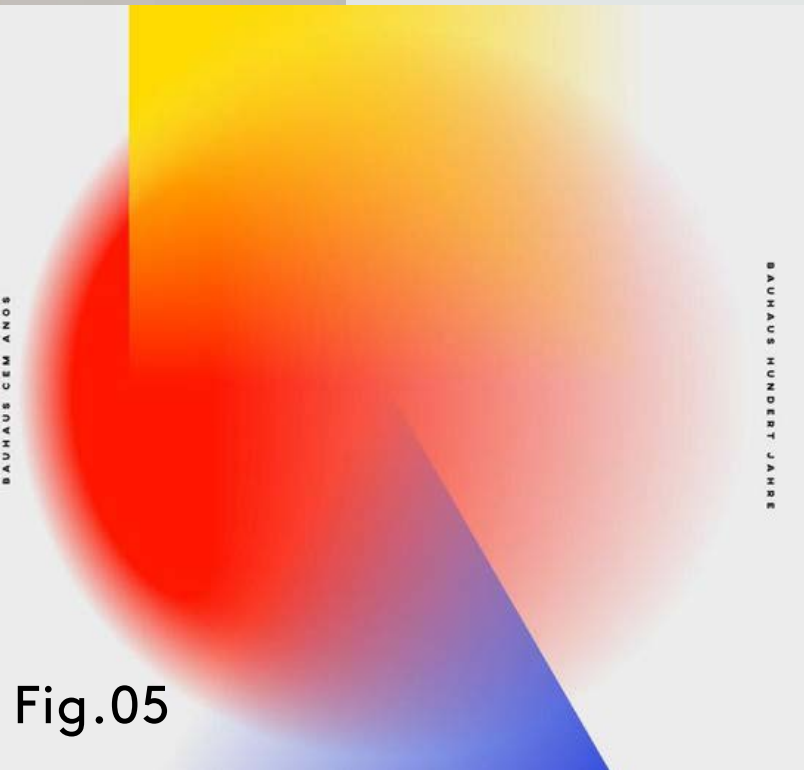


Fig.05

Fig.07



“If the European Green Deal has a soul, then it is the New European Bauhaus which has led to an explosion of creativity across our Union.”

- URSULA VON DER LEYEN
PRESIDENT OF THE EUROPEAN COMMISSION

- Fig.01 – Radmir Volk, Volk Sans specimen
- Fig.02 – Patricia Mestre, MAMT Project
- Fig.03 – Bauhaus Movement, Illustrating Ludwig Mies van der Rohe's motto
- Fig.04 – Elliot Ulm, 'Designer By Night'
- Fig.05– Eduardo Rodarte, 100 years of Bauhaus
- Fig.06– Mark Bloom & Joe Leadbeater, Aeonik specimen



Meditative composure

Influenced by a growing awareness and concern for **sustainability, inclusivity and accessibility**. The societal focus towards self-care is also prevalent within the design choices. Prioritising clarity and purpose and refusing to indulge in excessive noise, promoting calmness and relaxation.

Often involving negative space, limited colour palettes, and natural elements, creating **a calming and soothing effect which communicates messages effectively**. This results in designs which are both visually appealing and meaningful.

— CLEAN AND CONSIDERED

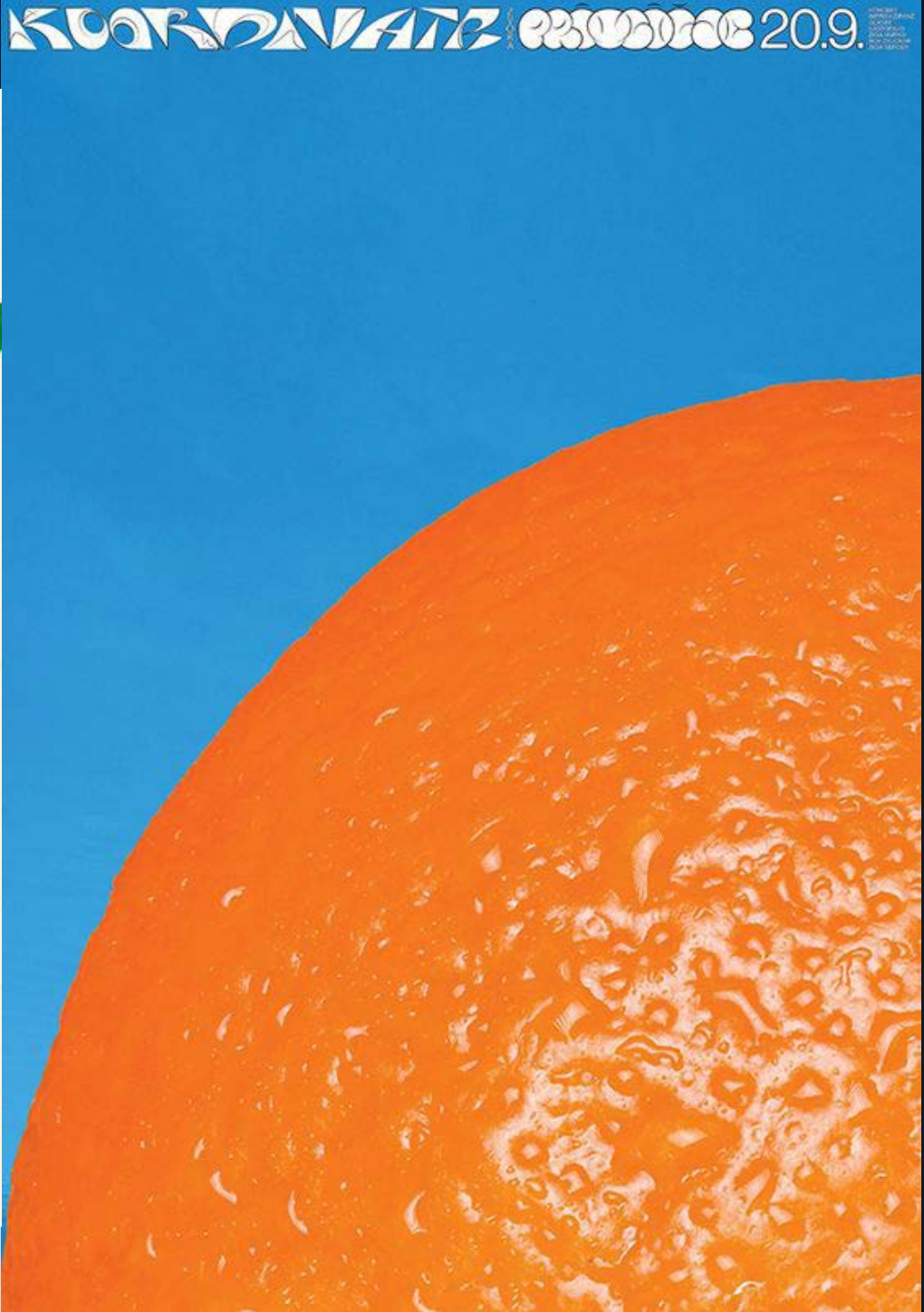
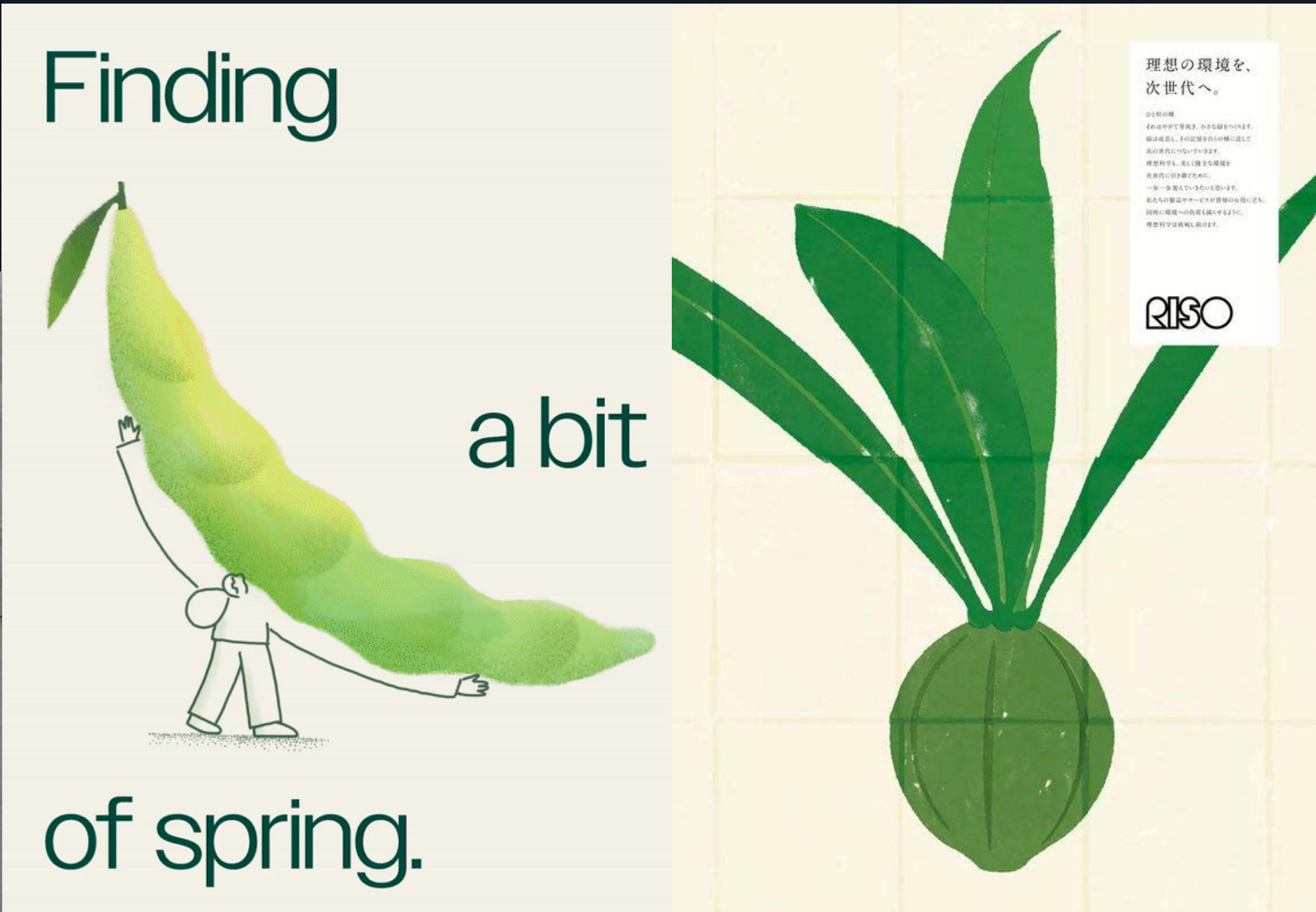
— LIMITED COLOUR PALETTE

— NATURAL ELEMENTS

HEMP
FOREST



Fig.01



- Fig.01 – XXX
- Fig.02 – XXX
- Fig.03 – XXX
- Fig.04 – XXX
- Fig.05 – XXX
- Fig.06 – XXX

"Mindful design turns your attention to the minute details and sensations of what is happening."

- DESIGN & PAPER



TOOLKIT

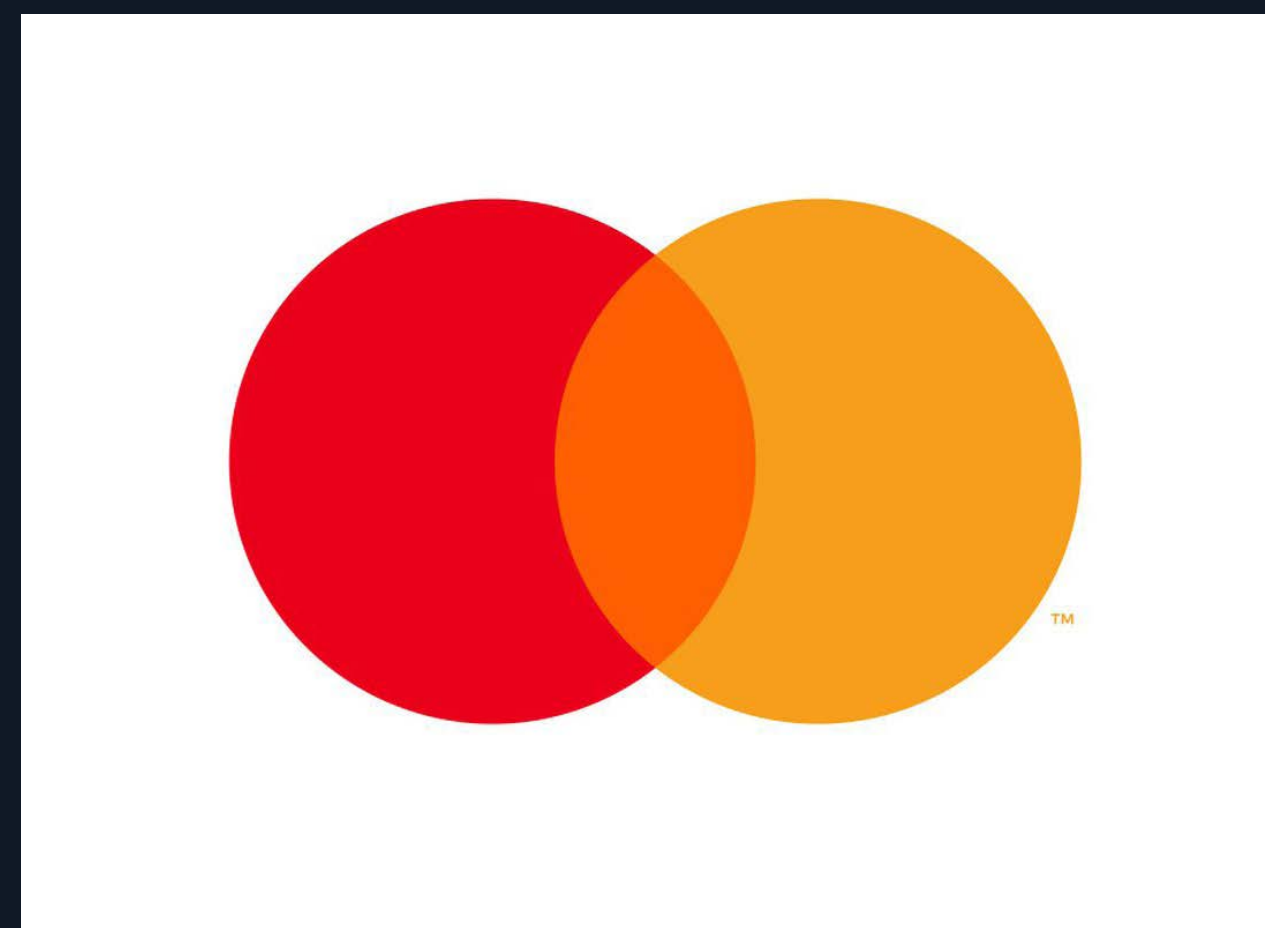
TANGIBLE, BRAND-APPLIABLE TECHNIQUES AND STYLES

SANS SERIFS



While the trend for retro inspired serif fonts rages on, there will be pushback and place for sans serifs to be their simple, geometric best.

IDEOGRAPHIC LOGOS



Simplify and allow shape and form to speak for itself. Be confident in the lack of wordmark and be recognisable, not dictatorial.

LESS IS MORE



Allow colour palettes and design statements the space they need to breath without unnecessary detail that interrupts the core messages of the brand.

Everyday surrealism

This aesthetic draws upon the **unconventional and unexpected**, utilising dreamlike imagery and symbolism to create a sense of mystery and intrigue. Graphic designers are combining techniques such as **artificial worlds**, unexpected colour combinations, and **distorted perspectives** to create designs that blur the line between reality and imagination.

Futuristic utopias are being integrated into even the most mundane of brands, even dental floss, all in an effort to tap into consumers need for escape.

— VISUAL ESCAPISM

— PSYCHEDELIC INFLUENCE

— DREAMLIKE NARRATIVES

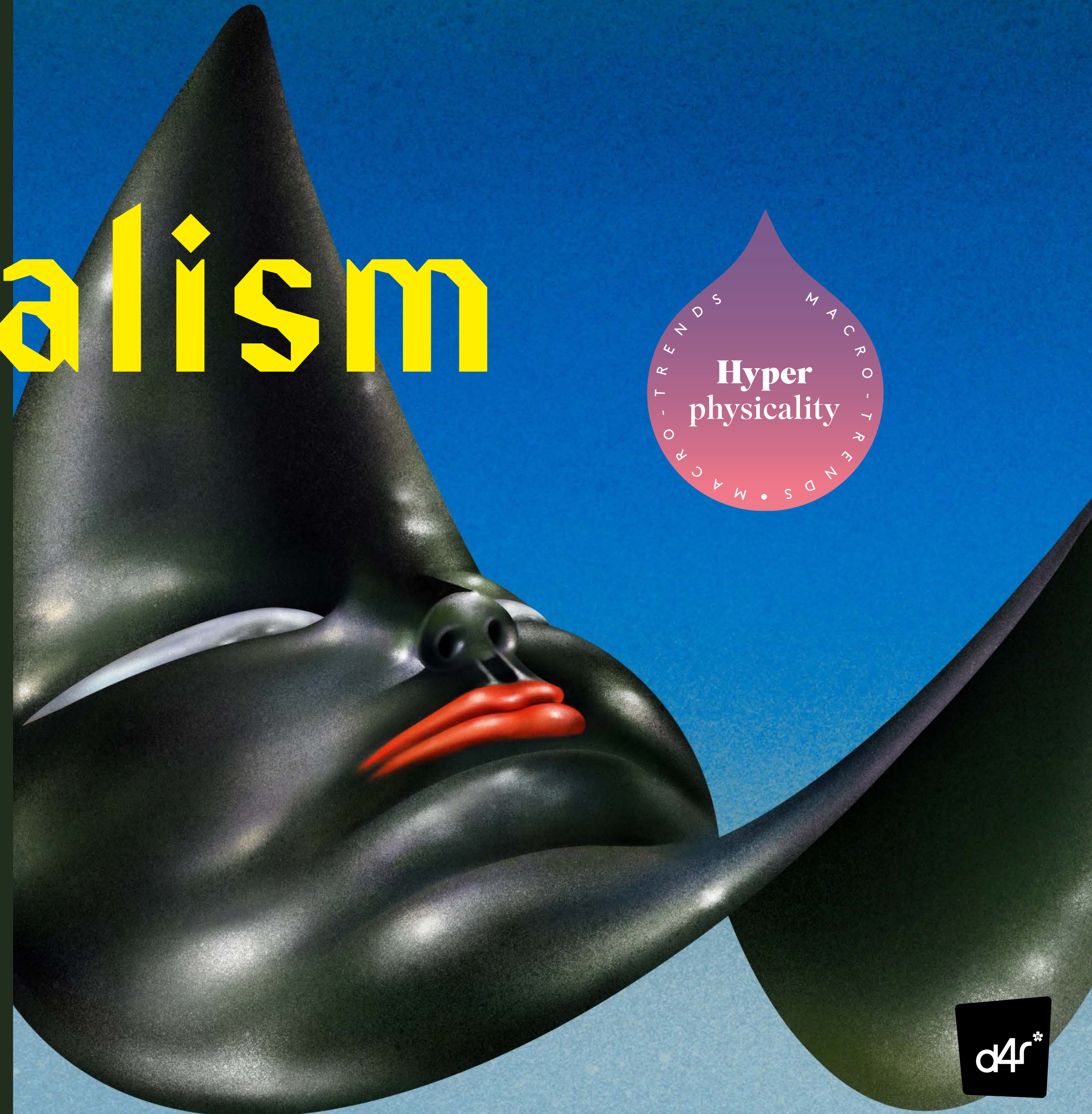
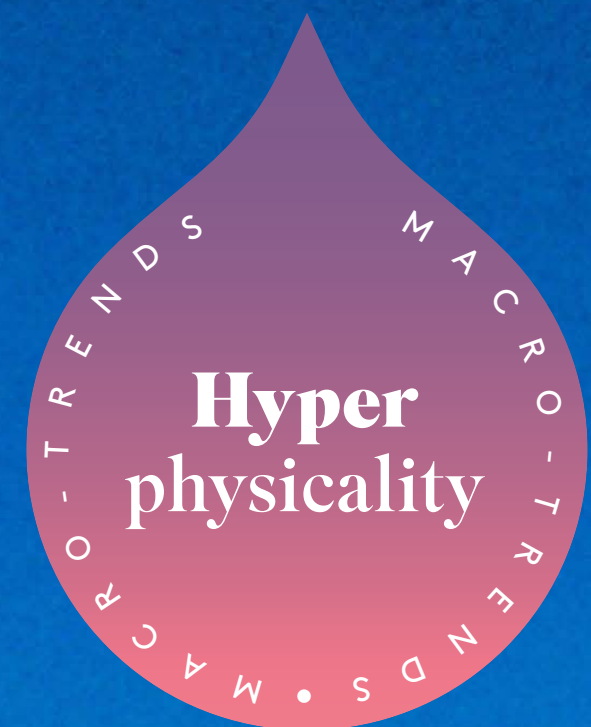




Fig.01



Fig.02

MACRO-TRENDS
Hyper
physicality
MACRO-TRENDS

“Think holo-calls and hoverboards, flying cars and electric flossers — a world where everything is made sustainably, form is function and life is better for everyone.”

- UNIVERSAL FAVOURITE
ON FLAUS



Fig.03



Fig.05



Fig.04

- Fig.01 – Rendered ecosystem, Flaus
- Fig.02 – Introduction, Flaus
- Fig.03 & 04– HOMA, Mobile games developers
- Fig.05 – María Jesús Contreras, Personal project

Mainstream mysticism

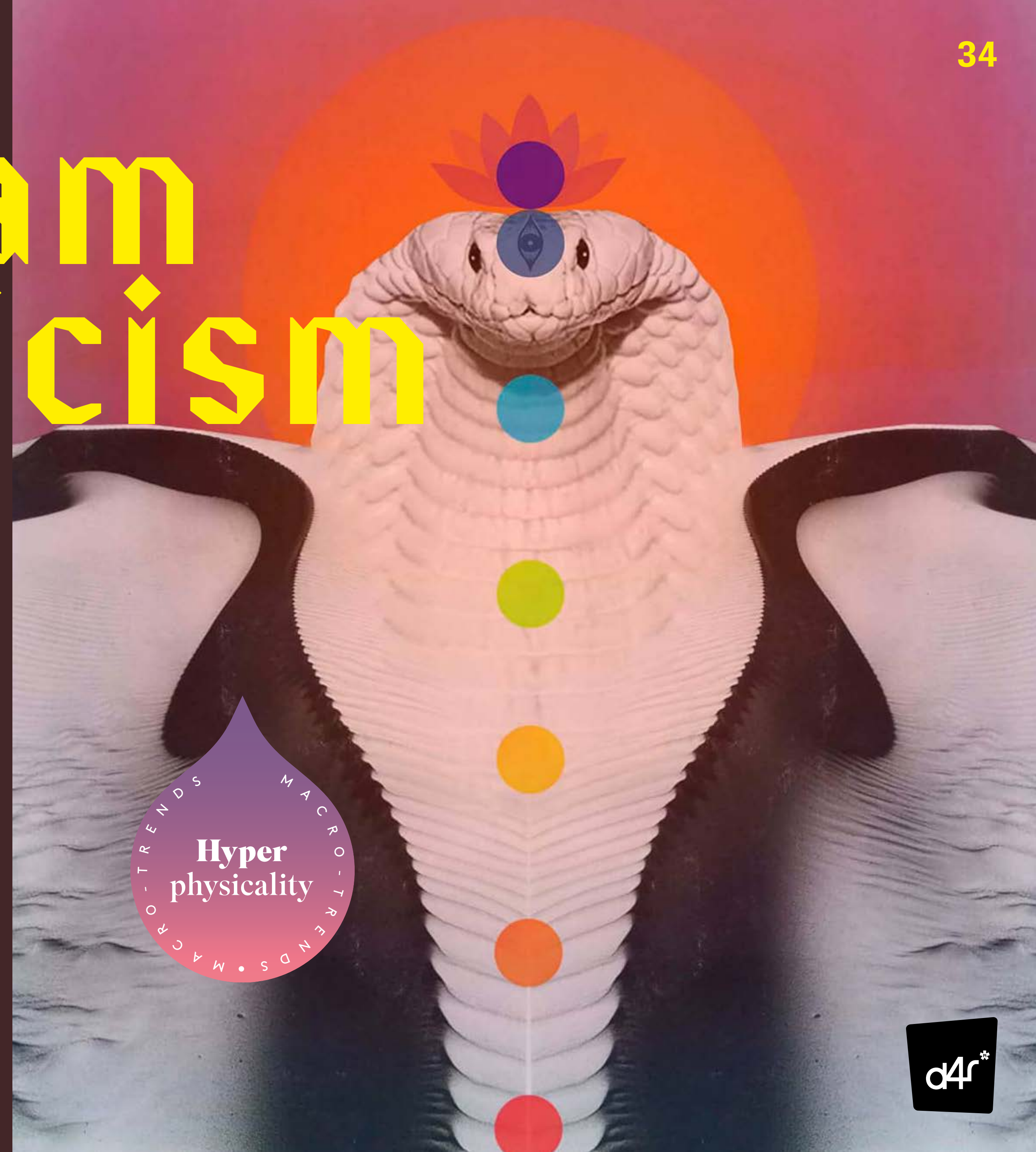
In 2023, we are seeing an increasing integration of mysticism and astrology into graphic design. As people **seek meaning and connection** in an increasingly complex world, designers are exploring spiritual and mystical themes in their work.

Astrology, in particular, has become a popular source of inspiration, with designers incorporating **zodiac signs, celestial imagery, and cosmic patterns** into their designs. This integration of mysticism and astrology is creating a sense of magic and wonder, allowing for **brands to connect** with their audience on a deeper level.

NEW AGE AESTHETIC

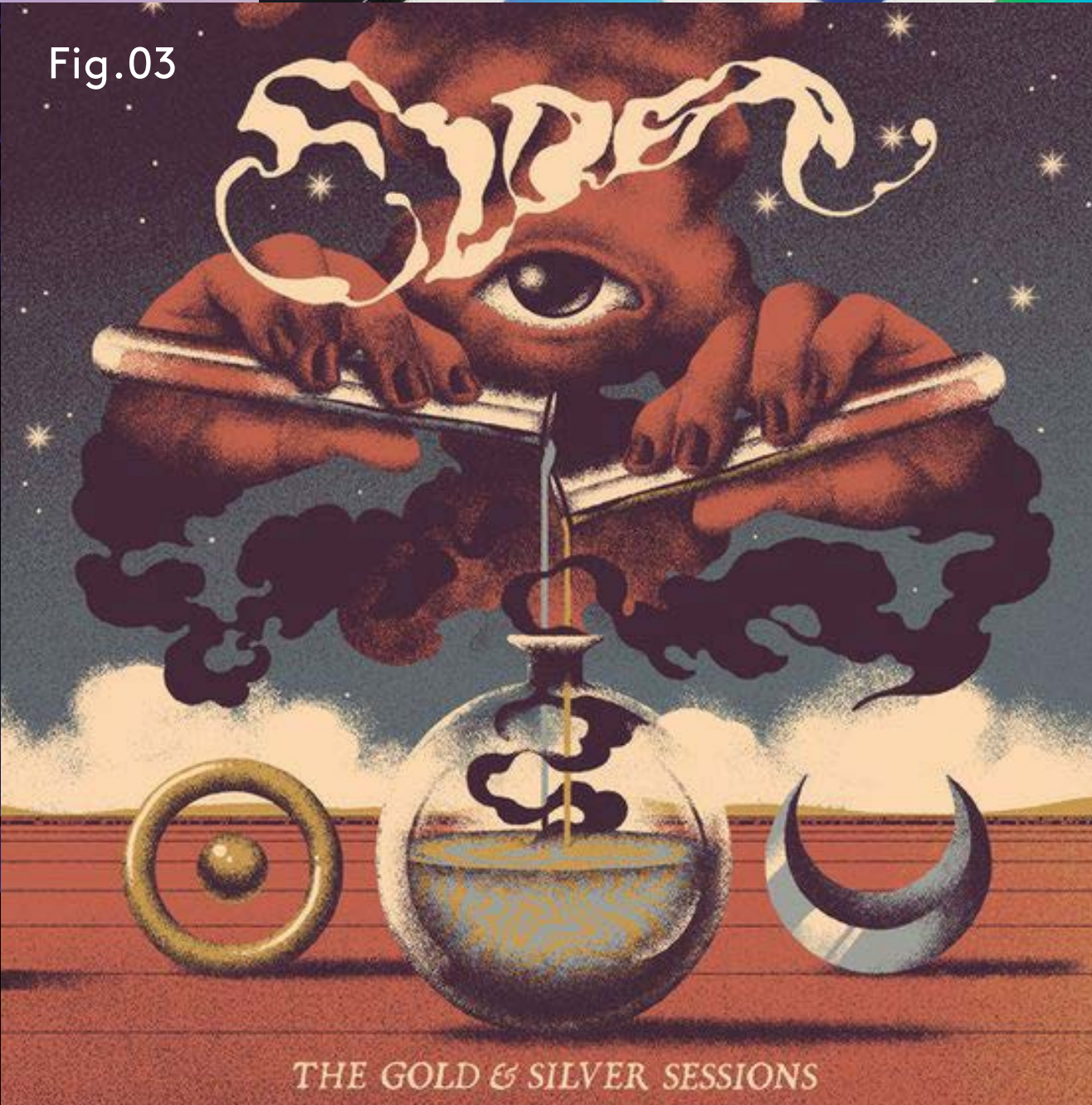
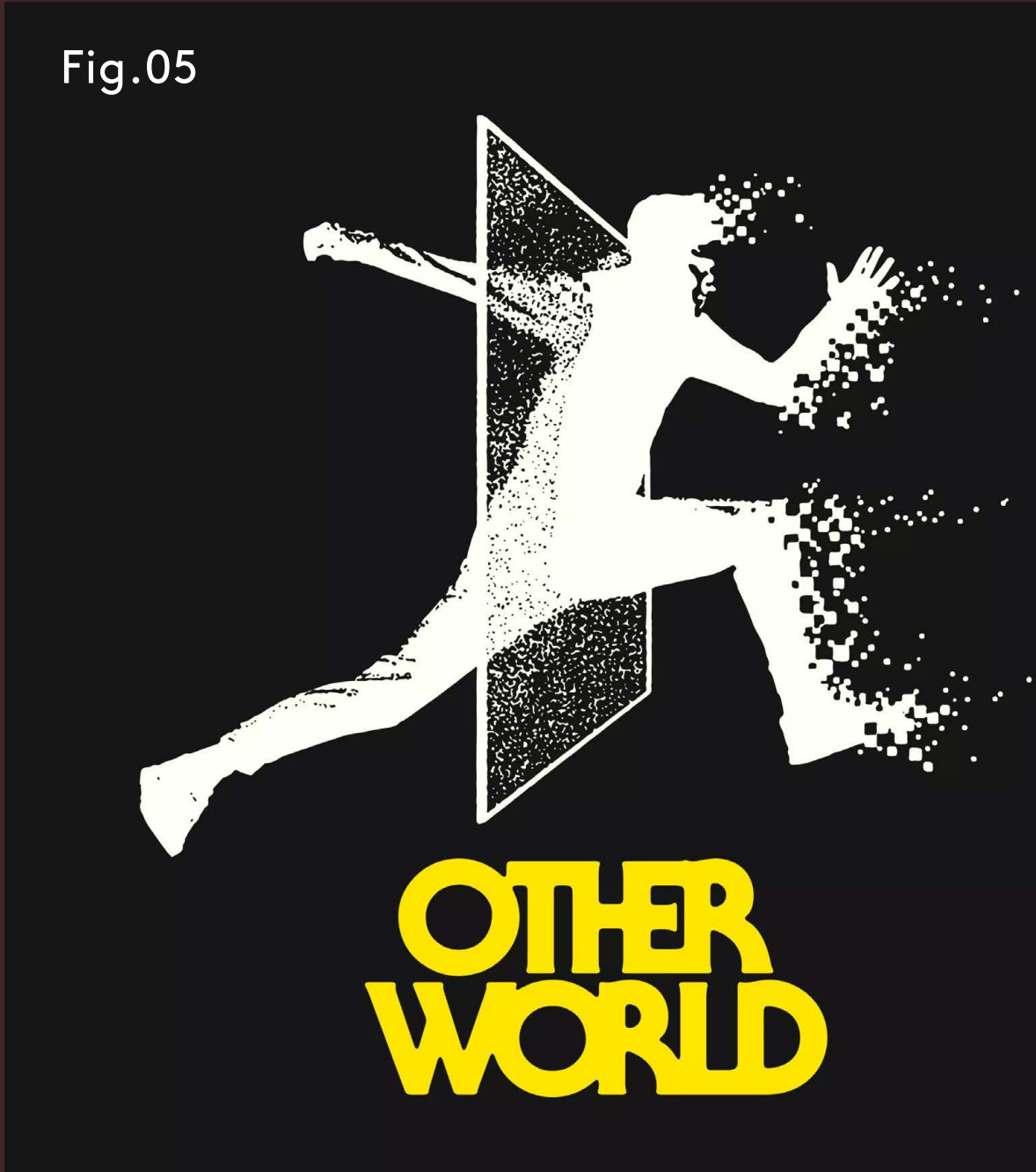
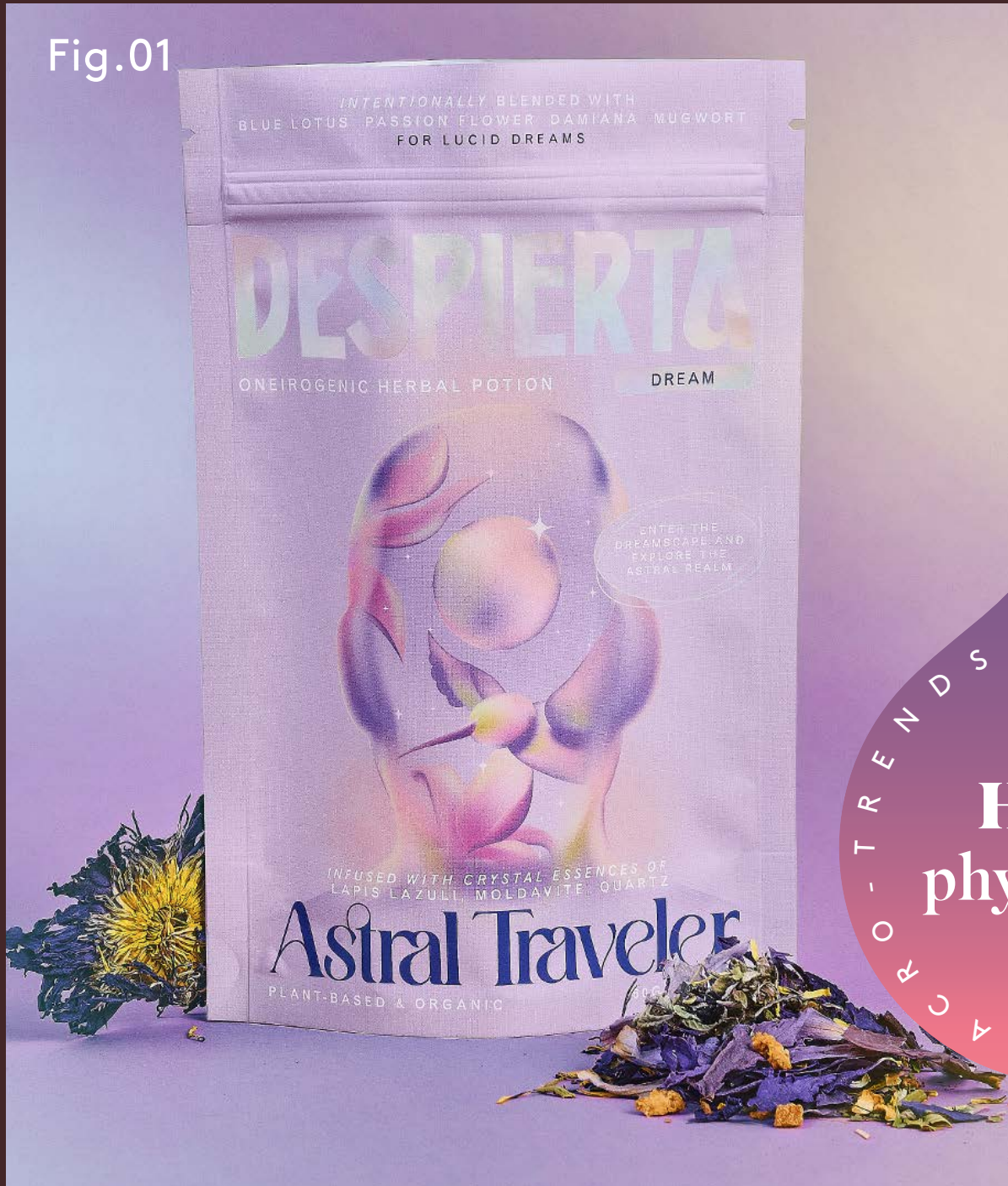
ASTROLOGY REVIVAL

ESCAPING THE NORM



MAINSTREAM MYSTICISM

- Fig.01 – Despierta – Astral Traveler, Tea packaging
- Fig.02 – Grace Duong, Mystic Mondays Tarot set
- Fig.03 – Elder, The Gold & Silver Sessions
- Fig.04 – Kushagra Gupta, Lucid Dreaming – Bodywork
- Fig.05 – Cul-De-Sac Studios, Otherworld podcast cover



“Get your daily dose of magic.”
- DESPIERTA BLENDED TEAS



Acid complex

Acid graphics are characterized by **bright, bold colours and psychedelic patterns** that draw inspiration from the counterculture of the 1960s and 70s. Acid graphics often feature **swirling shapes and distorted forms**, evoking a sense of **movement and energy**.

This trend reflects a desire to **break free** from the constraints of traditional design and embrace a more **experimental, playful approach** that celebrates the vibrancy and **diversity of contemporary culture**.

— TACTILE LIQUIDITY

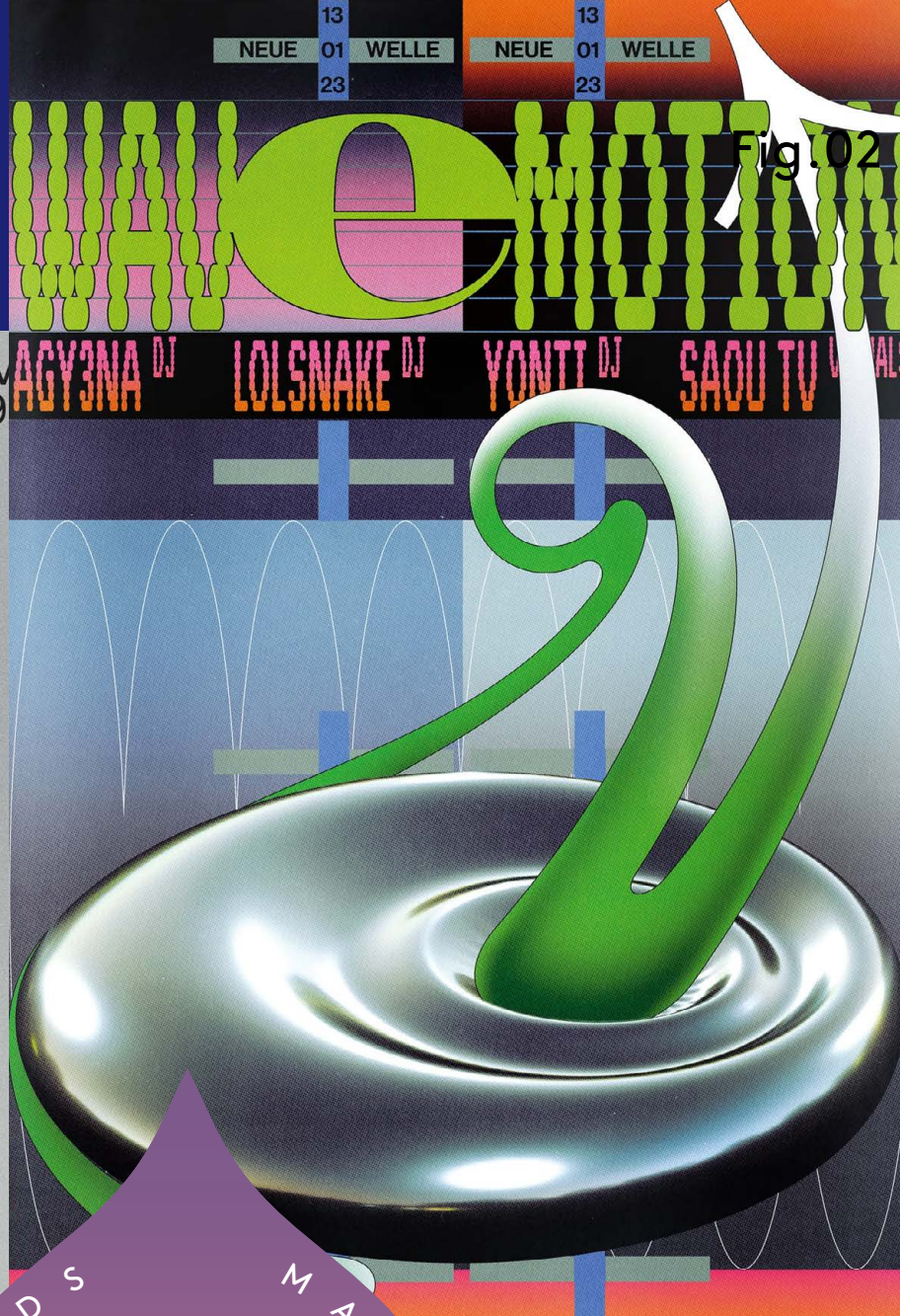
— DISCONCERTING TWIST

— CHROME CONTINUATION



Hyperphysicality

- EMILY GOSLING
DESIGN JOURNALIST



The image is a horizontal split-screen composition. The left half has a light blue background. It features a large, highly reflective, metallic puzzle piece in the center. Below the puzzle piece, the text "TAKE CARE OF YOURSELF" is written in a bold, black, sans-serif font. In the bottom left corner, there is a small, dark blue oval logo with the word "VOICE" in white. The top of the left half contains faint, semi-transparent icons: a clock showing 3:20, a recycling symbol with "RGS" and "3070", and a sun-like symbol. The right half has a light green background. It features a white dove in flight, facing left, with its wings spread wide. In the bottom right corner, there is a green, stylized flame-like graphic. The top of the right half contains a large, green, stylized "YES" logo.

Fig.06 – Kurppa Hosk,
Tugg Burger





TOOLKIT

**TANGIBLE, BRAND-APPLIABLE
TECHNIQUES AND STYLES**

DIMENSION WARP



Compose designs that combine photography with an interfering media, such as digital illustration or a typographic integration that's meaningful to the composition.

DISTORTED TYPOGRAPHY



Typographic forms can be utilised as a form of expression and brand story. Allow sculptural type to take over and become the surrealist input into the design.

BEYOND REAL



Hyper realistic, almost disconcerting depictions of brand and campaign story to create shareable, unforgettable designs.

Graphic Trends 2023



GRAPHIC
TRENDS

Thank
you.

Team 2D & Brand

