VISIONXT

Micro Trend Report
Graphic and Visual Design: What's happening?

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Graphic and Visual Design Trends to Look For

The graphic and visual design landscape is ever-evolving, currently defined by bold experimentation, emotional resonance, and a fusion of past and future aesthetics. As technology and culture continue to evolve, designers are pushing the boundaries of visual expression, crafting immersive, thought-provoking experiences that reflect a diverse range of influences and styles.

In this byte, Anika Sud and the VisioNxt Team explore five crucial directions that highlight key aspects such as nostalgia, playfulness, whimsy, innovation, and anti-design aesthetics in the visual design realm. The first direction, "Play with me, will you?," embraces design from a neo-whimsy perspective. This theme celebrates playful, bold, and imperfect visuals, blending vibrant colors, whimsical illustrations, and spontaneous elements to create authentic, emotionally engaging experiences. The second direction, "Chronos-e-Khwaab," focuses on fragmentation, hybridity, and eclectic compositions, merging diverse cultural influences and digital-print fusion to create emotionally resonant, authentic visuals. The direction "A Love Letter in Pixels" reflects a nostalgic return to pixelated, low-resolution digital visuals, evoking the raw, imperfect charm of early digital art and video games. The fourth direction, "Clean your room," embraces "Less is more," focusing on simplicity, functionality, and negative space to foster clear, purposeful communication that encourages deeper engagement. The final direction, "Mama is spiralling," harnesses motion and kinetic energy in static visuals, using patterns, gradients, and natural mathematical systems to create dynamic, immersive experiences.

This byte delves into the broader mindsets and nuances of visual and graphic design, illustrating how visuals have become an intricate part of our social fabric. By exploring these five directions—nostalgia, playfulness, whimsy, innovation, and anti-design aesthetics—VisioNxt captures the essence of contemporary visual design, where every design is an opportunity for connection, creativity, and reflection.
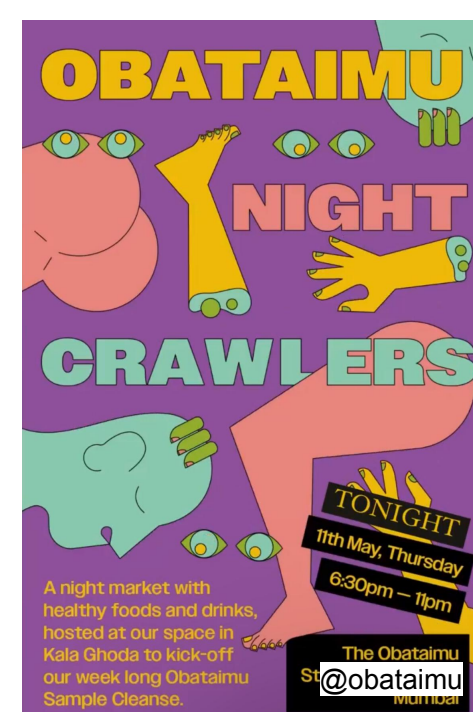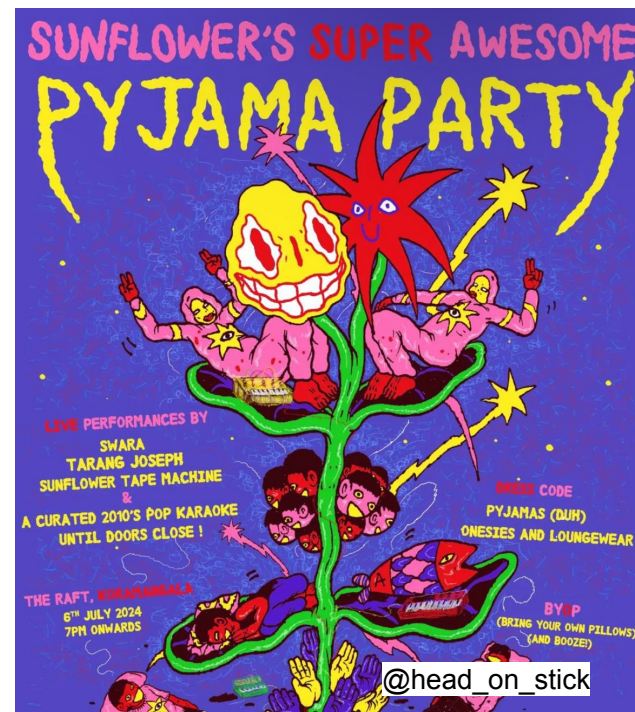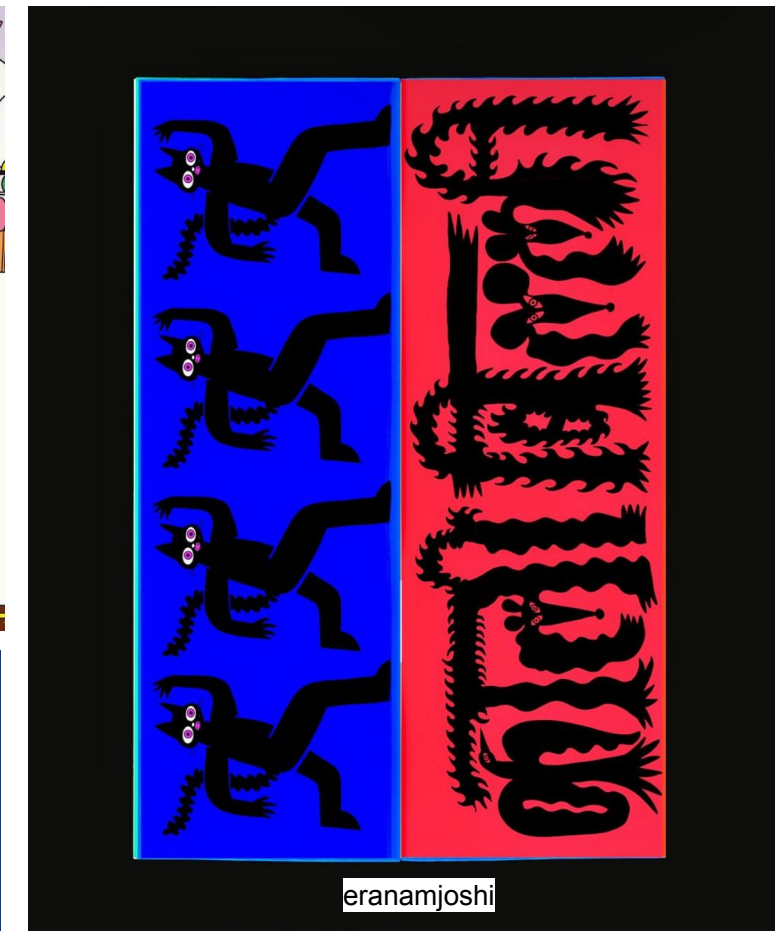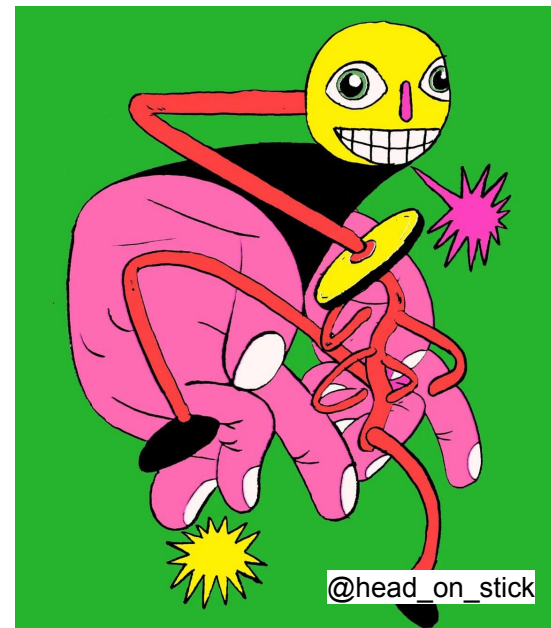
Play with me, will you?

Neo-Whimsy, Doodle-Dynamism, Clashcore Aesthetics, Handcrafted Relatability, Shockplay Storytelling

Playfulness has emerged as a defining theme in 2024, influencing a broad spectrum of trends, from tattoos and lifestyle to food, fashion, and graphic design. This year, design has taken a bold, expressive turn toward more unconventional and imaginative styles.

The core of this shift is a contemporary yet nostalgic approach to playful visuals, characterized by vibrant palettes and whimsical illustrations that challenge traditional design principles. The focus is on embracing spontaneity and imperfection, with unexpected elements intentionally juxtaposed to infuse energy and personality into the work.

An organic fusion of clashing colours, fonts, and textures is becoming increasingly prevalent, fostering a sense of authenticity and individuality. Designs that feel less polished and more personal are resonating with audiences, enabling brands to forge deeper, more meaningful connections. This movement celebrates the creative potential of imperfection and underscores the importance of making designs both human-centered and emotionally engaging.
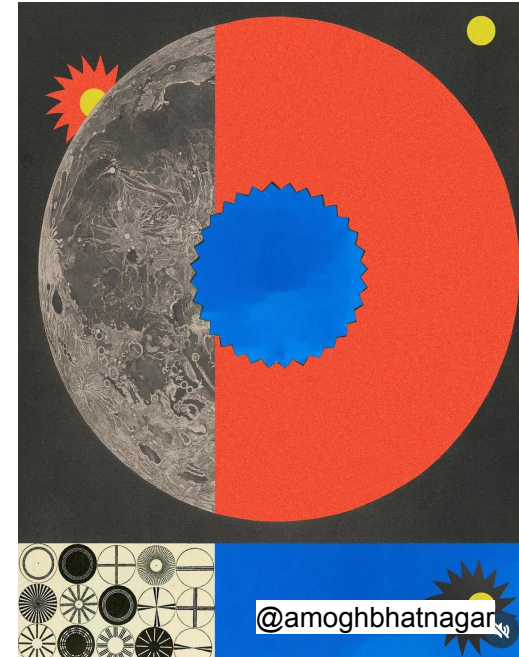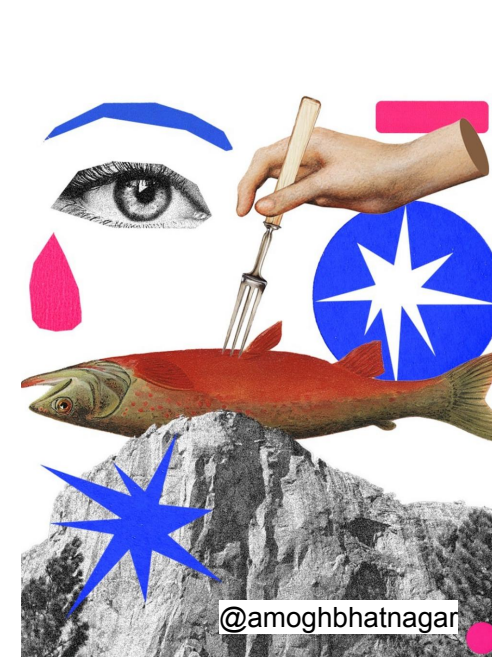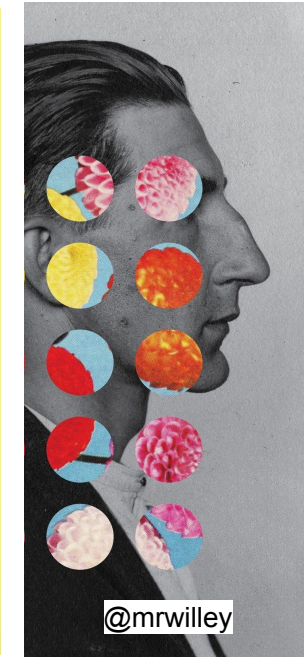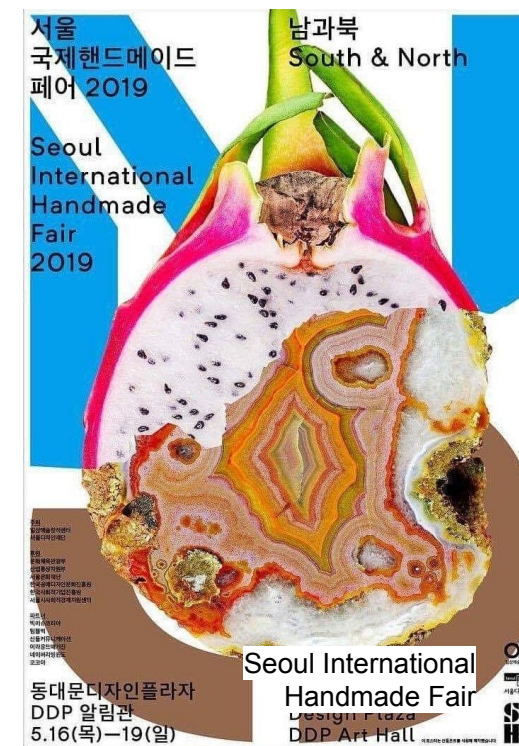
Image by @amoghbhatnagar

Mike McQuade

@from.form

서울
국제핸드메이드
페어 2019

남과북
South & North

Seoul
International
Handmade
Fair
2019

동대문디자인플라자
DDP 알림관
5.16(목)—19(일)

Seoul International
Handmade Fair
Design Plaza
DDP Art Hall

George Douglas

@amoghbhatnagar

Loewe

Hérmes

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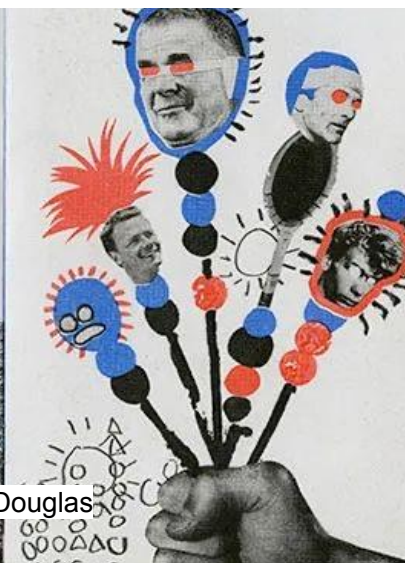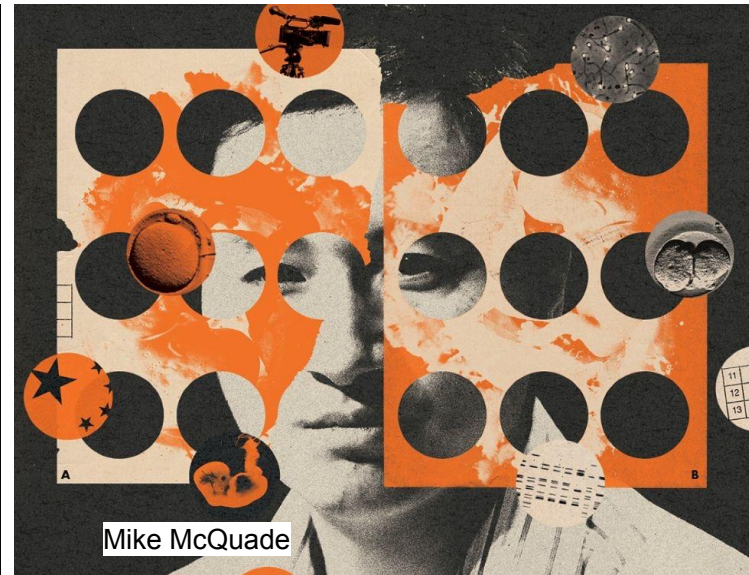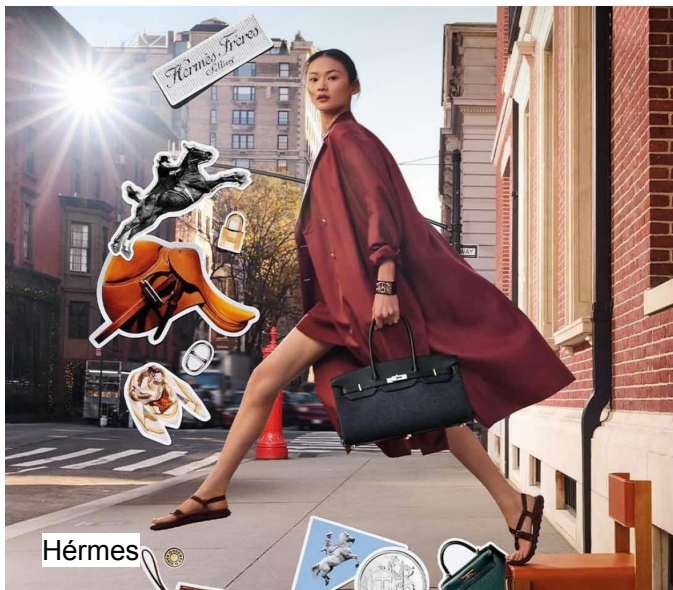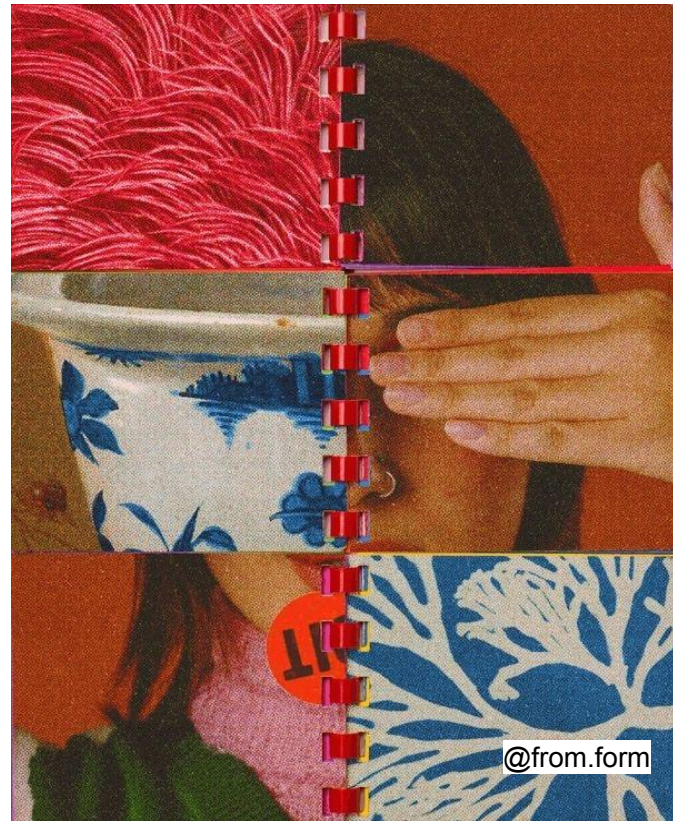@mrwilley

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Chronos-e-Khwaab

Aesthetic Patchwork, Vision Weave, Fragmented Identity, Hybrid Aesthetics, Cut-and-Craft Culture

Themes of fragmentation, hybridity, and reassembled visuals are emerging as the world embraces complexity and diversity. Collage-like compositions reflect this, seamlessly blending contrasting textures, patterns, and colours to create an eclectic aesthetic.

This shift points toward a more layered, multidimensional approach to design, where deconstructed elements, cross-cultural influences, and the fusion of hand-crafted, imperfect details with digital precision work together to evoke authenticity and individuality. The hybridisation of digital and print media intricately weaves together diverse cultural and artistic influences, offering brands a powerful tool to engage and connect with a broader, more diverse audience.

As these trends continue to evolve, they challenge traditional design boundaries, encouraging experimentation and creativity. This dynamic approach not only enhances visual storytelling but also fosters deeper emotional connections between brands and their consumers.
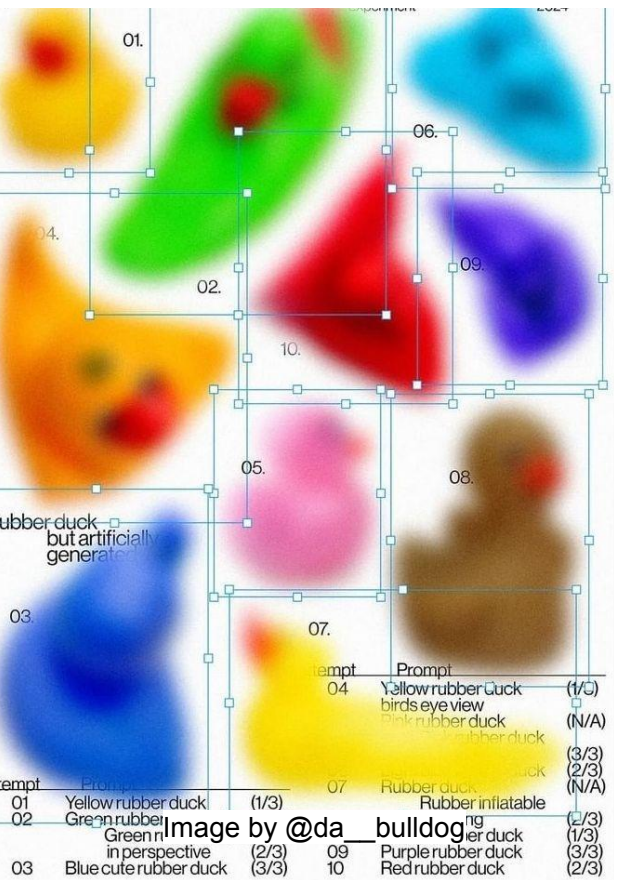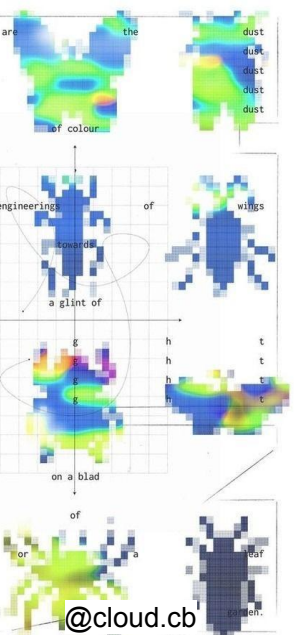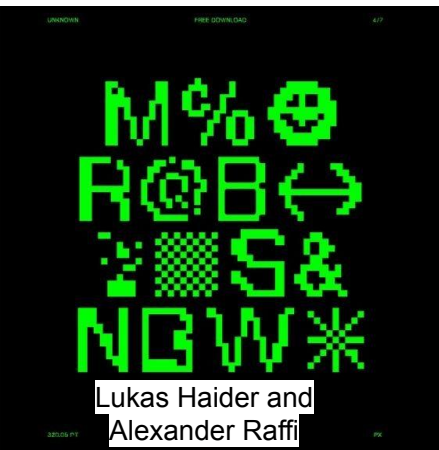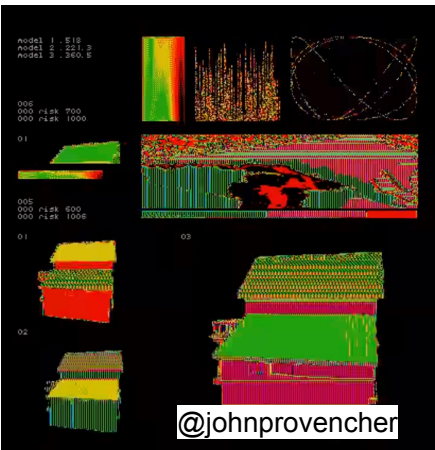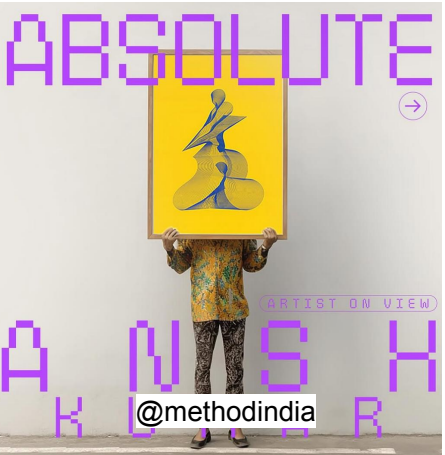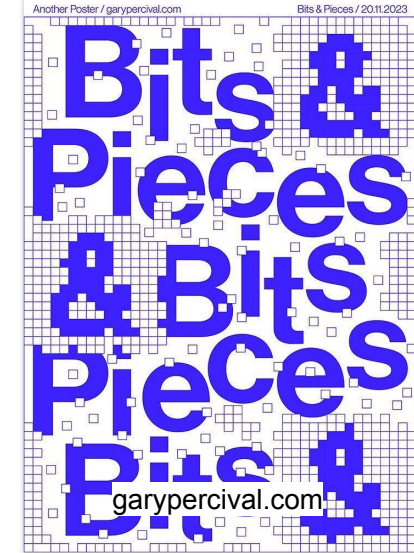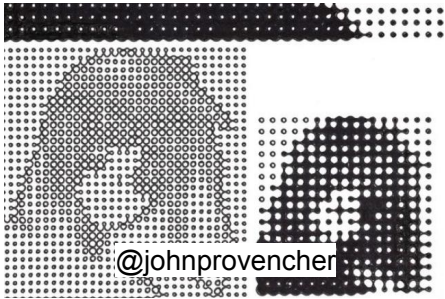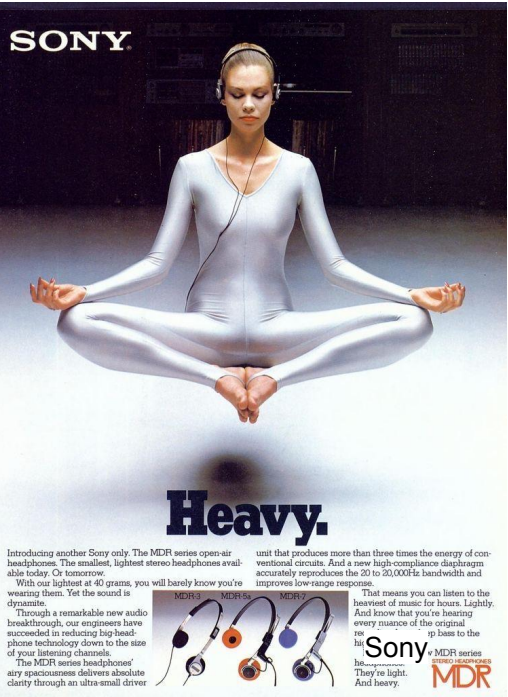
A Love Letter in Pixels

Retro-Futurism, Pixelcore, Low-Poly Aesthetics, Analog Anxiety, Bitverse Renaissance
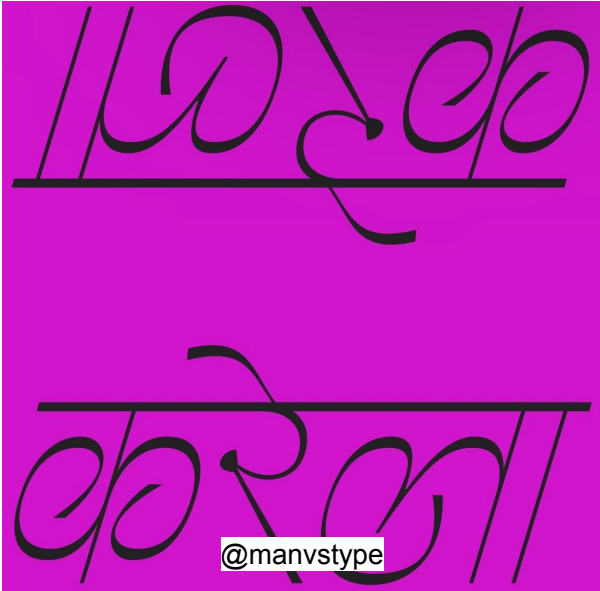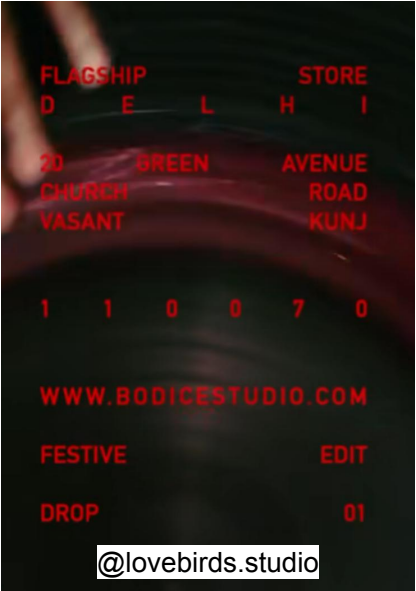
The visual inclination to perceive the world in pixels—despite the growing push toward "higher resolution" technology—reflects a profound psychological movement. This aesthetic shift speaks to a deep yearning for the nascent years of technology, when the digital realm was more tactile, less polished, and devoid of the wireless, high-resolution, and multidimensional experiences that define today's sleek innovations.

This transition towards a more rudimentary, even "imperfect," digital imitation is heavily influenced by the early days of video games and digital art. As a visual language, this celebrates the charm of pixelated, low-resolution designs that are often defined by restricted color palettes. It recalls an era where digital creativity was constrained but brimming with raw ingenuity.

Geometric, representational forms—low-resolution but rich with high abstraction—displace sophisticated renderings. It concentrates on "a feeling of unease" associated with the imperfection and unpredictability of analog technology.

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Lukas Haider and Alexander Raffi

Playstation

Image by @da_bulldog

Motion Sickness was founded in a Dunedin flat by three friends with no traditional agency experience. After a few good ideas led to a few s... handshakes, they eventually m... out of their flat in Dunedin, and... studio in Auckland.

Now the agency is made up of... people who invent campaigns... some of the biggest brands in t... country, and has even been ra... number one on some of those... agency ranking things. All whil... continuing to create unconven... work true to their unconventio... beginnings.

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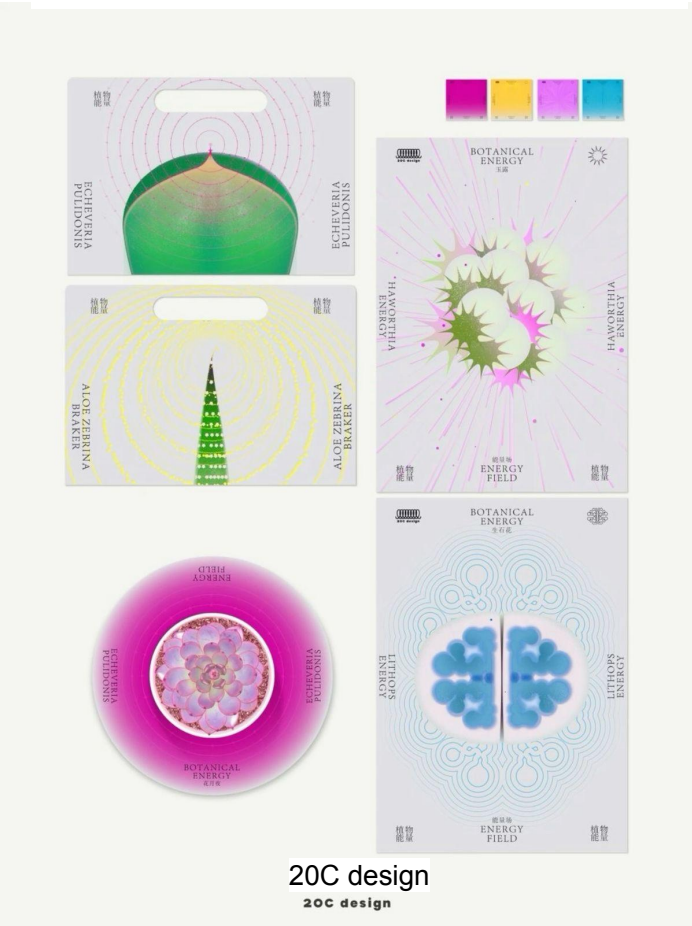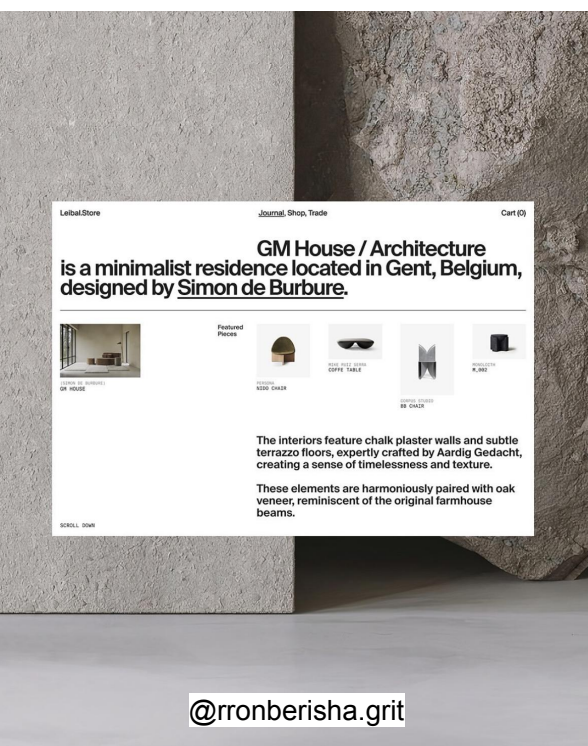FESTIVE EDIT
DROP 01

@lovebirds.studio

@manvstype

Clean your room!

Utilitarian Edge, Negative Space Narrative, Anti-Design Aesthetic, Bold Minimal Impact, Monochrome Statements

The graphic design landscape has begun to embrace the adage "Less is more." The tenets of this visual language encompass utilitarian aspects of communication, bold directness, functionality, and simplicity.

The communication style here promotes practicality, clarity, and a profound sense of purpose, despite the often-layered complexity and delicacy of the product, service, or idea under discussion. "How we communicate" is being impacted by an aesthetic that is prevalent in modern tech interfaces and industrial design.

The psychological drawing of attention to the interaction between items and emptiness through the exaltation of negative space achieves a feeling of equilibrium and mystery. It makes the design feel more interactive and compels the viewer to investigate deeper, engaging their cognitive process.
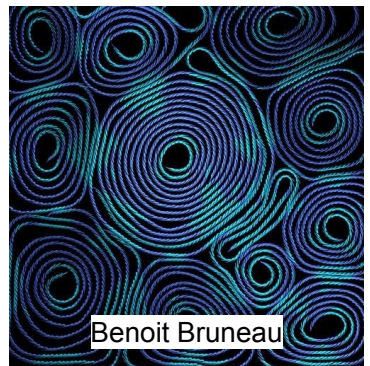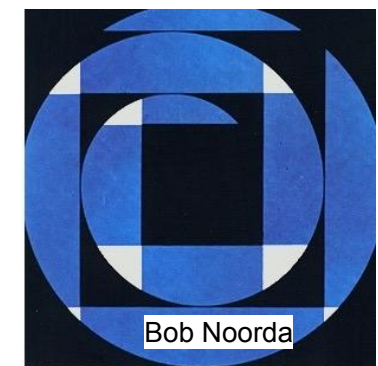
Plenty more **fish** in the sea ?

Hazel Terry

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GM House / Architecture
is a minimalist residence located in Gent, Belgium, designed by Simon de Burbure.

Featured Pieces

The interiors feature chalk plaster walls and subtle terrazzo floors, expertly crafted by Aardig Gedacht, creating a sense of timelessness and texture.

These elements are harmoniously paired with oak veneer, reminiscent of the original farmhouse beams.

@rronberisha.grit

adidas TISCHTENNIS BY NAKED, CUSTOMISED BY METAGIRL   hartcopy

Celebrating the launch of its elegant redesign of the Tischtennis and Samba, Naked CPH looked to customiser and designer Metagirl to host workshops in Copenhagen reinventing the already meticulously designed project.

NAKED

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BOTANICAL ENERGY

BOTANICAL ENERGY

BOTANICAL ENERGY

20C design
20C design

RKIVE CITY+

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brat
and it's
completely
different but
also still
brat

Charli XCx

BECAUSE I LIVE IN BOMBAY

LOVEBIRDS   Festive '24

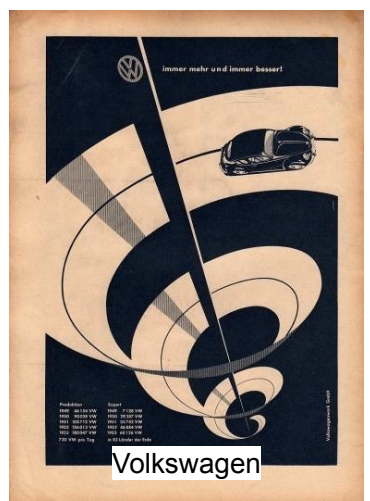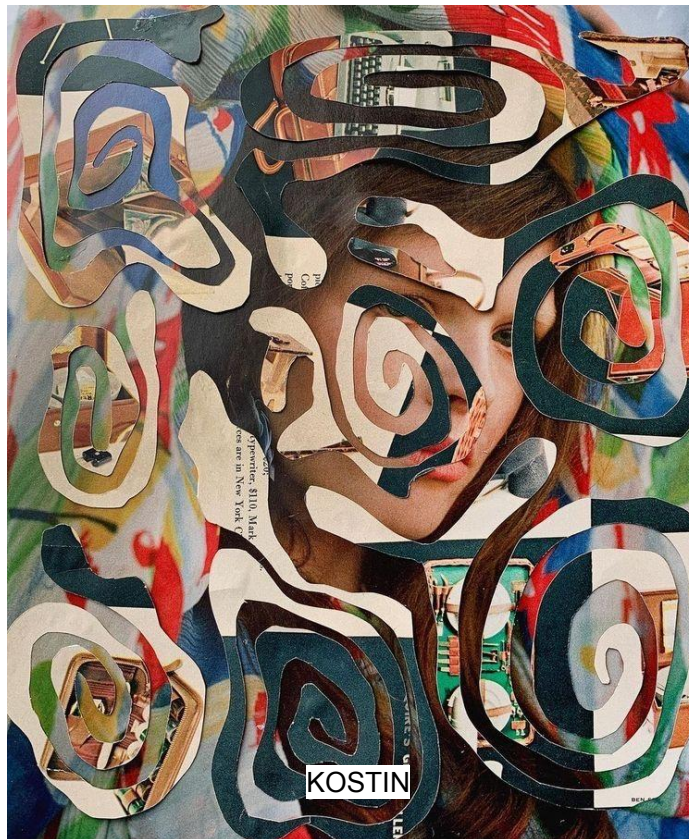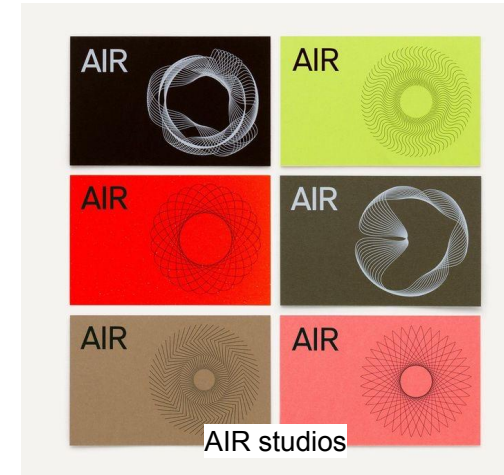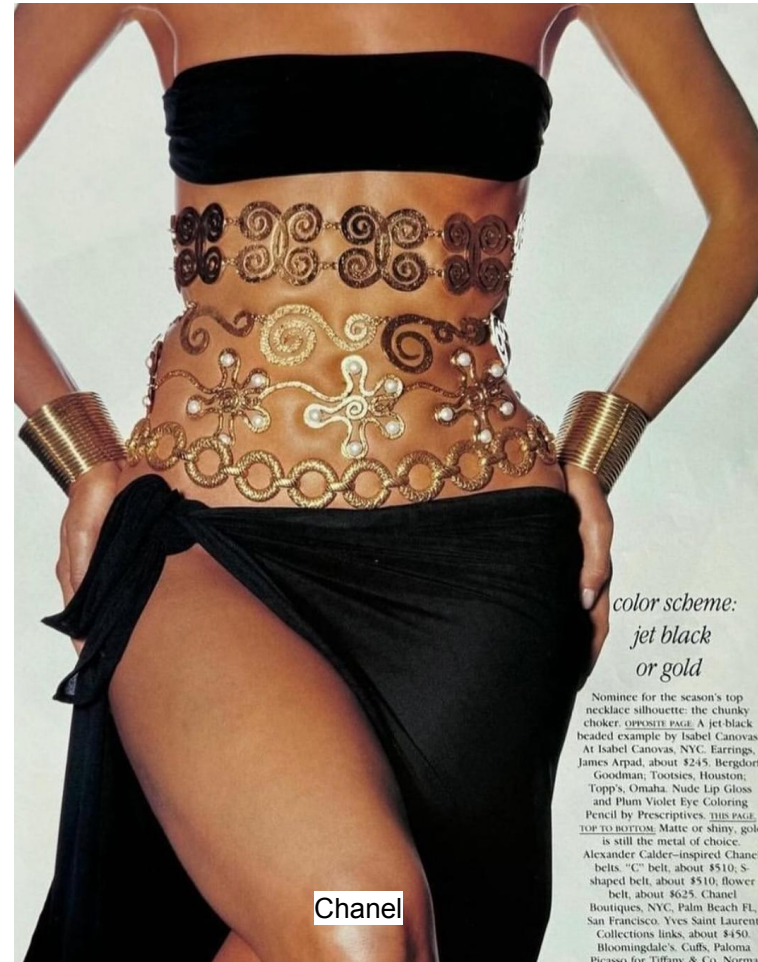@lovebirds.studio lovebirds-studio.com

CURATED RUG

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Mama, I'm Spiralling

Motion Made Visual, Hypnotic Flow, Fibonacci Sequence, Whirlpool Whiplash, Cyclic Influence

Design trends are increasingly embracing the dynamic and immersive power of motion, translating it into static mediums. This visual language captures kinetic and immersive forces using patterns, gradients, and compositions that give the illusion of motion and fluidity while engaging viewers in a dynamic visual experience. Here, movement serves as one of the most fundamental principles of design, directing and guiding the viewer's gaze.

The influence of mathematical and natural systems also plays a prominent role, particularly through the Fibonacci Sequence, mimicking ratios found in nature. This geometric precision extends into a trend that evokes a sense of swirling, centrifugal force, drawing elements into vortex-like shapes that seem to pull the viewer into their core.
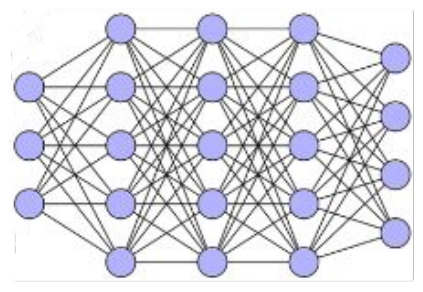

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@obataimu

Bob Noorda

Benoit Bruneau

National Institute of Fashion Technology

HOW WE WORK

A brief look at our process

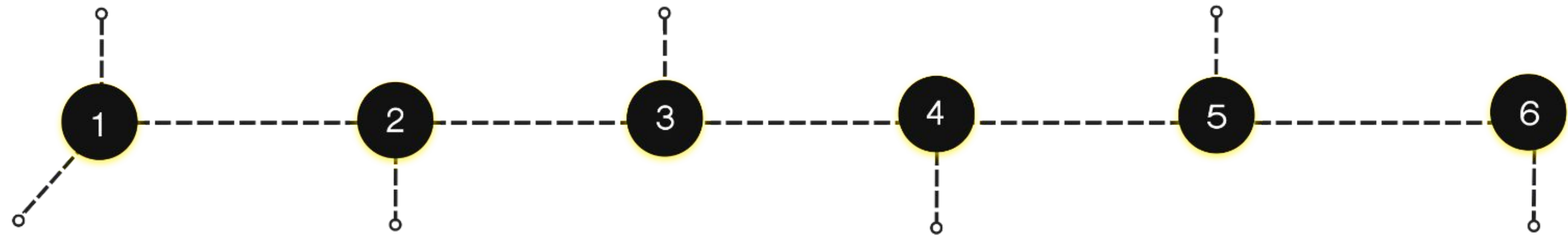
Trends spotted by trendspotters through the VisioNxt app.

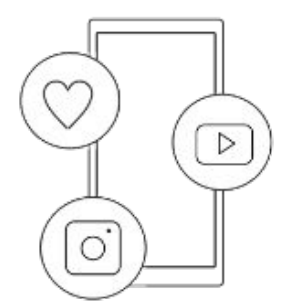Deep learning model development and prediction.

Generation of reports through trend bytes, whitepapers, newsletters, etc.
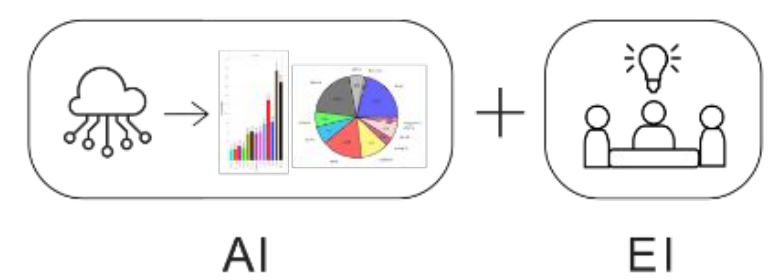
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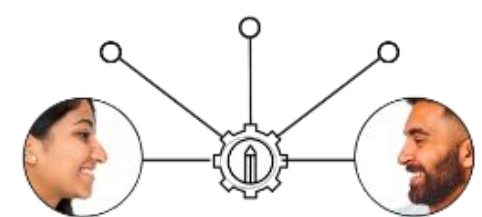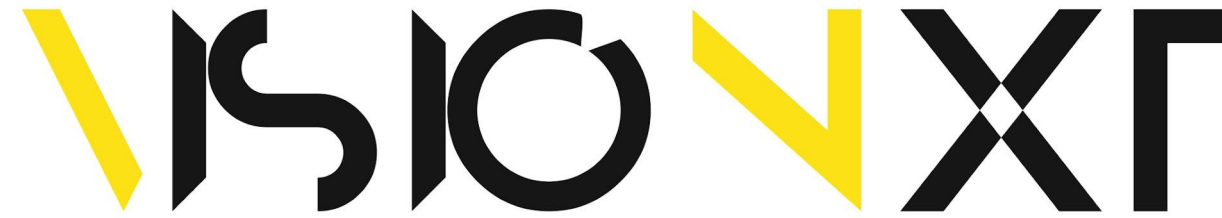Trends spotted from social media, e zines, blogs and other open sources.

Accumulation at VisioNxt server

Integration of artificial (AI) & emotional (EI) intelligence.

AI + EI

Dissemination of info through customised insights.

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