

# #ontrend2020

♦ opportunities ♦ engagement  
 ♦ push boundaries  
 ♦ form ♦ function ♦ fabulosity

## MONO COMBOS

Creative **monochromatic** & **cyberpunk** colour schemes share a sense of **bright, oversaturated** colours that are not seen in nature.

They are both modern and futuristic, yet aesthetically appealing to an audience craving **visual engagement**.

While they seem an extension of **duotone**, these techniques have evolved into **more stylised versions** that use colour filters on photos or partial elements of the composition to create fun and visually exciting designs.



## new naturals

As sustainability becomes an **imperative**, brands look to utilise more '**earth-inspired**' designs and colour palettes.

No longer just the realm of organic food and personal goods, this trend is seen to **grow across many industries**.

The standard, subtle and earthy tones in greens, blues and browns are now being combined with **highlight colours, iconography and typography** to reinforce and compliment the **ecological and sustainable** themes.

## draw the line



Our world is filled with many messages. Designers are using **illustrations & line art** to **convey concepts and ideas**.

By removing complex details and imagery, your focus isn't on the image, but **the message it conveys!**

Combining images with illustrations pays homage to collage's technique of combining line art & simplistic illustrations to create a **customised & hand-crafted feel** that many brands are chasing.

## TO THE MAX

**MAXI fonts & typography** + **Image & Text Masking & Split-lining** of text and words is expected to be **HUGE** this year.

**Text & typography in shapes** is also making its way into a wide array of creative designs.

**Image & Text Masking** isn't new, but is evolving to create a dynamic aesthetic. Combined with **MAXI** typography it creates a magical combo of **minimalism with maximalism. BAM!**



## ORDERED CHAOS

**Simple & structured layouts** have a strong visual appeal and lend themselves to a sense of balance and order.

When combined with liquid shapes and avante-garde imagery they form eye-catching designs that are both **artistic and functional**.

Great structure **encourages interaction & separation** of product variations through typography, iconography, illustrations & colour. Done well they are easy to read and create a stylised sense of ordered visual chaos.



## MOVEMENT

In addition to **3D depth & realism**, designers are combining flat 2D designs with other realities to create truly **engaging experiences**.

It is all about **colour and movement**. Tying elements of the real world with the packaging of products and objects.

Carry this through to the **unboxing experience** and **link to the web** & other designs using **moving gifs, animations & videos** & you create an advanced visual that truly comes **ALIVE** in other worlds.

