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GRAPHIC DESIGN: MODERN TRENDS

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The paper analyzes modern trends in graphic design. The study examines graphic design as a component of visual culture and includes consideration of various trends and problems that have arisen in modern graphic design.

Key words: *Graphic Design, Sustainability, Interaction design, visual hierarchy, user needs*

INTRODUCTION

Modern graphic design takes simplicity as the core, pays attention to the clear expression of visual levels, and improves the efficiency of information transmission through negative space and restrained color. The rise of interaction design has made dynamic elements and micro-interactions key, enhancing the interactive and engaging user experience. The design pays more attention to user needs, emphasizes inclusiveness, and ensures accessibility for different groups. At the same time, the concept of sustainability is integrated into the design to promote the choice of environmentally friendly materials and sustainable design practices to reduce environmental impact. Modern graphic design is moving towards being more concise, interactive, inclusive, and environmentally friendly to meet the changing needs of users.

PURPOSE

The work aims to study modern trends in graphic design as a component of visual culture and influencing factors and to identify current problems modern graphic designers face.

RESULTS AND DISCUSSION

Graphic design meets the spiritual and cultural needs of different groups of people; design is to serve people and can give people spiritual comfort. With the progress of information exchange, minority culture is favored by people for its mystery and rarity, and it is also a future development trend to properly combine minority culture with modern graphic design [1]. The future graphic design industry takes human experience as the ultimate goal and carries out various needs for different groups of people. In the design process, the preferences and characteristics of varying levels of people should be fully considered, and distinctive design schemes should be formulated according to different groups. In this process, we should not only learn the skills of design majors but also take into account the corresponding understanding of applied psychology and social art so as to ensure



that the designed scheme can adapt to different groups of people. This will be the general development trend of the graphic design industry in the future.

With the current aesthetic changes, the brand has been through the use of repeated symbols, colors, and patterns to enhance the recognition; this practice has become very monotonous, graphic elements have become the peak of the visual world of the era, it is possible to be retained will be more gorgeous, more expressive graphic elements, bright colors, appear younger and more dynamic brand. Fig. 1 shows the importance of visual color to graphic design. The development trend of color simplicity in modern graphic design is the product of catering to the development of The Times and the performance of people's aesthetic improvement. "Concise, ingenious, expressive, and intelligent" expresses color language in today's society. In the development of The Times, the social consciousness is expressed with simple colors [2].



Fig. 1 Importance of visual color to graphic design

In the process of graphic design, contemporary art has made a necessary explanation of the impact of creative behavior on the work itself: giving full play to the actual role of various positive behaviors in the process of graphic design is conducive to enhancing the dimension of the work and making the work more substantive. In the process of multi-dimensional development of graphic design in the future, strengthening the effective use of creative behavior will enrich the content of the work itself, not only enhancing the readability of the work but also creating favorable conditions for the birth of more advanced creative ideas and creative expression techniques, and constantly enhance the potential value of the work. The user's sense of experience is related to the design itself. A good design is not only the beauty of the design but also the beauty that can be accepted and recognized by the public. An interactive design will make it easier for the public to take your design and want to continue exploring the meaning of your design. If a meaningful design can be interactive, its transmission will be higher. Fig. 2 is the Interactivity of design. Rational use of creative behavior in graphic design is conducive to maintaining the completion of works, giving graphic design works a new creative connotation, and gradually broadening artists' creative ideas [3].



Fig. 2 The Interactivity of design

CONCLUSIONS

Driven by digitalization and technological innovation, modern graphic design presents a diversified development trend. Simplicity remains the core principle of design, and through clear visual layers, restrained color combinations and the clever use of negative space, designers are able to efficiently convey information and enhance visual appeal. User needs are always the starting point for design, and modern design focuses more on inclusiveness, ensuring that users of different backgrounds, abilities and needs have barrier-free access to information. In addition, the concept of sustainability has gradually become an important consideration in design, and designers practice social responsibility by using environmentally friendly materials, optimizing the design process and reducing the waste of resources, and promote the harmonious development of design and environment.

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БЕЗУГЛА Р., ЛУ Лей

ГРАФІЧНИЙ ДИЗАЙН: СУЧАСНІ ТЕНДЕНЦІЇ

У роботі аналізуються сучасні тенденції графічного дизайну. Дослідження розглядає графічний дизайн як складову візуальної культури та включає розгляд різноманітних тенденцій та проблем, що виникли в сучасному графічному дизайні.

Ключові слова: графічний дизайн, сталий розвиток, інтерактивний дизайн, візуальна ієрархія, потреби користувачів.