

# History Of Design

IV. What ideals, principles, motto and design qualities might you use to describe and define the next emergent design trend valid over the next 5 years, current to your practices? What name would you give to the design movement?

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## Introduction

In the next 5 years, the digital revolution will continue to greatly influence our daily lives. Increasing dependence on internet by making good use of smart devices is unavoidable. Modern technologies “expand the conception of art”<sup>1</sup>, shaping the art format and design process. Design is not just about artwork and appreciation, but to enhance interaction and create positive bonding between viewers and creators.<sup>2</sup> Browsing web and app at a fast pace becomes a daily lifestyle<sup>3</sup> and will continue to grow and develop into a societal phenomenon. This means that standardized and simplicity design trend is expected valid in the coming 5 years. I would name the design movement, “Digital Design Movement”.

## Simplicity, “Less is more”

In the past when life is simpler, and transmission of information is much slower, designers tended to impress viewers by creating complex design. However, in the current and future world, people are overwhelmed by information, making decision every day both online and off-online. Viewers are too occupied nowadays, so they prefer seamless experience and simplified design that “simplify their environments both visually and functionally.”<sup>4</sup>“Less is

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<sup>1</sup> Senda, 2019

<sup>2</sup> O’Nolan, 2018

<sup>3</sup> Smashing Magazine, 2017

<sup>4</sup> Carson, 2018

more” allows the audience to focus on the essential message of the design and increases efficiency on message delivery. Therefore, information should be categorized properly. Simplified design means use of readable font, such as sans serif, with clean background. The minimalistic approach designs support faster loading time and are more compatible to mobile devices.<sup>5</sup> Bold and various forms of the same font family will play a significant part. Typography helps to stand out from background and facilitates communication of visual message straightforwardly.

### **User experience (UX) and User interface (UI) are both important, a key to the future world**

User experience is going to govern the digital world. Consuming information rapidly will be a societal phenomenon. A seamless experience is the key to keep user loyal to a brand. People go through a journey of browsing and reading before getting to know a brand. Interactive art is a new form derived from technology.<sup>6</sup> Digital devices allow audience to interact with the brand directly via exploring webpage/app. An aesthetically brilliant user interface doesn't imply a good user experience. Designer must be more pragmatic and prioritize direct accessibility to information over aesthetics. Both user experience and user interface are important to deliver message to users.<sup>7</sup> As a result, UX/UI will consistently increase in demand in the future world.

### **Use of technologies in designing process**

Digital technologies are changing the designing industry inevitably. As digital tools continue to advance, the design process will be much more efficient and convenient.<sup>8</sup> This drift down the demand for fine art. From the consumeristic perspective, companies would prefer digital

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<sup>5</sup> Mod'e, 2014

<sup>6</sup> Rieland, 2014

<sup>7</sup> They Make Design, 2019

<sup>8</sup> Abramovich, 2018

artwork over fine art. Digital designs, which are more solid, clear and less time-consuming than traditional painted design, suit the digital world more.<sup>9</sup> The increasing demand of digital works and lower demand of fine artworks would cause phenomenon of less-refined and less subtle works. Give an example: Mona Lisa by Leonardo Da Vinci. Behind her controversial mysterious smile are thousands of layers of paint painted over 20 years.<sup>10</sup> The perfect composition and careful design of the figure makes his work emotionally loaded to a certain extent through this visual emphasis. The foreseeable digital technologies provide ease for human to design but restrict the way how artist create. It is hard to create art that is as mysterious and amazing as the Mona Lisa. For sure, digital technologies will not be a threat to designing industry at least in the next 5 years. Human-led design is needed for decision making and evaluation.<sup>11</sup>

## **Conclusion**

The Digital Design Movement will born from societies' need of direct delivery of information through good user interface and user experience, propounded by increasing dependence on internet. Design elements of simplicity, typography, UX/UI are important in the movement. Designers in the future world will hugely employ digital technologies as tools to speed up the designing process. Yet, these tools lead to certain restriction on creation of works when compared to the traditional hands-on way. Designers need to remember the practices from the past, adapt into newly developed technologies and continue to innovate.

Word count: 689

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<sup>9</sup> The Art of Education University, 2019

<sup>10</sup> The Christian Science Monitor, 2010

<sup>11</sup> Abramovich, 2018

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