



## Learn 11 Graphic Design Styles for Your Next Project and When to Use Them

### Description

Humans have been creating artistic designs since the Ice Age.



They've advanced from rudimentary cave drawings composed of dirt, charcoal, and animal fat to various complex graphic design styles that add individuality to advertising, products, and websites.

In this post, we will look at the 11 most common graphic design styles that you may use for your next project

1. Contemporary
2. Minimalist
3. Flat
4. Scandinavian
5. Retro
6. Psychedelic
7. Art Nouveau
8. Art Deco
9. New York

- 10. Grunge
- 11. Victorian

## 11 Different Graphic Design Styles

Here are some of the most frequent and popular graphic design styles, including a mix of old and current.

### 1. Contemporary

Contemporary isn't a specific graphic design style, but it embraces current design trends and is constantly evolving.

It comprises a wide range of line styles, forms, and textures, ranging from thick cartoonish styles like the one shown in the left image above to a “flatter” and a more minimalist style that combines a limited handful of clearly-divided colors.

The latter is a style that has gained popularity in 2021.

### 2. Minimalist

The simplicity of minimalist graphic design defines it.

It often employs minimal elements, a limited palette of colors, and a single texture type typically flat. When used in photography, the few aspects of a minimalist design style virtually force the observer to pay attention to them because they are surrounded by white space and nothing else.

When applied in a website or product design, the style is meant to be practically undetectable, fading into the background to allow the website's features and information to take center stage.

As a result, minimalist design is trendy among web designers because the content and features of the site are the reason the visitor is coming in the first place, making the design more usable.

It is especially true for homepage designs, which are the most visited pages on your website.

Minimalism is a tremendously significant design style; you'll notice it in some other styles discussed below.

### 3. Flat

The flat graphic style was influenced by three other styles: Swiss, Bauhaus, and Modernism.

It is similar to minimalist design in that it employs many of the same principles.

Few colors are utilized, and when variants of a single color are employed, they are frequently somewhat darker to give a two-dimensional shadow effect, as shown in the photographs above.

The colors chosen are typically nice and bright.

The elements draw lines without the use of black borders and are mainly straight except for a few curved edges.

To fit the design aesthetic, the typography is also relatively clean.

Google, Apple, and Microsoft popularized flat design by incorporating it into their software products, which are now used by billions of people worldwide.

The style works well for software since simple graphics have reduced file sizes, allowing faster loading.

## **4. Scandinavian**

Scandinavian design is another minimalist-inspired style recognized for its stripped-down quality that makes every feature appear vital.

It was part of the populist design movement that advocated for a beautiful aesthetic affordable to the masses instead of the flashy, expensive-looking Victorian style seen in British royal palaces. It was initially from the Nordic countries of Denmark, Norway, Sweden, Finland, and Iceland.

Its color palettes are modest, its shapes are minimal, and its type is curved with no serifs.

There will also be enough white space to attract attention to the most significant components of the design, whether graphical or functional.

## **5. Retro**

“Retro” graphic design encompasses various design styles from the 1950s to the 1970s.

This encompasses psychedelic, Art Deco, Art Nouveau, Gothic, Baroque, New York style, and 1960s and 1970s design, all of which have different styles that would rarely be confused.

Some of these are discussed further below.

Retro design trends can evoke nostalgia, transporting viewers to a time in their lives when they may have felt a strong feeling of belonging or significance.

This sentimentality can elicit a positive emotional response and works well in commercial applications such as branding or advertising.

The artwork on the left is from the Japanese World Exposition in 1970 and represents design styles popular in the 1960s.

Again, this style hints at minimalism, which employs only two colors.

On the right is a more complicated style that resembles a mix of Art Deco, New York, and Psychedelic influences.

## 6. Psychedelic

Psychedelic design is another instantly recognizable style, distinguished by its vibrant colors and abundance of wavy lines.

The principles of this design are inspired by the 1960s psychedelic movement, which was fueled in part by LSD—a newly popular, powerful drug that drastically altered people’s perception of reality, particularly how objects were viewed, whose edges and lines would wiggle and warp as if shaken from both ends.

Colors were also much more vibrant.

Both of these visual impacts have been captured in the psychedelic design style, which has come to represent the LSD experience as a metaphor.

## 7. Art Nouveau

The first fully modern design style was Art Nouveau.

It was created in the 1890s as a result of Western painters attempting to develop a style they could call their own, which could be promoted more easily with the rapid expansion in global trade.

The style is distinguished by its long organic lines, frequently applied to animals, plants, and fragile things to create an elegant and delightfully decorative appearance.

This style’s typography adheres to similar principles, emphasizing natural-looking serifs and looping shapes complimenting the graphical elements.

Because printing was expensive in the early 1900s, Art Nouveau designs preferred to employ a single color (usually black) with minor shading, as demonstrated in the abovementioned example.

## 8. Art Deco

There’s a fair probability that anything was made in the Art Deco style if it includes strong geometric shapes, bright colors, and plenty of symmetry.

This design is greatly influenced by Cubism—another style that used hard shapes to create a cube-like effect—and Futurism, known for its monochromatic aesthetic that used materials such as metal, plastic, and glass, as seen in the Metropolis image on the left.

Art Deco is a design style that may take your breath away.

It's almost obnoxious, demanding that you look at it—a useful approach in today's distracting environment when you want your website or advertisement to stand out.

It's bold writing, vivid forms, and highly contrasting color schemes have made it one of the most recognizable design styles in history. Its bold writing, vivid forms, and extremely contrasting color schemes have made it one of the most recognizable design styles in history.

## **9. New York**

During the 1950s and 1960s, a group of artists living in New York created the New York design style.

They formed The New York School, an informal group whose art was imbued with the ideas of dance, poetry, and music, resulting in an avant-garde design style that was free-flowing, vibrant, and highly experimental.

The font on the right is an excellent illustration of this, as it uses colorful triangles to create an attractive look rather than simply plain text.

Using this design style in your website or logo may give you a unique quirkiness that people will notice.

This design approach also gave birth to abstract expressionism, which Jackson Pollock popularized as a purely abstract style with no attempt to construct recognizable objects.

## **10. Grunge**

Grunge is defined as “grime or filth,” which is evident in the grunge design style.

Typography is often solid and rough-drawn, with letters dripping or splattered, as though drawn rebelliously.

Shapes are torn, ripped, or crooked, lending a rawness reminiscent of punk or rock.

Colors are frequently kept to a minimum, with one bright primary color that stands out against the rest of the design.

This is undoubtedly the design style to go for if you want to attract folks who thrive on chaos.

## **11. Victorian**

Victorian graphic design is an opulent, crowded style with shapes, borders, characters, and letters occupying the full image.

This mirrors the aesthetic of Victorian Britons (particularly royalty), who desired everything to be lavish and gilded and is still visible in royal palaces today.

Victorian design is symmetrical, and its typography is unusual, with swirling, serif-laden letters that add to the style's quirkiness.

Because of the scarcity of brilliantly colored ink, colors are often muted.

You may associate the style with wealthy aristocracy, which may appeal to those who appreciate such things.

## To Sum It Up

Every primary graphic design style is defined, along with samples and descriptions. With a general understanding of the many graphic design styles, you should be able to choose a suitable style for your branding that strongly appeals to your target audience. By incorporating this information into a brand style guide, you will be able to provide your customers with strong, consistent branding.

### Category

1. Education

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