

On The Role of Minimalism in Graphic Design

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Abstract: In today's information age, information is becoming more and more complex, and people need to get information quickly, so the minimalist design style is attracting people's attention more and more, and its unique design style is also attracting people's attention, becoming a design trend, or even a fashion trend. Minimalist design style upholds the principles of simple form, simple color, and adherence to "function first", and the form is not rough, but more refined. We hope to show the simplest and most beautiful forms with little content, giving people unlimited imagination, not rough and at the same time look advanced, full of rhythm and without a lot of rhetoric. The result is a natural feeling of "back to basics" and a visual flair of "less but more". In today's graphic world, the "less is more" minimalist style is highly sought after and popular. Minimalism is used in many different fields, including interior design, graphic design and architecture. Minimalism in graphic design is most evident in the simplification of type, graphics, color and typography to give a sense of visual comfort. The purpose of the graphic design discipline is to analyze the expression and application of minimalism in design.

Keywords: Graphic Design; Minimalism; Typeface; Color; Typography.

1. Overview of Minimalism

1.1. Definition of Minimalism

Minimalism, which emerged in the 1960s, is one of the major schools of contemporary art in the 20th century. Minimalist design follows the concept of "less is more" and has had a significant impact on many fields of art, including architecture, decorative design, fashion and painting. The fast pace of modern life, the heavy workload and the large amount of scattered information make people more and more nervous and long for inner peace, freedom from mental stress and aesthetic fatigue. Minimalism, which is rational and practical, simple and neat, intuitive and clear, elegant and generous, and satisfies people's spiritual needs, is supported by the whole society and is sought after and loved by more and more people.

1.2. The creation of Minimalism

Minimalism is a term coined in 1965 by Richard Wollheim in England. The real boom of minimalism took place in New York, USA after the two world wars. No longer bound by tradition, the simplest forms were used to express the most essential emotions, giving people the most intuitive feeling that the viewer could perceive directly without thinking or reasoning. As the economy recovered and the cultural climate changed since the 1960s, designers began to offer function rather than decoration, and products of minimalist design quickly conquered the international market and reached mass production to meet the needs of society and people.

1.3. Characteristics of Minimalism

Ludwig Mies Van der Rohe's "less is more" is the best interpretation of minimalist art. Compared to some decorative and relatively complex forms of expression, minimalism returns to its essence and leaps to a higher level. It has three main characteristics, purity of expression, the tendency to remember simple, vivid objects, and this simplicity causes more intense visual stimulation. Complex images are exciting and rich, but their expressiveness is not easy to play out and can lead to visual blur and confusion, while simple and pure color elements and minimalist composition will have a clear

and soothing image, plus creativity and fun for the audience is more willing to accept. The inner essence of simplicity, like the less noticeable wise man, simple and modest in appearance, but his words and actions evoke respect. This simple shape finds its charm in the clutter and provides an advanced aesthetic experience, a true interpretation of beauty. The magnificent depth of the field of thought. Large white spaces and blocky compositions are the hallmarks of minimalist design, and not all complex images have a strong visual experience. Not only do they conform to contemporary rules of formal beauty, they also allow for deep contemplation and provide an outlet for thoughts and emotions.

2. Elements of Minimalist Style in Graphic Design

2.1. Font Elements

In today's knowledge-intensive age, it can be said that all types of text are everywhere in our lives, in clothing, in advertising, on the internet and television, etc. Using simple text to highlight design ideas is a basic requirement for graphic designers for a minimalist style. This requires designers to challenge themselves in type design and keep exploring the expression of type. In graphic design, the performance of minimalist style is reflected in the typeface as follows:

(1) Adhere to the simplicity of the font itself.

In common parlance, character symbols are special and standardized graphics used for writing, and the character symbols themselves have been changing with the evolution of human beings. Among them, pictograms and alphabetic scripts are typical examples of this. Pictograms are written words that abstract and graphically represent things, which gradually develop into strokes and then become written symbols. Among the pictographic epigraphic scripts, Chinese characters are the best representatives, having undergone a long process of abstraction and simplification, from divination squares to simplified pictographic scripts. The alphabetic script is represented by the Latin alphabet, the most widely used in the world. The Latin alphabet consists of characters composed of geometric shapes such as triangles,

circles and geometric figures. Although individual letters do not have a specific visual image, their combination can convey a specific message. With the development of printing, the letters became simpler and simpler, culminating in the modern alphabet, which gives a very minimalist impression: a combination of straight lines and regular curves.

(2) Focus on the graphic appeal of the typeface itself.

As an important medium of expression, fonts are widely used in various fields, including advertising and newspapers, among many others. In today's graphic design, fonts have acquired a new graphic image with higher precision, expressiveness and visual impact. In China, combinations of Chinese characters and graphics are very common; for example, the character "dragon" can be composed of the traditional Chinese character "Dragon" and the traditional Chinese pictogram for dragon.

2.2. Graphical Elements

Graphics are an important form of minimalist style graphic design, and are increasingly important as one of the most basic and oldest forms of information delivery in today's fast-paced, ever-changing life. We live in the information age and are inundated with massive amounts of information every day, and it is a major challenge to quickly access and extract this information. Graphic language can best meet the modern need for access to information by making the information that needs to be conveyed visually vivid and intuitive. However, in order to maximize the role of graphics as a visual design language, designers need to give due consideration to its necessity. Research has shown that the process of recognizing and understanding things is a process of simplifying things, and that people prefer to encourage the reduction of complex things to simple outlines and blocks of shapes that can be readily used, pieced together and cut out at will. The minimalist style implies a shift in design from a complex process to a simple one. In doing so, one wants to express the content of the advertisement through the intuitive nature of the graphics, so that the viewer is not aware of any barriers to understanding the content. The second is to focus on innovation in graphic design, because only a unique approach and perspective can better catch the viewer's eye and help them understand what they need to know in the shortest possible distance. Finally, pay attention to design aesthetics, beauty attracts people's attention more and aesthetics is one of the most important things in graphic design, this is also true for minimalist style works.

2.3. Color Elements

Color is an important element in the composition of a visual work, and is the soul of the work. If color is used properly, the whole work will become vivid and give people a visual shock. In the minimalist style of graphic design, black and white is the most classic color combination. In today's information-overloaded society, all kinds of information are mixed together and colors are mixed together, which leads to the preference of information colors being weakened to a great extent and does not help the expression of information. However, the combination of black and white has its own abstraction and expressiveness, and can produce a sense of depth that no color combination can achieve. For example, the Chinese Tai Chi diagram, various postcards of modern society, and the excellent advertising texts of many companies have all chosen black or white as their base color and have proven their effectiveness. When other colors are used as the basic

color, the more colors there are, the less effective the message is conveyed and the harder it is to achieve the originally desired effect. Therefore, it needs to be considered in terms of hue contrast, lightness contrast, warm and cold contrast, complementary color contrast, and simple color design, so as to achieve the effect of being shocked by the outstanding color matching effect while the message is instantly accepted by the viewer.

2.4. Typographic Elements

Scientific typography is crucial to the success of a graphic work, and layout is an important means of reflecting minimalism. Some templates do not follow any rules for layout, which not only creates a certain visual repulsion, but also a feeling of clutter. When designing for typography, it is important to seamlessly combine text, graphics and color to complement and supplement each other, subtly shaping the life of the entire work. For example, a deep and comprehensive understanding of the specific requirements of typography, the use of classic and popular elements, etc. Comfortable visual experience is not the primary goal; what is most important is to make the principles and role of minimalism in graphic design easily accessible and accurately understood by the public, thus saving material costs. Therefore, promoting the form of minimalism in the composition process can create a visual appeal among viewer groups and increase the effectiveness of information dissemination. The layout of graphic works from ancient times to the present represents a transition process from complexity to simplicity, reflecting both the aesthetic changes of the times. Russian Constructivism, Dutch Mannerism and German Bauhaus all tend to pursue simplicity.

3. The Importance of Applying Minimalist Style in Graphic Design

3.1. Meet The Needs of Life Now

With the Rapid socioeconomic development, high load, high frequency and fast pace gradually become the basic tone of modern society, evoking a great desire to return to a simple, relaxed and natural life for the purpose of relaxation. Under the domination of complementary consciousness, the accelerated pace of life and work has gradually led people into a complex life and a psychological desire for natural simplicity. The use of minimalism in graphic design can, to a certain extent, achieve the purpose of relaxing people's emotions and create a world of mental peace and tranquility for them. Minimalist graphic design not only meets the needs of people in real life in terms of function, but also has a deep and rich subtext. Minimalism advocates removing falsehoods in design work and discarding all useless details that are irrelevant to the work, leaving only the most familiar and real parts to form a high-quality aesthetic design style, so the minimalist design style stands out in a dazzling and noisy design style, which is well suited to the aesthetic needs of people in today's fast-paced society full of hustle and bustle.

3.2. Unity of Content and Form

Minimalism is not a simplification of the content or expression of a graphic work, but a sublimation and unification of its richness and complexity, condensing the appearance of an object's representation into a highly abstract and generalized form. Minimalism, like the expression, language and aesthetics of a graphic work, strives to achieve

a subtraction that conveys the thematic ideas of the work in the most direct and natural way. When the details and components of an object are reduced to a minimum, its essence is revealed and a more attractive unity of substance and form is created. Although the amount of information is small, it meets the requirements of product promotion and advertising, and the product information is disseminated to achieve an accurate, appropriate and rapid effect.

4. The Application and Development Trend of Minimalist Style Graphic Design

4.1. Unity of Content and Form

First of all, the design concept is consistent with the rapidly spreading Chinese traditional culture. China has a long history and a rich art culture, and the style of simplicity has been particularly prevalent since ancient times, and the artistic concept of "The Way to Simplicity" has been the main aesthetic orientation of people, especially in the design layout. Therefore, this concept spread rapidly. Secondly, traditional elements are simplified in "form" and inherited in "meaning". In terms of "form" design, traditional Chinese elements are simplified and reproduced, using the concept of minimalism to present the characteristics of national design in a simplified way, combining the spirit of traditional culture with modern aesthetics. In terms of conveying "meaning", it refers to the traditional Chinese graphic culture, such as ink painting, which has gradually formed an artistic image with national characteristics through the erosion of time and the precipitation of history, highlighting the national spirit. It combines artistic images made of simple lines with the concept of minimalism to form a new design.

4.2. The Trend of Minimalist Style Graphic Design

Firstly, there is a trend towards personalization. This concept is applied to graphic design. As a fundamental ideology of artistic creation, individualized design is necessary to achieve the continuous dissemination of artistic ideas. Only then can a unique artistic style meet the individual needs of connoisseurs and become the basis for the further development of minimalist design. Second, there is a trend of diversification. In view of the current market situation, if graphic design is to survive and develop within the framework of minimalism, it must be driven by innovation to create a variety of design concepts with complex, multi-layered interpretations, enrich the information conveyed therein, and meet the different aesthetic needs of enthusiasts. Third, "human-centered" green design. In other words, graphic design under the framework of minimalism must conform to the contemporary concept of protecting the ecological environment and the harmonious development of man and nature, as well as to the current aesthetic development and trends in the field of design.

5. The Inspiration of Minimalist Style to Graphic Design

In daily life, there are many people, cars, information, good and evil, and this fast, crowded pace leads to confusion and chaos, and increased stress. Every human mind wants to live a simple, comfortable life and return to natural simplicity. Minimalism has been embraced in all areas of design because

it meets the needs of modern life and the desires of people's hearts. Good design is the process of distilling the elements that need to be expressed and expressing them in a simple order. This process sublimates the design language of expression and organizes the elements in a simple and appropriate way, which is the beauty of the spirit of minimalism. Visual simplicity is a more elegant taste which is arguably the most important aspect of minimalism. Any work of art is often most valuable when it refers directly to its essence, sublimates its expression, and refines its inner beauty to perfection, which is also the charm of minimalism. Applying minimalism to graphic work, flattening, compressing and simplifying graphic design not only gives nourishment to the soul, an inner simple home, so to speak, but also allows people to retreat inward and enjoy the pleasure that design brings. Minimalist graphic design is at the forefront of design trends and is an important part of design innovation, tending to develop the mainstream, adding more content while subtracting, improving the aesthetic level of visual design communication, focusing and being more objective and direct. Nowadays, the economy is developing rapidly. Then, we need to make graphic design less muddy, cumbersome and cluttered, so that it is constantly simplified. As Japanese design guru Kenya Hara and Apple CEO Steve Jobs pondered, making their work as simple as possible while making it sophisticated and distinctive. This is not to say that one should choose to be flashy, but rather to choose an approach that is appropriate for today's times.

6. Conclusion

As the pace of life continues to accelerate, minimalism, with its simplicity, calmness and purity, has captured people's attention and taken an important place in graphic design. Minimalism is essentially a design means to explore the essence of graphic design, enabling the viewer to understand the essence of the work and its connotation through the surface of the work. Therefore, we hope to deepen our understanding of minimalism by examining and analyzing its concepts, basic features and expressions. This paper analyzes the characteristics of minimalism in terms of its origin, pure form of expression, simple inner essence and deep sublimation of ideas. It also analyzes the numerous expressive elements covered by minimalism in graphic design, such as typeface, graphics, color and typography, and discusses the significance of minimalism's contribution in graphic design to the contemporary graphic design world, thus promoting the development of the modern graphic design industry.

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