

2010 Design Trends

A look at what the pros are saying By Leslie Costa

The rivalry between print and web design has been the topic of designer discontent for a decade. There are several design trends on the way for 2010. The most notable being web design to migrate towards print design disciplines that have been around forever. Although print and web are still very different media, the objective is the same. To create eye-catching imagery and deliver powerful messages with high impact.

Color Pallet

Like fashion trends, color for media also changes and then recycles. 2010 will showcase the likes of colors from the 80's. The decade of synthesized music and punk pop culture will make its way into print and web design with bright colors. White backgrounds continue to be the choice for page layouts and photo shoots. The difference is 2010 demands a sophistication that will combine bright colors with organic counterparts.

Imagery

I remember reading a quote from *Rolling Stone* magazine in the late 80's that stated "guitars are done, gone forever. Synthesizers and keyboards will be the instrument of the future". Well, we all know that didn't happen. In fact, the early 90's reintroduced folk rock marketing it as "unplugged", showcasing the simplicity of the raw sound performed by singer/songwriter/guitarists. Same with imagery this year, as we will see a lot more in the way of commissioned illustration in the form of traditional mixed media. That includes mixing illustration with photography. Large imagery is all over the map for 2010.

Typography

Print designers will continue to maintain type design integrity while we see a major shift in this for the web. Expect to see more sophisticated page layouts integrating refined type design. Large headlines and

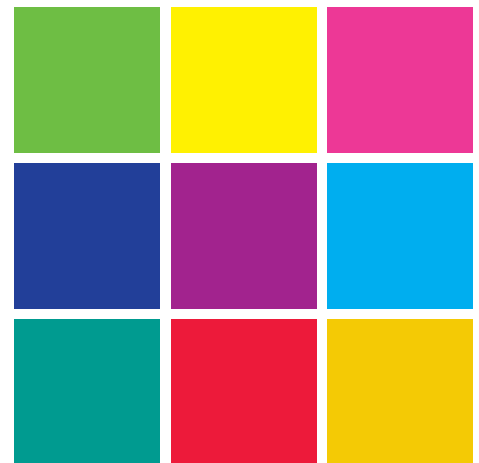
areas of white space will be in the formula. The days are gone for web pages that follow no disciplines in basic design and composition.

Composition

The use of a grid system in both print and web is a classic tool that will be used a lot more this year. Grids allow a page to clearly define the hierarchy of elements on a page. There will be more emphasis on limiting content on web pages and discontinuing the style of allowing pages to scroll vertically.

Logos/identity

Beware. The untamed and untrained logos rendered by amateurs will flood the market. Photoshop enables the masses to create shapes and web pages without hiring professional designers. Prepress and printing firms will be required to repair, rebuild, and redesign logos and simple layouts set up for the final print stage causing last minute rush charges and possible mistakes. Web developers will have to adjust images to conform to web page criteria as well. This has been an ongoing annoyance which many times ends up costing the client more money since repairing files can take excess time, eating up billing hours. Also, on the top of the 2010 list will be web promotion/email blasts where "one-page designs" will be used more for branding to lend a "business card" appeal to viewers.



Here's a sample color pallet arranged in a 3 column grid to illustrate colors that were popular in print design as well as fashion from the 80's.

With the future of print design and publishing looking bleak, people still say they like the look and feel of print magazines and books. The objective for the coexistence of print and web relies on finding the balance between well-designed websites offering up-to-date content versus the artistic beauty of print designs on various paper mediums. ❖

Sources:
Littleboxofideas.com
Articlesbase.com
graphicdesignerpro.net

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Marketing Trends By Anne Chiapetta

What's in Store for 2010?

Websites, Interactive Media, Social Media

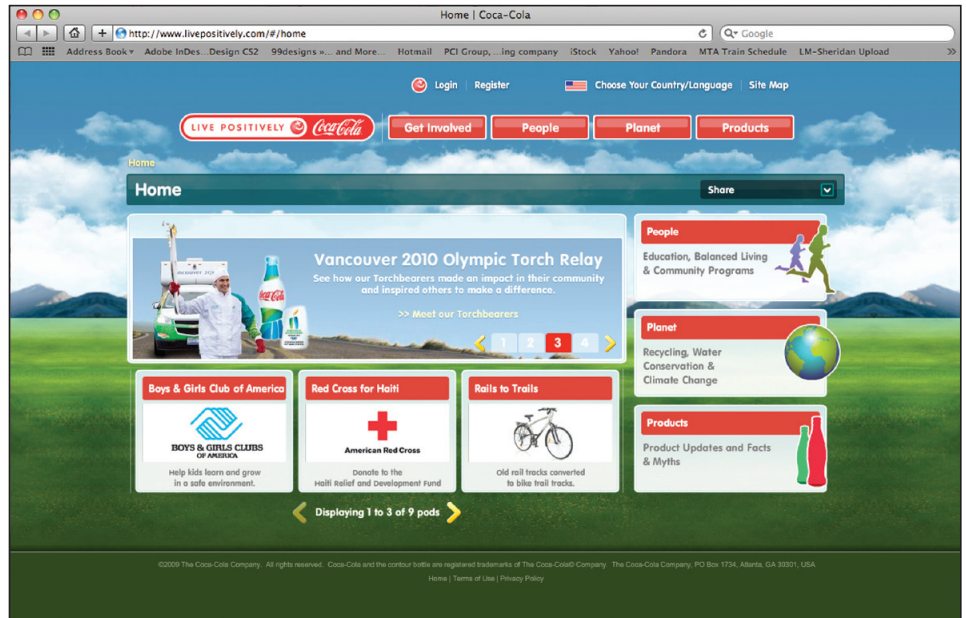
One thing we know for sure is more people than ever before are online, in a big way. If your company doesn't have a website, or it hasn't been updated in a few years, now is the time to do it. According to Internet World Stats, 74% of the US population is actively online. If you don't have a website, that means you are missing an opportunity to reach your audience. Social media will continue to grow and companies will learn through trial and error what is the best use for them (more on social media in future issues).

Customer Contact

With all of this internet usage and communication going on via social networks, one would think the face-to-face meeting is all but gone. Happily, no. We are very social beings and enjoy human contact. So, while we may be communicating more via the internet, we are actually using it many times as a way to find out where to meet people and find places to go that appeal particularly to us. This can be a great way for us to customize events for retailers, non-profits, or any organization looking to attract a particular market segment.

Corporate Good Citizens

Say goodbye to corporate greed and give your fair share. This isn't just for the large companies, but for the small ones, too. Anytime you can let your customers know what you are doing for a charitable organization, do it. It will help to build your customer's loyalty to your company. This works even better on a local level if you can tie yourself to a local charity and your community. But be aware, follow the lead of the larger companies, your donations and contributions, whether monetary or in-kind must be sincere, sustained and make a real impact.



Coca Cola's Live Positively program is a great example of how to be a corporate good citizen.

Local Pride

Consumers continue to take pride in the towns, cities and communities where they live. Anything that can capture the uniqueness of these areas will inspire customers to purchase. Companies such as Absolut® Vodka have developed and branded special flavors for cities like Boston, Los Angeles and New Orleans with special bottles and in East London you can select your prompts from a bank ATM to be given to you in Cockney. This trend can be used locally by incorporating town-specific themes into your marketing materials.

In many ways, all of these items come down to a very central theme. Customers are interested in what is important to them. Although the recession may not be over, businesses and consumers will spend if they can justify the expenditure and believe

what they are buying is useful to them. We need to use the marketing tools available to hone in on specific target audiences. This will mean using a combination of web and interactive, direct mail and print, public relations and events to educate your customer on what you can offer them and to build a relationship that encourages repeat business, loyalty and referrals.

These basic ideas are important whether you are a large corporation, small retailer, non-profit organization or a small service business. 2010 is full of potential, you just need to use the right tools to capture it. ❖

Sources:
Internet World Stats
trendwatching.com

what are
you doing
to reach your audience?