Your Name

Instructor Name

Course Number

Date

Common Software used for Graphic Designing: Current and future trends

**Justification Paper**

The main objective of this research essay is based on the graphic designing elements with the current as well as future trends. While there is various software available in the market based on photo editing but sometimes users also require more features such as options for color editing, vector graphics, and some other attributes related to graphic designing(“What Is Graphic Design?”). This became the major concern for the industry of graphic designing in which designs and images are used which are required to recreate huge formats for the professional services in printing(“Top 5 Graphic Design Trends of 2019”). Nowadays the best software used for graphic designing is Affinity Designer, Gravit Designer, Adobe Illustrators CC, CorelDRAW graphic suite, Sketch, Xara Designer Pro X and Inkscape(*6 Amazing Free Adobe CC Alternatives | Creative Bloq*).

Graphic designing now became part of our modern lives but no one can imagine its long history. The visual communication progression initially begins from cave paintings and now transformed into the digital software(“A Brief History of Graphic Design”). The branding nature evolved to fulfill the changing time requirements such as logo usage which identifies recognizable branding characteristics(*Visual Representation*). Graphic designing is considered as the craft for developing the visual content for communication. It also applies the techniques of page layout and visual hierarchy. The typography is used by the graphic designers as well as pictures to fulfill the specific requirements of users(*Literature Review - Design Thinking//Brand Strategy//Marketing Decisions*).

Nowadays there is not one trend that dominates in the industry of graphic designing but the combination of various design techniques as well as styles. Though the most common trends of graphic designing are flat icons with the video addition is trending all over the marketing channels(“The Evolution of Graphic Design | Marketo”). Similarly, in future it is expected that more customized designs will be observed which will enhance the experiences of users regularly (*What Is the Future of Graphic Designers? - Quora*). The data collected from different sources in this research essay is to provide information related to current and future trends of graphic designing.

**Work Cited:**

*6 Amazing Free Adobe CC Alternatives | Creative Bloq*. https://www.creativebloq.com/features/6-amazing-free-adobe-cc-alternatives. Accessed 26 Nov. 2019.

“A Brief History of Graphic Design.” *99designs*, 25 May 2018, https://99designs.com/blog/design-history-movements/history-graphic-design/.

*Literature Review - Design Thinking//Brand Strategy//Marketing Decisions*. http://johnpribbleiii.com/literature-review/. Accessed 26 Nov. 2019.

“The Evolution of Graphic Design | Marketo.” *Marketo Marketing Blog - Best Practices and Thought Leadership*, 28 June 2018, https://blog.marketo.com/2018/06/the-evolution-of-graphic-design.html.

“Top 5 Graphic Design Trends of 2019.” *Adobe Blog*, 26 Feb. 2019, https://theblog.adobe.com/top-5-graphic-design-trends-of-2019/.

*Visual Representation*. *www.interaction-design.org*, https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/visual-representation. Accessed 26 Nov. 2019.

“What Is Graphic Design?” *The Interaction Design Foundation*, https://www.interaction-design.org/literature/topics/graphic-design. Accessed 26 Nov. 2019.

*What Is the Future of Graphic Designers? - Quora*. https://www.quora.com/What-is-the-future-of-graphic-designers. Accessed 26 Nov. 2019.