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Anti-Design Approach to Enhance Creativity in Design

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ABSTRACT:

As a result of the continuous development in the field of design and the large number of designs presented to the customers, it was necessary and very important to find new and different methods and approaches that work to attract the attention of the costumers and interact more strongly with the design. Research objective to find new approach in design to attract customers and interact with them widely through the huge amount of designs he see, anti-design approach is a way to think about beauty and functionality in a different unconventional way instead of following the usual basic rules of design, it is the rebellious and eccentric contradiction of design which is specially followed to break the traditional norms, rules and principles of design and reformulate them in a new way in order to generate a different and creative design to attract the attention of customers and keep them involved in continuous interaction with the design. The research hypotheses that using anti design approach in designs enhances and attracts customers' attention more, and makes them interact more effectively with the designs presented to them. This is what we address in this research by following the analytical method to some designs that depend on an anti-design approach to attract customers' attention and interact with them more.

1- Introduction

Since visibility and precision are critical for clear visual communication, designers follow to nearly mathematical rules defining exactly how elements show up on the page - quite literally down to the pixel. revolt is an important topic at the moment, and in design this is very literally represented as challenging the age-old rules of the design rules. Digital design in the past has been functional but by no means complex or expressive, which has restricted actual innovation. This concept of anti-design has gained popularity in a variety of design fields, including fashion, furniture design, interior decoration, and food design, where ugly appears as an extreme reaction to beautiful. First of all, if a message is being sent, it must be clear and legible; else, the experience will be annoying. And then there's the terrible truth that poor design may just be very challenging to look at, rejecting rather than attracting the attention. Maybe using the expression "breaking the rules" isn't the best choice. Understanding the traditional rules of design, color, movements, and typeface is still worthwhile because they really support the eye-mind interaction. But after you've learned these fundamentals, combine them to create something more risky, innovative, and original. Reject to choose the default solution. According to Imogen-Mary Hoefkens, a senior art director at 99designs, "anti-design appears and behaves like revolt." She said, "It's basically putting the rules on fire. It goes beyond just breaking the rules." In fact, this appears to be everything that traditional design principles advise against, such as text that either doesn't align or crosses many lines, overlapped pictures, vibrant colors, imbalance, and artificially cluttered places. Despite the fact that it seems disorganized.

2- History

Since anti-design is connected to design and has always been, it is impossible to identify when it first appeared. However, we may discover a group of artists and designers that rebel against design rules and produce damaged works of art. However, if we want to establish a date stamp for anti-design, we may begin with the Radical Design movement, sometimes known as the "anti-design" movement, which began in Italy in the late 1960s. Modernism was opposed by Italian architects, designers, and art students because of what it represented for—simplicity and minimalism in opposition to mass production and luxury. Anti-design was created as a result of the new designers' desire to go against tradition and think creatively. It began as a response to industrial design, namely that found in building, furniture, and décor.Not just in digital and visual design but also in fashion, furniture, and architecture, the idea of anti-design has gained popularity. Since artists and designers have been trying to challenge and break norms and standards for as long as there have been laws and regulations, it is challenging to pin down to one century or decade due to its changing nature.

The late 1960s movement pushed the balance of power the other way and utilized anti-design as a means of criticism of both the pared-down modernist aesthetic and the customer culture and organizations desire it seemed to reflect. Bold and colorful colors replaced the modernist color scheme of white, black, and grey, and distorted lines took the place of ideal, clear lines. Anti-designers wanted customer to really think about the items they bought rather than just use them carelessly. Since then, anti-design has had peaks and valleys in its appeal. What is today seen as anti-design shows the bright, garish colors and innovative forms of 1990s design. This is significant since the internet was created within that same period. The World Wide Web served as an opportunity to experiment for designers since there were no set norms. And all of this was taking place against a background of angsty, ugly design views like those of David Carson, whose term as creative director of Ray Gun magazine was characterized by his use of filled fonts, asymmetry, and disorganized graphics — all defining characteristics of today's anti-design. Small mobile phone displays were widely used by the 2000s, and designs became simpler to fit them. This takes us to the present architecture of the internet, which is mostly grid-based and appears to be built around a few common patterns.

3- Definition

Figure 1: Andreea Robescu , Words matter ,Graphic Design Trends 2023 Anti-Design, The anti-design trend here is achieved through the use of vibrant colors and the use of lines and circles of different thicknesses in a random, irregular and overlapping manner with the design elements used, Which makes the design different and greatly attracts the attention of the customers.

Avoiding the standards of traditional design, anti-design favors innovative, difficult arrangements. This refers to rejecting the organized, symmetrical, grid-based layouts that are widely used in today's websites in favor of vibrant colors and full, asymmetrical designs. The goal of anti-design is to push the limits of what it means to create a functional and enjoyable website by promoting innovation and discovery. It's not only about ugly design done for ugly design's reason However, it must still be attractive and well-organized. It means adapting to a society that has historically been properly regulated the principles of masterpieces and an opportunity for originality without prescribed constraints.

anti-design is challenging to categorize due to its very nature Instead of being a certain style, it's a method of thinking. It is an emotional response that describes what it is not. Although it challenges accepted norms and standard aesthetics, conventional design is always changing. Therefore, in order to comprehend anti-design, one must first comprehend the particular "design" that is being disparaged. A digital design strategy known as anti-design emphasizes inventive, experimental layouts above standard rules and aesthetics. Although it may potentially be used with any media, it is currently thought to be a response to the uniformity of online and mobile application design.

4- The philosophy behind anti-design

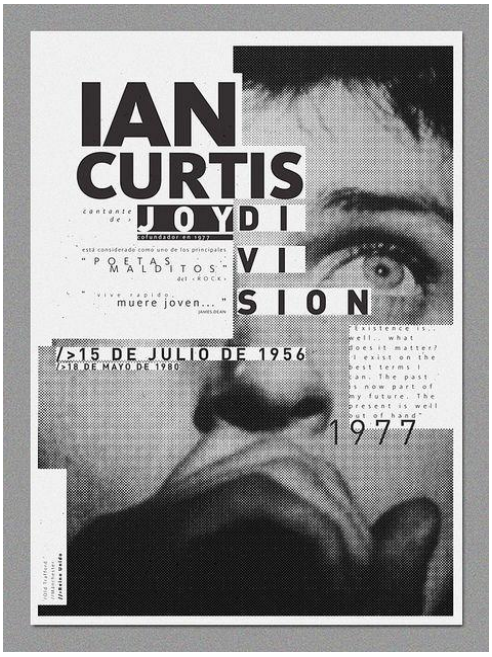

Figure 2: Matias Chilo, Poetas Malditos del Rock, anti-design movement in poster, the anti-design trend here is achieved through the use of typography in the design in a different form, in different sizes, and in a manner different from the traditional design rules, which makes the design different and greatly attracts the attention of the customers.

Anti-design is presented as a response, and even its name denotes what it is not. Therefore, comprehending anti-design entails comprehending the precise "design" it alludes to. Simply put: simplicity. The idea that simplicity is the best way to convey a message is the fundamental principle that motivates a lot of design. Users prefer to view designs that are attractive to the eye, it is believed. In other words, unnecessary design elements usually assist the artist rather than the user. It shouldn't be surprising that many designers reject this theory. For instance, Nielsen Norman Group contests the concept that any customer would find complicated, difficult design appealing. They make the argument that only other designers can truly understand all of the hidden subversions inside an anti-design piece, so anti-design

can only be of interest to fellow designers. Anyway, whether you agree or don't agree with the anti-design movement's theory, this ideology effectively captures what its practitioners aim to demonstrate via their work.

5- Description of anti-design

Figure 3: Lucky Whacky, Anti Design Classics in Graphic Poster, the anti-design trend here is achieved through the use of different lines and shapes that differ in thickness and are used randomly in different directions in the design space, in an irregular and overlapping manner with the design elements used, which makes the design different and greatly attracts the attention of the customers.

The goal of anti-design is to produce an original and creative experience. Therefore, how anti-design seems depends on the designer and the message they want to convey. The element of surprise is the characteristic that anti-design items share most frequently. After doing that, the following are some of the features of anti-design that we see most frequently today:

- Not having a grid
- Asymmetry
- Overlapping and crowded text and graphics
- Fulfilling vibrant colours
- Incompatible components

5-1 Typical characteristics of anti-design

Figure 4: Niki Lauda, over's 2020 Trend #6 Anti Design, The anti-design trend here is achieved through the use of vibrant colors and the use of different abstract shapes in a random, irregular and overlapping manner with the design elements used, Which makes the design different and greatly attracts the attention of the customers.

The idea of anti-design has spread to not only the field of digital design but also that of furniture, architecture, décor, fashion, and even food preparation were unattractive overrides lovely. You've definitely seen anti-design in action without even realizing it. A few clear examples of anti-design include:

- colors that are clashing
- Inconsistency and asymmetry
- Visual and textual overlap No grids or layouts
- Unbalanced and full components
- hazy typography

5-2 Cases of anti-design movements and artists

Anti-design has been present for a while. The following are some historical examples of anti-design:

80s and 90s Era – Known as the founder of the movement, Italian designer "Ettore Sottsass "popularized Pop Art in the 80s with his Memphis design, which was developed by his group, the Memphis Group. It was made up of irregular geometric designs including circles, triangles, and

squiggles, as well as stark black-and-white stripes and contrasting color schemes.

- renowned artists Let's consider a few of the artists that were interested in anti-design.
- Ettore Sottsass Jr. - He founded this trend by designing tacky plastic laminated cabinets that resembled obelisks.
- Vico Magistretti, who designed "The Selene chair," was born in 1966.
- The Boalum flexible light was created by Castiglioni in 1969.
- Piero Gilardi is the author of Sassi, which is Italian for "the rocks." chairs that resembled boulders.

Figure 5: Panton chair by Verner Panton, anti-design in interior

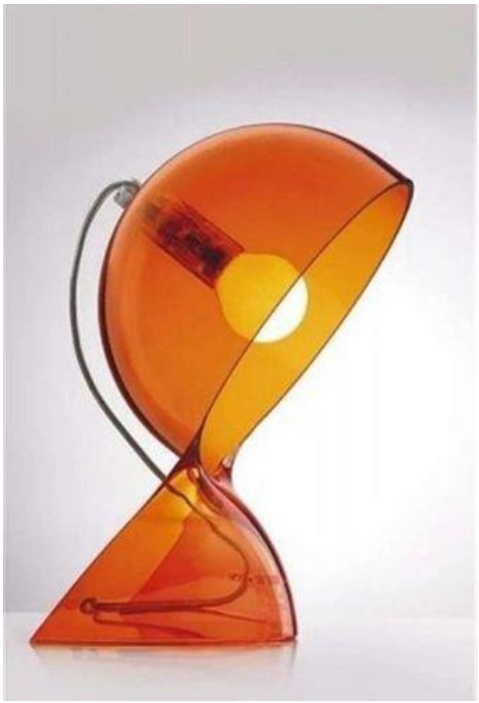

Figure 6: ico Magistretti lamp from 1970's, anti-design in interior

Figure7: Lounge Chair by Gruppo Sturm, anti-design in interior

Figure 8: Ettore Sottsass - Carlton Bookcase, anti-design in interior

Figure 9: Sottsass Superbox , anti-design in interior

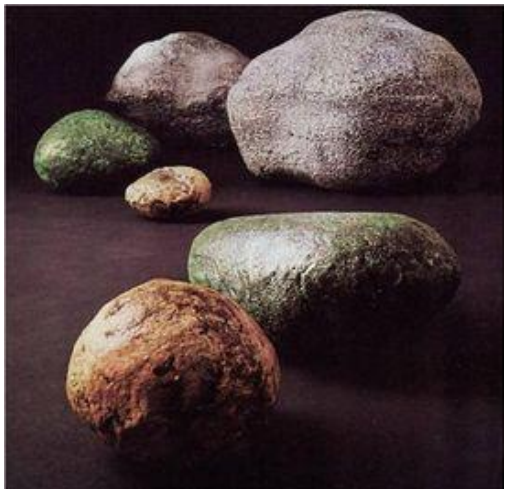

Figure 10: Piere Garibaldi - I Sassi, anti-design in interior

Figure 11: Enzo Mari - Reversable Vase, anti-design in interior

Figure 12: Memphis Design Collection, anti-design in interior

6- Implementation of anti-design

Figure 13: Anti-Design poster by cecile-roger, the anti-design trend here is achieved through the use of different abstract shapes in a random, irregular and overlapping manner with the design elements used, and different sizes of typography in different directions in design space Which makes the design different and greatly attracts the attention of the customers.

Today, anti-design is more of a decision than a response, Designers prefer anti-design to ease and comfort because of the reasons include grabbing users' attention and keeping them interested, using it as an entertaining piece, breaking from typical cookie-cutter design styles and adding difficulty just for some variety, and if your brand is about arts and creativity, you can consider anti-design for your brand to make it connect out more with customer. Anti-design does not always include "breaking the rules" of design but it seems to me that the rules are more about being understood or broken. To create effective anti-design artwork, one still requires an excellent knowledge of design principles and concepts. Or it will just become a horrible mess. You must first understand how it works in order to go against the rules.

6-1 Examples for website followed the Anti-design movement

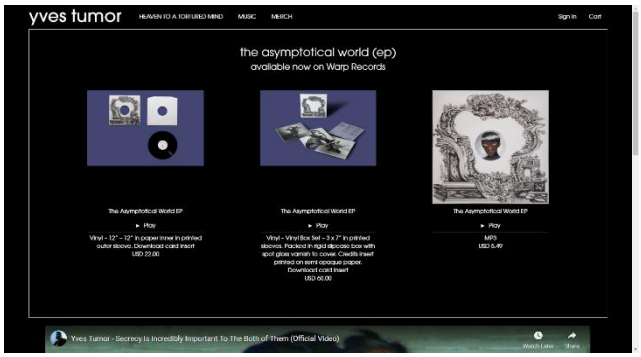

Figure 15: yves-tumor, anti -Design movement in web site

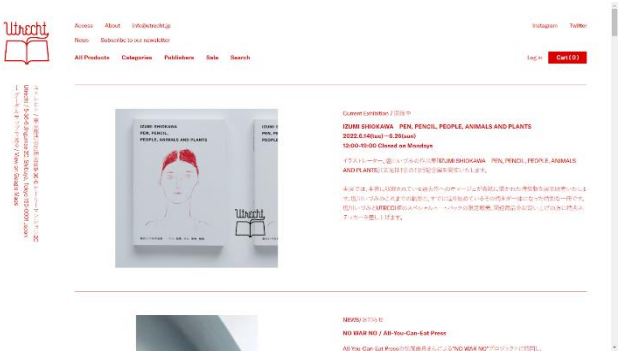

Figure 16: Utrecht, Anti -Design movement in web site

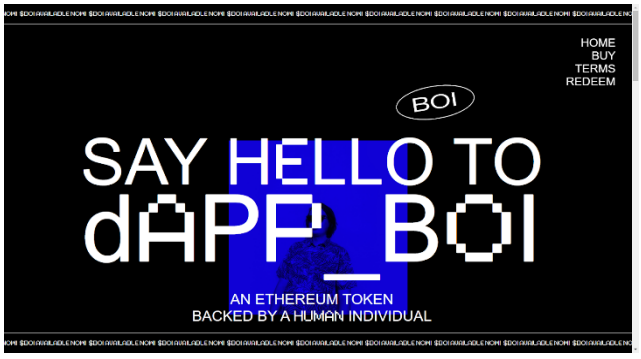

Figure 17: Dappboi Company-Design movement in web site, the anti-design trend here is achieved through the use of different sizes of typography Which makes the design different and greatly attracts the attention of the customers.

7- Advantages of using anti design in graphic design

Does anti-design explain that customer have the ability of navigating complex layouts? Are there any valid justifications for a company choosing comfort and simplicity? It relies on a variety of things, including the project, the target audience, and the designer's overarching goals, as with everything else. of course,

there are many weak reasons for using an anti-traditional design approach, such as being sardonic, contentious, or even fashionable. But what are some other valid arguments for why anti-design might be useful?

7-1 Connection

Figure 19: Studium Generale's anti-design website for their Take a Walk on the Wild Side campaign presents the user with a busy screen, The anti-design trend here is achieved through the use of different images in a random, irregular and overlapping manner with the design elements used, and different sizes of typography in different directions in design space Which makes the design different and greatly attracts the attention of the customers.

customer may be motivated to engage with designs that provide confusing layouts in order to learn their hidden meanings. This strategy calls for careful consideration of animations and interactive design to offer customers with something interesting they'll want to investigate.

7-2 Memorability

Figure 20: Bloomberg, Anti -Design movement in web site, the anti-design trend here is achieved through the use of different abstract shapes in a random, irregular and overlapping manner with the design elements used, and different sizes of typography in different directions in design space Which makes the design different and greatly attracts the attention of the customers.

Anti-design might provide an unforgettable moment.

7-3 Brand consistency

Figure 21: Timesheets Magazine, Anti -Design movement in web site, the anti-design trend here is achieved through the use of contrast color, different sizes of typography in different directions in design space Which makes the design different and greatly attracts the attention of the customers.

Even anti-design conveys information about your brand. Anti-design has a whole belief connected to it, as was already noted. So, if your brand is one that rejects unthinking consistency and simplicity and is ready to create unique, memorable experiences, then anti-design could be an ideal match.
For example, the global artistic and creative sectors are the topic of the online publication Timesheets publication. Their brand is an ideal match for a website that engages in artistic license because of their emphasis on the creative process.

8- Challenges of anti-design

One of the best things about anti-design is that it's meant to be a testing method. However, it also means that the outcomes won't always be what people want or anticipated.

When thinking about anti-design for a project, be mindful of the following typical difficulties:

8-1 Limitations to access

Anti-design always carries the danger of being confusing and illogical to the majority of customer, even if that's frequently the goal. However, it might be tricky to make complicated design suitable for those

with real disabilities. Think how someone with a visual disability might react to employing overcrowded text, for example. You could have an explanation for doing so.

Figure 22: Anti-design can be creative and innovative but also difficult users with disabilities to navigate. Image via Klasse Digitale Grafik, the anti-design trend here is achieved through the use of different sizes of typography in different directions in design space Which makes the design different and greatly attracts the attention of the customers.

8-2 Not being flexible

Imagine you are creating a big, multi-page website. You must be able to immediately develop new pages or full sections of the site while ensuring that they integrate in with the current website design. Additionally, different designers may be employed by the same website, and the pages created by these designers must flow together.

For this reason, a lot of web designers choose a flexible or template design. Large-scale websites are not the ideal match for anti-design, which is completely opposed to flexible layout and seeks innovation and unexpected. On larger sites, it could be helpful for one-off advertisements. For example, Adidas advertised their Yung-1 Alpine Sneakers using an anti-design approach.

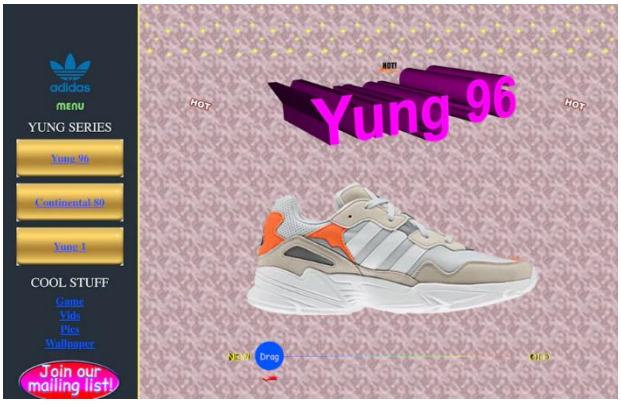

Figure 23: Adidas used an anti-design campaign to promote a specific product, their Yung-1 Alpine Sneakers. The anti-design trend here is achieved through the use of different abstract shapes to make a pattern in the background website, Which makes the design different and greatly attracts the attention of the customers.

8-3 Annoying trendy

Figure 24 Anti-Design example, the anti-design trend here is achieved through the use of different abstract shapes in a random, irregular and overlapping manner with the design elements used, movement of the shapes, contrast color and different sizes of typography in different directions in design space Which makes the design different and greatly attracts the attention of the customers.

Despite its challenging methods, anti-design is a trend whether you like it or not. In other words, it sometimes gives the impression that companies are trying too hard to be fresh and trendy, Additionally, styles develop and fast become out of date. What is revolutionary today could be old to be traditional later.

9- To be Anti designer

Figure 25 Anti-Design poster, the anti-design trend here is achieved through the use of different images in a random direction with different sizes, irregular and overlapping manner with the design typography elements, and different sizes of typography in different directions in design space Which makes the design different and greatly attracts the attention of the customers.

The goal of anti-design is creation rather than destruction. It aims to rebirth the design and tell customers that it can still be functional while still being confusing, and Complicated. But anti-design is a risky and shocking look that, depending on the audience being targeted and the mission of the organisation, may not be appropriate for every brand. The ideal person to consult with if you are not certain of whether an anti-design style is appropriate for your design (and how to make the most of the approach if it is) is an expert designer**.**

7- Conclusions

Anti-Design graphics emerged as a refusal of the obsession over pretty and excessively refined visuals, seeking a more authentic and expressive approach. anti-design is certainly experimental, thus not everyone will enjoy it. It can be challenging to make it available due to its confusing and unexpected nature especially for those with visual disabilities. Additionally, it might be challenging to implement all of the unusual and creative aspects of anti-design at scale for all designs requiring a standard design. Anti-design, however, can be a fantastic tool for organizations to employ to express their brand, build an unforgettable experience with customers, and simply connect with customers in a novel and interesting way when used properly. Of course, anti-design is individualized, just like any other form of artistic expression. Its attractiveness frequently depends on who is viewing it but it must convey a message to customer correctly. Curiosity, exploration, and experimentation rule the graphic design discipline when it comes to Anti-Design by enjoying what is avoided, remixing the basics and even though freedom of constraints is at the core of Anti-Design, it is still important for graphic designers to make sure that their work is readable and conveys the intended message correctly to customers.

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