When I moved to Manhattan for my first job after architecture school, the excitement of exploring the city also meant navigating the subway system. I taped a copy of the NYC subway map to my refrigerator, and would study it every morning while eating breakfast. The map (first introduced in 1972) by renowned graphic designer Massimo Vignelli was a wonder of colored lines interweaving themselves across an extremely stylized and geometric outline of the city, bold colors representing the different subway routes, with clear designation of express vs. local stops. It in no way resembled a “real” street map of Manhattan, but geographic accuracy wasn’t the point. It was made to figure out easily how to get from point-A to point-B. Within a short time, I knew my way around large parts of the city without having to consult the map.

This iconic map was not well liked by New Yorkers, however, and in 1979 was replaced with one more geographically true, which in turn was amended over the years to include connections to buses, ferries, commuter trains and other above-ground information. These new maps provided an integrated view of the city’s transportation system in relation to the streets, parks and rivers.

Architectural plans are also a way of describing a method of reaching a destination- a finished building. During the design phase, the plans are simplified so that the Client can more clearly understand the layout of rooms. Elevations or renderings further help to visualize the design. Like the Vignelli map, these drawings are graphic representations of the design intent. But ultimately, the drawings need to be developed into more detailed instructions from the architect to the contractor on how to take materials and products to fashion a building that keeps out rain, stands up to structural loads, and integrates finishes and fixtures. Notes get added, and references between drawings and specifications create a more comprehensive “map” of the whole building in a similar way to the subway map’s references to the other systems. Ideally, the contractors study the plans before construction with the same determination that I used to learn the subway map.
8 New Graphic Design Trends That Will Take Over 2017

BY RYAN MCCREADY

1. Louder and Brighter Colors
   Over the past few years, many tech leaders used muted, safe and easy to digest colors. This was in an attempt to show people that the sleek, functional future they have seen in science fiction movies was already here. But now that everyone and their mom have seen this design style work for Apple, the copycats have killed the power it once held. Now, in 2017, there will be a shift away from neutral colors like whites, grays and black, to bolder and brighter colors.

2. Bold Typography
   In 2017, bold typography will also fight against the ever-dwindling attention spans of readers, and the saturation of content. Big and daring fonts will be used to grab the eye. The shift to mobile and extremely high definition screens will also increase the need for bold fonts. Obviously, more and more people will be using their phones to get content, and the way that content is presented will need to keep up.

3. Google Fonts
   I have been using Google Fonts for a while now because they are so versatile. If I need to design one thing online and then add it to my slide deck, I am confident the fonts will work together. And they play nice with about every blog or site you could build. Oh, and did I mention most of these 810 different fonts are free to use?

4. Authentic Photos
   As the amount of content created each year continues to increase, the need for quality images has increased as well. And to maximize the shelf life of some of these images, the creators have had to make them as generic as possible. You need to start using authentic, original images that represent your brand. Stop using the most popular images and start making some of your own.

5. Hand-Drawn Graphics and Icons
   The need for more authentic images will also influence icons and graphics. Recently we have seen brands embrace this wholeheartedly as they look to differentiate themselves from the pack. This will also add a personal or fun element back into your design or content work. And this can’t be done with off-the-shelf icons or graphics.

6. Minimalism Will Get Back To Its Roots
   If you were to describe what minimalism was to a stranger, you would probably talk about a lack adornment in design, with a focus on functionality. You would probably also think of a neutral color palette of blacks, grays, and whites. It seems that the true spirit of minimalism—paring down, functional design elements—has been lost and, instead, replaced with boring black and white color schemes. I suspect this was done to make up for the lack of processing power and screen size on mobile devices. In 2017, that will all change. This is the year that minimalism, hopefully, gets its groove back. And that involves using a lot more color. Mobile devices are now just as powerful as computers and some even have better screens.

7. Useful GIFs
   Everyone (well, almost everyone) loves GIFs. They are the perfect little conversation helper that expresses emotion when text won’t do the trick. Plus, they do not require any special software to run, usually have a small file size, and can be embedded just about anywhere. So they are better than videos and images, in most cases when loading time or data usage needs to be minimized. And I think that versatility is what will make them even better and more useful in 2017.

8. Duotones
   Duotones are simply the combining of two colors on an image, usually using very bright or contrasting colors. They require a bit of design work but it is most definitely worth it.

Conclusion
The driving force of design this year is the rebellion of designers against the overly clean, white everything and almost too perfect aesthetic that the titans in the tech industry have pushed for the past few years. Now we will see design take a whole new approach to things they have been doing for so long. And it will be intense, innovative and beautiful.

Ryan McCready blogs for Venngage, an infographics design service. To see the full post on new graphic trends https://venngage.com/blog/graphic-design-trends/
“International Style” architecture emerged in Europe during the 1920’s and 1930’s. The roots are traced to the Bauhaus School in Germany, where designers explored rational, functional, and sometimes standardized building types. In contrast to the prevalent styles of the day, simple forms, clean lines, no ornamentation, and the use of concrete, steel and glass as primary building materials defined the look. Although the principles were first adopted by architects and planners in Northern Europe, the term itself, International Style, was coined by Americans Henry-Russell Hitchcock and Philip Johnson in 1932 when they curated MoMA’s first architectural show. The exhibition attracted much attention to the display of mostly foreign building models and drawings.

“The International Style is probably the first fundamentally original and widely distributed style since the Gothic,” Johnson argued. “Today the style has passed beyond the experimental stage. In almost every civilized country in the world it is reaching its full stride.”

The Bauhaus School was closed in 1933 under pressure from the Nazi regime, the school was seen as a center or communist intellectualism. The staff emigrated all over the world, many to the U.S., bringing their ideals with them. The modernist style was readily adapted to any climate zone, and since it is not beholden to historical and vernacular tradition, architects around the globe were able to implement this style in their home countries.

When I started architecture school, these International Style architects (Le Corbusier, Mies Van de Rohe, Alvar Aalto, Richard Neutra, and others) were the role models we learned from. So, after many years of continuing to design in a modern style myself, it is both notable and gratifying to see how many of my clients are in fact themselves immigrants from around the world. Perhaps the interest in modern design is stronger among these adventurous emigres than for native born Americans.

It’s been fascinating to work with people from so many diverse backgrounds, all who have come here to participate in the promise of America. The map here shows countries of origins of some of the clients I’ve worked with, living their American dreams and International values.
Do you love modern design? Considering a new home, addition or renovation?

Schedule a 20 minute phone consultation with Gary. If you or a friend are planning a project and need help, tell them to contact me and we will discuss their project. Maybe just to answer a question that is bugging them. Maybe to remove an obstacle that is stopping them. Maybe to work out their next best steps. It all starts with an idea and a conversation.

To schedule an appointment, email me at info@garyrosard.com

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