

GRAPHIC DESIGN TRENDS OF 2017

by designhill

What Can We Expect?

1

User Experience



Today everything is about the one and mighty USER.

You website should be easy and useful. Thinking about your prospective USER is the main tendency that's going to last. User Experience (UX) – that's what matters in modern web industry. It's not news for anyone that the share of mobile traffic continues to grow and that today web developers take into account adaptiveness of a website.

2

Smart Navigation



Lots of you have come to hate the so-called "hamburger" menu

But it was only an awkward step towards making a better navigation. Now it's time for smart navigation, when a certain user behavior is studied and anticipated.

To be precise, smart navigation will show up exactly when and where the user needs it, without distracting them from the content.

3

Modularity



No one likes to read these terribly long blocks of text

The first trick would be separating the whole text into smaller paragraphs. I do this all the time as you can see. This issue is easily solved..

with the help of web design and module layouts which turn a webpage into a block-like structure. But it does not mean that you will end up with a boring-looking website. Nope, actually the opposite, the structure of your website may be similar to a newspaper or a flashy magazine.



4

Material

Material design, which is also known as realistic design, has appeared in early 2013.

However, its implementation became possible only after the expansion of high resolution screens even on mobile devices. The use of material design became a trend in websites and applications in 2016m – the year of



dominance of realistic imagery. Material design means more liberal use of grid-based layouts, responsive animation and transition, without excluding such depth effects as lightning and shadows.

5

Flat



Furthermore, flat is less heavy and makes pages load much faster.

Even if Material design has fixed some usability problems of Flat design

We are not saying goodbye to Flat. Together with world known brands we see Flat become a leading web design trend.

It makes people embrace that "less is more".

6

Visual Storytelling



You all have probably heard about storytelling in constructing the content map of the future website.

Next big step is VISUAL storytelling. Visual content always works better than a simple piece of text – it makes your story more attractive and alive.

Here are a few facts:

- More than 45% of internet users view at least one video per month;
- Every day approximately 100 millions of people watch one video or more;
- 64% of people are more likely to make a purchase after watching a video;
- 80% of viewers remember a commercial for 30 days after seeing it;
- 92% of mobile users share videos they have seen online with others;
- Humans perceive and process visual elements 60 thousand times faster than reading words.