

## TOP 8 WEB DESIGN TRENDS FOR 2018

by designhill  
What Can We Expect?

1

**Typography will become more important next year**



**Audience interest. Images aren't the only way to be visual**

Typography will become more important next year, as more businesses will try to separate themselves from the competition with strong branding.

2

**Video will continue to dominate trends**



**Video content is already strong on blogs and YouTube**

Background video and motion graphics will be enjoying some attention, as long as it is used correctly.



It can be easy to fall into the trap of using all the bells and whistles in the toolbox, but the success of good animation depends on subtle gentle movements and simplicity.

3

**Interactive web storytelling that focuses on rich unique user experiences.**



**Typically, most web design agencies have approached the desktop visual first**

With the mobile visual as a secondary goal that gets completed at a later date. Even with the rise of responsive design, many agencies will begin with the desktop visual and work their way down.

We believe that there is a developing trend to flip this work-flow on its head and begin with mobile visuals (or small screen devices) first and then work up to bigger desktop versions.

**A shift from widespread template use**

Think custom-made features and graphics - cookie cutter websites are a thing of the past.

More parallax, browsing the web is to set to evolve into an engaging, interactive, dynamic experience. Split screen layouts are another great alternative to traditional web design - they keep both designers and copywriters happy.

4

**Adopting the mobile-first design approach**



5

**Custom-made Illustrations**



**(So we're not hiding useful information in menus and silly slideshows),**

Use a colourset of saturated 'neon' colours (such as #ef4066, for example), at least moving into 2017.

**Illustration can turn a plain website into something really special**

Something that identifies and communicates the brand message with the power to seduce.

Illustrations as a whole covers a huge variety of possibilities, injecting personality and capturing the attention of the viewer.

6

**Faster, Cleaner, More Utilitarian**



**Flat Design, Animation & Other Subtle Trends**



**Large moving images such as video backgrounds**

Cinemagraphs and Animated gifs are another trend which is still yet to hit its peak.

**Animations and transitions which aid user experience**

Will continue to grow, such as animated buttons and small interactive elements that signal their importance by animating into place.

**Flat design**

Is a trend that we expect, design will continue being influenced by the simplicity and clarity of App design.

**UI (User Interface) patterns**

will continue to develop, as behaviour patterns that occur frequently in checkouts, logins, registrations etc are likely to become more constrained due to changes and developments in browsing security.



8

**Optimise all the things**



**Adding videos, supporting high resolution screens**

Introducing animations and interactions has typically had a negative impact on website load speed and overall performance and whilst internet connection speeds may be going up in general, not everyone has access to these speeds, and certainly users on mobile devices are not guaranteed high speeds all the time, even with the proliferation of 4G connectivity.