

TOP 8 UI DESIGN TRENDS FOR 2018

by **designhill**

What Can We Expect?

1

Immersive, Full-screen Video



The old saying 'a picture paints a thousand words' still remains true today.

In the world of UI design is still a great way to quickly grab the user's attention. Vision is said to be the strongest of all human senses, and a large, single image is quickly able to summarise both message and tone of voice in a more efficient, succinct way.

2

Long Form Content & Scrolling



Scrolling is by no means a new mechanic

Definitely not a 'trend' as much as a fundamental function for browsing both the web and applications.



However, what we're increasingly seeing more of is the implementation of long-scroll and long-form content on desktop devices and larger-screened devices to deliver content.

3

Gradients & Vivid Colours



Illustrations offer a sense of personality and character

Which can otherwise be hard to achieve with traditional photography. Bespoke illustrations that work in line with a brand's identity allows them to carefully create a visual language which truly captures their personality and tone of voice – useful for instilling a sense of authenticity and trust in users and customers. Illustrations are also a versatile medium too. Some brands may opt for sleek line-based illustrations to achieve that sharp.

Muting colours and removing all superfluous

Elements in its wake. Although not without its flaws, flat design was a practical philosophy that still holds value today. Vivid colours and gradients are great for injecting energy, warmth and dynamism into a project to make it stand out from the crowd. Be brave and experiment with your colour palettes, but ensure that they always work the tone of your content and not against it. They're also pretty strong statements.

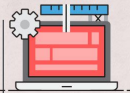
4

Illustrations



5

Breaking The Grid



Parallax is something which must be used carefully

As it can quickly become over-bearing for users. But, when implemented thoughtfully, it provides a great sense of dynamism to help lift content off the page and engage users.

Breaking the grid provides more creative options

Its flexibility can create a sense of fluidity and freedom otherwise unachievable when sticking to a grid. However, be very considerate in your implementation when doing so. All interfaces have to first and foremost be user friendly, and your approach to design should always acknowledge this.

6

Parallax



7

More Cards



Cards, again, aren't a new breakthrough trend.

But they're a functional UI which have consistently gained prominence in web design following their success in mobile UI design and their inclusion in Google's Material Design.

According to Google, 2015 officially saw mobile devices overtake desktops as the most popular platform for browsing the web.

Cards are a great way of organising small bursts of information

Their flexibility is invaluable on smaller screens for organising and consuming content. They're a solution that can show text, imagery, video and everything in between, scaling up from the smallest screened devices to the biggest. Cards offer endless versatility, allowing designers to flip, spin, stack and filter them for all manner of UX functionalities.



8

Typography



With an ever-increasing range of web font services

offering free or cost-effective font families, expect to see more brands embrace big, bold and beautiful typography in place of system fonts and done-to-death, trendy sans serifs.

As we've seen throughout 2016, and with predictably more to come, web typography will draw from traditional graphic and editorial design.