GRAPHIC DESIGN TRENDS OF 2019

What Can We Expect?

1. User Experience
   - Today everything is about the user and mighty UI/UX.
   - Your website should be designed for the user. Thinking about user experience (UX) – what matters to them – and what makes the site appealing and usable. What makes the user want to return and anticipate.

2. Smart Navigation
   - Lots of you have come to hate the so-called "laundry" of too many navigation options.
   - Navigation needs to be as simple as possible, when a certain user has no intentions to change.

3. Modularity
   - No one likes to read these terrible long blocks of text
   - The blocks should be separated with white space or other paragraphs.
   - It's all about the space you can see.
   - This issue is really solved.

4. Material
   - Material design, which is also called “flat” design, has appeared in early 2013.
   - Material design is a new approach to interface design that’s based on the idea of mimicking the organization and properties of real-world objects.
   - Material design is a response to the trend of flatter, simpler interfaces that lack the three-dimensional effects and high lighting and shadowing.

5. Flat
   - Material design offers multiple benefits.
   - It makes the design more responsive and usable for all devices.
   - It reduces the time and effort required to create a design.
   - It allows for more flexibility and customization.

6. Visual Storytelling
   - You all have probably heard about storytelling, but creating the content map of the future website.
   - How big are your site’s stories?
   - Storytelling helps to create a narrative that makes your story flow attractive and alive.

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

- We are not seeing gradies in that.
- Transitions with beautiful moves towards what we see Flat become the future.
- A more graceful interface than “flat in the mean”

There are a few facts:
- In one day’s work, 8.2% of content users view at least one image on your lawsuits.
- Every day approximately 15 million of people view infographics.
- Five or more images are often considered after reading a text.
- 65% of people can recall the content after 30 days after seeing.
- Full of available images shown alone versus those shown with others.
- Infographics can be a great tool and process visual elements of the thousand words of text before reaching readers.

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