DESIGN OF THE TIMES
DESIGN OF THE TIMES
DESIGN OF THE TIMES

2015 WEB DESIGN TRENDS

The web has evolved dramatically from the early '90s where we saw crazy colors and fonts and automatic music playing in the background as soon as a website loaded. Today's web sees a more minimalist approach, all designed to make it simple and more user friendly.
Here's what you can expect to see more of in 2015

Responsive design

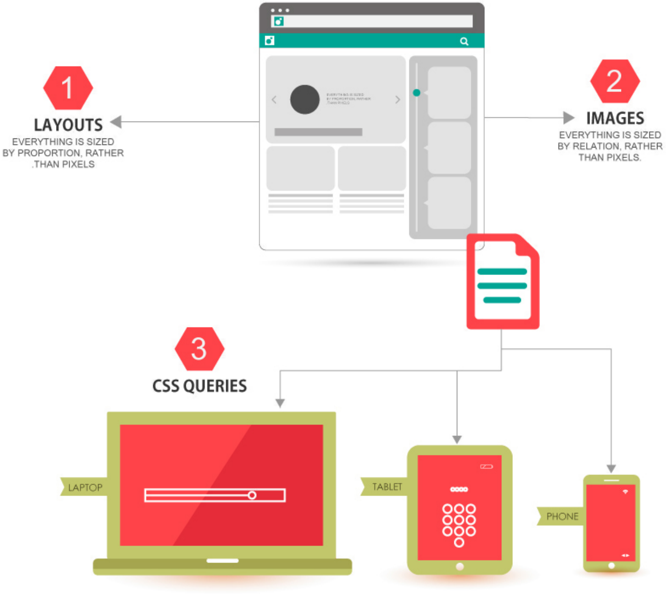
Responsive design means

A website automatically adjusts to the size of the screen it is being viewed on.

THIS IS CRITICAL FOR WEB DESIGN AS PEOPLE SHIFT AWAY FROM A TRADITIONAL COMPUTER SCREEN.

PRESPONSIVE WEB DESIGN INVOLVES

USING A MIX OF FLEXIBLE:


EVERYTHING IS SIZED BY PROPORTION, RATHER THAN PIXELS
LAPTOP
TABLET
PHONE

1

LAYOUTS

EVERYTHING IS SIZED
BY PROPORTION, RATHER
.THAN PIXELS

2

IMAGES

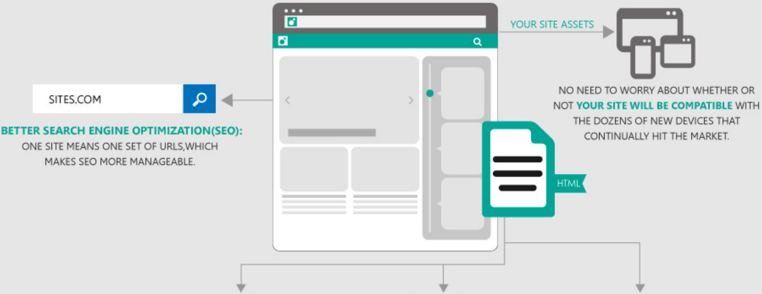
EVERYTHING IS SIZED
BY RELATION, RATHER
THAN PIXELS.

3

CSS QUERIES

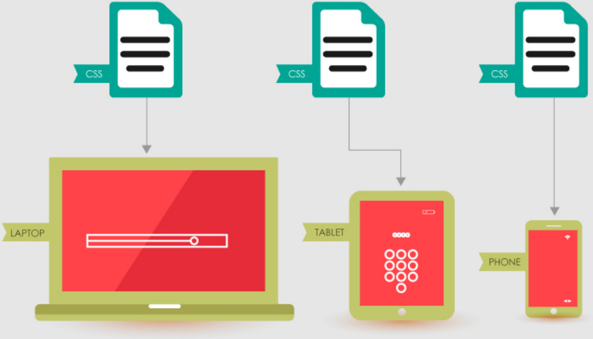
PROS:

LESS MAINTENANCE: ONE SITE, INSTEAD OF MULTIPLE SITES TO DESIGN AND MAINTAIN.


SITES.COM
YOUR SITE ASSETS
HTML

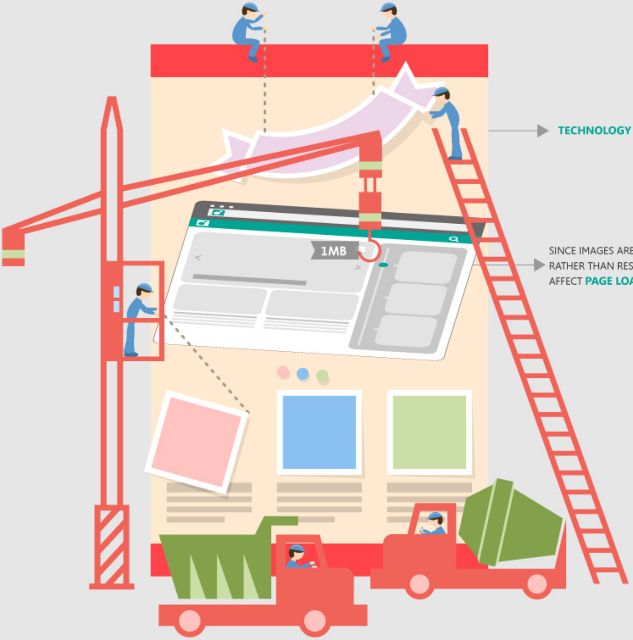
BETTER SEARCH ENGINE OPTIMIZATION(SEO):
ONE SITE MEANS ONE SET OF URLS,WHICH
MAKES SEO MORE MANAGEABLE.

NO NEED TO WORRY ABOUT WHETHER OR
NOT **YOUR SITE WILL BE COMPATIBLE** WITH
THE DOZENS OF NEW DEVICES THAT
CONTINUALLY HIT THE MARKET.


CSS
CSS
CSS
LAPTOP
TABLET
PHONE

CONS:

IMPLEMENTATION CAN TAKE LONGER THAN EXPECTED.

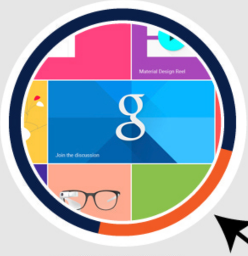


TECHNOLOGY IS STILL DEVELOPING.

SINCE IMAGES ARE JUST SCALED DOWN, RATHER THAN RESIZED, THIS CAN NEGATIVELY AFFECT **PAGE LOAD TIME**, UPSETTING VISITORS.

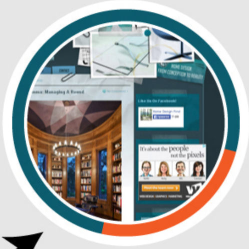
web design Trends 2015

MATERIAL DESIGN


Material Design Reel
Join the discussion

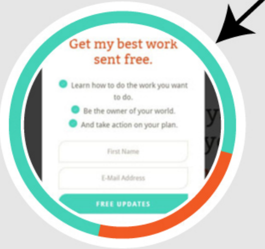
TO COMBINE CLASSIC PRINCIPLES OF WEB DESIGN WITH INNOVATIONS

MONOCHROMATIC COLORS


It's about the people not the pixels

MINIMAL PALETTES CAN MAKE TEXT MESSAGES MORE PROMINENT

2015



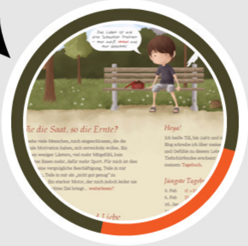
Get my best work sent free.

- Learn how to do the work you want to do.
- Be the owner of your world.
- And take action on your plan.

First Name
E-Mail Address
FREE UPDATES

A CALL-TO-ACTION STRATEGY CAN GUARANTEE SUCCESS IN BUILDING A LARGE CUSTOMER BASE.

MICROINTERACTIONS



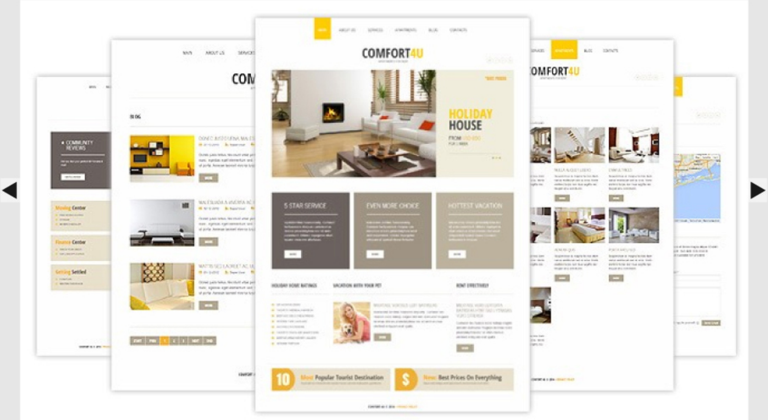
TO INTRODUCE COMPANIES IN AN ENGAGING WAY, WEB DESIGNERS TURNED TO SLIDERS FOR A .LONG TIME

LARGE HERO AREAS

HORIZONTAL SCROLLING:

SCROLLS FROM LEFT TO RIGHT RATHER THAN UP AND DOWN.

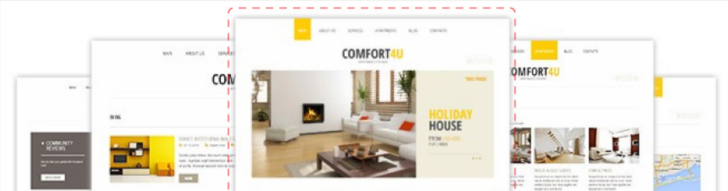
EXAMPLES OF HORIZONTAL SCROLLING DESIGN:

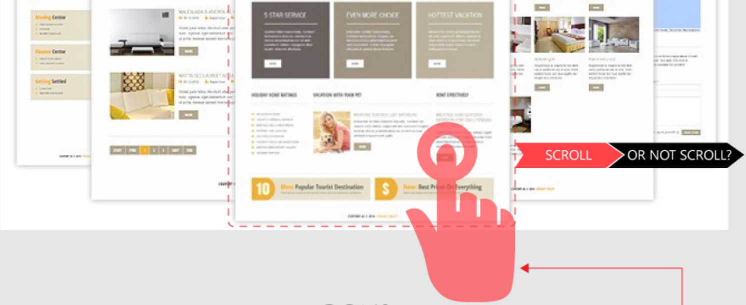

COMFORT4U
HOLIDAY HOUSE
5 STAR SERVICE
EVEN MORE CHOICE
HOTTEST VACATION
COMMUNITY REVIEWS
Moving Center
Finance Center
Getting Settled
10
Most Popular Tourist Destination
$
New Best Prices On Everything

WORLD WILDLIFE FOUNDATION EARTH HOUR 2015

PROS:

ALLOWS DESIGNERS TO HOUSE **MORE CONTENT ON THE SCREEN.**


COMFORT4U
HOLIDAY HOUSE
COMMUNITY REVIEWS

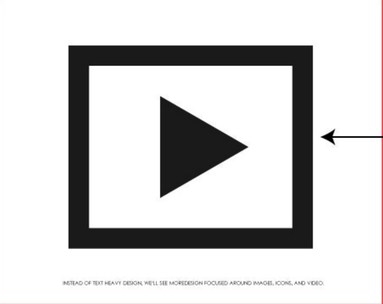

Moving Center
Finance Center
Getting Settled
5 STAR SERVICE
EVEN MORE CHOICE
HOTTEST VACATION
10 Most Popular Tourist Destination
$ New Best Prices On Everything
SCROLL
OR NOT SCROLL?

CONS:

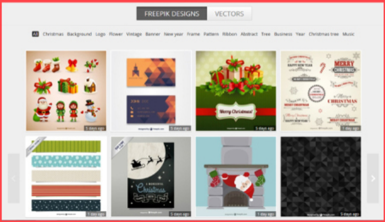
USERS MAY NOT RELIZE THEY HAVE TO SCROLL TO THE SIDE, OR MAY NOT WANT TO SCROLL TO THE SIDE TO GET THE FULL EXPERIENCE.

INSTEAD OF TEXT HEAVY DESIGN, WE'LL SEE MORE DESIGN FOCUSED AROUND IMAGES, ICONS, AND VIDEO.

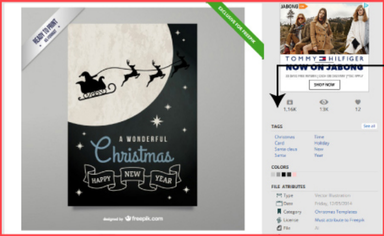
EXAMPLES OF LESS TEXT DESIGN:


INSTEAD OF TEXT HEAVY DESIGN, WE'LL SEE MOREDESIGN FOCUSED AROUND IMAGES, ICONS, AND VIDEO.

SNAPCHAT.COM FEATURE **LESS THAN 10 WORDS** AND REQUIRES USERS TO **WATCH A VIDEO** TO UNDERSTAND HOW TO USE APP.


FREEPIK DESIGNS
VECTORS
All Christmas Background Logo Flower Vintage Banner New year Frame Pattern Ribbon Abstract Tree Business Year Christmas tree Music
5 days ago
1 day ago

THE-STUDIO.CO.LI FEATURE ONLY A FEW WORDS AND IMAGES.


READY TO PRINT
EXCLUSIVE FOR FREEPIK
A WONDERFUL
Christmas
HAPPY NEW YEAR
designed by freepik.com
TOMMY HILFIGER
NOW ON JABONG
SHOP NOW
1.16K
13K
12
TAGS
See all
Christmas
Card
Santa claus
Santa
Time
Holiday
New
Year
COLORS
FILE ATTRIBUTES
Type Vector Illustration
Date Friday, 12/05/2014
Category Christmas Templates
License Must attribute to Freepik
File AI

WE ARE ACADEMY.COM FEATURES A **SMALL PARAGRAPH** OF TEXT AND A **FEW WORDS IN THE NAVIGATION BAR** ON ITS HOMEPAGE.

pros:

SCROLL TO THE RIGHT
ALMOST
ALMOST THERE... A BIT MORE..

MORE **SOPHISTICATED WEB DESIGN.**

CONS:

HARDER TO MAKE WEBSITE DESIGNS
508 COMPLIANT. 508 COMPLIANCE REFERS TO
MAKING THE WEB COMPLIANT FOR THOSE WITH DISABILITIES WHO
CANNOT ACCESS THE INTERNET IN THE
TRADITIONAL MANNER.

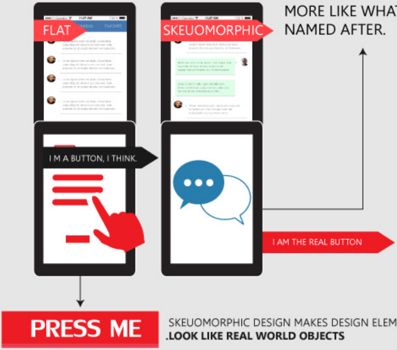
flat user interface

EVERYTHING IS DESIGNED FOR :

- CLARITY
- SIMPLICITY

IT MEANS REMOVING

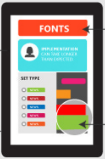
- SHADOWS
- SIMPLICITY
- REFLECTIONS
- BEVELED EDGES
- TEXTURE


FLAT
SKEUOMORPHIC
I M A BUTTON, I THINK.
I AM THE REAL BUTTON
PRESS ME

ELEMENTS ARE MADE TO LOOK MORE LIKE WHAT THEY ARE NAMED AFTER.

SKEUOMORPHIC DESIGN MAKES DESIGN ELEMENTS
.LOOK LIKE REAL WORLD OBJECTS

PROS:


FONTS
IMPLEMENTATION CAN TAKE LONGER THAN EXPECTED
SET TYPE
NEWS
NEWS
NEWS
NEWS
NEWS

1

SIMPLE USER INTERFACE.

2

USE OF BRIGHT/BOLD COLORS **BOOSTS MOOD.**

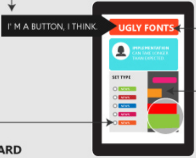
3

FOCUS ON **GREAT TYPOGRAPHY.**

4

VISUALS ARE **SHARP AND CLEAN.**

CONS


I' M A BUTTON, I THINK.
UGLY FONTS
IMPLEMENTATION CAN TAKE LONGER THAN EXPECTED
SET TYPE
NEWS
NEWS
NEWS
NEWS
NEWS

1

USABILITY CONCERNS : PEOPLE MAY NOT ALWAYS KNOW WHERE TO CLICK OR TOUCH TO INTERACT.

2

COLOR PALETTES CAN BE HARD TO MATCH : THE MORE COLORS YOU USE, THE TOUGHER IT CAN BE TO MATCH THEM PROPERLY.

3

WEAK TYPOGRAPHY DESIGN BECOMES EASIER TO SPOT.

4

OVERALL DESIGN CAN LOOK **TO SIMPLE.**

This infographic has been created by designhill.com