# Emerging Trends in Web Design

Artists and designers learn to create "morgue" files – example of other's work that can provide ideas & inspiration for their own work. The "Bread & Butter" project we did was really the beginning of a "morgue" file (but I did not tell you this that day).

The purpose of a morgue file is to past the colors and textures to the boxes that make up the layout, and try to identify standard ideas and design trends. When researching what popular professionally-designed sites use "bread & butter" layouts did you also see some bold examples that were great designs that were "outside the box"?

Web designs continue to change. We use the Internet differently today. We view website with different platforms and devises. Web pages are no longer "new". Scientific research demonstrates how we view webs. Designers are creating sites that take-advantage of the users experience.

Here are some more design ideas excerpted from the book, "The Principles of Beautiful Web Design" (Third Edition), by award-winning web designer Jason Beaird.

## Navigationless Magazine Style

If you're reading this paragraph, I'm guessing you probably didn't arrive via the table of contents. On the Web, we tend to be a lot more goal-oriented and consume information in bits and pieces. Site navigation allows us to be quick, efficient … and erratic.

What if you don't want your visitors skipping to another page? What if the information you need to convey is best consumed as a whole, like a book or magazine article? If that's the case, why include navigation at all?

That's the approach that _Design Informer_ takes with each of its art-directed articles. Other than a tiny Design Informer logo in the header graphic, there are no site navigation links on
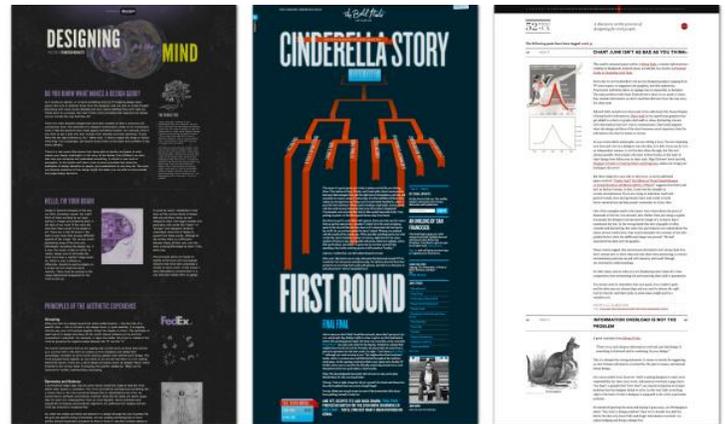


_Figure 1.28. Not much navigation going on in these three mobile layout examples, just great uninterrupted content_

## Expansive Footers

This one is less of a trend and more an ongoing phenomenon. I featured expansive footers in the first edition of this book, and these continue to grow today, both in size and in the types of information people are putting in them.

Rather than using the footer for just essential links and a copyright notice, many sites are utilizing this once-neglected piece of page real estate to include contact information, expanded site navigation, and social media content.

Although putting a site's main navigational element at the bottom of the page is a bad idea, including "bonus" navigation and content in that space is an obvious solution. A great example of this trend is the FortySeven Media-designed Show & Tell Consignment Sale.
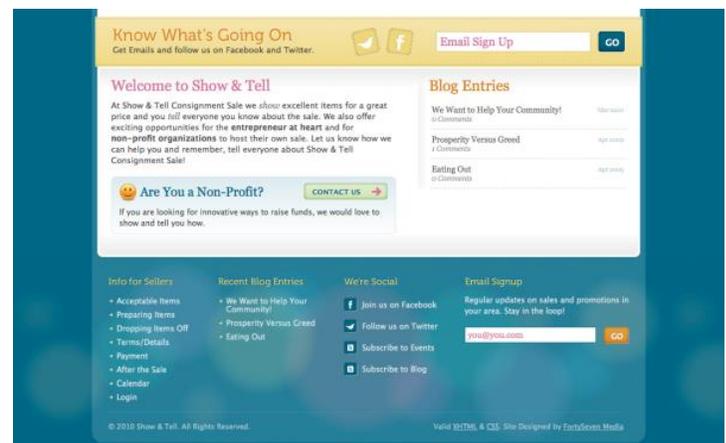


_Figure 1.29. Presenting extra content in the footer at Show & Tell Consignment Sale_

## Bare-bones Minimalism

Similar to the navigationless magazine style and quite contrary to the expansive footer concept, many sites are removing a lot of the standard web content fare. Minimalist design is all about reducing your design down to the most essential elements.

In Figure 1.30, Analog Coop accomplishes this by reducing its copy to a single, fun-to-read page. For Kha Hoang, being a minimalist is having a home page with simply a list of portfolio links, a quote on design, and some contact info.

It's an easy concept to apply: just go through each element of each page and ask yourself what it's adding to your website. If you're without an answer, toss it out.
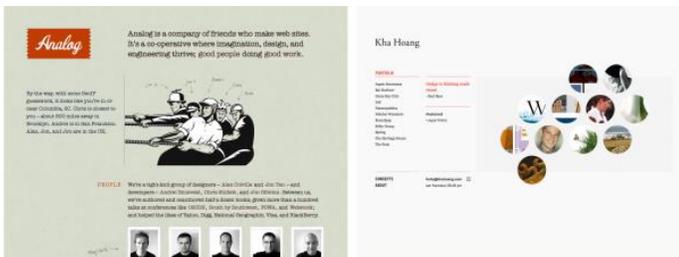


*Figure 1.30. Two flavors of minimalism: the Analog Coop and the portfolio of Kha Hoang*

Minimalism isn't a new design trend by any stretch of the imagination—even on the Web. In the art world, the minimalist movement of the 1960s and '70s was a reaction against the overly self-expressive era of abstract expressionism.

Similarly, the recent explosion in minimalism and single-page designs on the Web is a reaction against the overly interactive Web 2.0 era. It's an attempt at balancing out the hustle and bustle of social media with the equivalent to a peaceful café or quiet art gallery.

*The above material was directly excerpted from "The Principles of Beautiful Web Design" (Third Edition), by award-winning web designer Jason Beaird and is presented here under "fair use" for educational purposes only.*

## Exciting Animation with HTML 5

One of the most dramatic changes to emerge in modern web design is the ease and cross-compatibility of animations and video. HTML is the coding that underlies all web pages, though web developers work with stricter version, called XML, to ensure that webs work across different platforms and devises.

In 2014, HTML (and its stricter interpretation XML) were updated – the latest version is HTML5. Not only do these revisions allow web designers and developers to better control and flush-out layouts, they make it possible to include more colorful motion in web pages.

Animations and web videos were once based on Adobe's proprietary FLASH. This was always a glitchy format that needed to constantly be updated due to security concerns, hackers, and various types of computer viruses. Two things happened that revolutionized web design:

1. Apple decided they would no longer support any Adobe product. When they made this announcement, they claimed that virtually all problems with the stability of their mobile operating system were due to flaws in Adobe products.

2. W3C, the organization that sets the standards used on the Internet, released open-sourced, nonproprietary support for everything Adobe FLASH could do.

YouTube, was once entirely FLASH based, but they quickly converted all video to HTML5. Because videos and animations no longer rely on proprietary software (that has always had a reputation as being poorly coded), it became easier to do more with animations and video on the web.

Because of this, some sites are making the most of large, browser-sized videos by using them as the background for their web page, which allows them to change the visual experience in new and creative ways.

Some sites are using large background videos to subtly change the mood and atmosphere, while others are demonstrating their product in action or using it to tell a story that wouldn't have been as easy or perhaps as fun as with a regular, static page. Please take a look at these creative, quirky, and interesting examples of web designs that use video and animated backgrounds:

**mediaBOOM**: An interactive advertising agency that's taken a unique approach to creating its branding. A background video filmed with a retro Americana style tells the story of their agency set in a fictional world that resembles Manhattan in the 1950s.

http://mediaboom.com

**MyProvence Festival:** site uses background video to show highlights of artists exploring the area. The music and the scenes in the video work together perfectly to set an uplifting mood for the site.

https://www.myprovence.fr/snapshots2012/en

**Spotify:** uses background video to help add emotion to their landing page – be sure to scroll down the page

https://www.spotify.com

**Fernando Maclen:** A talented designer who uses a blurred video background to help show off the way he works.

http://fernando.is

**Y.CO:** An interesting website for a yatch manufacturer. It uses a large-size video to show footage of a family enjoying a holiday on one of their yachts as its backgrounfd. The film is aspirational without being too false or 'salesy'.

https://y.co/

**NOTE:** *Providing examples of these was not easy. While I keep a "morgue" file like we started in class, video/animated background sites, many of the designs I have seen are no longer online. Video backgrounds can take too long to load and can crash some mobile devises. They also are expensive to host as they use more bandwidth than static designs.*

## Growing Layout Trend: Horizontal Bands

Web design changes as the technology we use to view them changes. Most people that buy desktop and laptop computers expect and the larger monitors and wide screens. The use of horizontal bands in website design has been a growing trend over the last few years with results of a fantastic looking website layout.

These designs are especially handy when taking into consideration those with an exceptionally large monitor, helping prevent the main site content being lost in a sea of flat color. Not only does the use of these horizontal strips provide specific containers for each page area, but it also spans right the way across the user's monitor. Here are a some good examples:



daydreamdesigns.co.uk



akita.co.uk
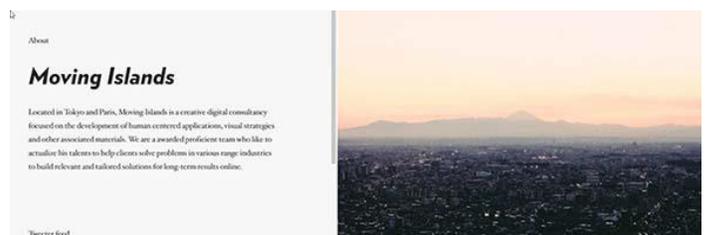


Movingislands.com
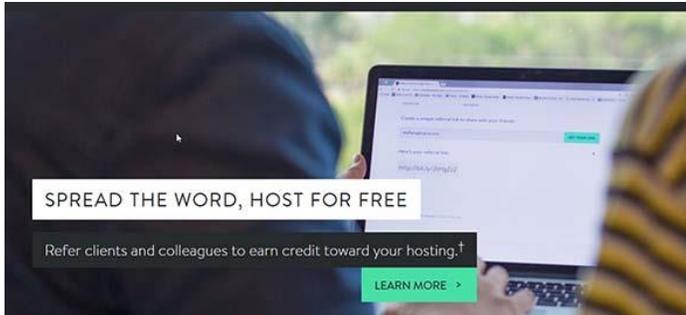
EthixStudios.com


MediaTemple.net


TasteTrend.com


MacaMontreal.com


WPUnlimited.com

## More Web Design Trends That Emerged In 2017

**Infinite Scrolling & Content.**  Navigation bars, while necessary for many sites, can be static and boring.  Some web designers are leaving them off pages altogether and replacing them with a menu icon (called a "hamburger" because it consists of 3 short parallel lines).

With the increasing popularity and development of scripting languages, like JavaScript and jQuery, some the hottest new designs have animated navigation structures and even animated content.  Here are some good examples:

**Aucoot**
https://www.aucoot.com

**Susa Ventures**
http://susaventures.com

**The Emerson Building**
http://emersonbuilding.london

**Deviating from the Grid.**  Designers seem to be moving away from balanced grid websites in lieu of a more broken down grid structure. The design trend allows for more creativity and can help create focal points for each screen view.

http://www.curiousspace.com

http://www.duhaihang.com

http://humcreative.com

## What Does It All Mean?

The point here is simple:  Technology changes and creative people have fun looking for new ways to use it.  Creativity for its own sake, however, has no place in our conversation about web design.

There are some industries and situations where an organization needs to stand-out.  Launching an unproven web design is risky.  It is expensive.  If the new design does not work, all the money spend designing and developing is wasted and more money needs to be spent designing and developing a replacement site.  Use care when considering trendy, but untested designs for clients!