

# Digital Design Trends

A Recap Of 2017 & A Look Ahead

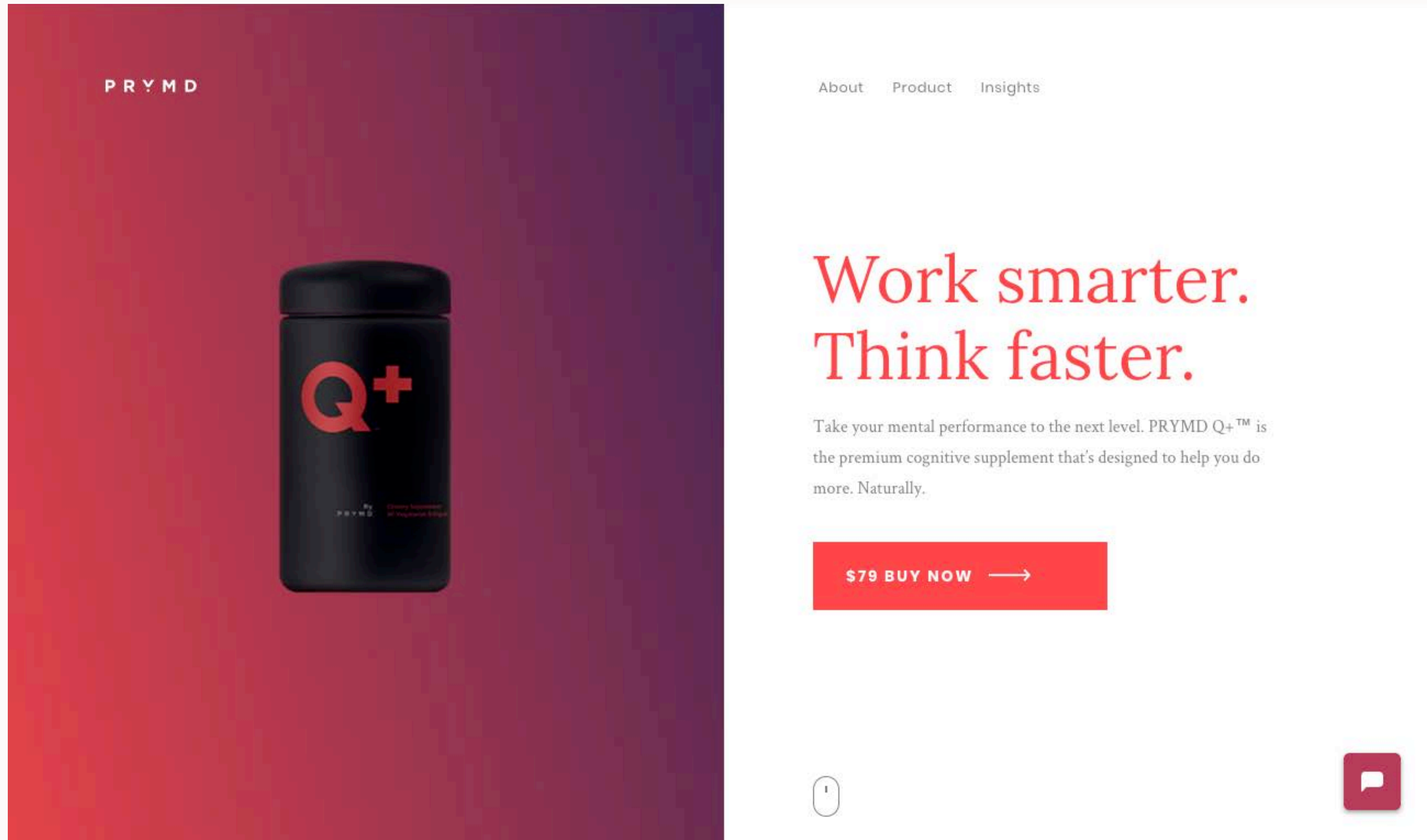
## Reflecting on 2017

As we look back on 2017 and the projected trends we had reported for websites earlier in the year, we have found it necessary to broaden the scope of our design trends insights to other digital spaces. This is influenced in part to the emerging technologies (IoT) that continue to change our behavior and how we, as a culture, respond to visual communication.



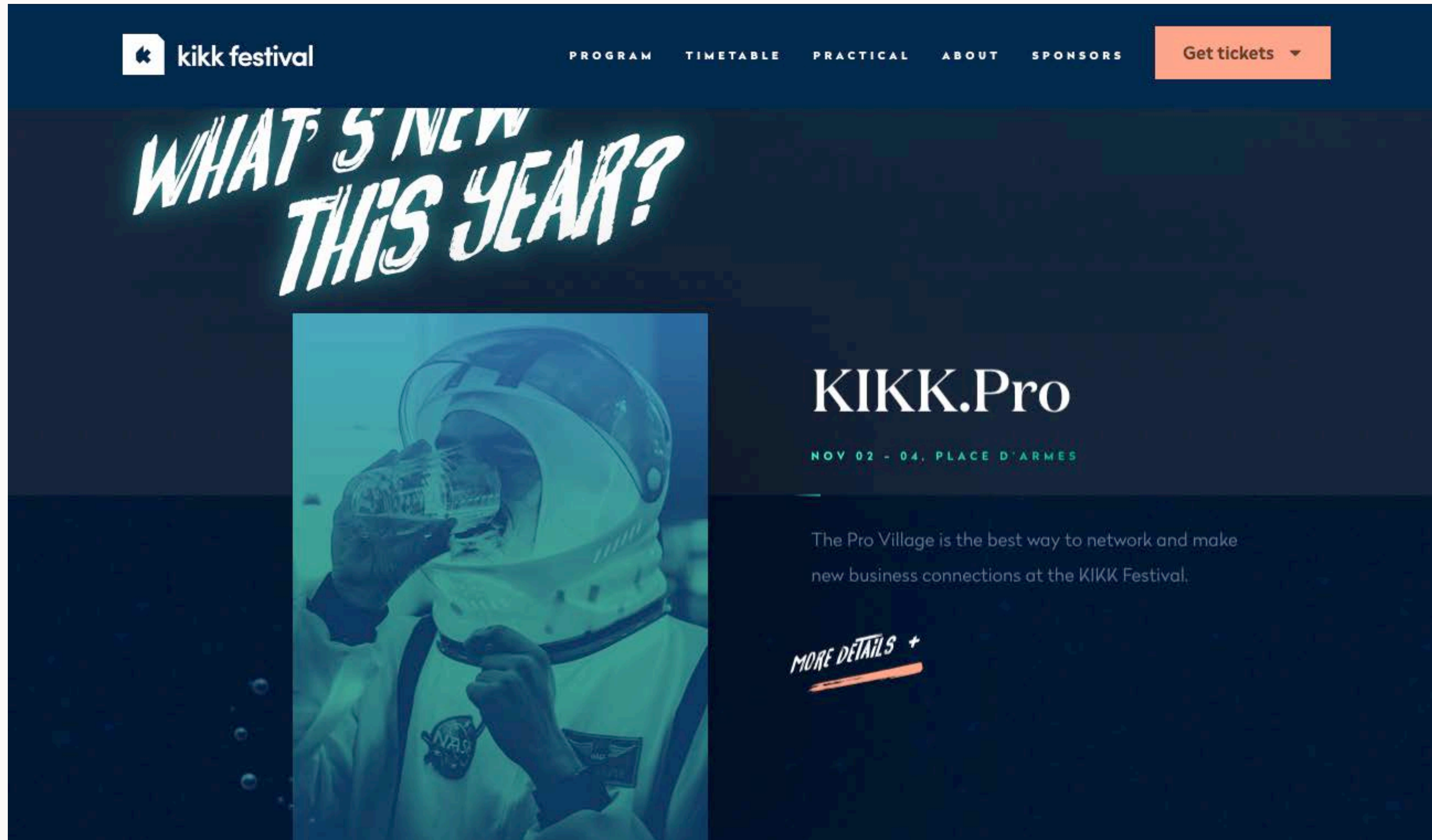
# Websites

**Interacting With The Digital Space**



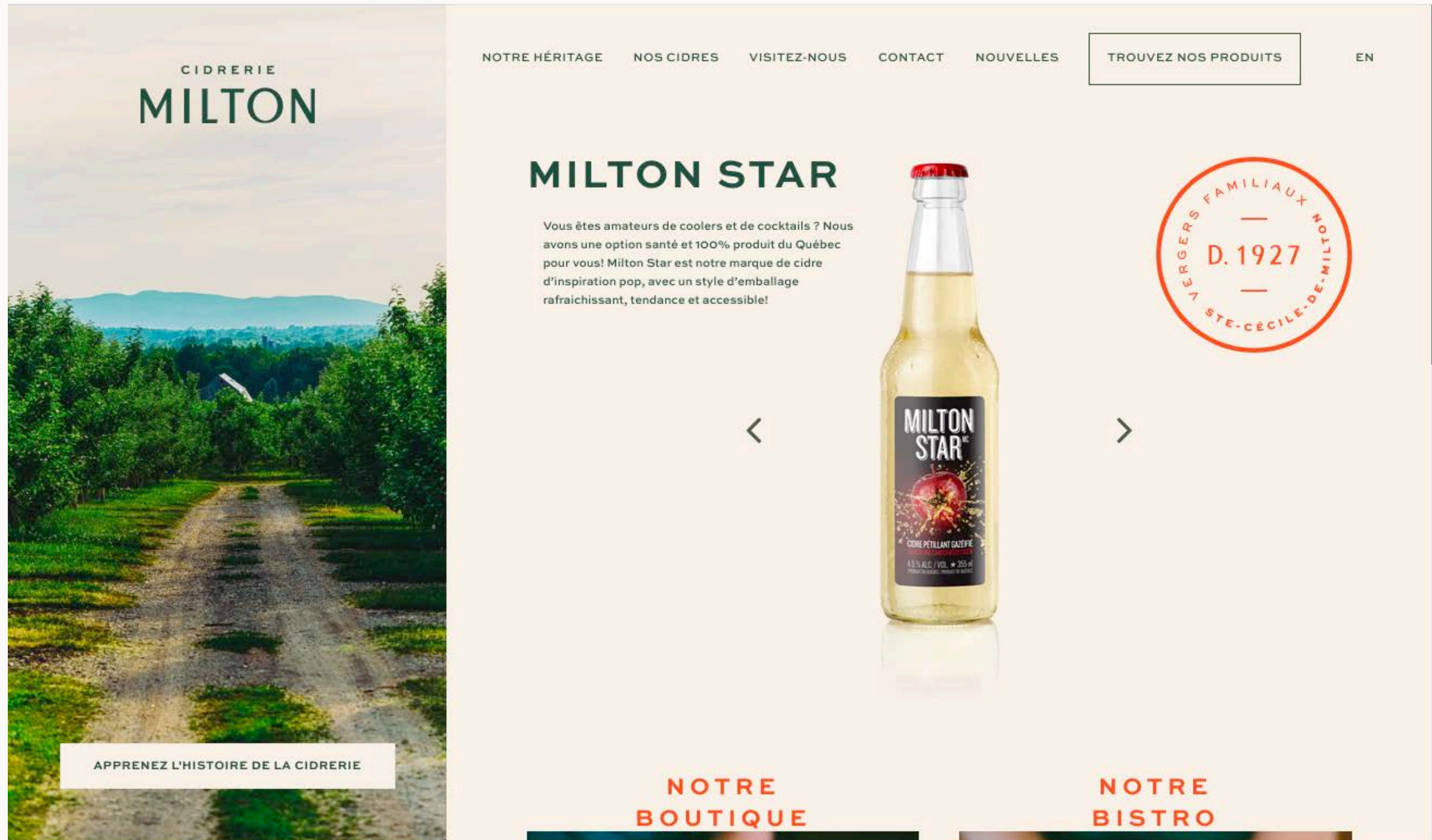
## Gradients

We have become so efficient in web design to de-clutter for better user experience while speeding up load times for an instant-gratification culture, that we must find interesting ways to create visual impact without sacrificing speed and user experience. Gradients are a by-product of this to provide more visual intrigue and depth.



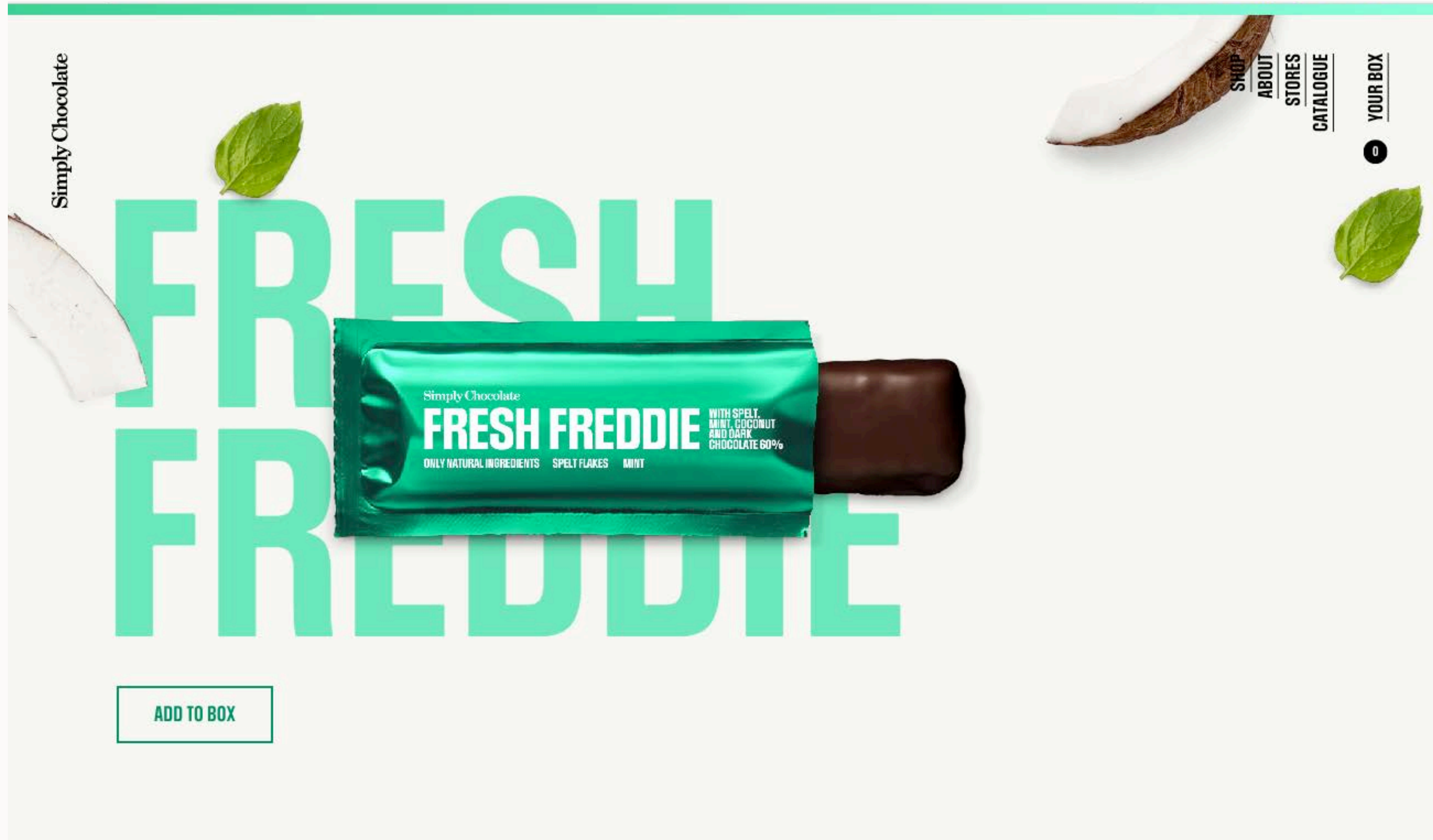
## Duo Tone Photos

This can be executed in various ways, but the purpose is to create visual impact while staying cohesive to the color palette (or branding) used. In a more light-handed way, these types of photos are used as texture.



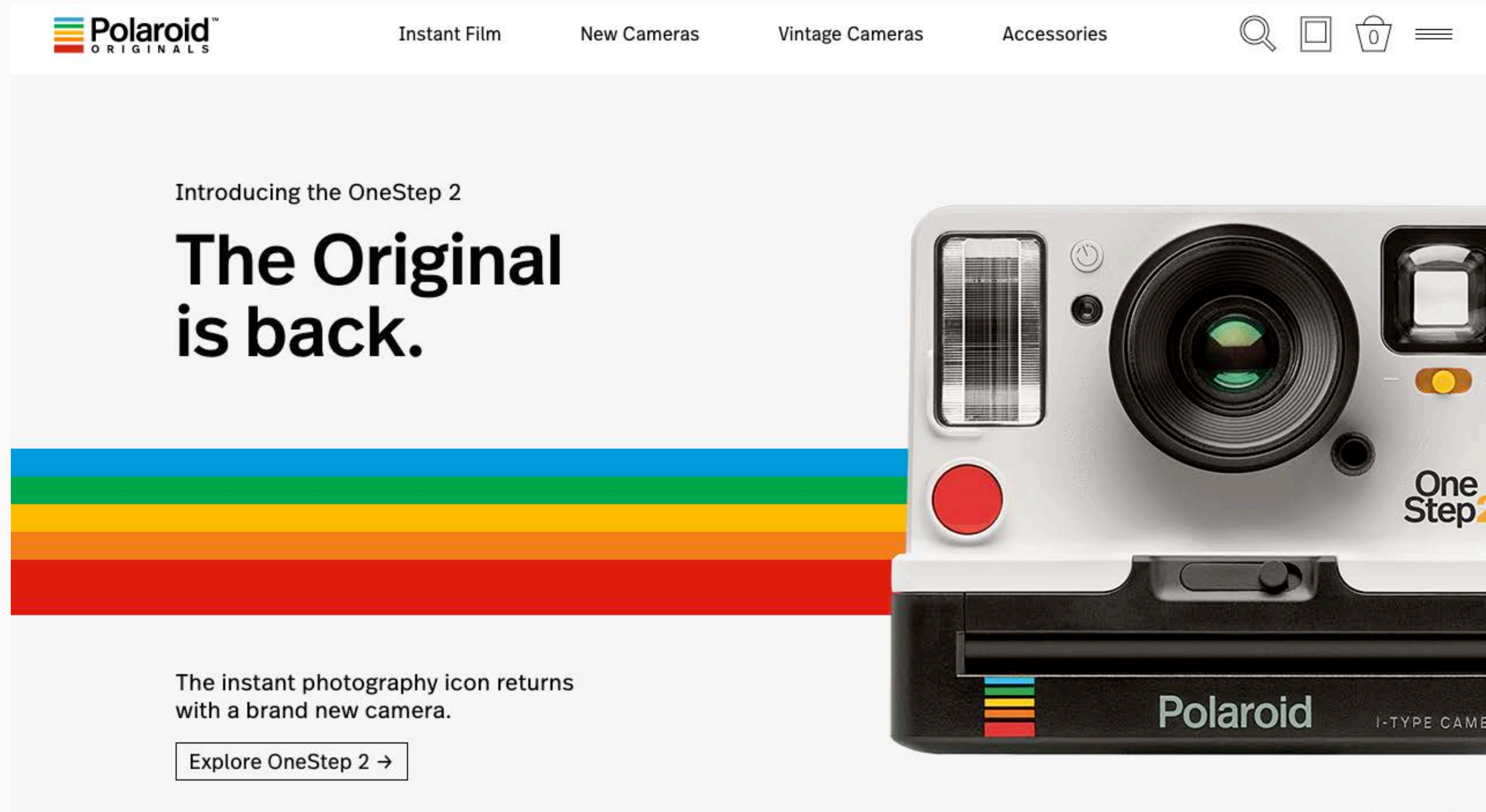
## The Power of Two

Vertical split screens are still prevalent and provide a larger static space than the top navigation for user engagement that is much more reliable than elements not found “above the fold”.



## Overlapping

Overlapping elements are used to provide more depth. While some can argue about legibility, we must walk the thin line of trusting the viewer's comprehension than oversimplifying. For insurance, many overlapping elements are actually duplicative content that is 100% legible somewhere else in close proximity.

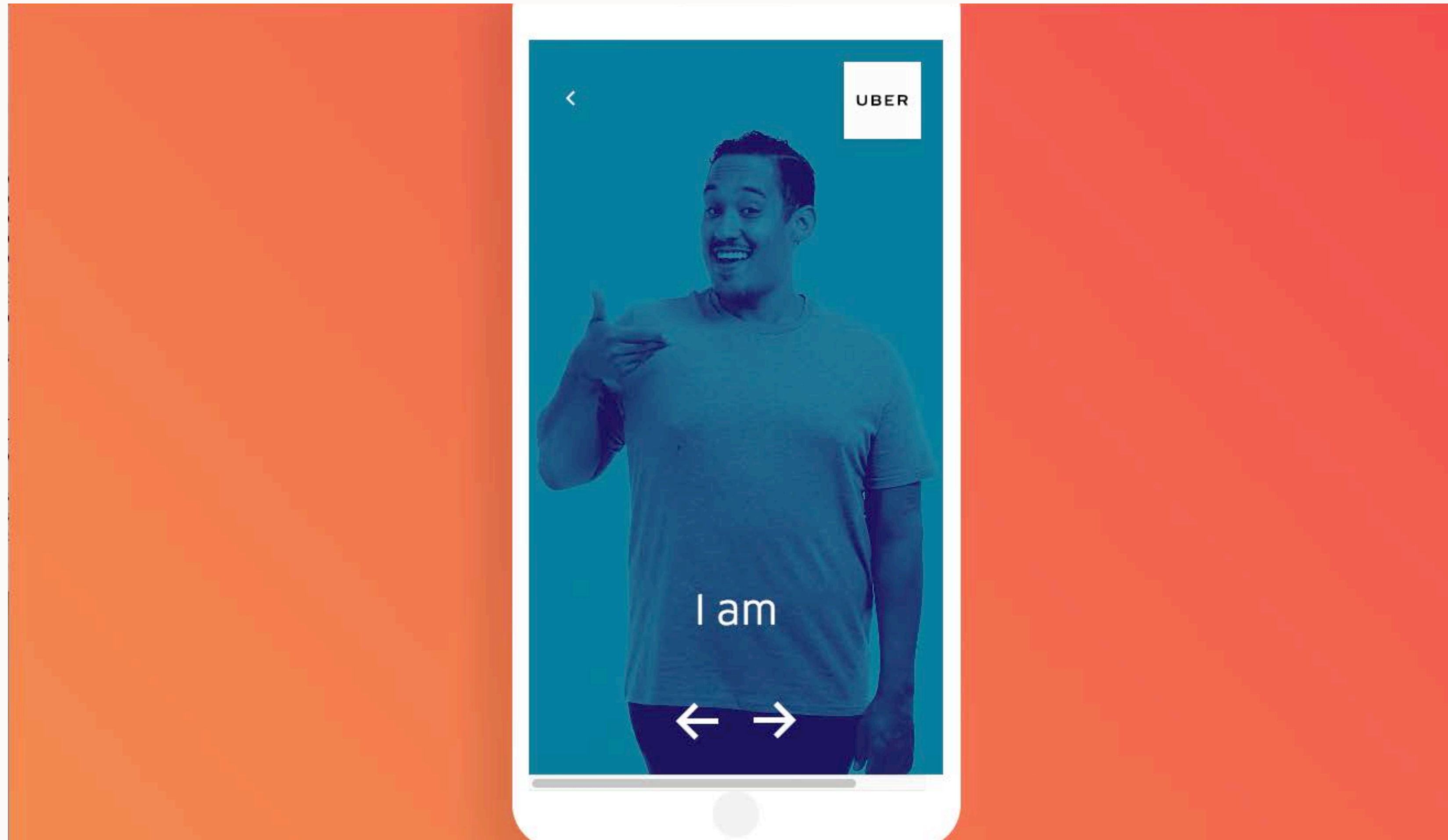


The image is a screenshot of the Polaroid website's homepage. At the top, there is a navigation bar with the Polaroid logo on the left and menu items: "Instant Film", "New Cameras", "Vintage Cameras", and "Accessories". On the right side of the navigation bar are icons for search, a square, a shopping cart, and a hamburger menu. The main content area features a large, high-quality photograph of the Polaroid OneStep 2 camera. The camera is silver and black, with a prominent lens in the center, a flash on the left, and a viewfinder on the right. A red circular button is visible on the left side of the camera. Below the camera, there is a horizontal bar with a rainbow gradient. To the left of the camera, the text reads "Introducing the OneStep 2" followed by "The Original is back." in a large, bold font. Below this, there is a button that says "Explore OneStep 2 →". At the bottom of the camera image, the Polaroid logo and "I-TYPE CAMERA" are visible.

## Cropping

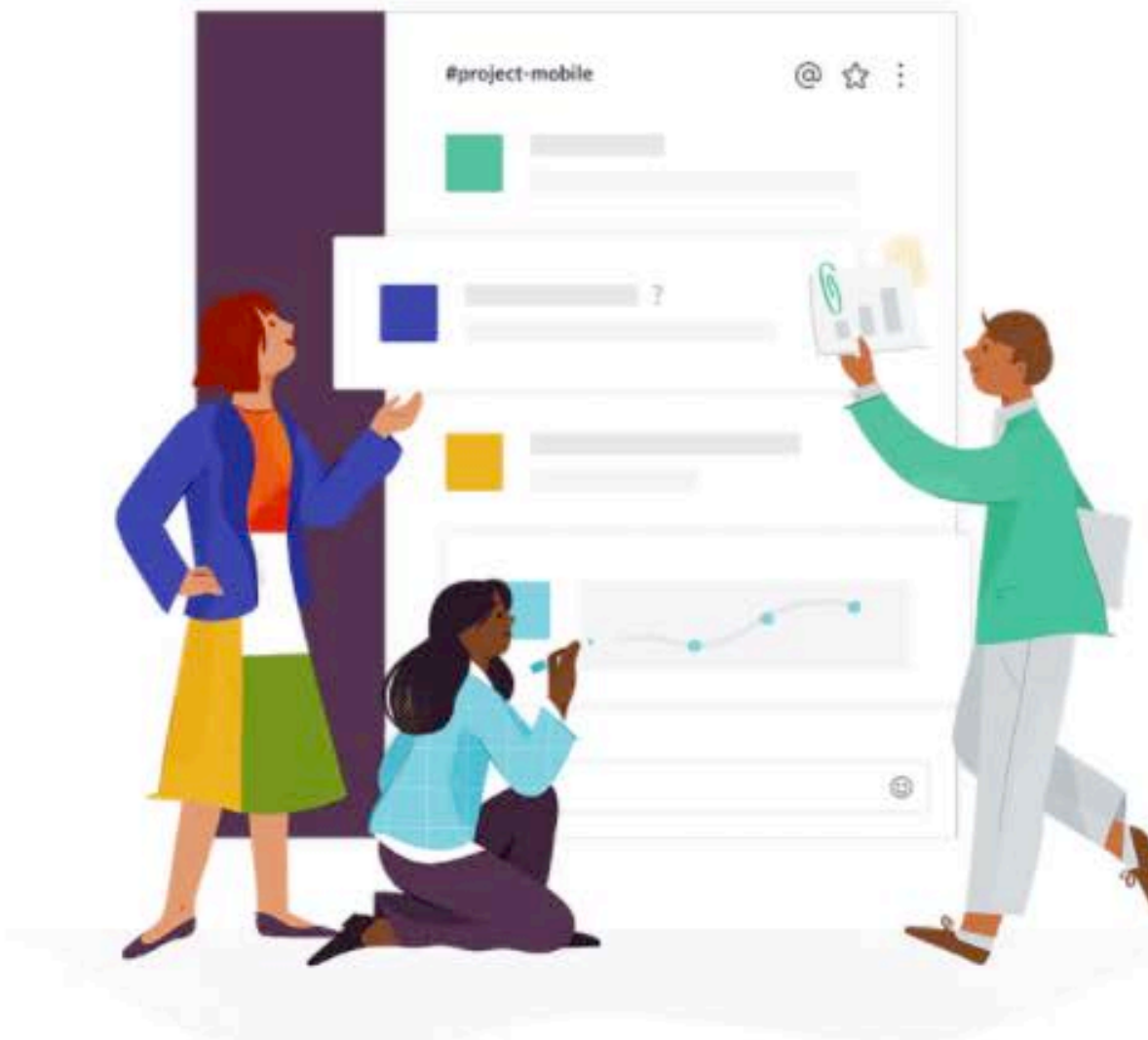
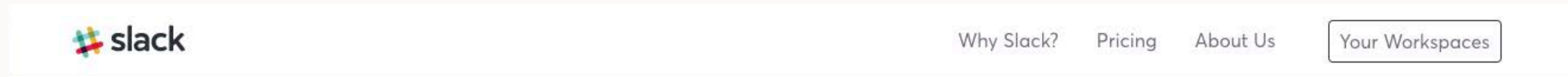
To create visual intrigue, elements are strategically cropped in interesting ways. In this style, composition is key while visual legibility is sacrificed. While legibility is sacrificed it is inferred that there are enough visual cues for comprehension.





## Product Demonstrations

In the slides prior to this, you may have noticed that many of these sites are product-based. Due to ever-evolving technology for brands, companies are vying for consumer attention in order to show them how to use their new product and/or feature. Strategically, putting a product demonstration on a website helps communicate the benefits and features of a product while priming the user for easier on-boarding.



# Where Work Happens

When your team needs to kick off a project, hire a new employee, deploy some code, review a sales contract, finalize next year's budget, measure an A/B test, plan your next office opening, and more, Slack has you covered.

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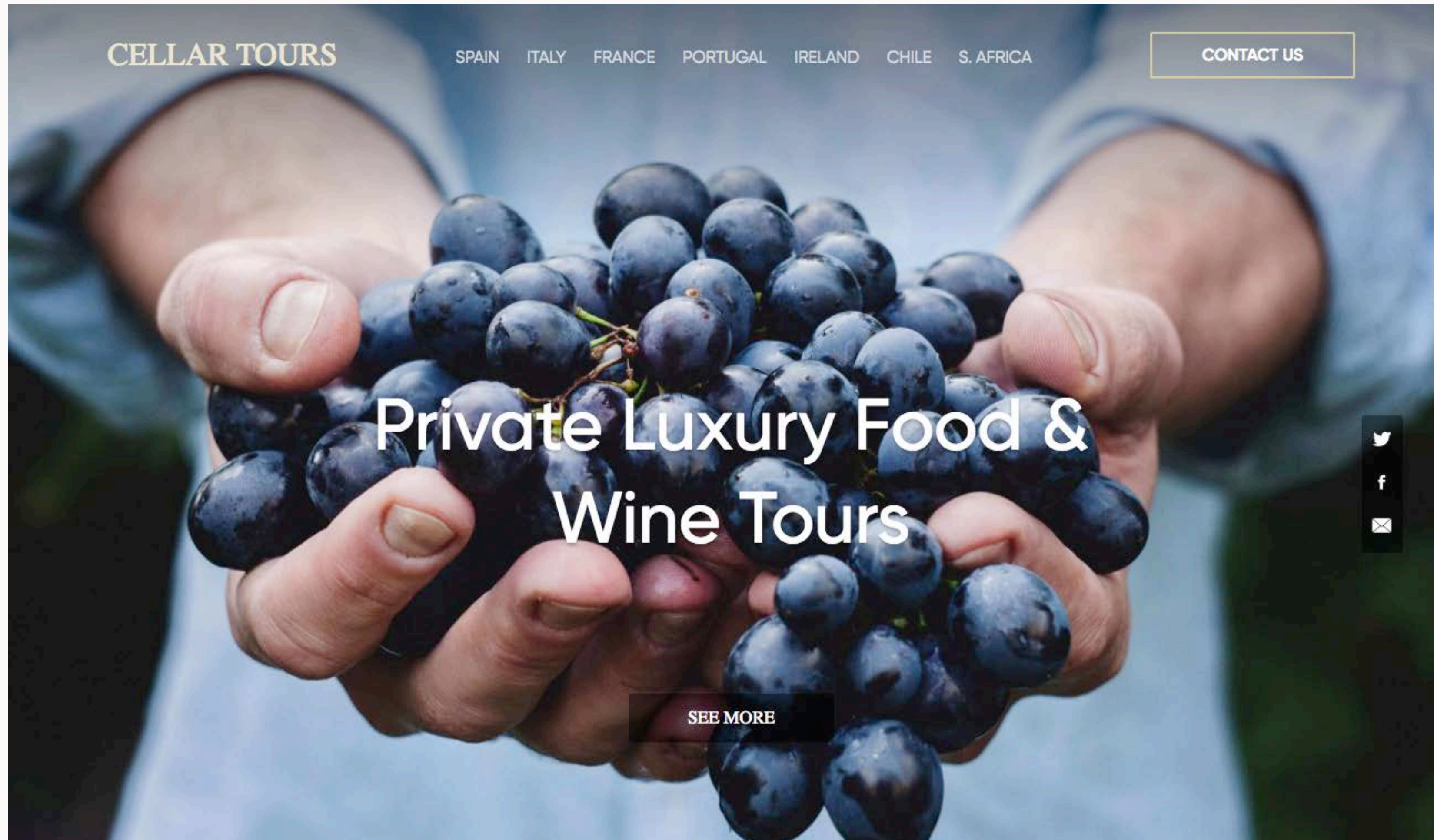
## Illustration

Illustration benefits are two-fold: (1) It ensures tighter brand experience/relationship and (2) facilitates a more expressively humanistic approach. This usually comes off much more genuine and authentic.



## Handwritten

Much like gradients, this type of typography is a by-product of what was a sterile design space. Custom typography helps convey much more emotion as either a primary or supportive element. Additionally, this helps to create a sense of authenticity in a culture that may be increasingly losing touch with human-centered expressions.



## Authentic

Another theme for most of these examples has been “authentic”. To put it briefly, due to technology and perhaps our reliance on it, our culture is starved for authentic experiences. In order to visually communicate a more authentic attitude, photography has taken a shift towards shots that are less staged with models we can relate to rather than hyper-perfection.

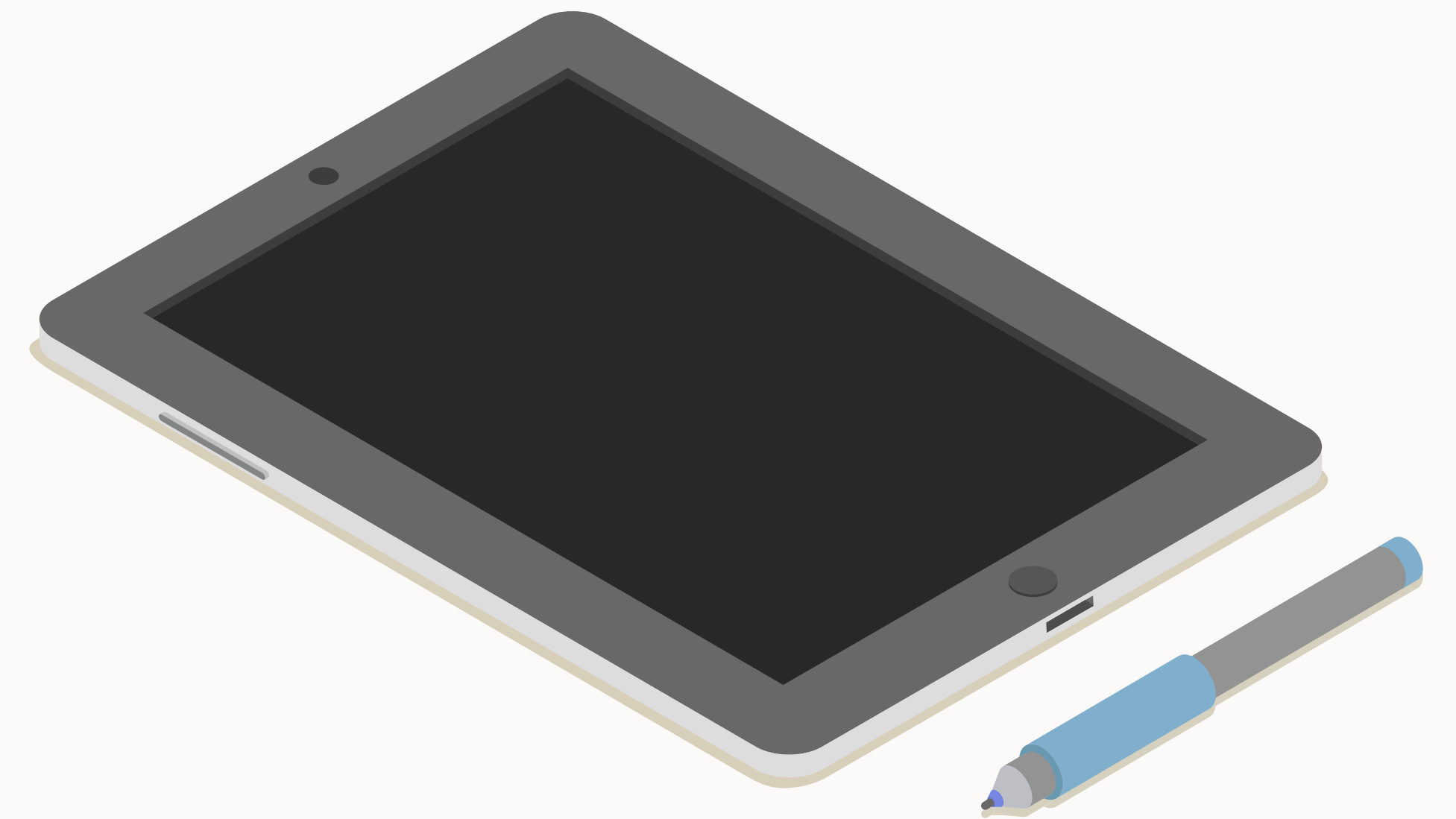
# Graphic Styles

Visual Cohesion in The Digital Space

## An In-Depth Look — At Depth

Moving from a good few years of flat/material design, we are now transitioning to adding more and more depth to design. It is interesting to note that around the time when the first iPhone came out (2007), skeuomorphic design (realism; ex/ Instagram's old icon) was the trend and was closely followed by, the polar opposite, flat/material design.

Currently the pendulum is starting to swing towards a mutual medium as influenced by AR/VR. This medium has caused designers to really consider depth between various design elements and how the audience interacts with it.





## Isometric

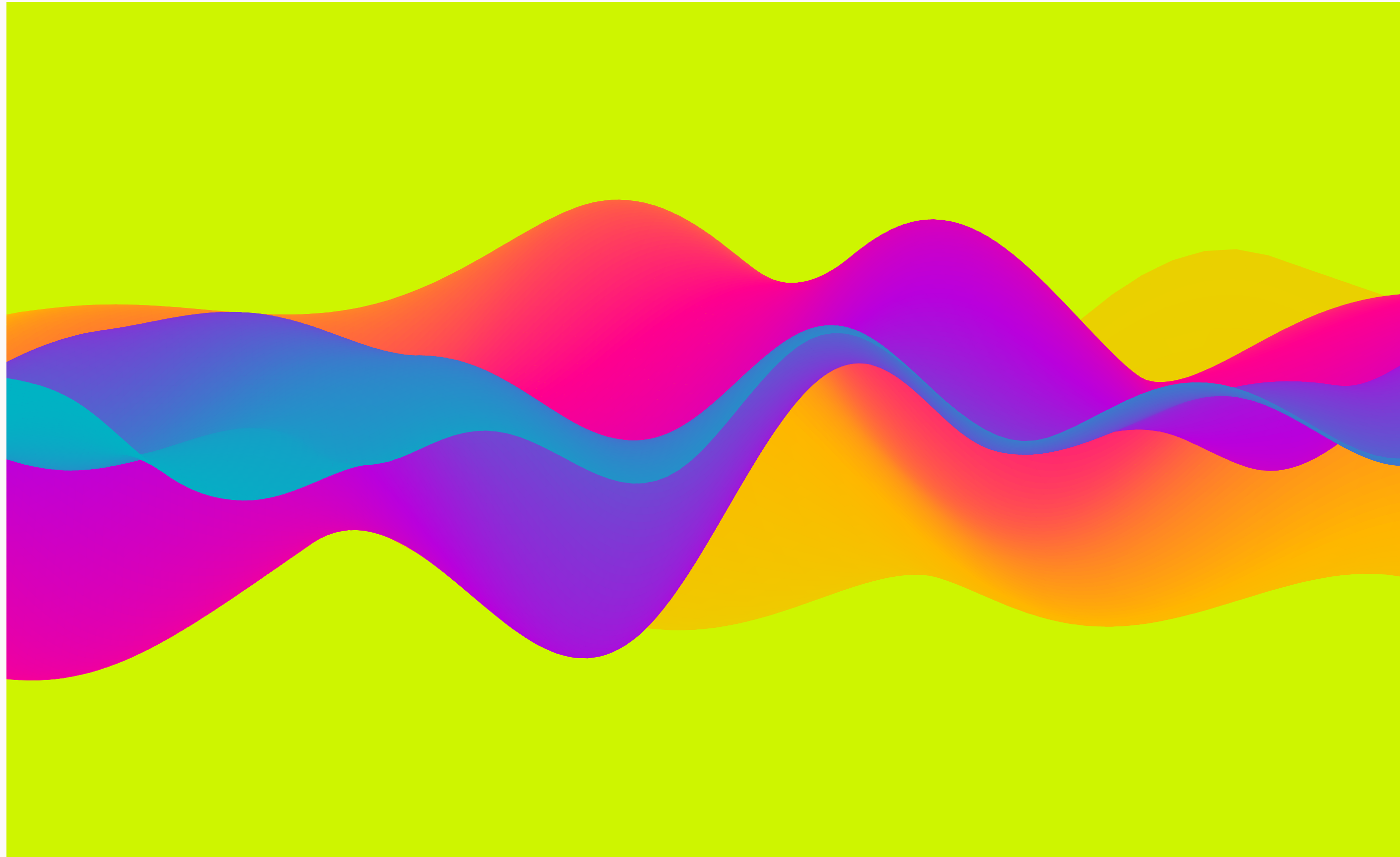
Isometric design/illustration is peaking right now. This type of style also transcends into prototype mockups as it provides an interesting point of view and provides a sense of depth. There are multiple factors in the style such as material design, app game design, the prominence of hexagon shape, and AR/VR tendencies.



## Low Poly

In relation to isometric design, low poly is not restricted by the point of view, but rather, the details involved. Even within low poly, there is a broad range of stylistic choices. Many influencers in this style come from designers extending their repertoire to Maya for game design, particularly VR/AG.





## Waves

Waves are the next step in the exploration of gradients within design to provide texture and depth. This transition is complimented by, you've guessed it, AR/VR.



## Element Mask

This type of application has been around and has been used as a staple for magazines such as TIME. A few years ago Nike adopted it for their print media and not too long ago Apple used it as a motion application for their Series 2 watch. This type of style is still currently on the rise for almost all media including websites. The execution is very nuanced as it needs to happen on an image that would not seem as if it were separate layers. This application provides additional depth as a design piece.

# Logos

Interacting With The Digital Space

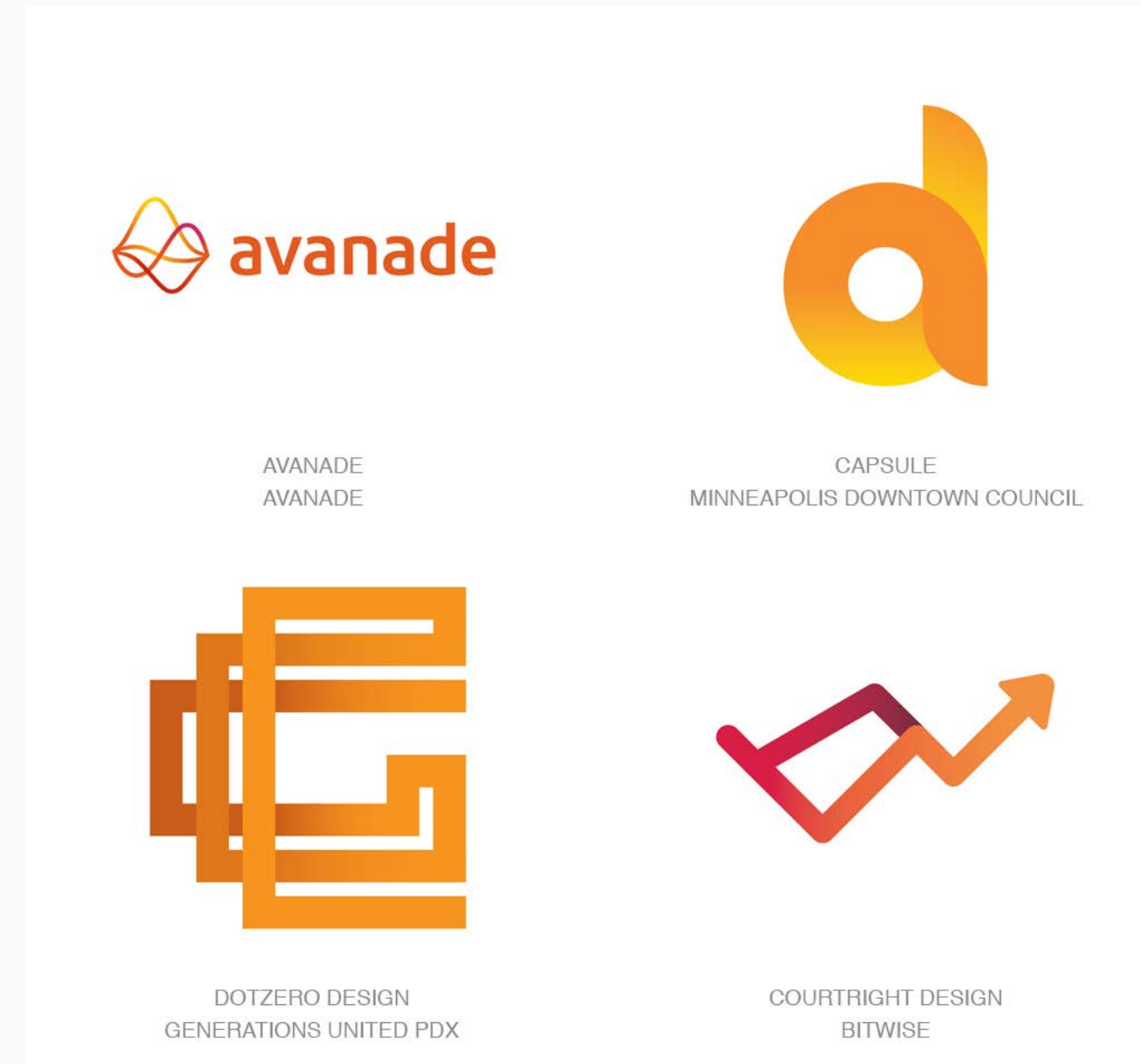
## Unchained From Printing

Historically in logo development, there used to be a heavy requirement to make sure a logo “prints well”. Currently, there are emerging trends that use graphical elements that break this rule. This case is being made due to heavier usage of the digital space and the opportunity to mirror logos to the digital application of the design. Many brands will consider printing with a “backup” logo made for such purposes instead of it being the primary.



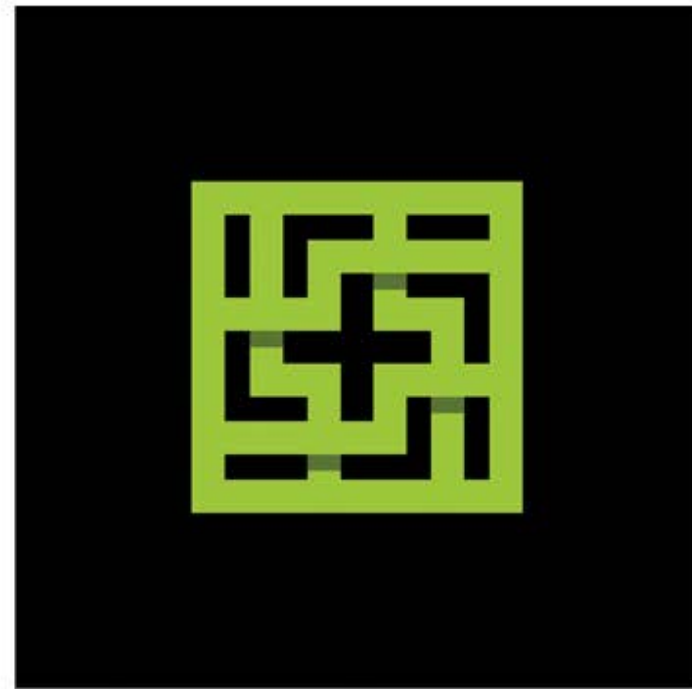
## Gradients

Like websites, gradients are becoming a trend in logo design. While the techniques employed in these examples are much more specific, they are essentially gradients.



## Shadow Break

This type of logo compliments “material design” which is ubiquitous with web design.



GARDNER DESIGN  
SWPLUS



UNIPEN  
DOUBLE DIFFERENT



DAMIAN KIDD  
UNUSED



ALMOSH82  
BOTANIKA

## Simple Shapes

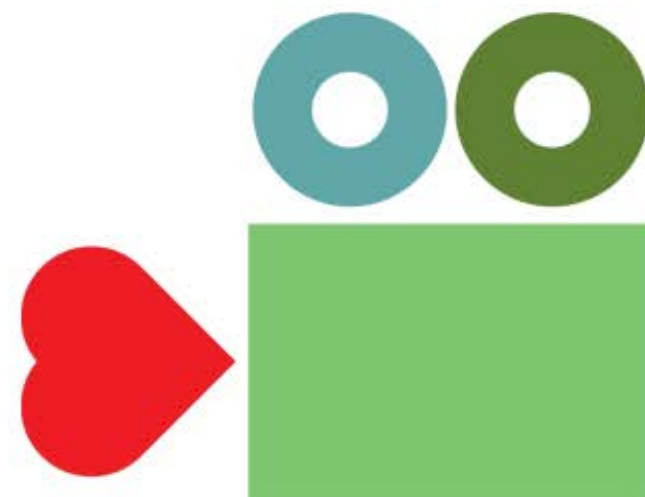
The minimalistic trend is influenced by the idea that form follows function, which is the primary principle of digital media from a programmatic perspective.



CHERMAYEFF & GEISMAR & HAVIV  
GRUPO IMAGEN



ZENDESK  
ZENDESK



MASKON BRANDS  
LOVE CINEMA



LOGOHOLIK  
ALCO ELECTRONICS

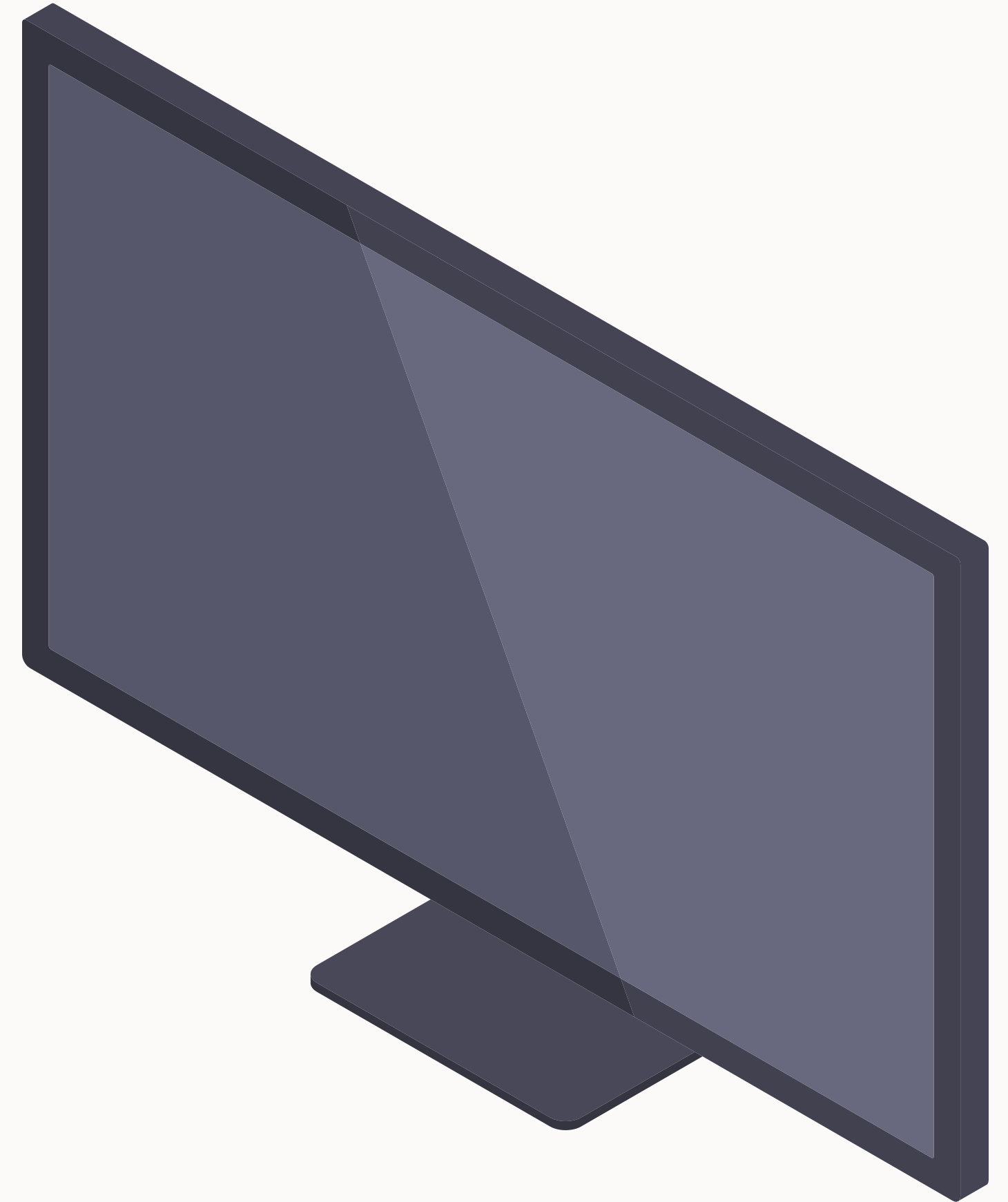
# Marketing/Advertising

Interacting With The Digital Space



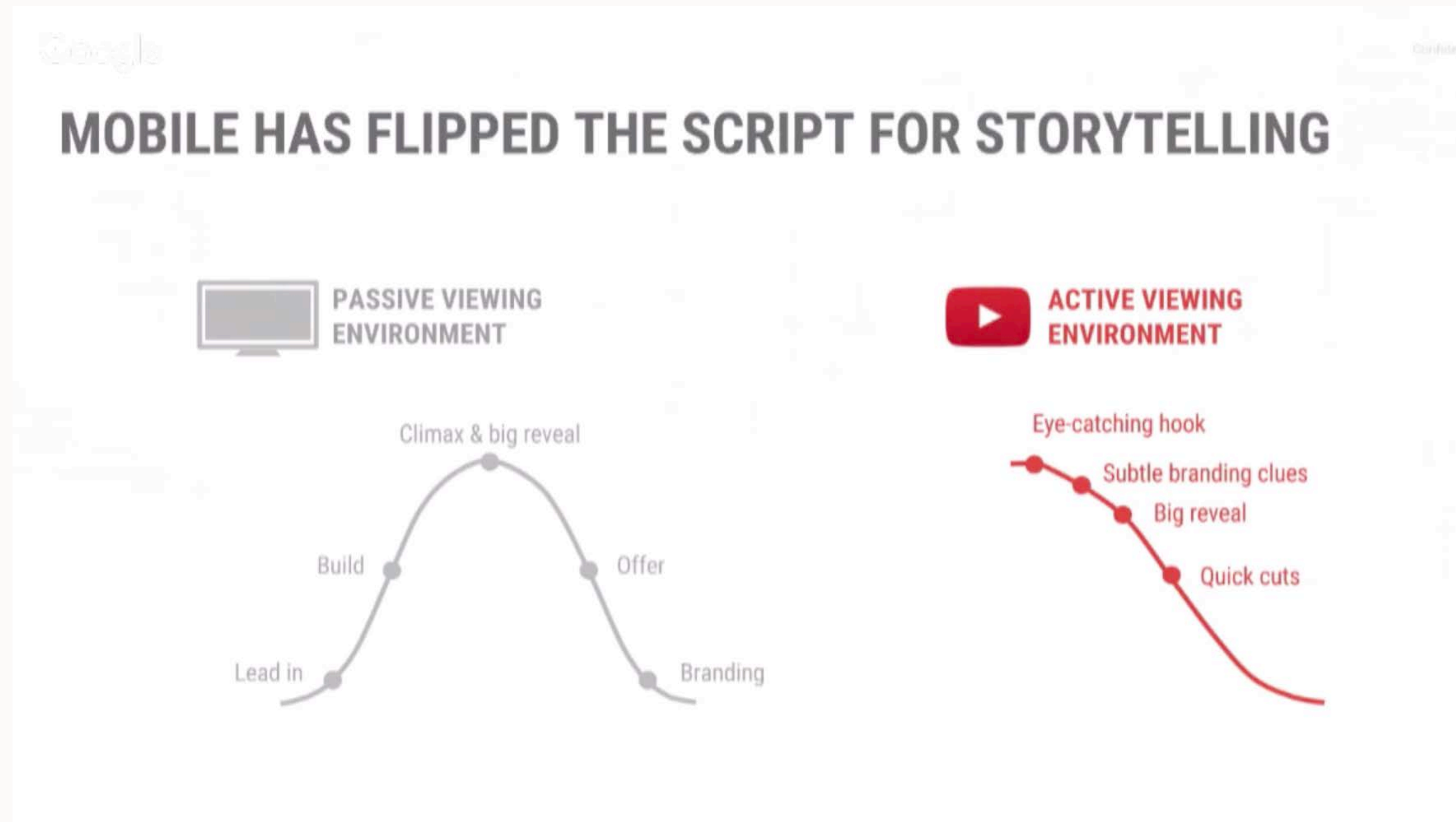
## Digital Killed the Television Star

In this section, we will cover the various mediums in which advertisers are using or are projected to use due to the digital landscape. While we can argue that attention span is decreasing, intentionality is actually increasing. This means that we can strategically spend marketing resources towards those already with intent to find our products and/or services rather than trying to convince someone passively interested or not interested at all.



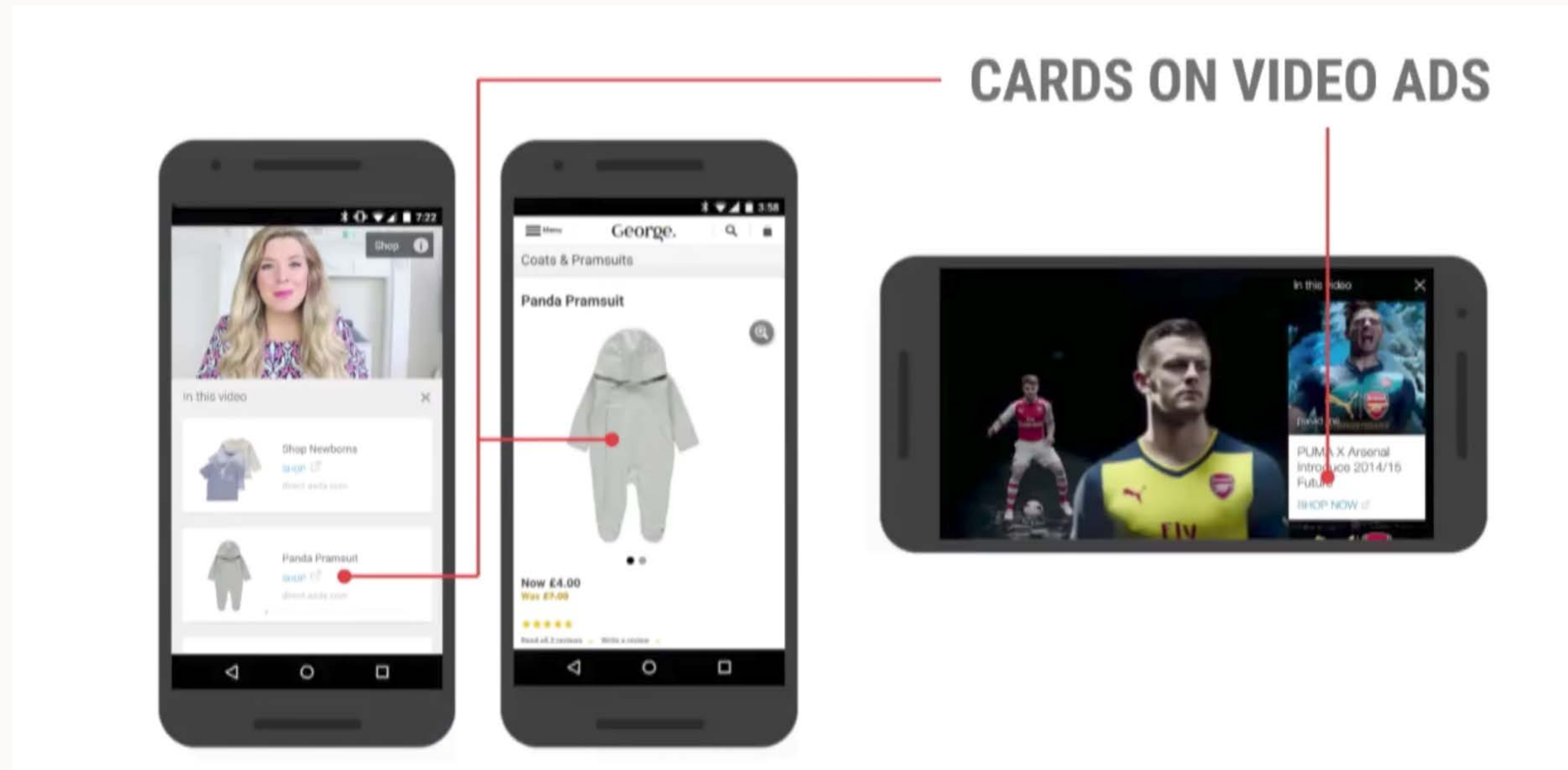
## Mobile Influence

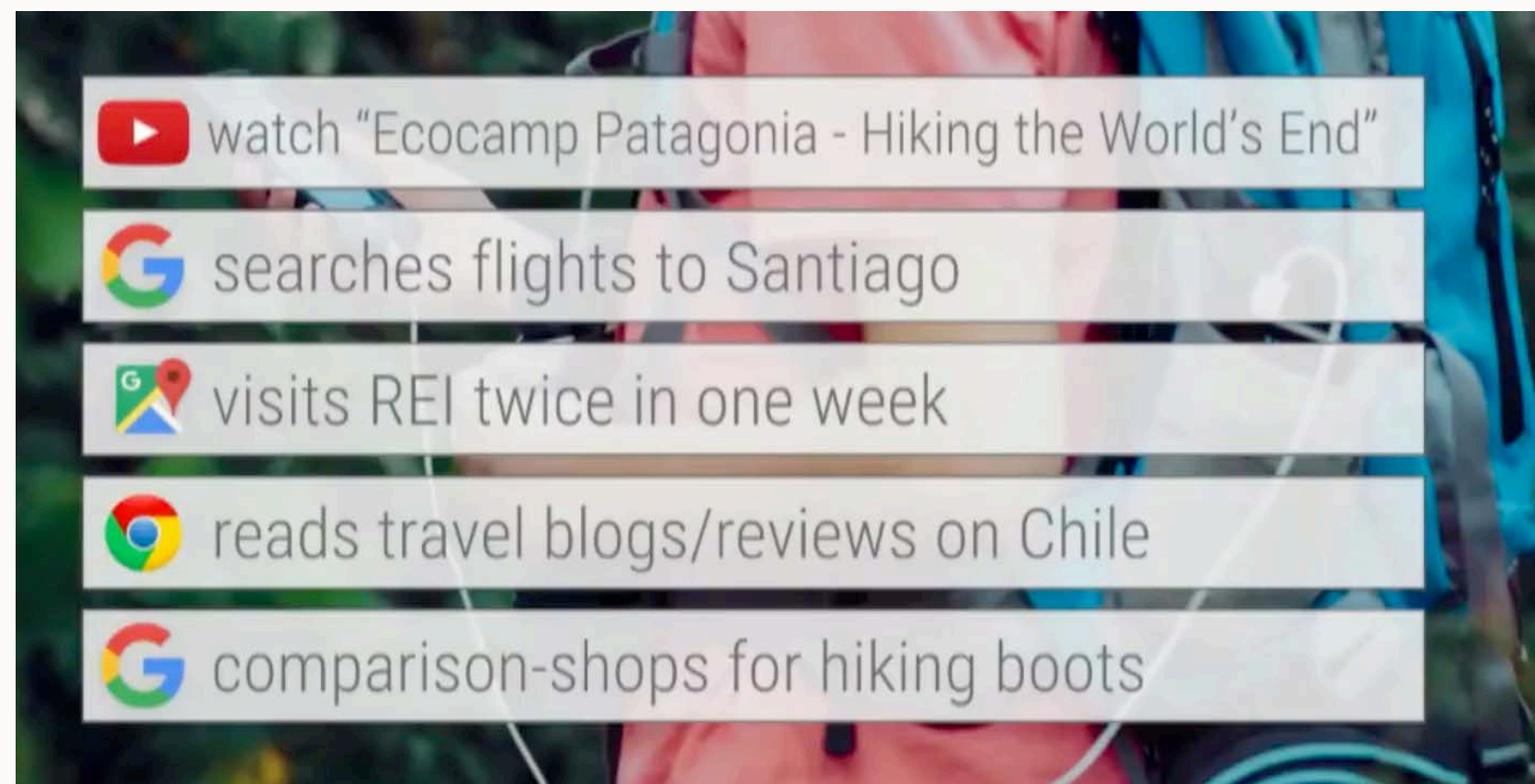
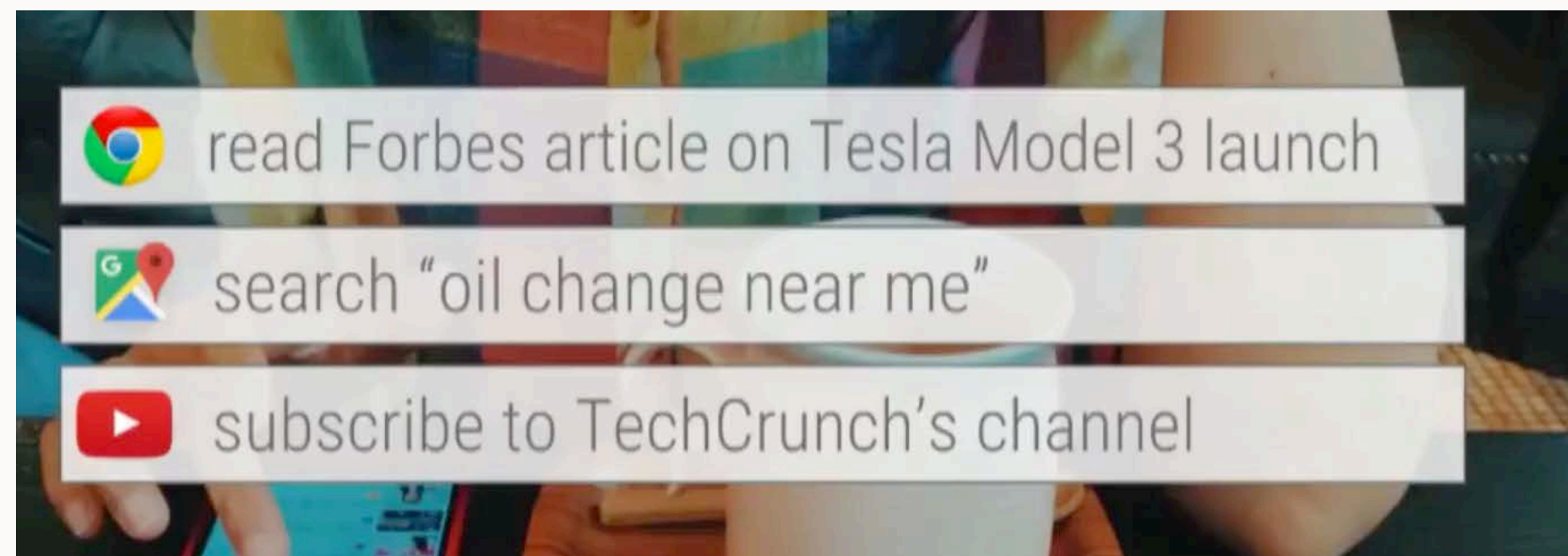
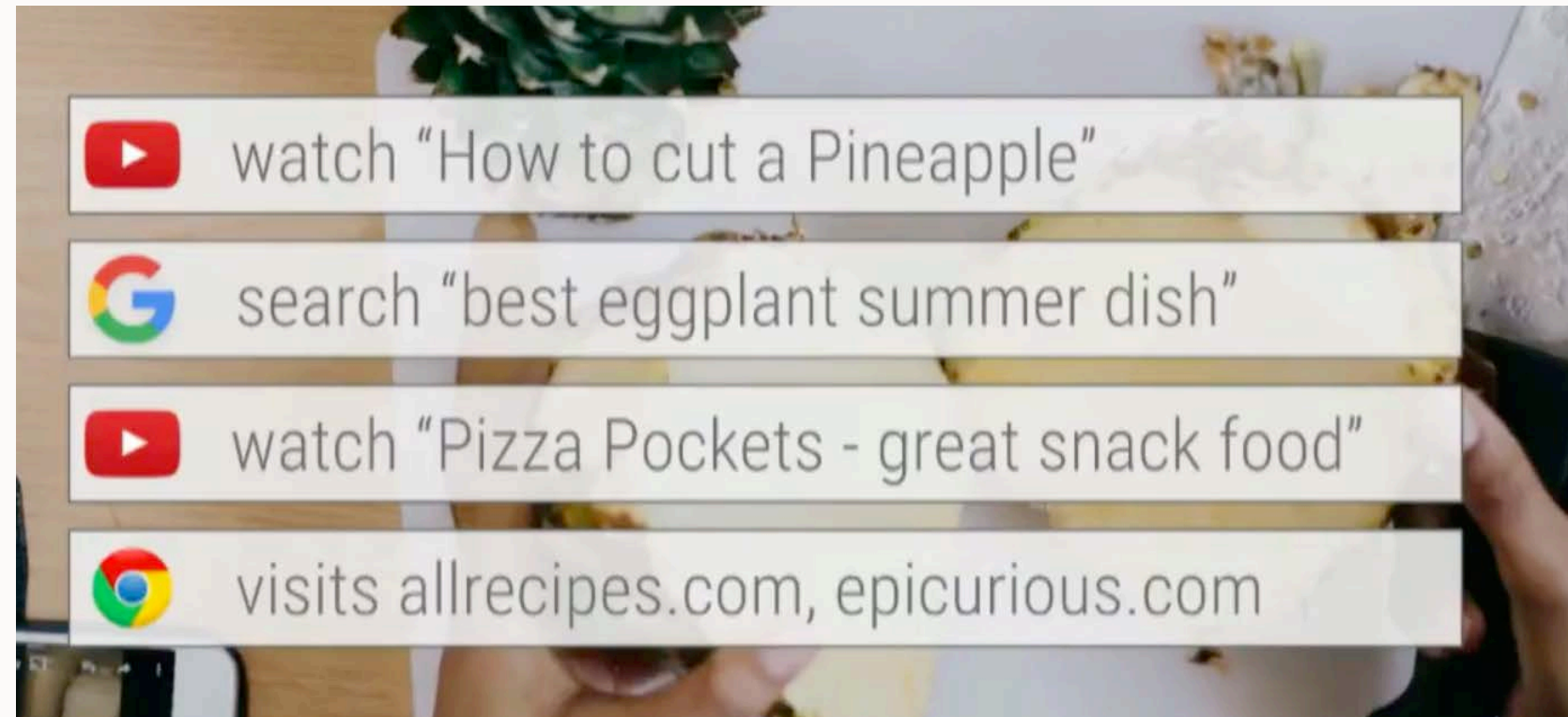
Mobile viewing has influenced how we digest information. Due to our culture's limited attention span, we must communicate more creatively in a shorter amount of time. This makes marketing strategies a lot more direct than before with a restructured "script".



## Product Ads

Cards for YouTube help increase consumer purchases by removing the friction between videos and ecommerce sites by integrating them.





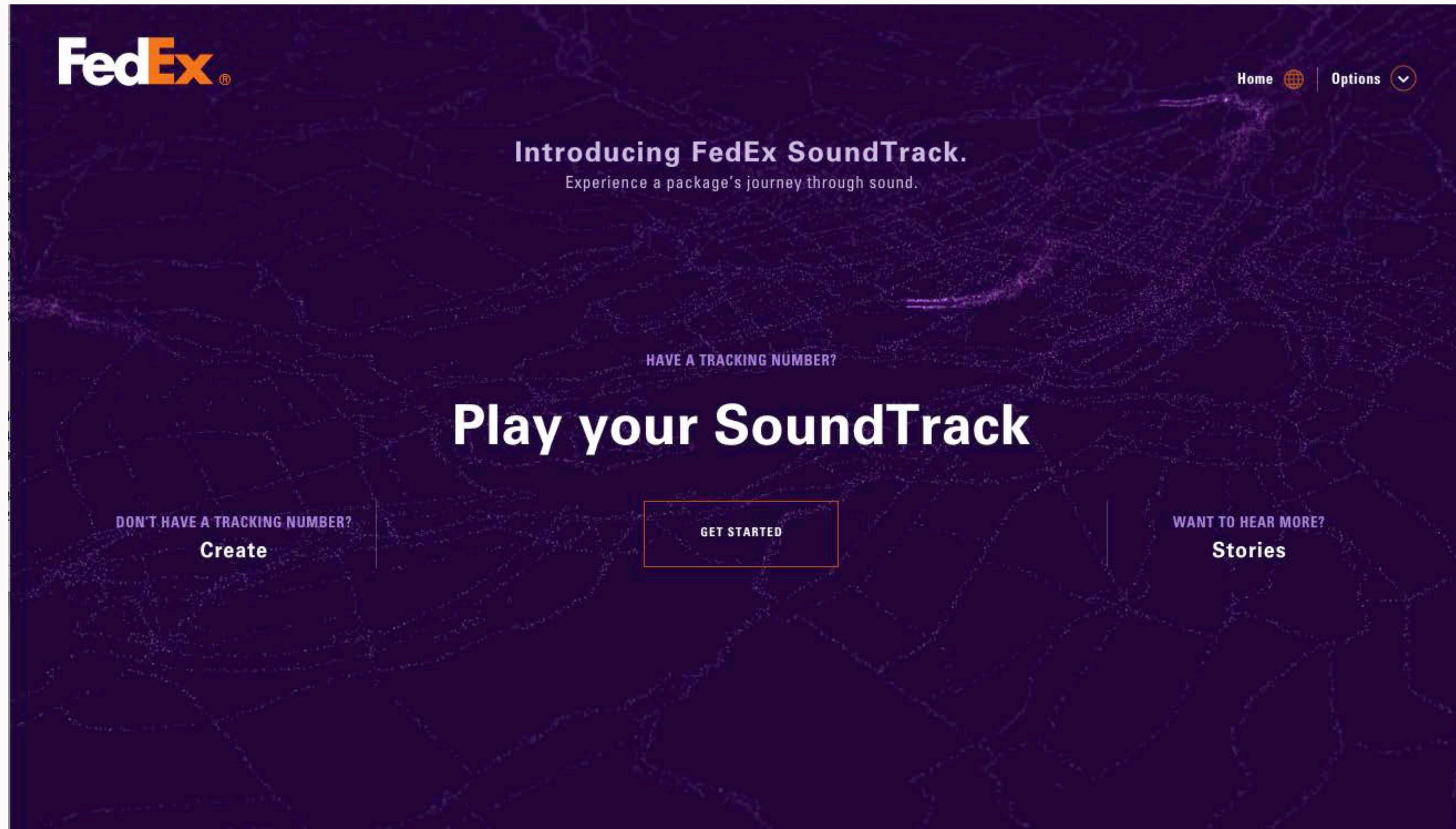
..... **SERIOUS INTEREST/PASSION**

..... **PASSIVE INTEREST ONLY**

..... **PURCHASE INTENT**

## Machine Learning (AI)

Marketing just with keywords is starting to phase out for more real-time specific targeting. Through machine learning, data is able to be analyzed automatically to discern between a consumer searching certain keywords with intent or with passive interest. Those with true intent are more likely to purchase when presented with the opportunity. Machine learning capitalizes on the present data.



## Landing Pages

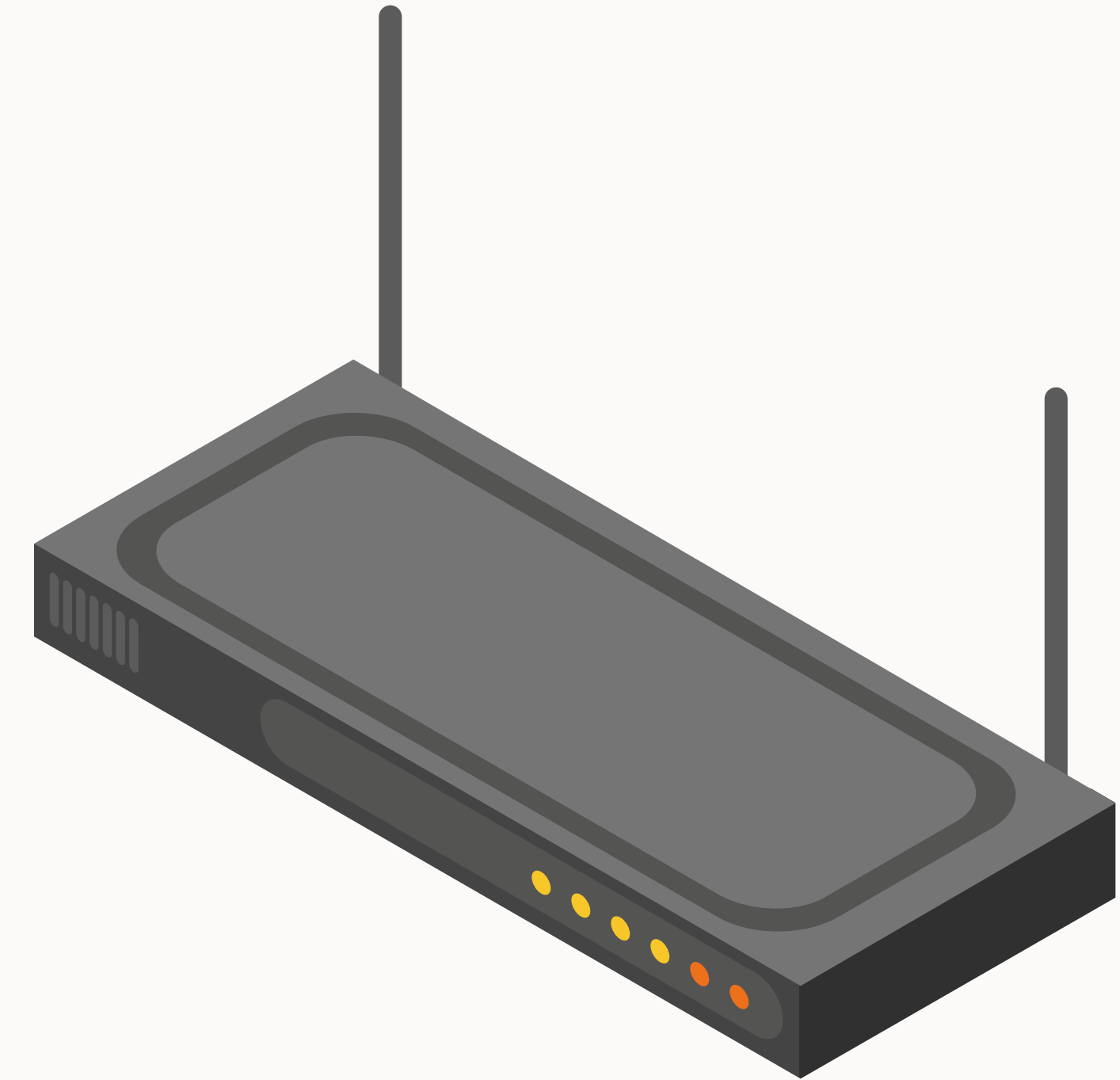
While landing pages are not entirely new, emerging technology has shaped the landing page to be more experience and brand centric than product-driven. It is important to note that website trends and landing page trends should be formally separated as the goals of each are very different.

# Emerging Technology

Interacting With The Digital Space

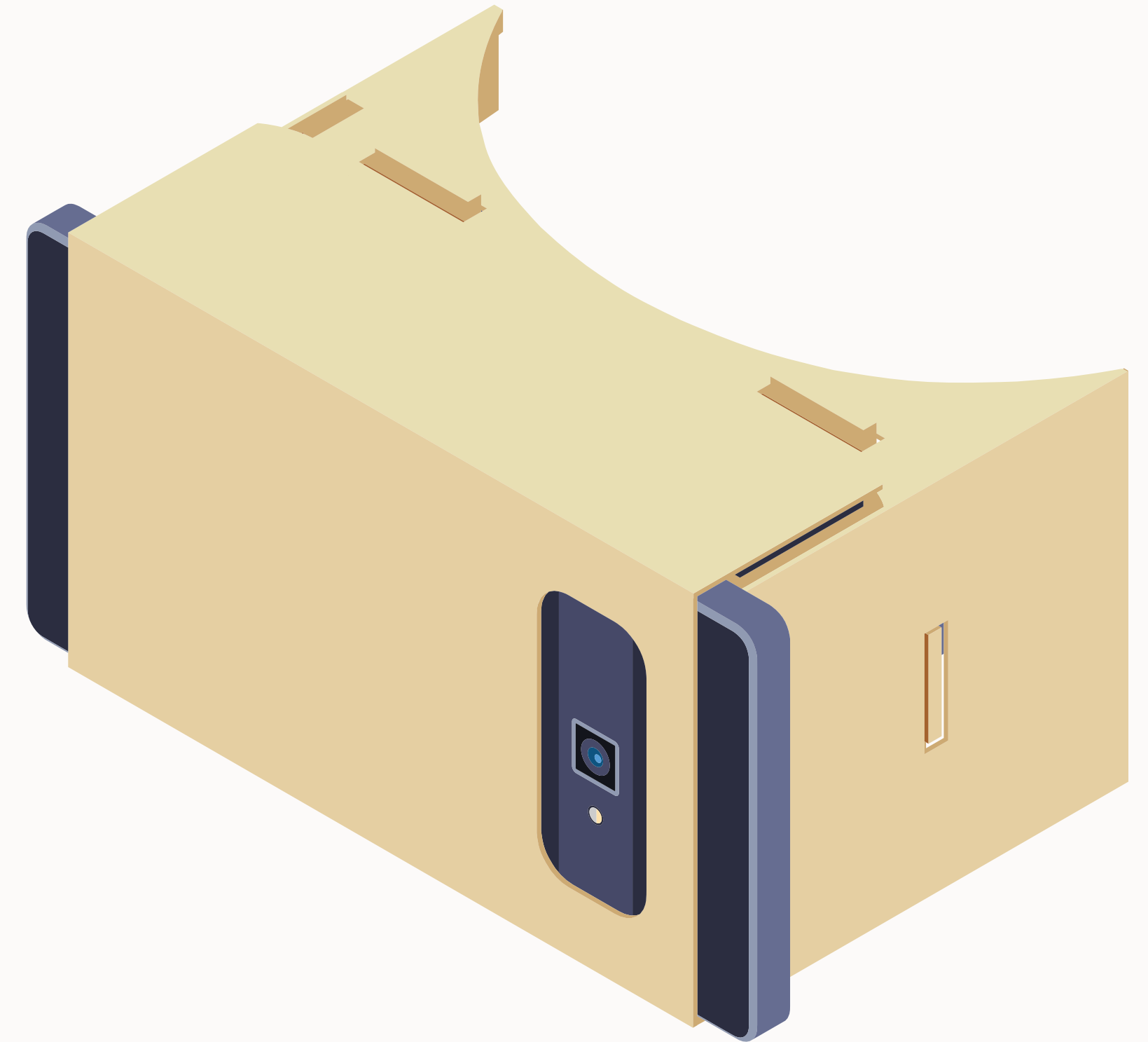
## Utilizing APIs to Provide Relevant Consumer Experience

Consumer experience has always been an important factor for effective brand building. Currently, our access to data is at an all time high. The idea of utilizing APIs to bridge the gap between data and the consumer in a relevant way is on the rise. An effective way to do this is through “triggers”. For example, a coffee shop could use weather as a trigger to recommend drinks for customers looking to consume accordingly.



## The Rise of AR/VR

Since PokemonGo, more people have taken notice on how to integrate and implement AR (and APIs) into their brand experiences. There has been aggressive growth in developing more and more product experiences that feature AR/VR. Brands should explore this space through partnerships (think product placements) or through location based integration to bridge context of the brand to the consumer being reached.





# **Making Good Ideas Remarkable**

