DESIGN TRENDS 2016

LET'S TAKE A LOOK AT WHAT WE CAN EXPECT IN 2016.

Design principles are timeless, but the past few years have been amazing for great design. More organizations are beginning to value design as a competitive advantage. A cohesive design strategy moves beyond just the web and print, as it expands to mobile and other platforms. The best design trends will continue, but we'll also start to see more innovate new ideas appear.

CONTINUING TRENDS

1 The Rise of Flat
Material Design

Flat design has been with us for a few years now, but it is continuously evolving towards its ideal form. The continued expansion of devices and screen sizes means that the principle of flat design is not going away anytime soon. It may look a bit different every year, but the core reason of its existence will persist.

bohrmaecher.dk/en/

NEW TIMER VALVE RANGE
acme-world.com

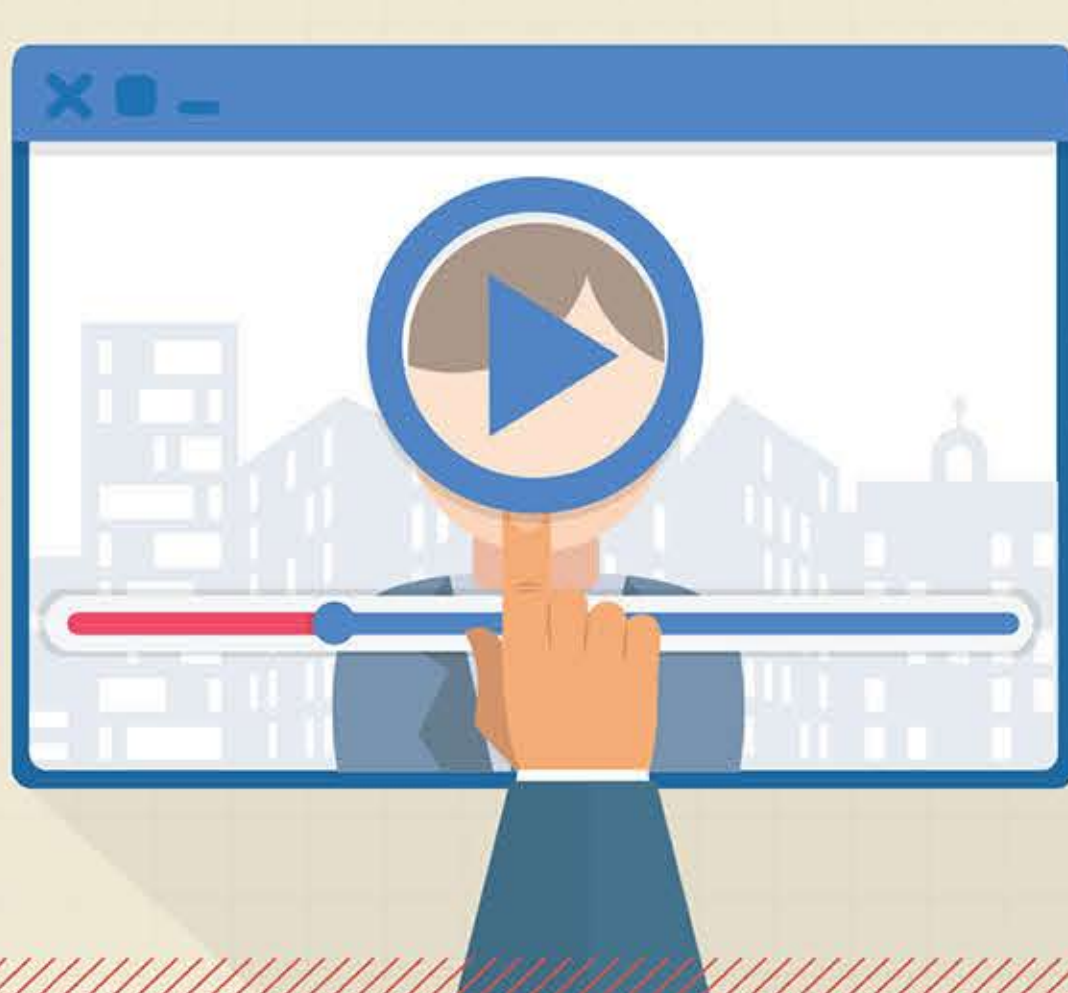### 2 Background +
Fullscreen Videos

The perfect background video automatically elevates the perceived quality of a website. As internet speeds increase across the world and designers learn how to best use video to support and not distract from the content, we can expect to see video continue to play an important role in designs.

myprovence.fr/snapshots2012/en

fernando.is/all-about/

3 Mobile Apps &
Social Sites will Dominate

Mobile apps are not going away, and designers are getting better at designing them. Mobile device use is increasing and expanding to other types of platforms such as the Apple Watch and smart TV devices. The social element is tightly integrated with these apps and will continue its important role.
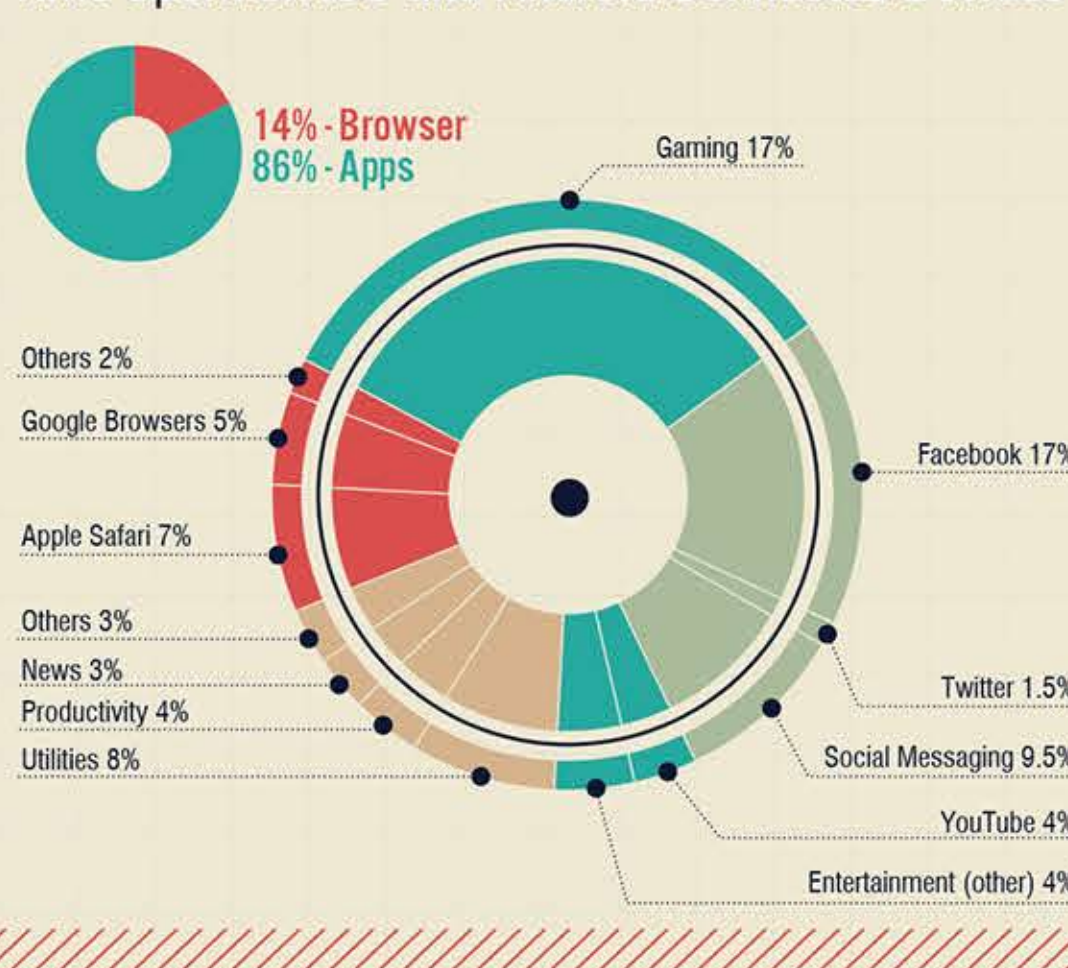
landerapp.com

smartypins.withgoogle.com

Time Spent on iOS and Android Connected Devices

14% - Browser
86% - Apps

Gaming 17%
Others 2%
Google Browsers 5%
Apple Safari 7%
Others 3%
News 3%
Productivity 4%
Utilities 8%
Facebook 17%
Twitter 1.5%
Social Messaging 9.5%
YouTube 4%
Entertainment (other) 4%

4 Responsive Design
with Better Performance

The life of a designer becomes more complicated as users move increasingly to multiple devices. Responsive design is the answer when designing for the web. Responsive has already become the standard, but it will continue to infiltrate across the web as old websites are redesigned.

DIGITAL Traditionalists
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**ALL PLATFORMS
ANY DIRECTION
FAST SPEEDS**

NEW TREND PREDICTIONS

5 Correct Typography
Fit the Theme

The availability of typefaces continues to expand, making choosing the right font harder for designers. As designers are improving all aspects of their designs, including typography, we'll see adhering to sound typographical principles become even more important.

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TYPE

6 Increased Minimalism
Stripping it back

Hand in hand with responsive design and flat design is increased minimalism. As the web becomes more complicated, minimalism is much more attractive. As the influence of user experience and conversion rate experts increases as well, we'll see more data supporting stripping back designs becomes essentials.

uva.co.uk

MAKE GOOD THI
mekgoods.com

7 Storytelling
Designing Personality

The content deluge means that many web users are getting "content blindness" as they did with "ad blindness". Only the best content and design will stand out. As old as humankind itself, engaging and emotional stories that utilize great design and content formats will stand out in 2016 and beyond.

myalbum.com

mesmersociete.com

8 Card Based
Interface design

Card-based interfaces are on the rise. Pinterest and Microsoft put them on the map, but many other designers are beginning to see the appeal more and more. Cards better way to present lots of information to the user, and are a good replacement for older elements such as sliders.

dribbble.com

pinterest.com

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CONTACTS
ADDRESSES
BUSINESS PROPOSAL
RESOURCES
MEETING TIMES
CLOCK AND ALARM
CALCENDAR
PRESENTATIONS
FAVORITES
CALENDAR

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