

8 of The Top Web Design Trends of 2015

You can find slides of today's presentation at:

8 of The Top Web Design Trends of 2015

1. Responsive Design
2. Modular Design
3. Flat Design
4. Material Design
5. Large Backgrounds
6. Ghost Buttons
7. Big & Bold Typography
8. Microinteractions

The Reason for These Trends?



The Reason for These Trends?

- MOBILE DEVICES -

The Reason for These Trends?

- **MOBILE DEVICES** -



One out of 3

The Reason for These Trends?

- MOBILE DEVICES -



One out of 3



Google ranking

The Reason for These Trends?

- MOBILE DEVICES -



One out of 3



Google ranking



The #1 reason: **Mobile Friendliness**

Google's definition of a mobile-friendly site:

Google's definition of a mobile-friendly site:



I. Supportive software

Google's definition of a mobile-friendly site:



1. Supportive software



2. Legible text

Google's definition of a mobile-friendly site:



1. Supportive software







2. Legible text



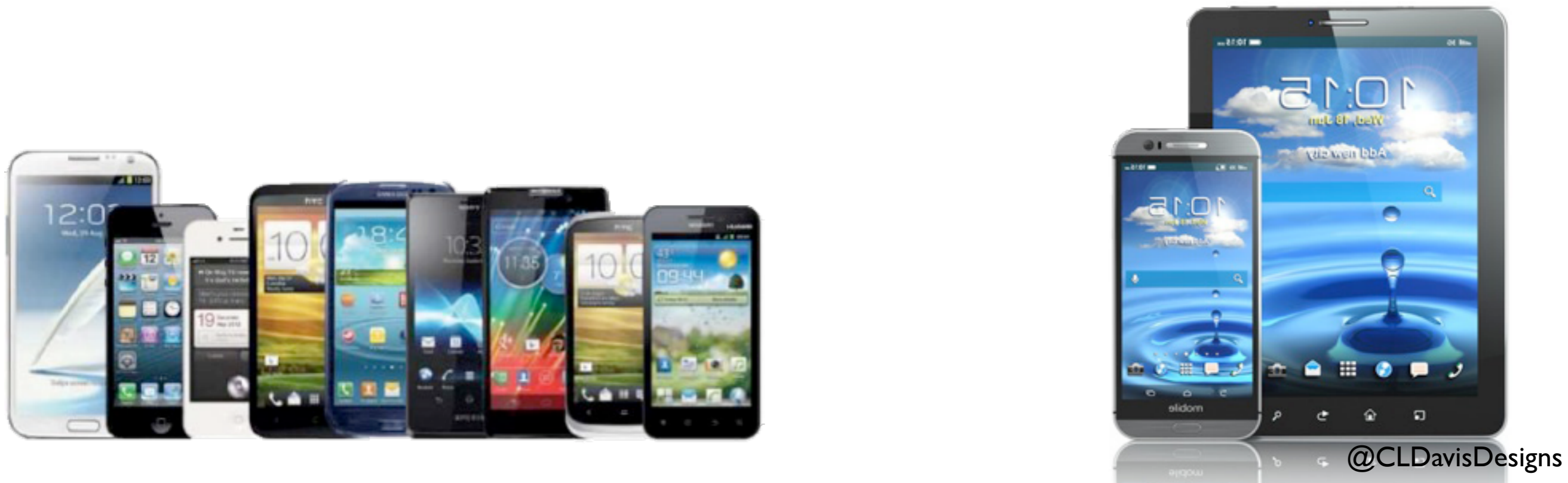
3. Fits width of screen

Google's definition of a mobile-friendly site:

-  1. Supportive software
-  2. Legible text
-  3. Fits width of screen
-  4. Size and spacing of links

Therefore we now have Website design trends that:

-  Concentrates on the user experience.

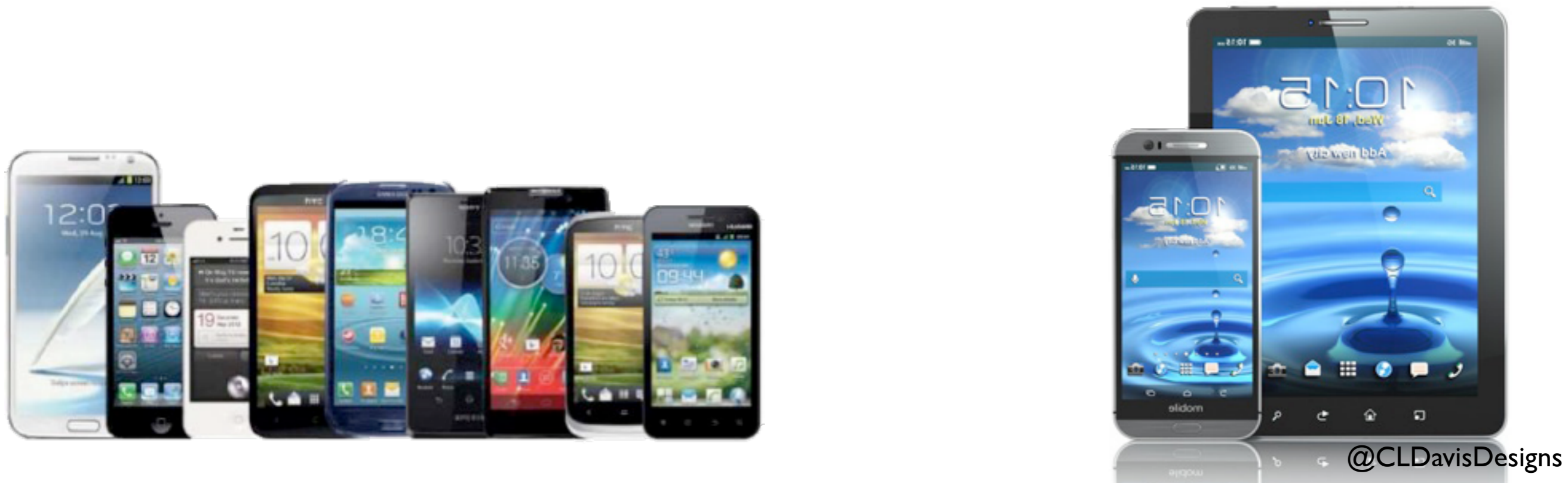


@CLDavisDesigns

Therefore we now have Website design trends that:

 Concentrates on the user experience.

 **Friendly**, **Fun** and **Engaging**
on all types of devices.



1. Responsive Design

Sometimes referred to as RWD.



1. Responsive Design

Sometimes referred to as RWD.



Automatically re-sizes itself



1. Responsive Design

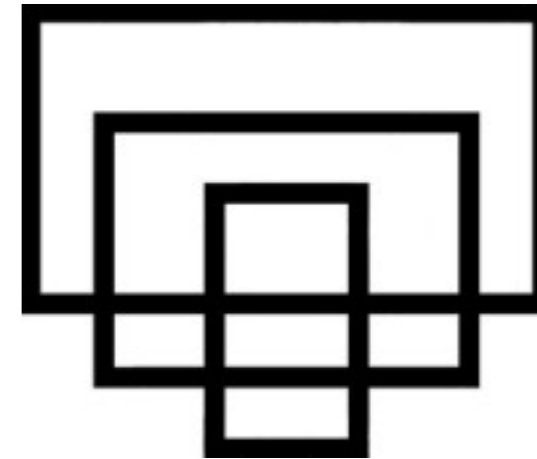
Sometimes referred to as RWD.



Automatically re-sizes itself



Adapts to various screen sizes



1. Responsive Design

Sometimes referred to as RWD.



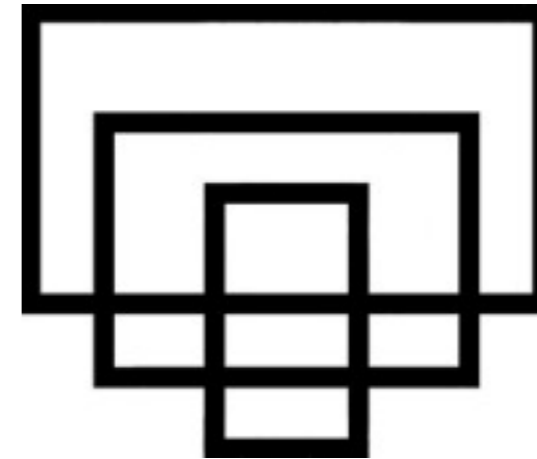
Automatically re-sizes itself



Adapts to various screen sizes



HAS BECOME AN INDUSTRY STANDARD!



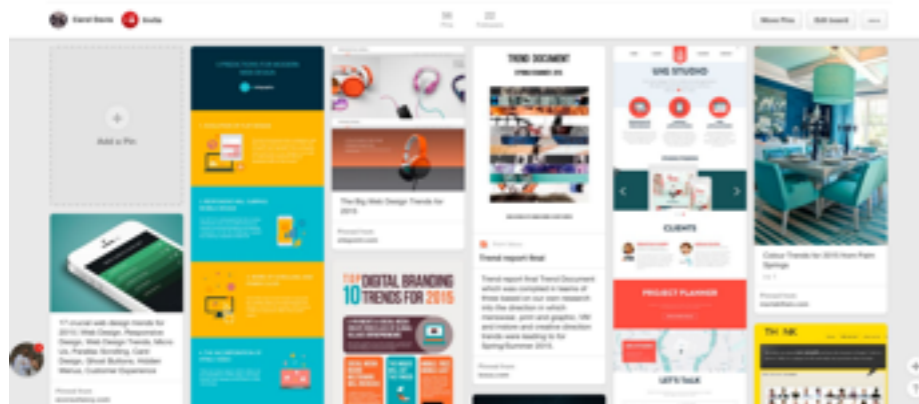
2. Modular Design

AKA: Grid Based Design & Card/Tile Design

2. Modular Design

AKA: Grid Based Design & Card/Tile Design

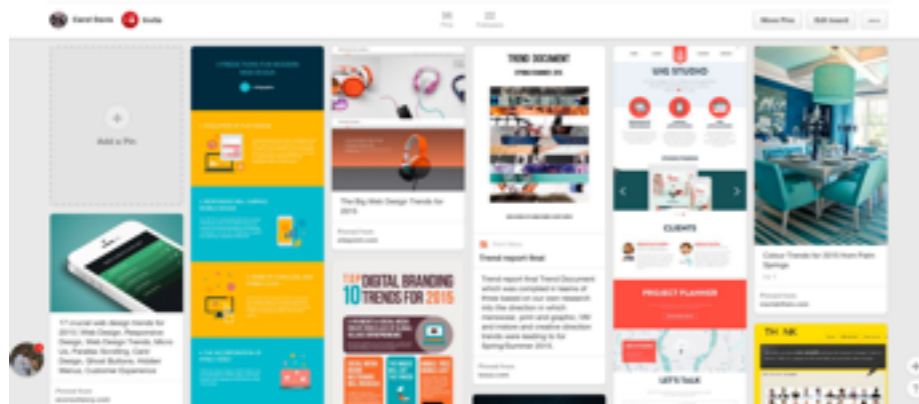
Pinterest



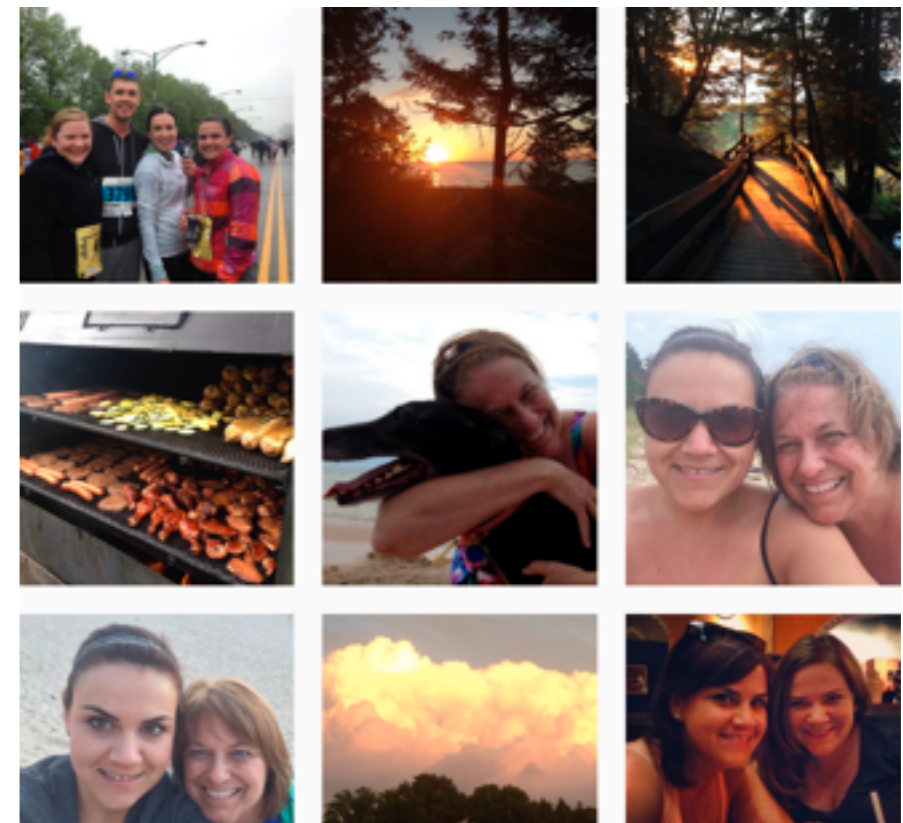
2. Modular Design

AKA: Grid Based Design & Card/Tile Design

Pinterest



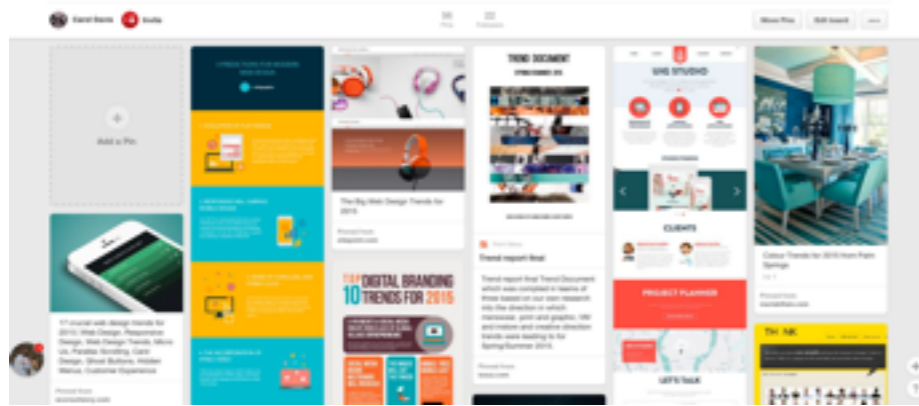
Instagram



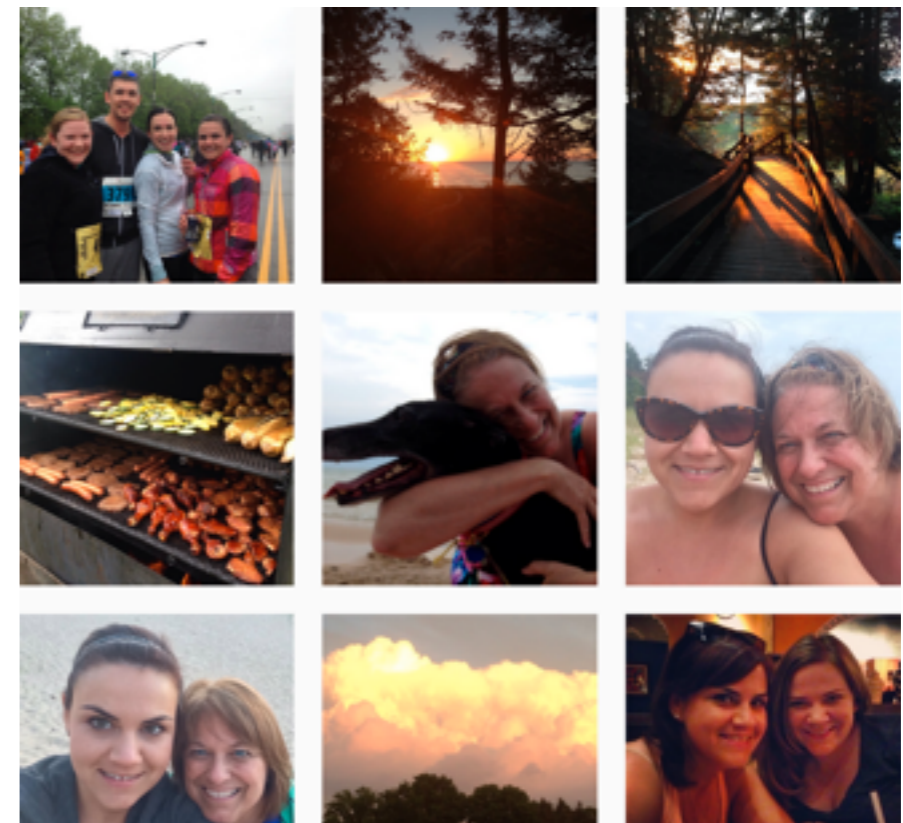
2. Modular Design

AKA: Grid Based Design & Card/Tile Design

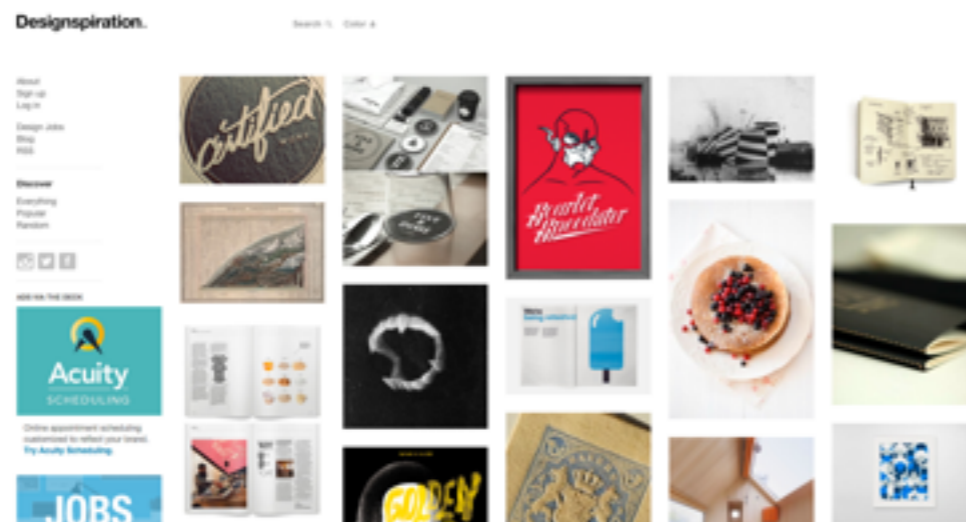
Pinterest



Instagram



Designspirtation



2. Modular Design



Each block, card or tile has it's own behavior



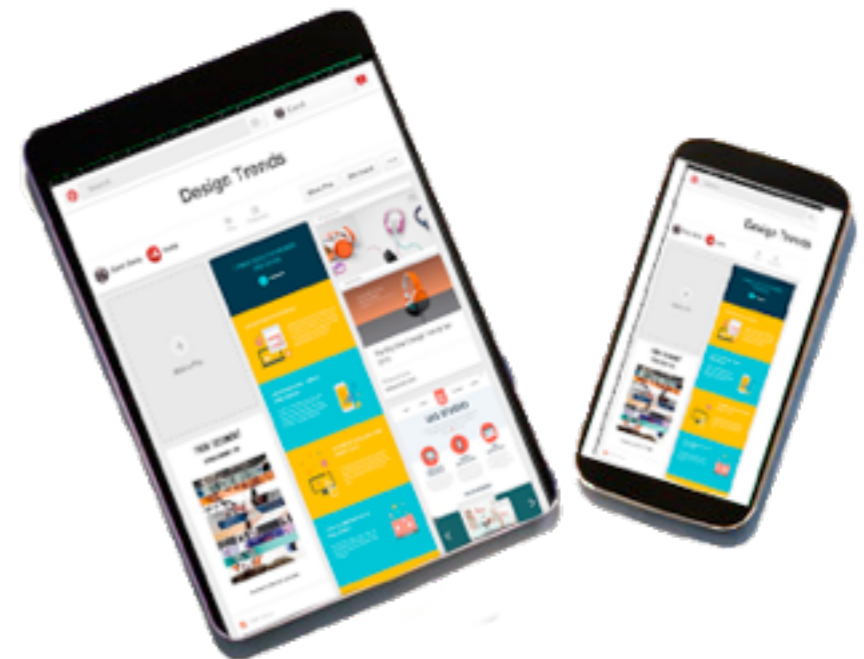
2. Modular Design



Each block, card or tile has it's own behavior



Great for Mobile Devices



3. Flat Design



3. Flat Design



Flat design is a style of interface design without any stylistic elements that give the illusion of three dimensions and is focused on a minimalist use of simple elements, typography and flat colors.



3. Flat Design






Flat design is a style of interface design without any stylistic elements that give the illusion of three dimensions and is focused on a minimalist use of simple elements, typography and flat colors.



Forces the focus to be on the user experience.

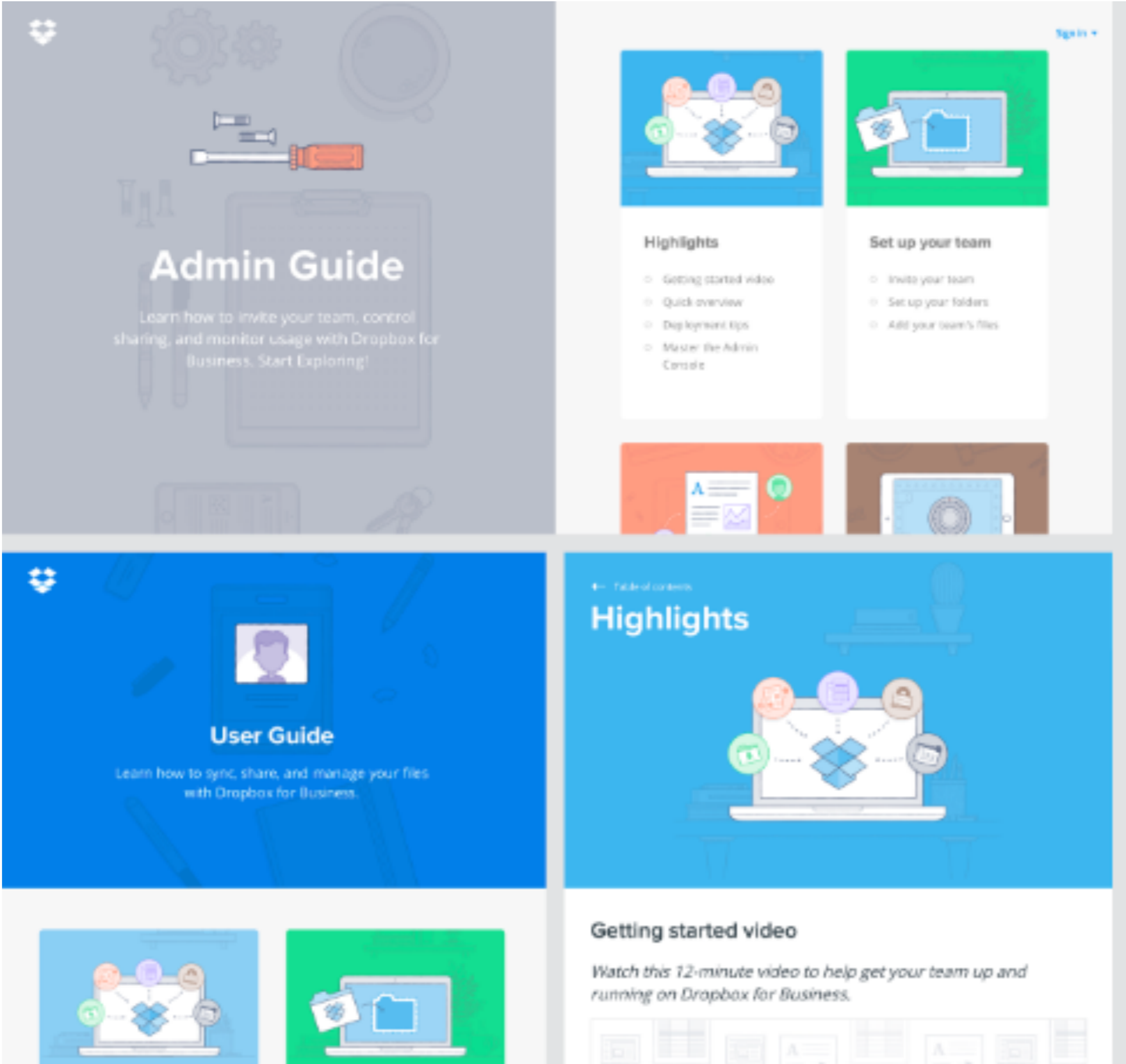


3. Flat Design

-  Flat design is a style of interface design without any stylistic elements that give the illusion of three dimensions and is focused on a minimalist use of simple elements, typography and flat colors.
-  Forces the focus to be on the user experience.
-  User-friendly = Higher Google rankings

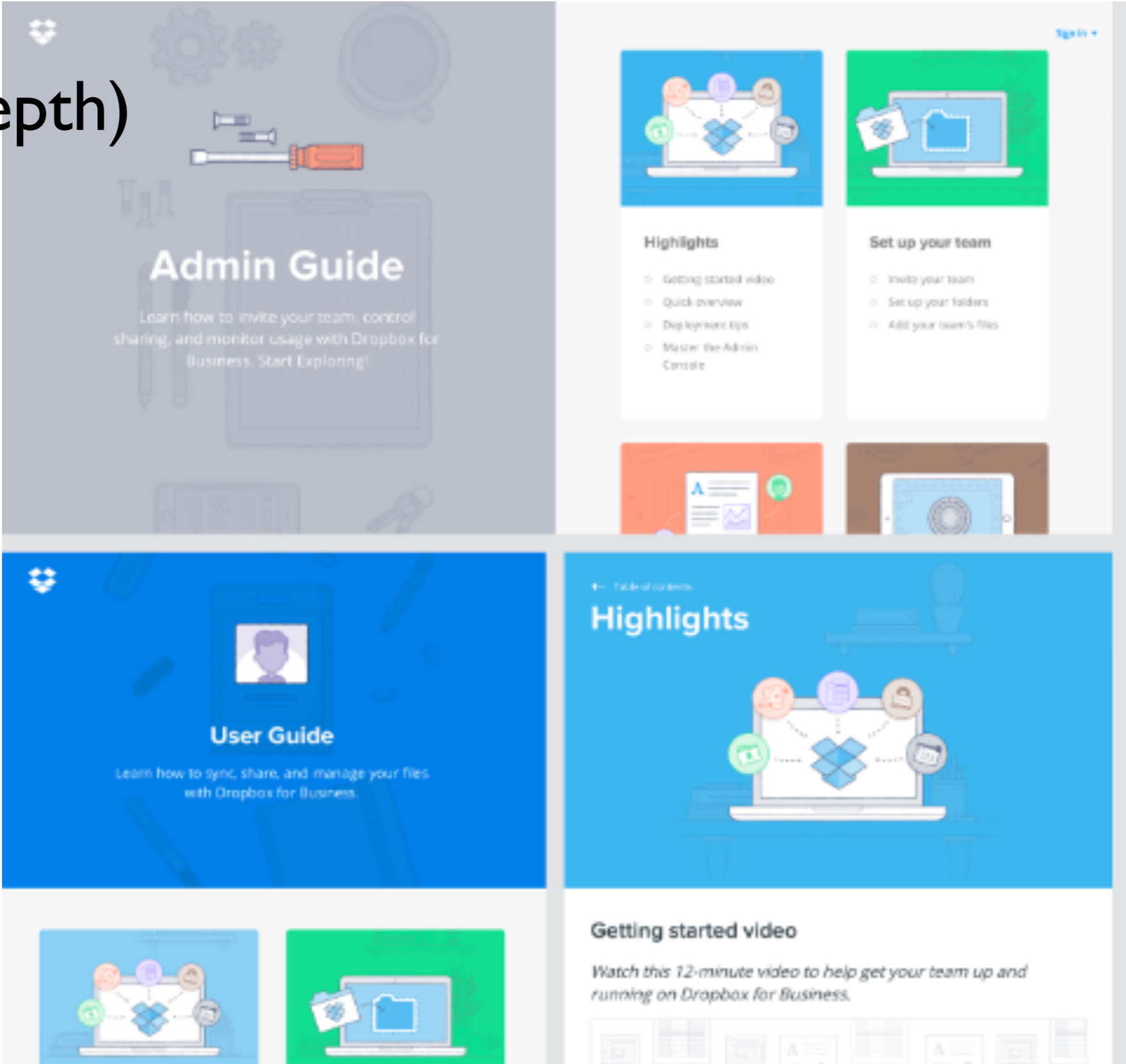


Flat Design Example 1



Flat Design Example 1

(No Depth)



Flat Design Example 1

(No Depth)



(Lots of White Space)

Flat Design Example 1

(No Depth)

(Minimalistic)

(Lots of White Space)



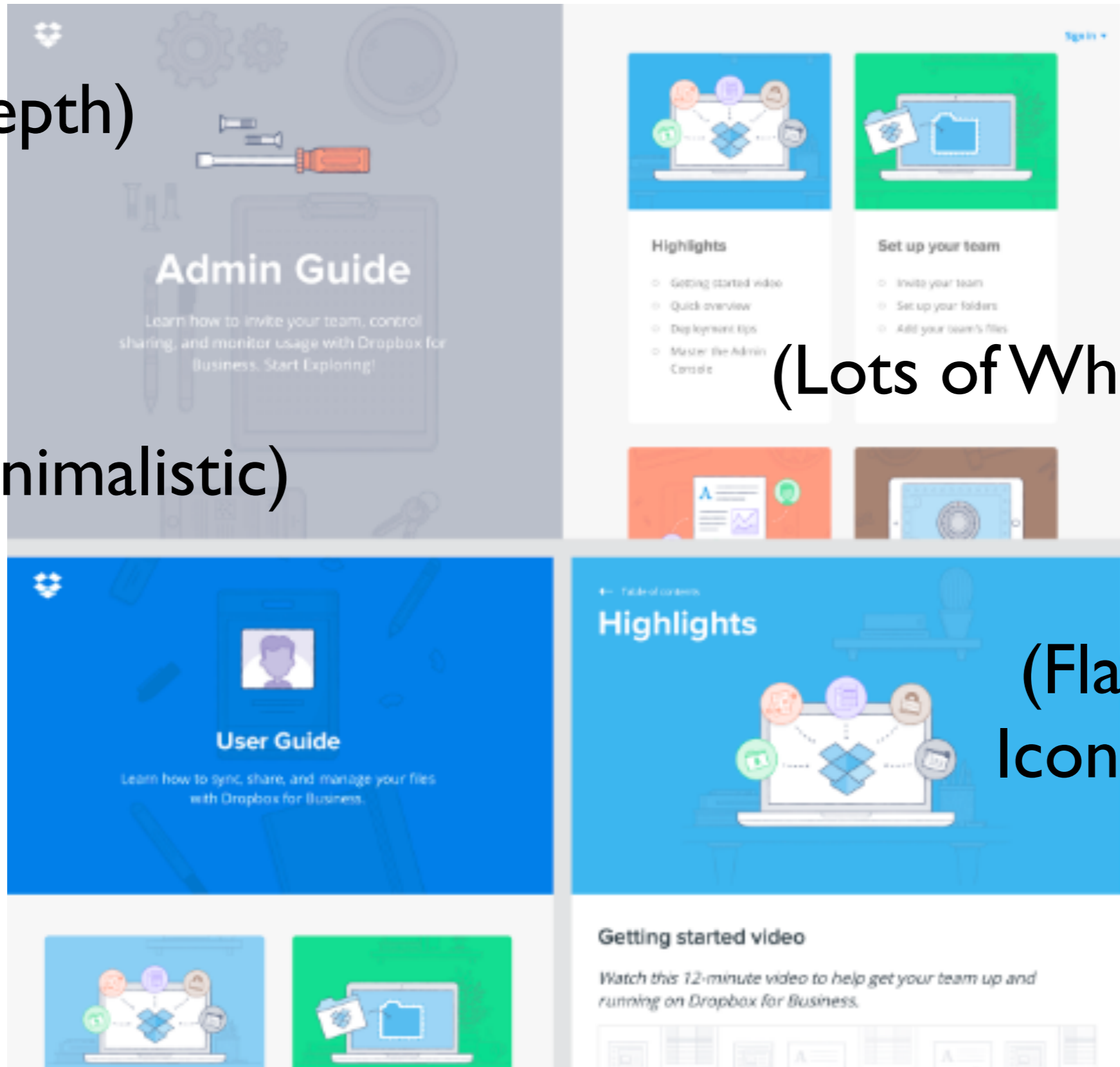
Flat Design Example 1

(No Depth)

(Minimalistic)

(Lots of White Space)

(Flat Icons)



Flat Design Example 1

(No Depth)

(Minimalistic)

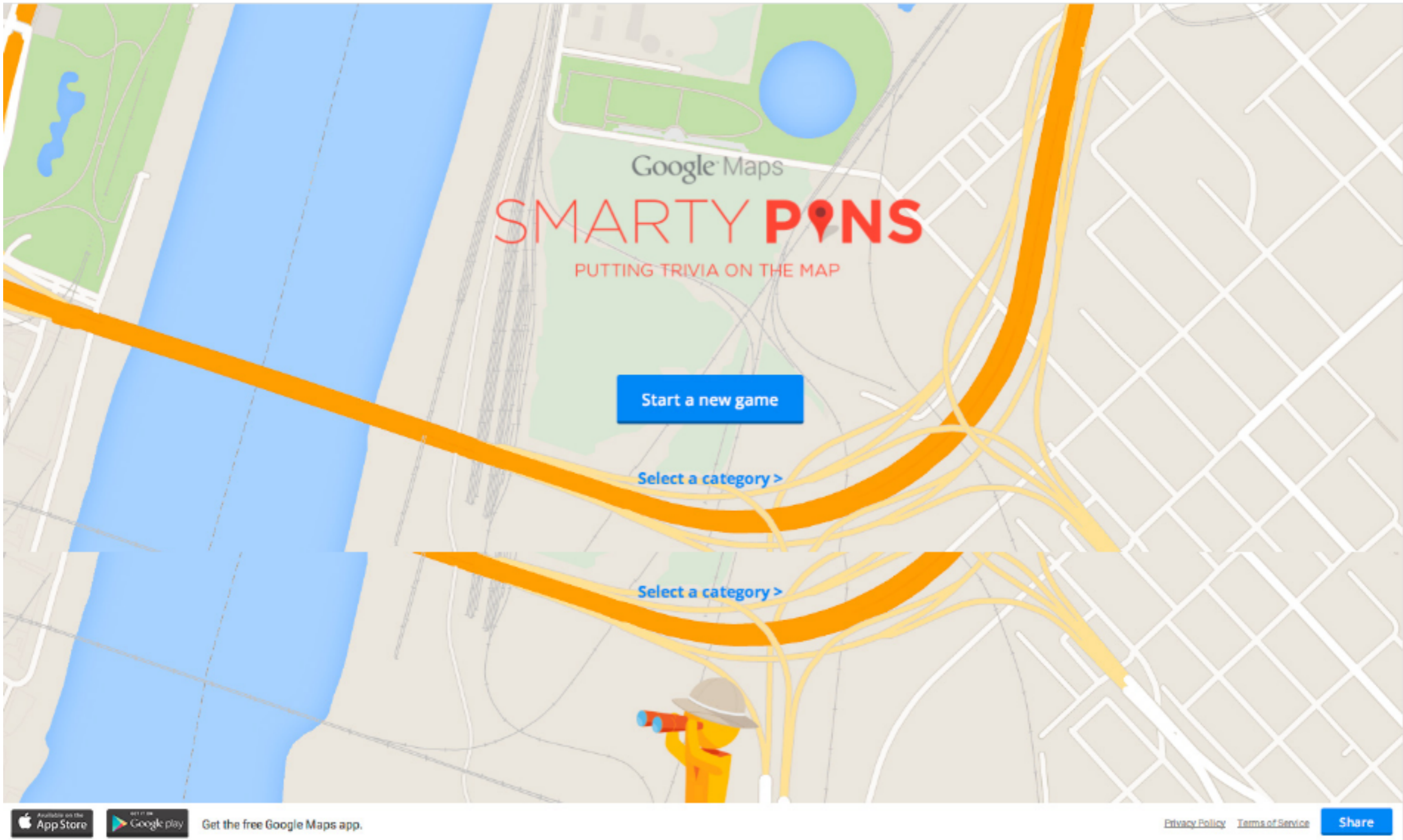
(No Gradients)



(Lots of White Space)

(Flat Icons)

Flat Design Example 2



4. Material Design


Google's Almost Flat Design



"Mostly flat design that uses very subtle gradients, layering, and animation to retain a sense of the tangible world... while still achieving all the advantages of flat design."

4. Material Design

Google's Almost Flat Design

 "Mostly flat design that uses very subtle gradients, layering, and animation to retain a sense of the tangible world... while still achieving all the advantages of flat design."

 Material Design generally adheres to the principles of flat design.



Surface & Shadow

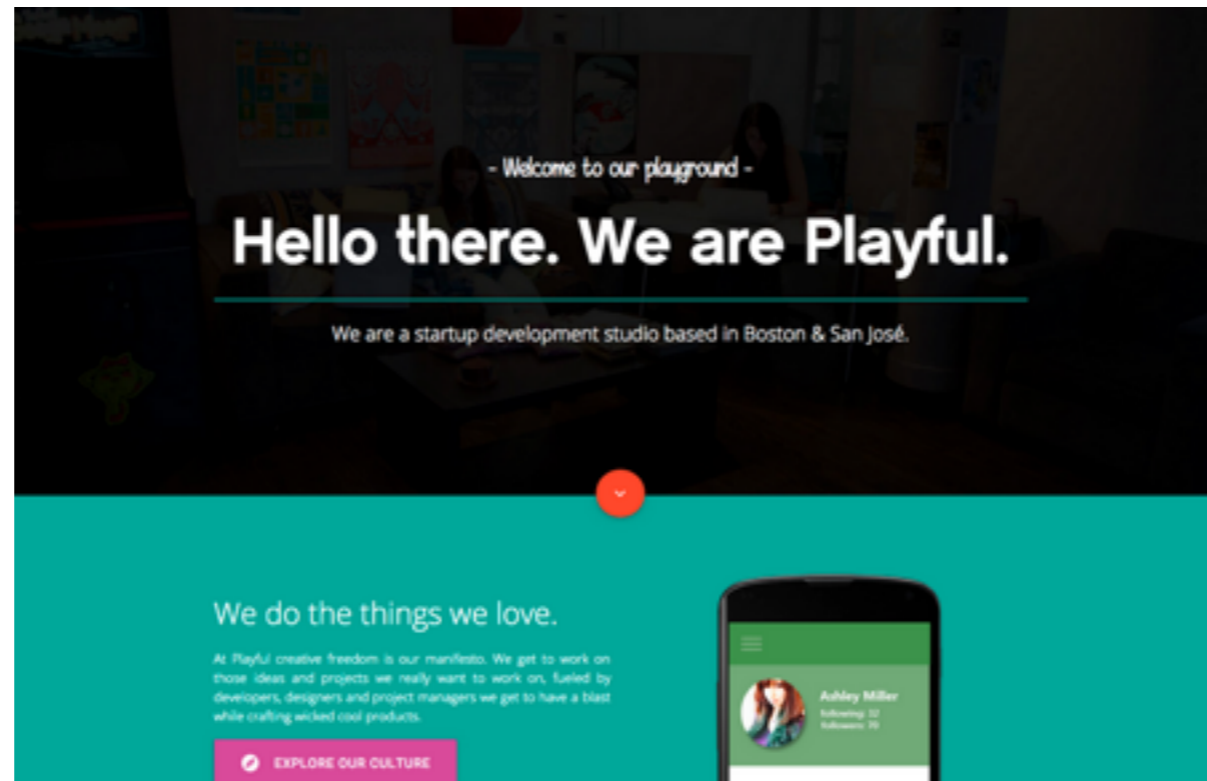


Content is front &
Center



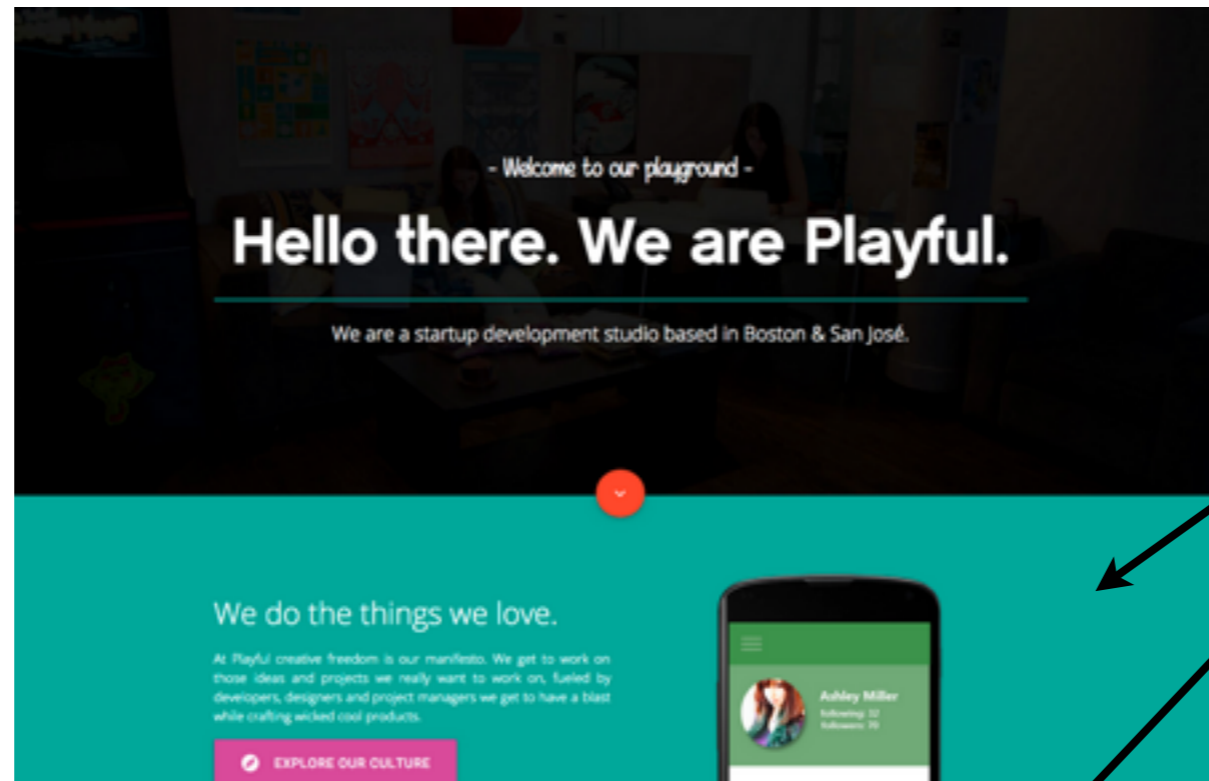
Motion is Meaningful

Material Design Example 1



@CLDavisDesigns

Material Design Example 1

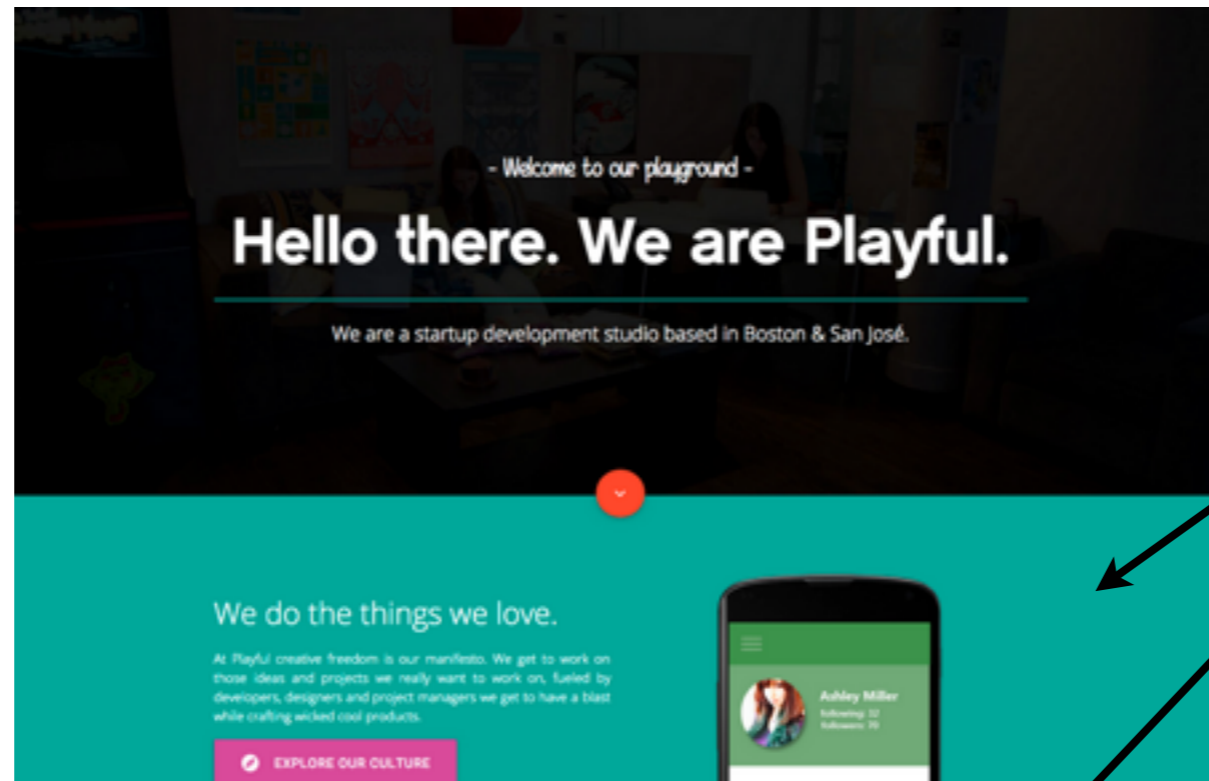


(bold colors)



@CLDavisDesigns

Material Design Example 1



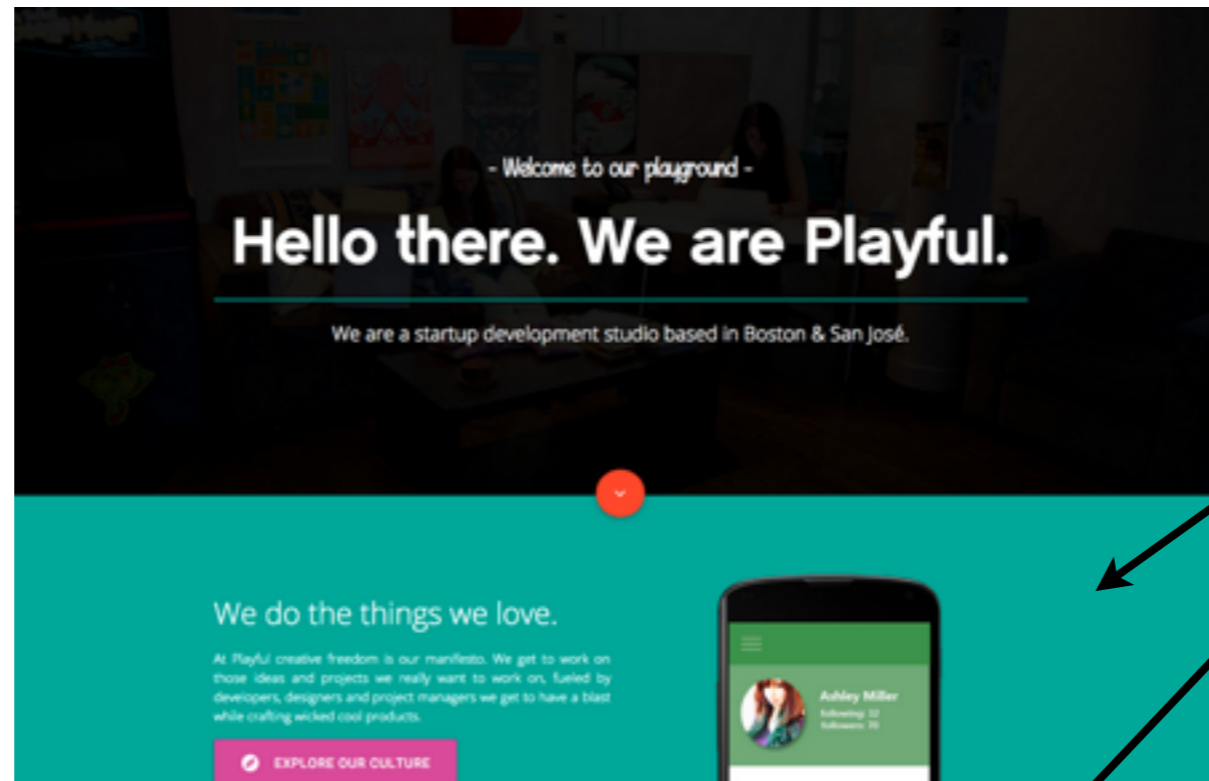
(bold colors)

(flat buttons)



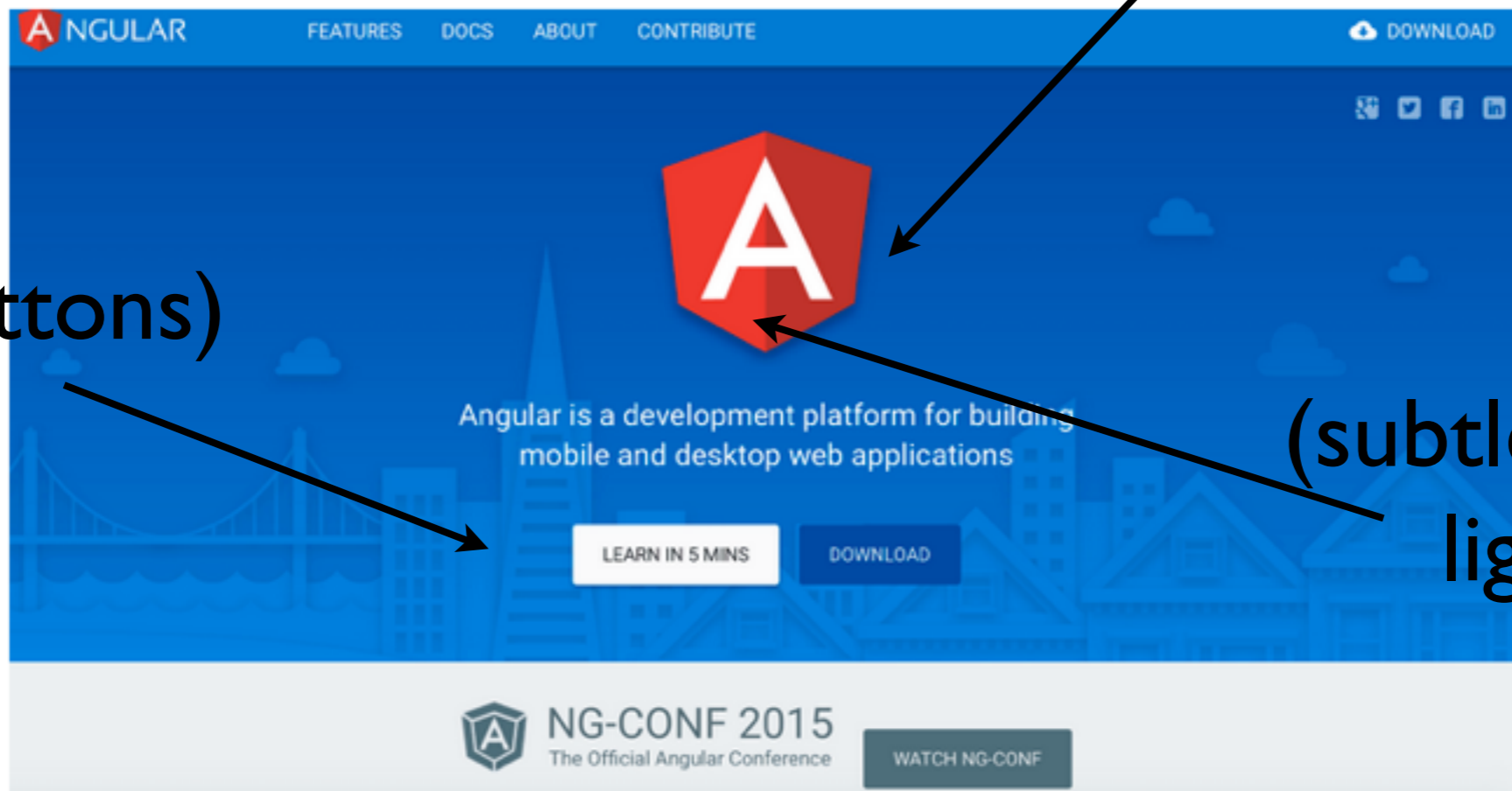
@CLDavisDesigns

Material Design Example 1



(bold colors)

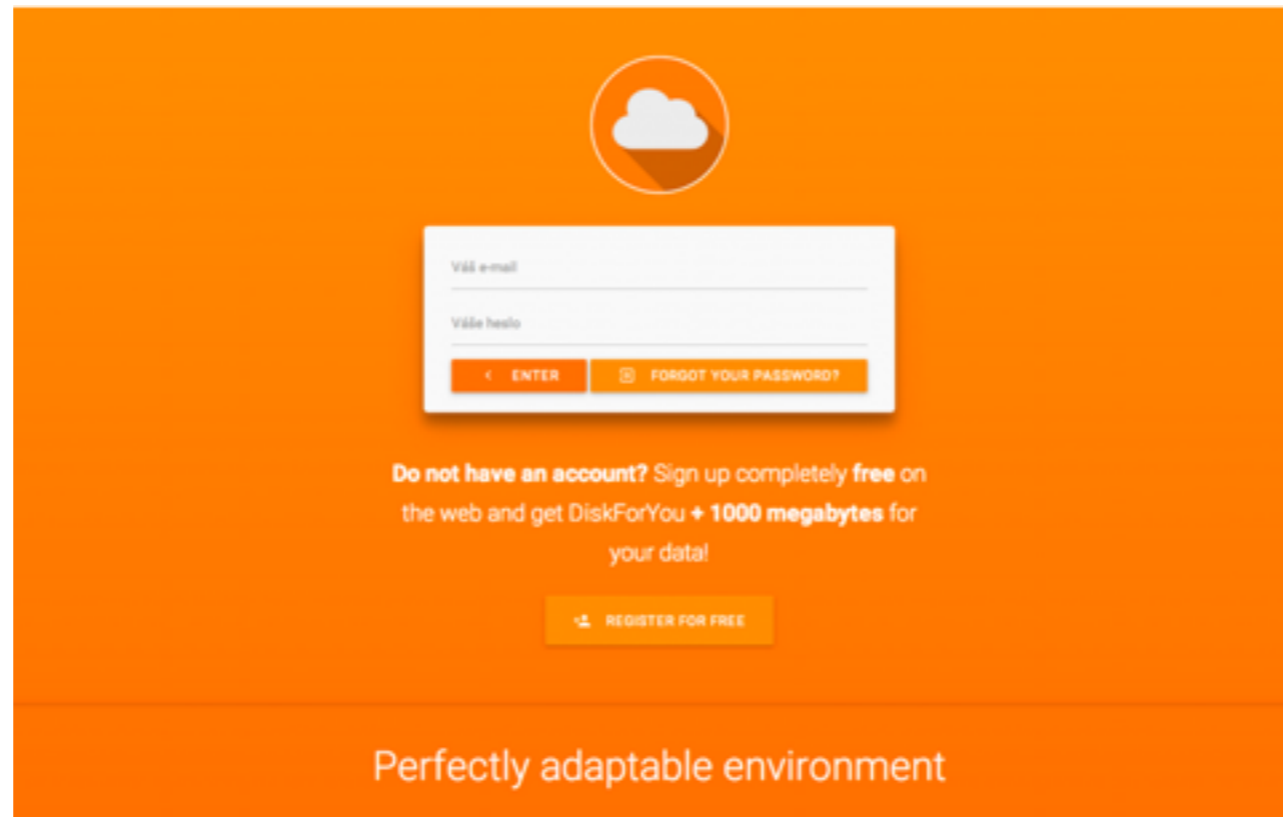
(flat buttons)



(subtle shadows, lighting,)

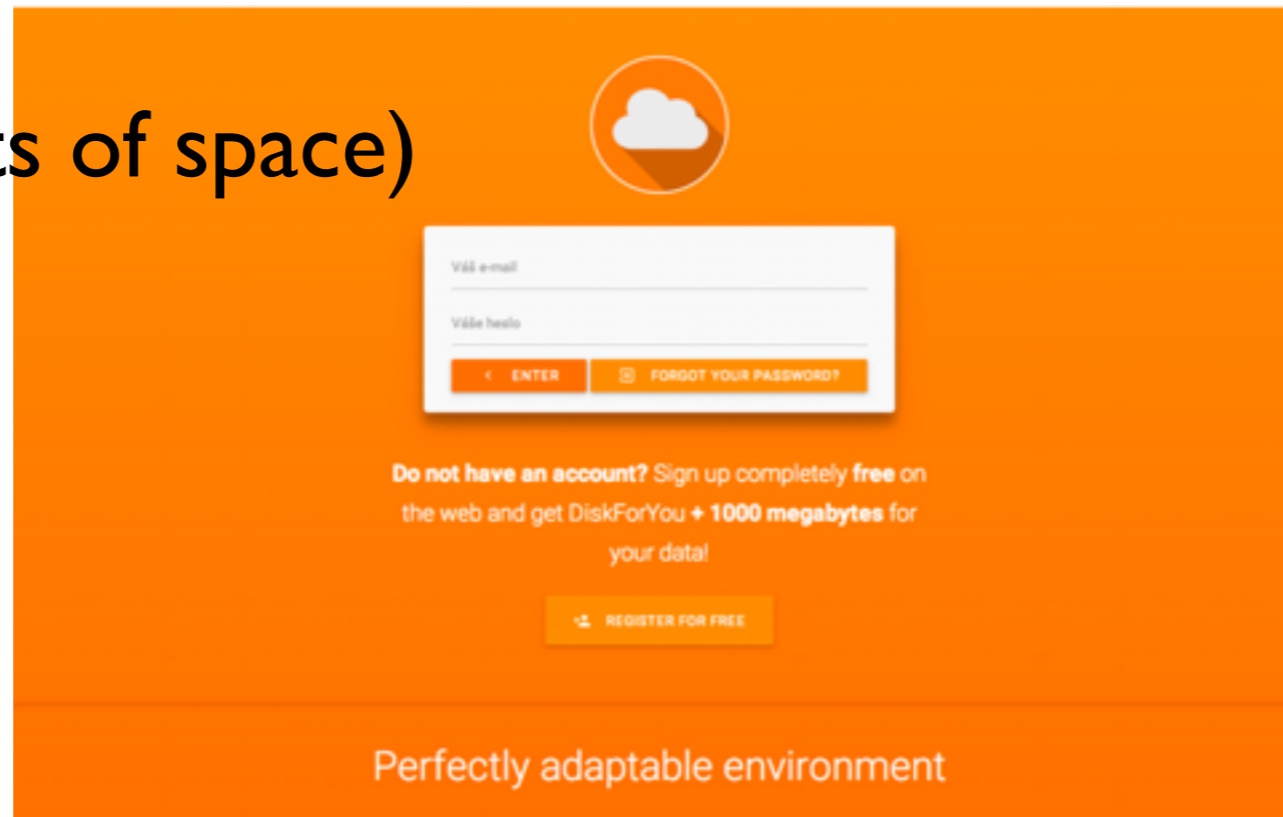
@CLDavisDesigns

Material Design Example 2



Material Design Example 2

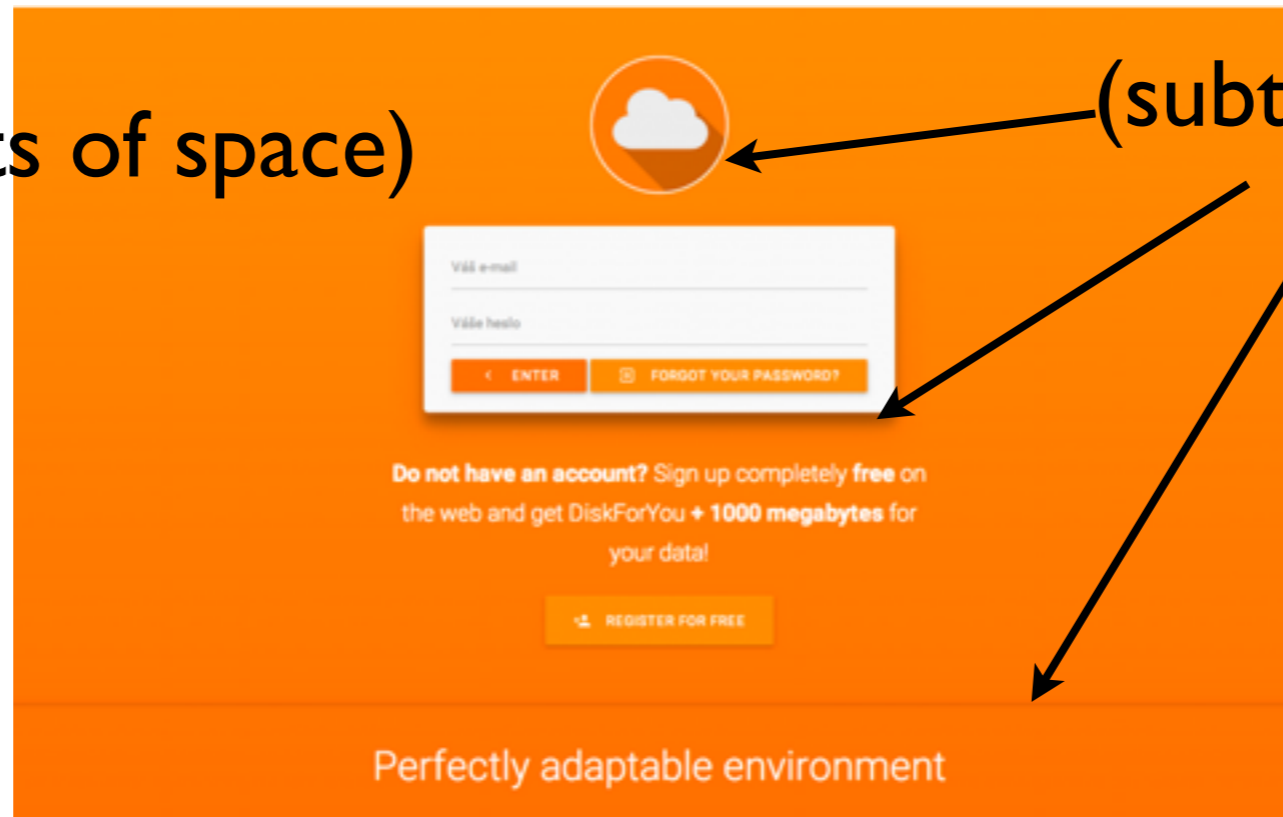
(clean - lots of space)



Material Design Example 2

(clean - lots of space)

(subtle shadowing)



@CLDavisDesigns

Material Design Example 2

(clean - lots of space)

(subtle shadowing)

(bold color)



@CLDavisDesigns

Material Design Example 2

(clean - lots of space)

(subtle shadowing)

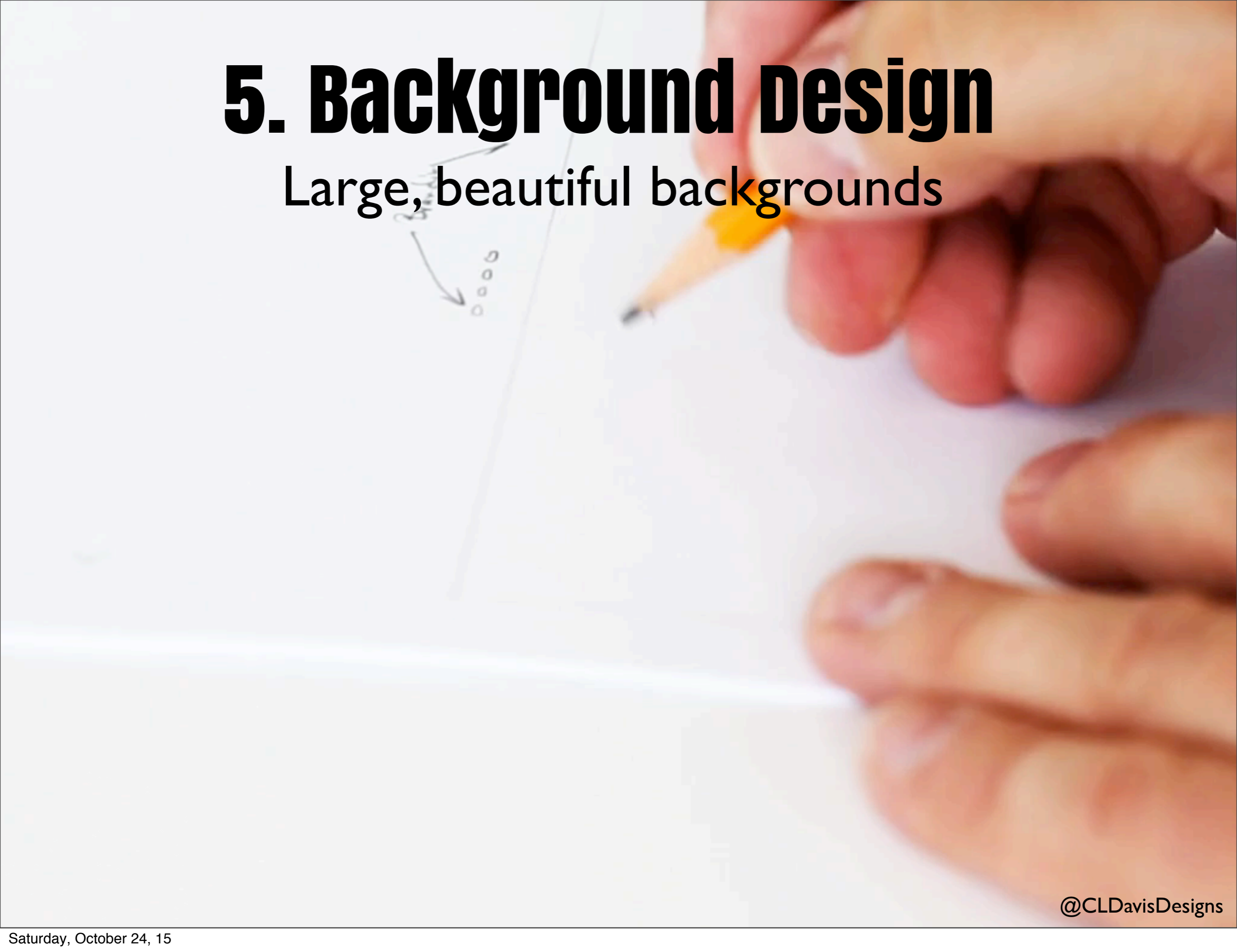
(bold color)



@CLDavisDesigns

5. Background Design

Large, beautiful backgrounds



5. Background Design

Large, beautiful backgrounds



Mobile devices have smaller screens

5. Background Design

Large, beautiful backgrounds



Mobile devices have smaller screens



Visually delightful experience.

5. Background Design

Large, beautiful backgrounds



Mobile devices have smaller screens



Visually delightful experience.



Engages the user.

6. Ghost Buttons

Ghost Buttons Add a Touch
of Class and Elegance

6. Ghost Buttons



Ghost Buttons are transparent rectangular button shapes which keep the background visible.

Ghost Buttons Add a Touch
of Class and Elegance

6. Ghost Buttons

 Ghost Buttons are transparent rectangular button shapes which keep the background visible.

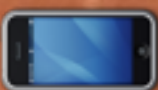
 Look great with large images or video.

Ghost Buttons Add a Touch
of Class and Elegance

6. Ghost Buttons

 Ghost Buttons are transparent rectangular button shapes which keep the background visible.

 Look great with large images or video.

 Great for mobile devices:

- Clean look
- Minimal design
- Larger
- Subtle hover animation

Ghost Buttons Add a Touch
of Class and Elegance

7. TYPOGRAPHY

7. TYPOGRAPHY



Big and Bold

7. TYPOGRAPHY



Big and Bold



Super-sized titles and headings

7. TYPOGRAPHY



Big and Bold



Super-sized titles and headings



CLEVER USE OF COLOR

7. TYPOGRAPHY



Big and Bold



Super-sized titles and headings



CLEVER USE OF COLOR



Expressive Typography

7. TYPOGRAPHY



Big and Bold



Super-sized titles and headings



CLEVER USE OF COLOR



Expressive Typography



New Font Styles - Type Kits are becoming more affordable
(Google Fonts are free!)

8. Microinteractions

8. Microinteractions



Microinteractions are contained experiences or movements of interaction with the website that are aimed to accomplish a single task.

8. Microinteractions



Microinteractions are contained experiences or movements of interaction with the website that are aimed to accomplish a single task.



Purpose of Microinteractions:

- ENGAGE the user.
- Focuses on important parts of the site.
- Positive user experience

Examples of Microinteractions

Examples of Microinteractions



Clicking on Call-to-Action Buttons



Examples of Microinteractions



Clicking on Call-to-Action Buttons



Navicon - (hamburger menu)



Examples of Microinteractions



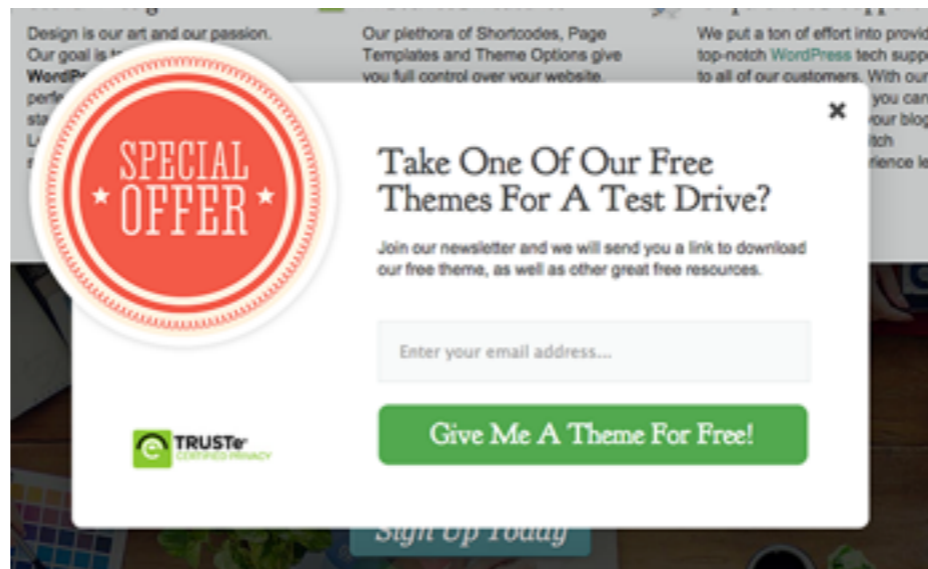
Clicking on Call-to-Action Buttons



Navicon - (hamburger menu)



Email Sign-Up Popups



Examples of Microinteractions



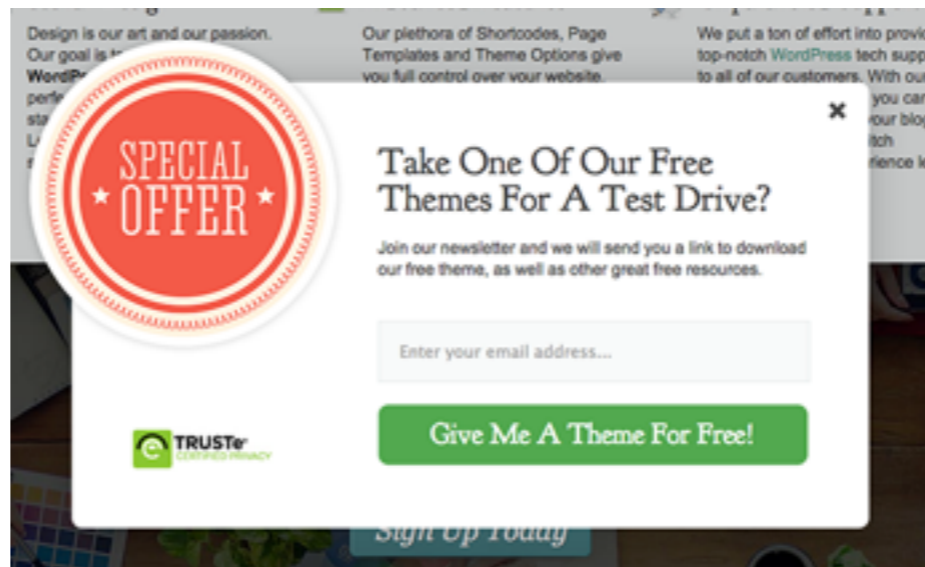
Clicking on Call-to-Action Buttons



Navicon - (hamburger menu)



Email Sign-Up Popups



Parallax Scrolling -

a technique in computer graphics and web design, where background images move by the camera slower than foreground images, creating an illusion of depth in a 2D scene.

? **What's in the Future for website** ?
? **design trends?** ?
? ? ? ? ? ?

? What's in the Future for website design trends? ?

? ? ? ? ? ? ?



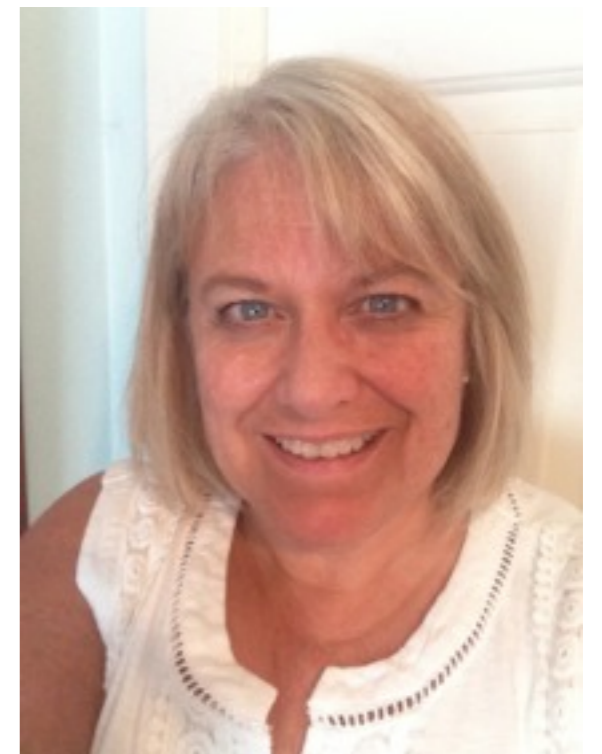
Wearables



Carol Davis

carol@charlotteswebdesignstudio.com

[@CLDavisDesigns](#)



Free Tools

Google's free tool and guide to test your website for mobile friendliness:

 developers.google.com/webmasters/mobile-sites/

Google's free tool specifically for WordPress sites to test for mobile friendliness:

 [developers.google.com/webmasters/mobile-sites/
website-software/wordpress](https://developers.google.com/webmasters/mobile-sites/website-software/wordpress)

Free Photos & Footage

unsplash.com

picjumbo.com

pexels.com

videos.pexels.com

stockfootageforfree.com

motionbackgroundsforfree.com

You can add typekits to WordPress with:

Plugins



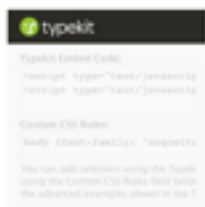
Easy Google Fonts

Adds google fonts to any theme without coding and integrates with the WordPress Customizer automatically for a realtime live preview.

By: *Sunny Johal - Titanium Themes and Amit Kayasth - Titanium Themes.*

★★★★★ (136)
100,000+ active installs

Last Updated: 2 months ago
Compatible up to: 4.3.1



Typekit Fonts for WordPress

Use a range of hundreds of high quality fonts on your WordPress website by integrating the Typekit font service into your WordPress website or blog.

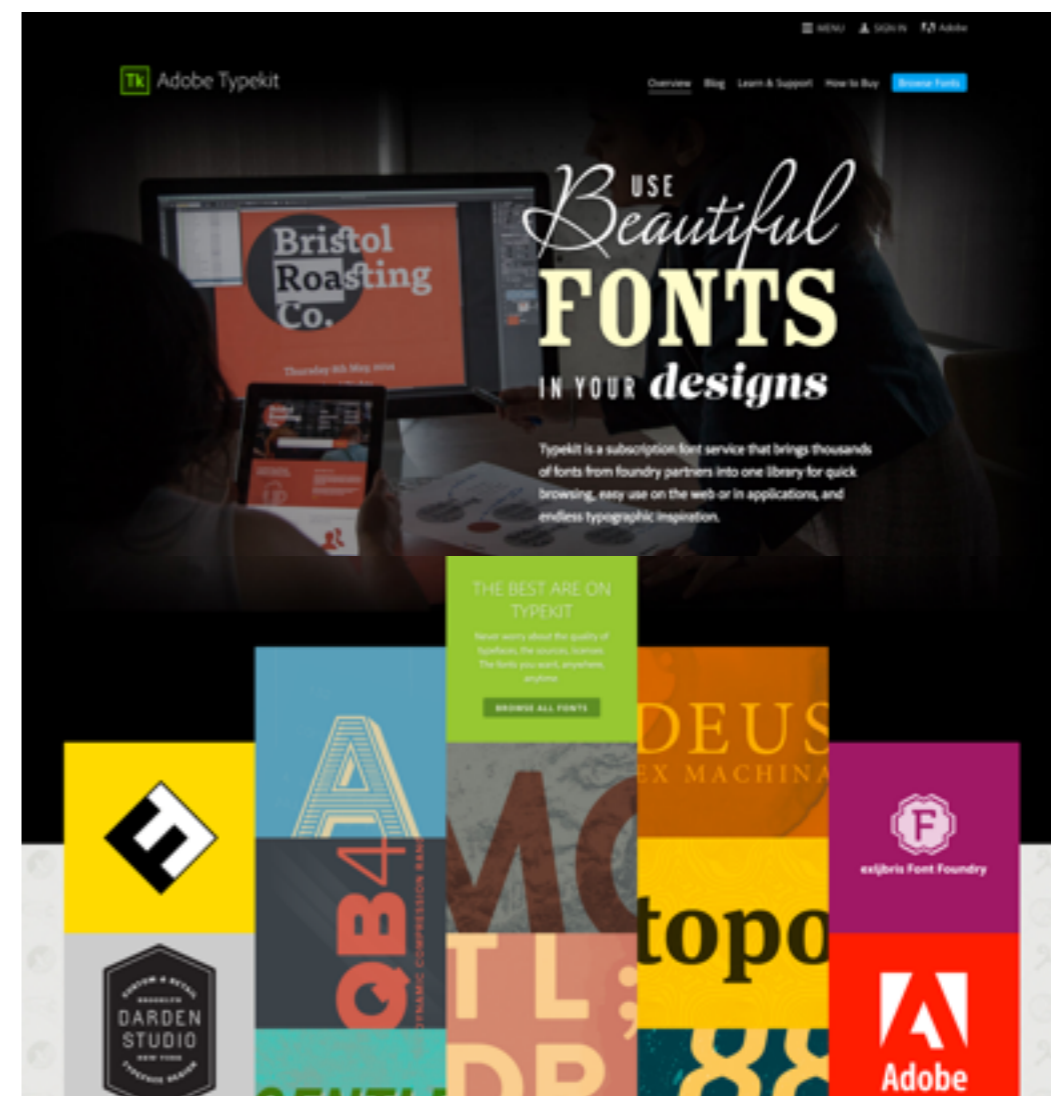
By *OM4*

★★★★★ (3)
10,000+ Active Installs

Last Updated: 4 days ago
✓ Compatible with your version of WordPress

Install Now
More Details

Subscriptions



Free or Premium

typekit.com

Want to learn more about Material Design?

Visit Introduction to Material Design

www.google.com/design/spec/material-design/introduction.html



@CLDavisDesigns

Resources

Torque Magazine

<http://torquemag.io/14-wordpress-web-design-trends-2015/>

Flywheel

https://getflywheel.com/wp-content/uploads/2015/04/web-design-trends-2015.pdf?utm_source=hs_automation&utm_medium=email&utm_content=17127580&hsenc=p2ANqtz-9Z_k2GThXkMsRTdK2fhw7E6X_FQspCWwXyJYG03ixezo5Kk4t15Z2B4McdPtAWKb_RLds2pF-9lvVSSJ2oB0ChRwhKtQ&hsmi=17127641

15 Trends that Dominate 2015 Wordpress Web Design - (WP Mayor)

<http://www.wpmayor.com/15-trends-that-dominate-2015-wordpress-web-design-cool-site-examples-themes/>

Web Design Trends To Look Out For In 2015 (Elegant Themes)

<https://www.elegantthemes.com/blog/resources/web-design-trends-to-look-out-for-in-2015>

WP Artisans

<http://classesforwebdesign.com/webdesigntrends2015/>

What You Should Know About 2015 Wordpress Design Trends

<http://www.instantshift.com/2015/03/10/wordpress-design-trends-2015/>

7 WordPress Web Design Trends 2015 | Davin Russell ...

<https://www.linkedin.com/pulse/7-wordpress-web-design-trends-2015-davin-russell>

5 NEW WEBSITE TRENDS FOR 2015 – SHOULD YOU USE THEM?

<https://webtegrity.com/our-blog/design/5-new-website-trends-2015-use/>

WordPress Web Design Trends to Watch Out for in 2015

<http://www.frogsthememes.com/top-10-lists/wordpress-web-design-trends-watch-2015>

TOP 10 WEB DESIGN TRENDS FOR 2015

<http://teslathemes.com/blog/top-10-web-design-trends-for-2015/>

What Are Top 7 Graphic And Web Design Trends in 2015 To Look Out For?

<http://www.1stwebdesigner.com/graphic-web-design-trends-2015/>

40+ Awesome Flat Design WordPress Themes 2015 - Colorlib

https://www.google.com/search?q=wordpress+design+trends&oq=wordpress+design+trends&aqs=chrome..69i57j0l2j69i64.12056j0j1&sourceid=chrome&es_sm=91&ie=UTF-8#q=wordpress+design+trends+2015&start=10

Web Design Trends That Will Rule 2015

<http://designmodo.com/web-design-trends-2015/>

WordPress Web Design Trends in 2015

<http://93digital.co.uk/news-blog/wordpress-web-design-trends-2015/>

Top Web Design Trends Your Business Should Implement for 2015

<https://www.americanexpress.com/us/small-business/openforum/articles/three-top-web-design-trends-business-look-implement-2015/>

7 Web Design Trends to Watch for in 2015

<http://webdesignerwall.com/trends/7-web-design-trends-to-watch-for-in-2015>

Web Design Trends for 2015

<http://www.eileenlonergan.com/web-design-trends-for-2015>

@CLDavisDesigns