

Design Trends and Why They Matter

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About Me

- Hello, I'm Kealan!
- I oversee the UK website production team.
- I'm also a web designer & front-end developer.
- I consult with schools on their creative direction.



“ Digital design is like painting, except the paint never dries.

NEVILLE BRODY



What exactly is a design trend?

- A popular creative form, style or technique.
- Trends define the creative direction of the web over a specific period of time.
- Unlike a fad, they tend to stick around.
- They are emerging faster than ever before!



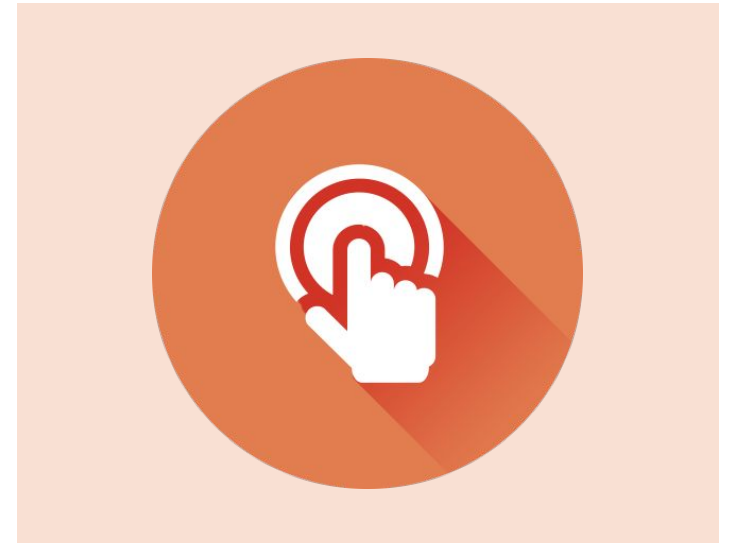
What drives design trends?



Shifts in user behaviour
& collective taste



Advances in
web technologies



Inclusivity and
ease of use

Varied Layouts

- Responsive designs used to feel 'samey'.
- Coding advances have increased creative potential.
- Brands are conveying their personality through:
 - Open and asymmetric layouts
 - Bespoke fonts, graphics & photography
 - Semi-flat design & micro-interactions

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Mobile-First

- 'Responsive' is no longer a trend, but mobile continues to influence our approach to design.
- Think about desktop and mobile simultaneously.
- Bring mobile best practices to the desktop to streamline the user experience.

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Moving Beyond the Hero Slideshow

- Visitors don't spend as much time viewing slideshows as we think they do.
- Find creative ways to continue your story.
- Consider all key touch points in the journey.

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Discover what
life is like at



Select your level of
interest in each area
by moving the sliders
and let us take you on
your journey

START
↓

Personalisation

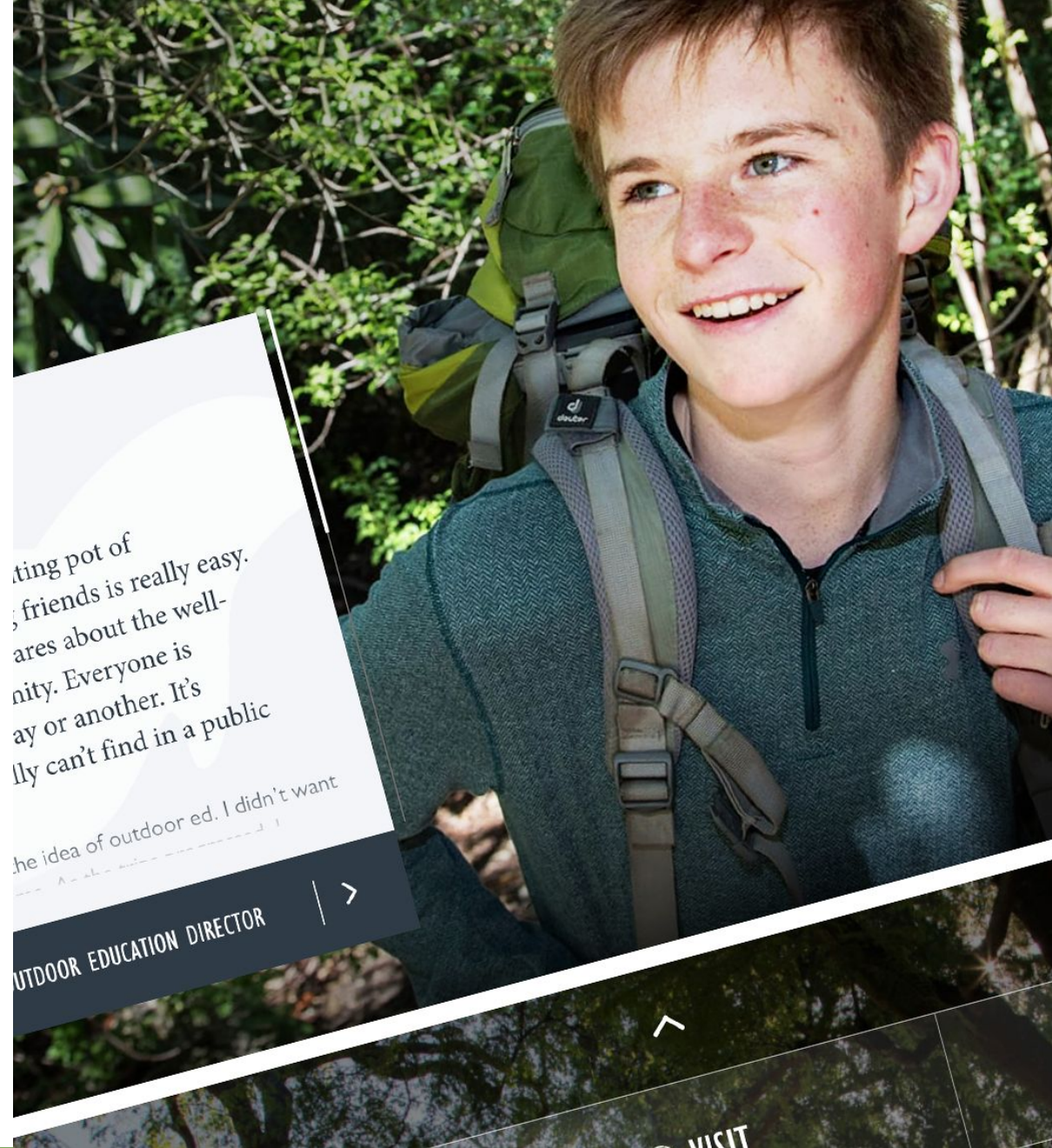
- Personalisation is about bringing content to the right visitor at the right time.
- Customise the visitor's experience based on:
 - Demographic (e.g. their location)
 - Behaviour (e.g. the pages they visit)
 - Context (e.g. the device they are using)

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Storytelling

- Humanising messages are easier to relate to.
- Stories help us break down complex messages.
- Weave emotional engagement throughout the visitor journey, not just in big set pieces.

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Purposeful Motion

- Motion is the texture of modern web design.
- It guides visitors and brings your story to life.
- Creative uses of motion include:
 - Videos and cinemagraphs
 - scroll and hover based animations
 - Animated cues

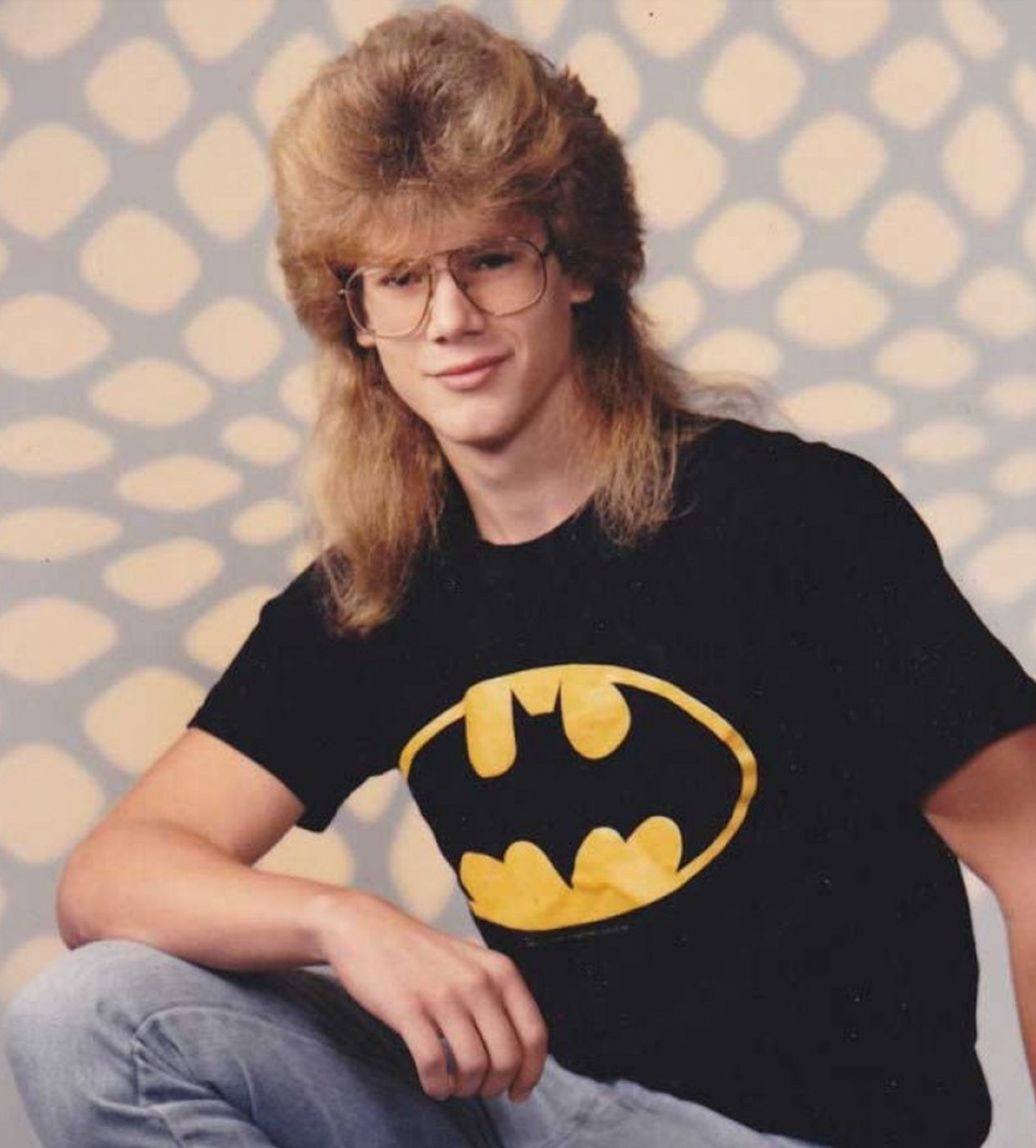
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Should we be following
web design trends?

When trends work...

- They bring a fresh and exciting feel to your site.
- People are more likely to embrace what is popular.
- Trends that are familiar can improve ease of use.
- Sometimes they are just what you need.



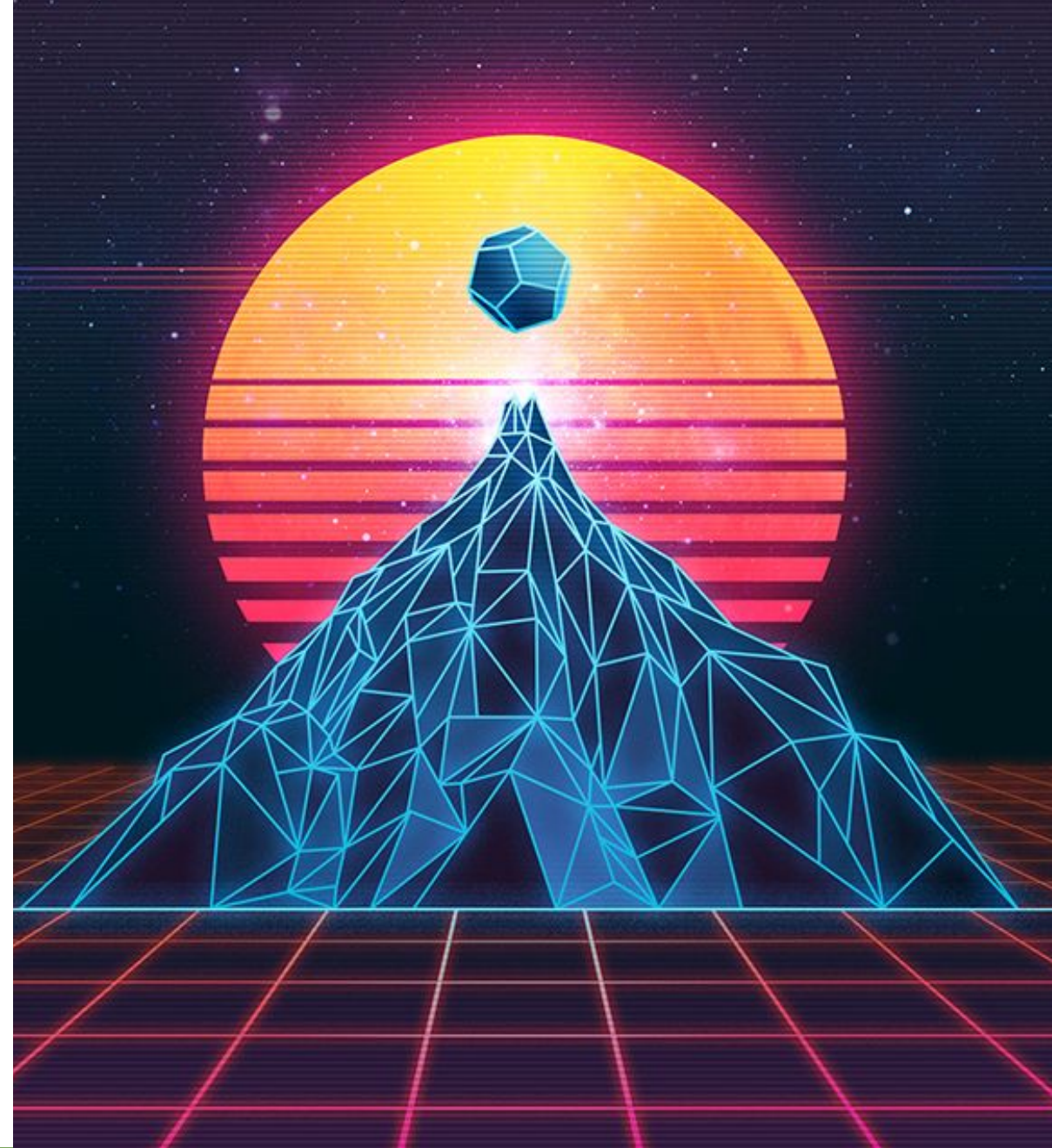


When they don't...

- Some trends turn into fads that date quickly.
- Not all trends will be the right fit for your brand, messaging and target audience.
- Jumping on new trends too quickly can make a brand feel inconsistent.
- Some trends negatively impact ease of use.

In Conclusion

- Prioritise achievement of your design goals.
- Ensure they work in support of your messages.
- Explore trends that are right for your audience.
- Take creative risks, but start with a clear goal.
- Balance what is fresh with what is effective.



“ Be yourself, everyone else is taken.

OSCAR WILDE

Thank You!

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