

The Next Chapter: 2015 Web Design Trends



Kristin Zastoupil
Corsicana ISD Webmaster/
Graphic Designer

kzastoupil@cisd.org
(903) 602-8133

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www.cisd.org/kristinz

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In-House & CMS

- Internet is 25 years old
- Websites are critical to organizations
- No more outside professionals
- Rise of software (CMS)
- Automation of Coding
 - Less coding & more websites

Go Responsive or Go Home

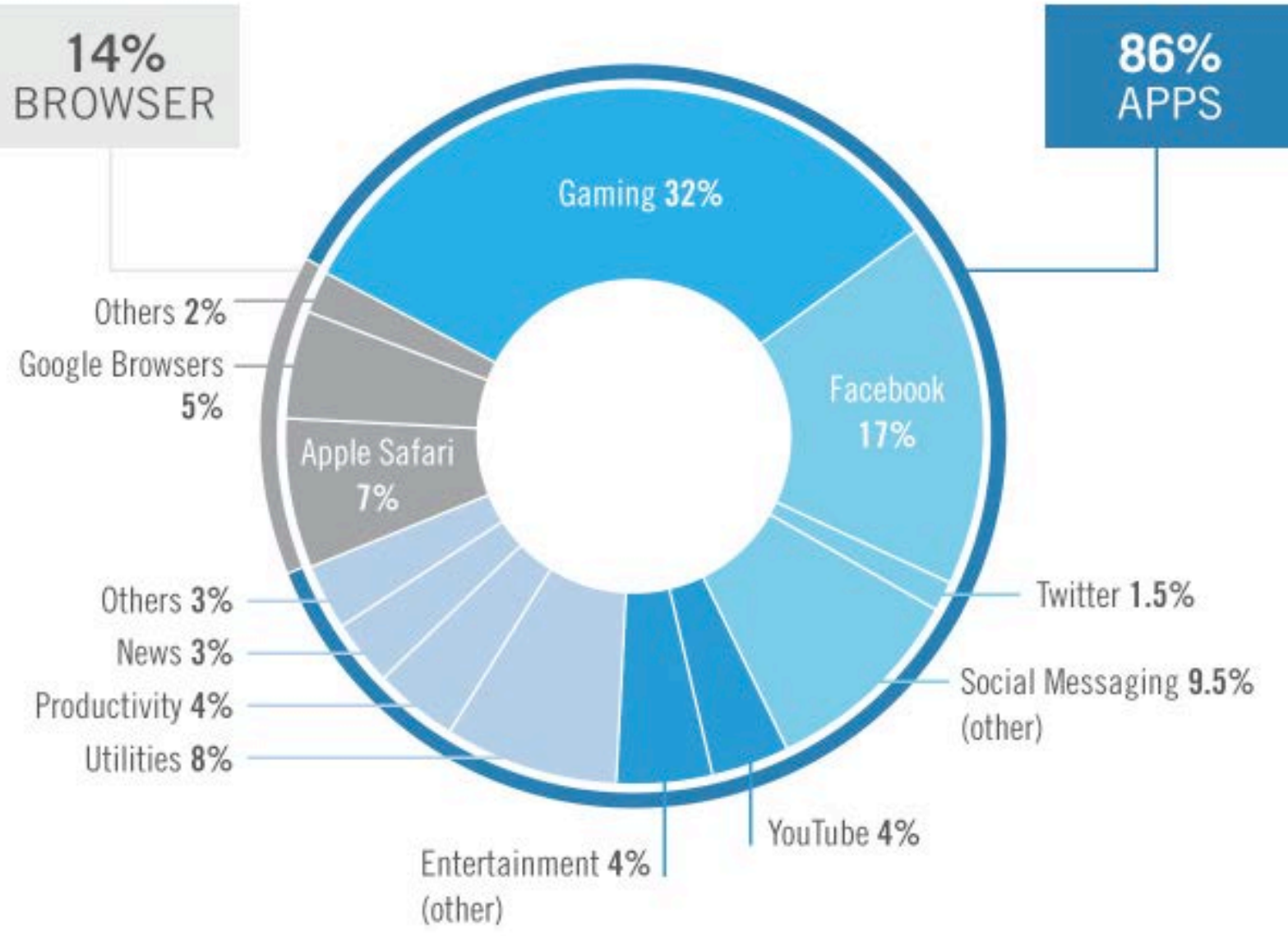
- Tablet/smartphone sales surpassed home computer sales in 2013
- 2015 – Decline of the website
 - Ask Siri, Google It, Amazon Echo
- Responsive, dynamic design crucial
- Content is being set free from design.
- Adapt to stay relevant



Time Spent on iOS and Android Connected Devices


TRENDS

WEB DESIGN



Huge Backgrounds

- Massive images with rich typography (better for the smaller screen)



The screenshot shows the Apple website's iPad Air 2 product page. At the top, a dark navigation bar contains the Apple logo and links for Store, Mac, iPhone, Watch, iPad, iPod, iTunes, and Support. Below this, a light grey header displays 'iPad Air 2' on the left and 'Explore' with a hamburger menu icon and a 'Buy Now' button on the right. The main content area is dominated by a large, high-quality photograph of a child in a workshop, seen from behind, holding an iPad. The child's tablet screen shows a digital drawing of a shark's mouth. Overlaid on the image is the headline 'Change is in the Air.' in a large, white, sans-serif font. Below the headline, a paragraph of text reads: 'iPad Air 2 isn't just the thinnest and lightest iPad we've ever created. It's the most powerful. From the studio to the classroom, the field to the garage, it's helping people discover new and better ways to do the things they love. Imagine what you'll do with it.' At the bottom of the image area, there is a 'Watch the film' link with a play button icon. At the very bottom of the page, there is a small promotional banner for the song 'What Needs You' by The Orwells, featuring a small album cover image and a link to 'View in the iTunes Store'. Social media icons for Facebook, Twitter, and YouTube are located in the bottom right corner.

Store Mac iPhone Watch iPad iPod iTunes Support

iPad Air 2 Explore Buy Now

Change is in the Air.

iPad Air 2 isn't just the thinnest and lightest iPad we've ever created. It's the most powerful. From the studio to the classroom, the field to the garage, it's helping people discover new and better ways to do the things they love. Imagine what you'll do with it.

Watch the film

Featuring the song "What Needs You" by The Orwells. View in the iTunes Store >

Facebook Twitter YouTube

Content Marketing

Content marketing's purpose is to attract and retain customers by consistently **creating and curating relevant and valuable content with the intention of **changing or enhancing consumer behavior**. It is an ongoing process that is best integrated into your overall marketing strategy.**

Contentmarketinginstitute.com

Videos – Interactive Storytelling

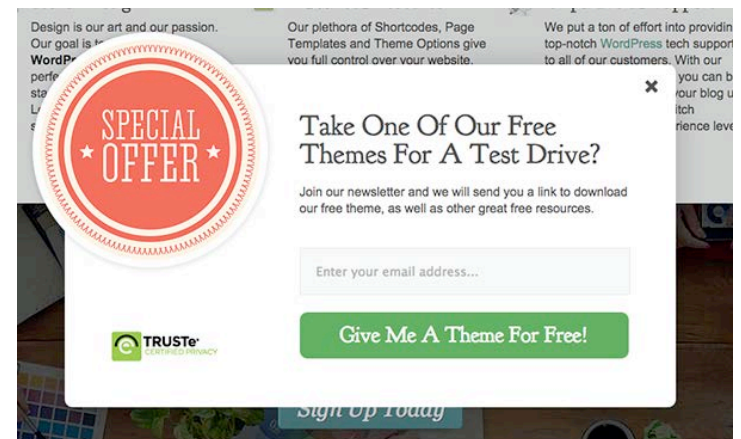
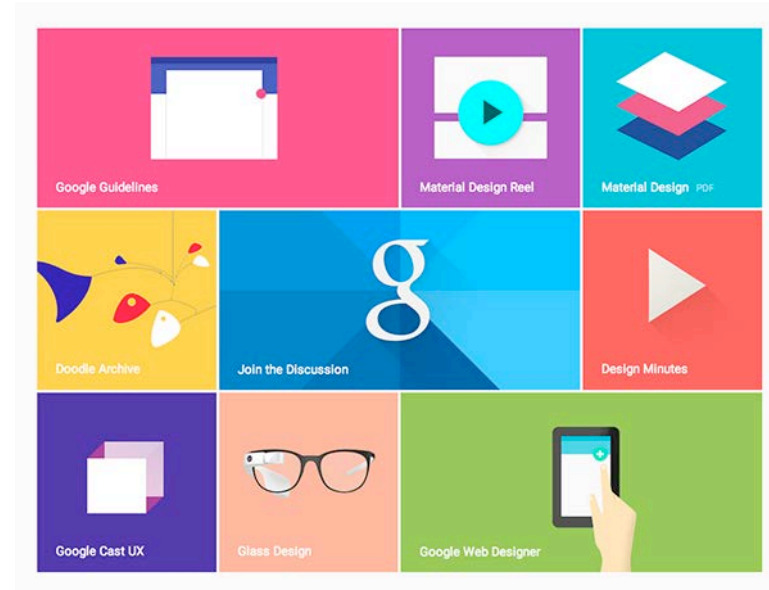
- Content Marketing
- Short videos will be more in use.
- Companies will look to go for viral marketing.
- Real-time marketing will rise significantly.
- HTML5 videos in background

Interactive webgraphics replaces infographics



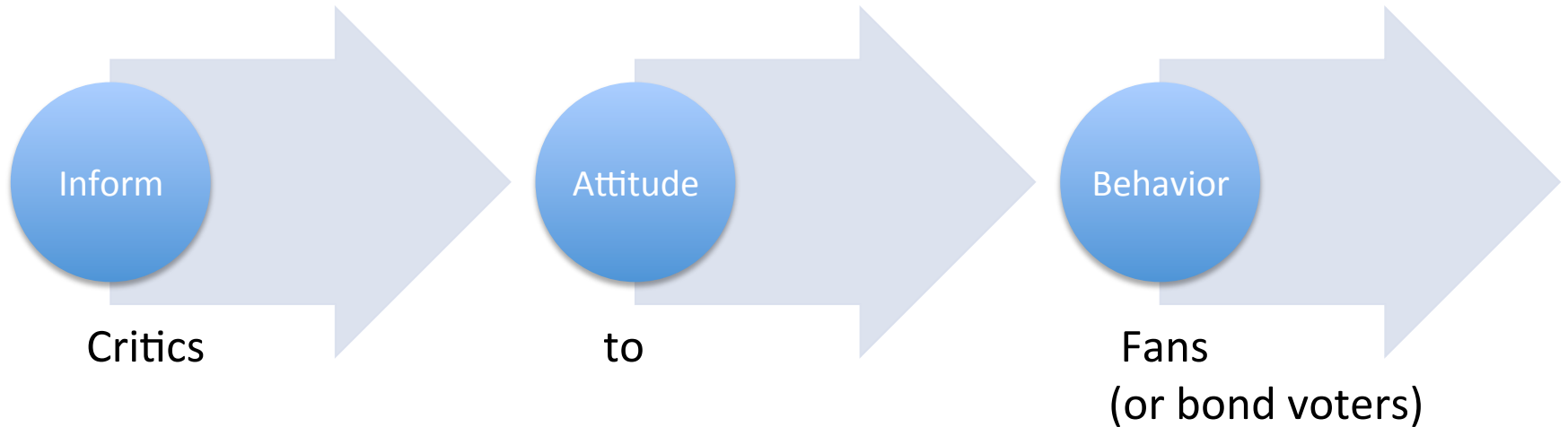
Other Trends

- Scrolling over clicking
- Flat design is growing up into material design
- Microinteractions



Good PR (& Websites)

Inform your audience to change their attitude.
Change their attitude and they will change their behavior.



MICROINTERACTIONS



A MICROINTERACTION IS MADE UP OF FOUR PARTS:

- | | |
|--|--|
| <p>+ No. 1
A trigger that initiates it.</p> | <p>! No. 3
Feedback that the rules generate.</p> |
| <p>✓ No. 2
Rules that determine how it functions.</p> | <p>↻ No. 4
Loops and Modes that make up its meta rules.</p> |

"The details are not details. They make the product."



CHARLES EAMES

THE PRINCIPLES

microinteractions.com • #microinteractions • @todammyboy

DON'T START FROM ZERO

Always know something about the user, the context, or the platform. Use that knowledge to make good guesses about what the user wants to do or know, then create shortcuts to that action or information.



BRING THE DATA FORWARD

The trigger can reflect the data contained inside the microinteraction. Ask what information can be shown about the internal state of the microinteraction before it is even engaged or while a process is ongoing.



speak human

Figure out the basic message you need to convey, then choose the best channel(s) for that message. Strive for a veneer of personality while still using clear language. Use the same words your users do.

LONG LOOPS

EXTEND THE MICROINTERACTION FAR BEYOND A SINGLE INSTANCE OF USE. HOW DOES THE MICROINTERACTION ADAPT BASED ON USER BEHAVIOR? WHAT CHANGES THE SECOND TIME IT'S USED? THE 10TH? THE 1000TH?

PREVENT HUMAN ERROR

Design the rules so that mistakes can't be made. Remove choice if necessary. If an error does occur, the microinteraction should do everything in its power to try to fix it first. Avoid error messages.



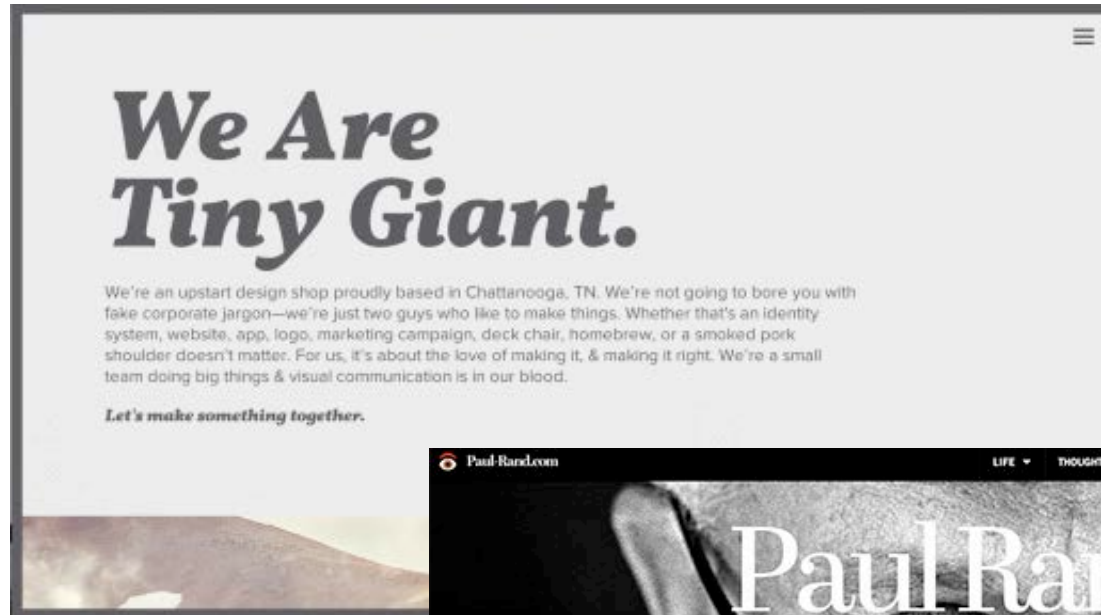
Remember the Sad Case of Patron X



Use the overløoked

Use the interface elements that are already there for feedback delivery. Don't add one more item unless you have to. Convey the most with the least.

Typography



Celebrate Paul Rand's 100th birthday

On August 15, 2014, Paul Rand would have been 100 years old. His contributions changed the industry forever, proving that

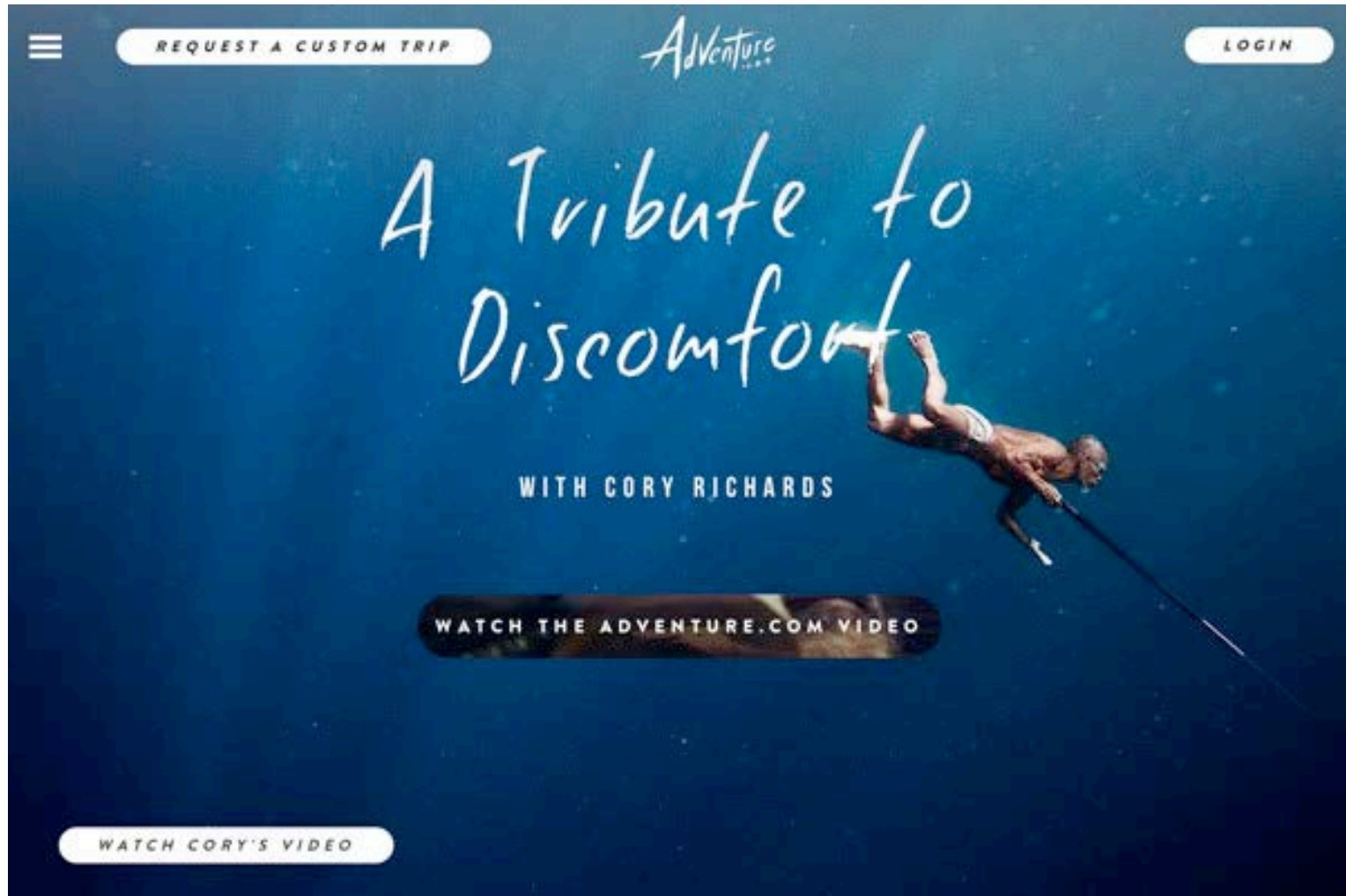
"Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold"

In honor of his 100th birthday, you're invited to read tributes, share stories and order a copy of his famous first book "Thoughts on Design."

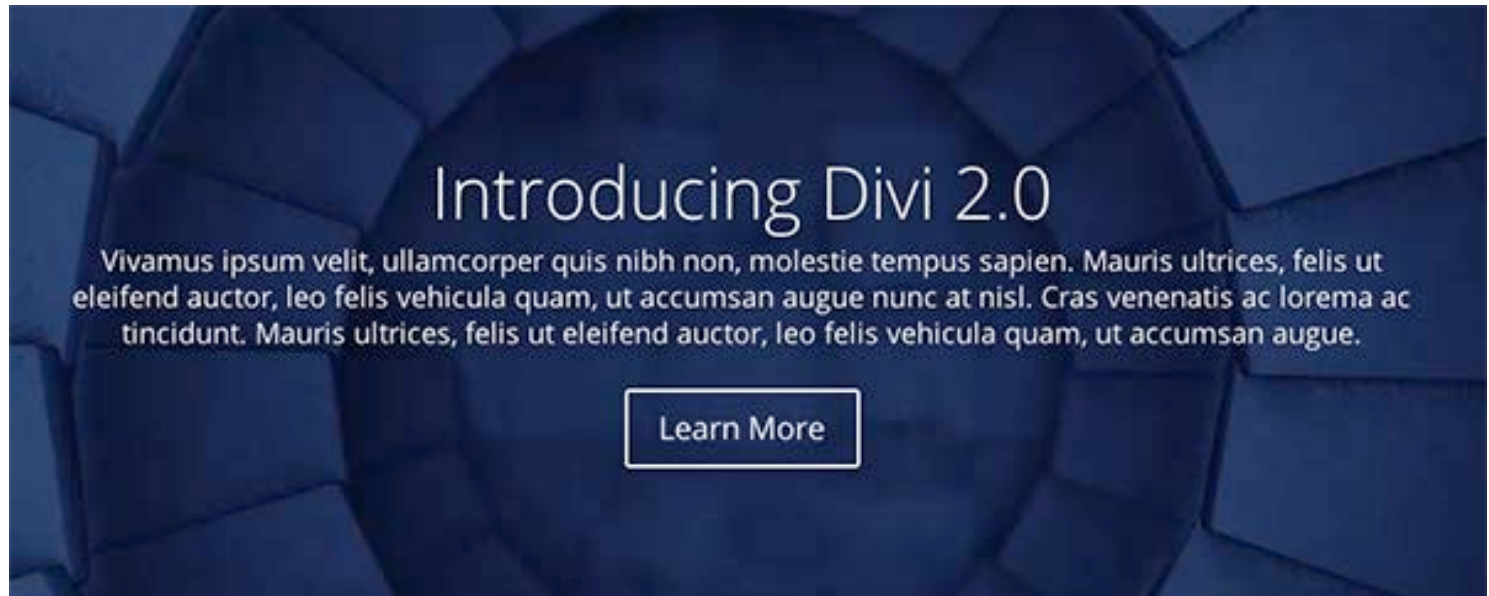
Human Touch

TRENDS

WEB DESIGN



Rise of the Ghost Button



Other Trends

- Fixed width, centered site layout
- Flyout/slideout app-like menus
- Hidden main menus



Performance & Speed

TRENDS

WEB DESIGN



Privacy

- Designed for security
- Due to recent breaches, reluctant to share without good cause



2015 Pantone Color of the Year



Great Education Examples

- <http://granitebayhigh.us/>
- <http://www.mentonegirls.vic.edu.au/>
- <http://pac.uga.edu/>
- <http://www.glenelg.org/>
- <http://stories.wheaton.edu/>

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Questions

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