2016 Web Design Trends

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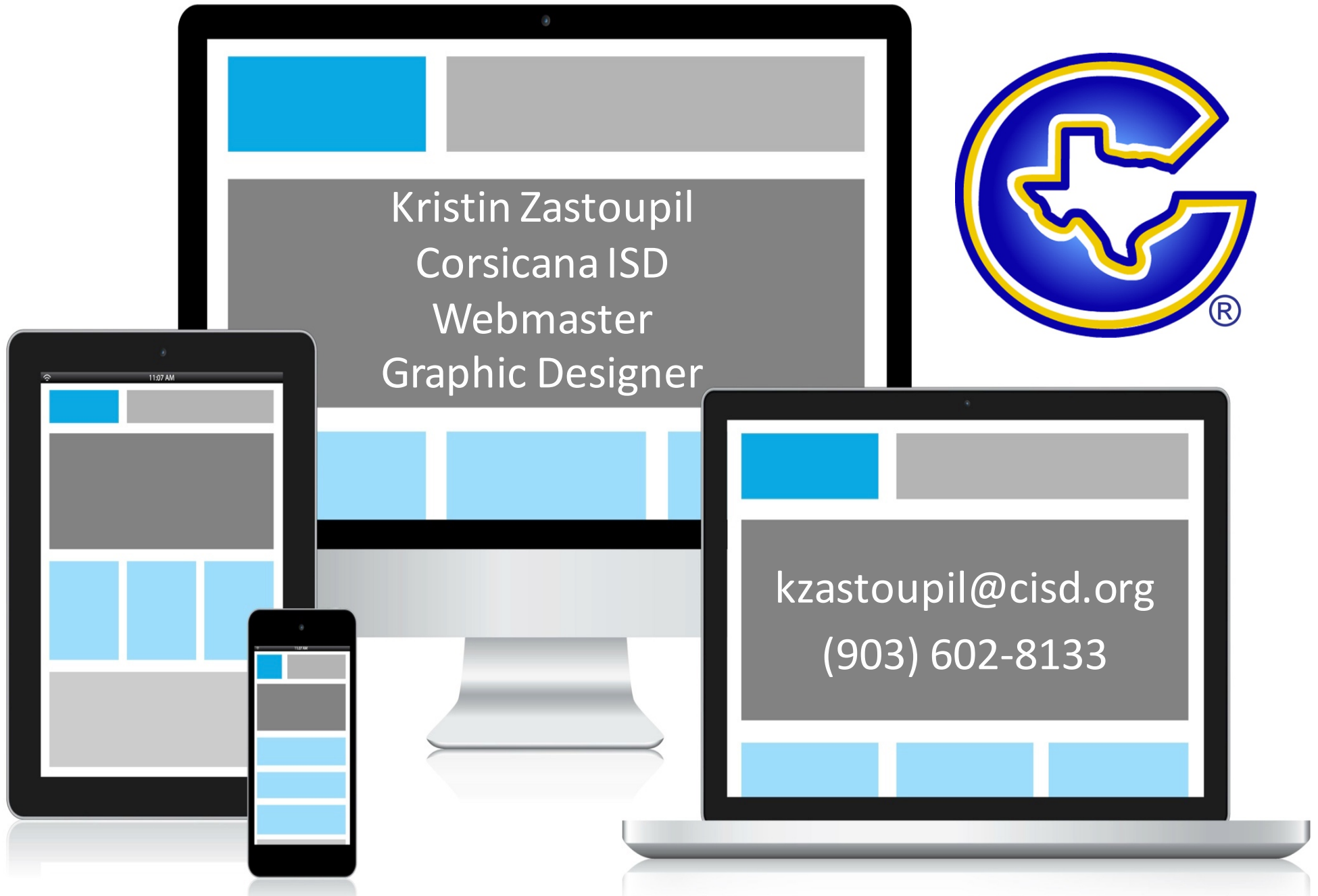**TRENDS**

WEB DESIGN

To download this presentation, visit:
www.cisd.org/kristinz

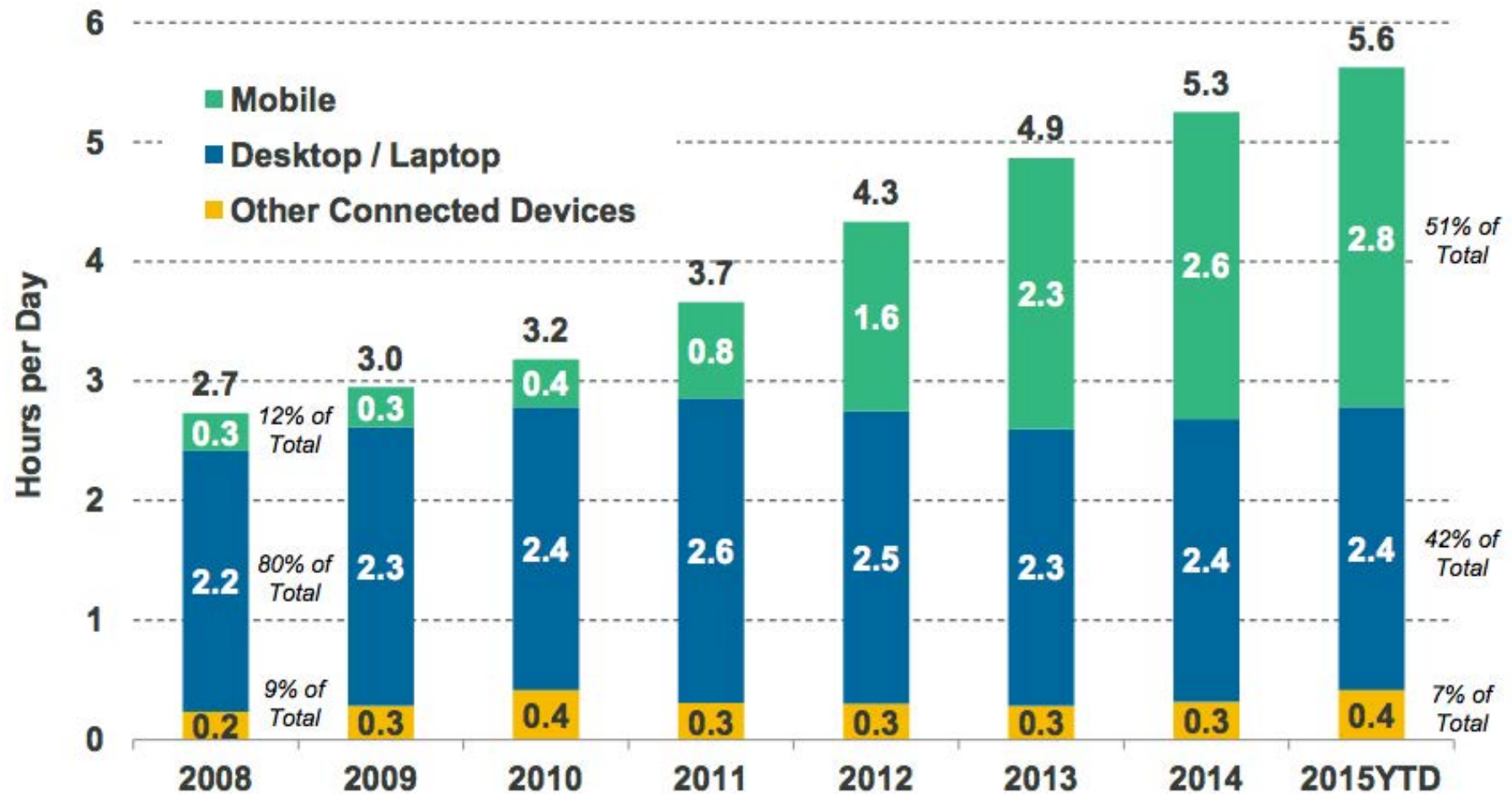or visit TSPRA's Document Vault
after the conference.

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
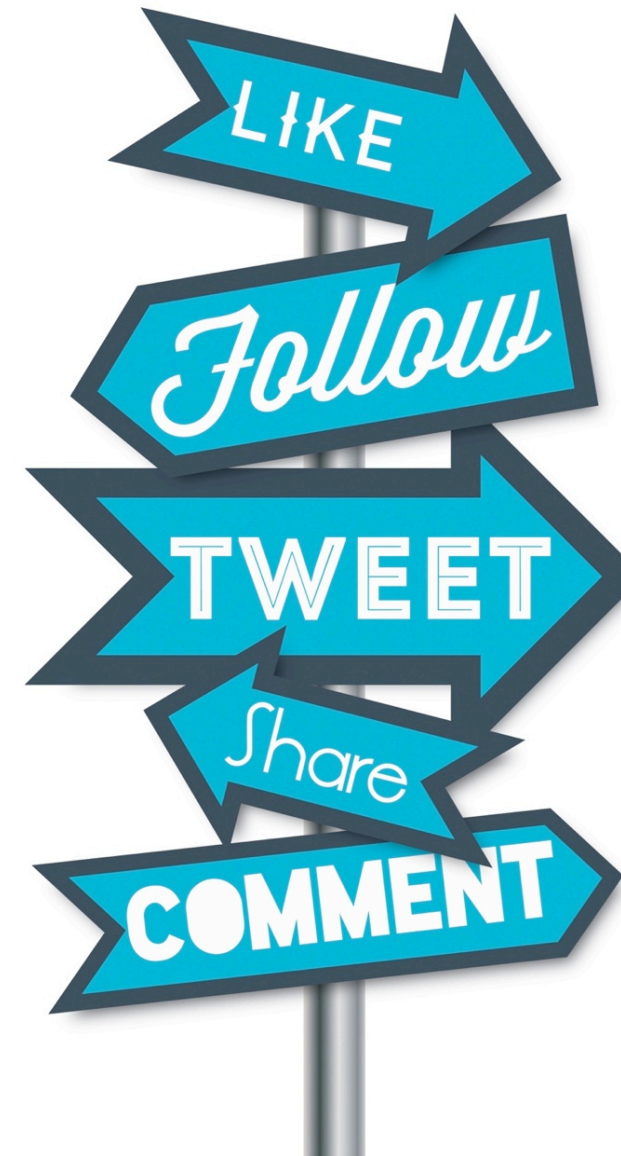
Internet *Usage* (Engagement) Growth Solid
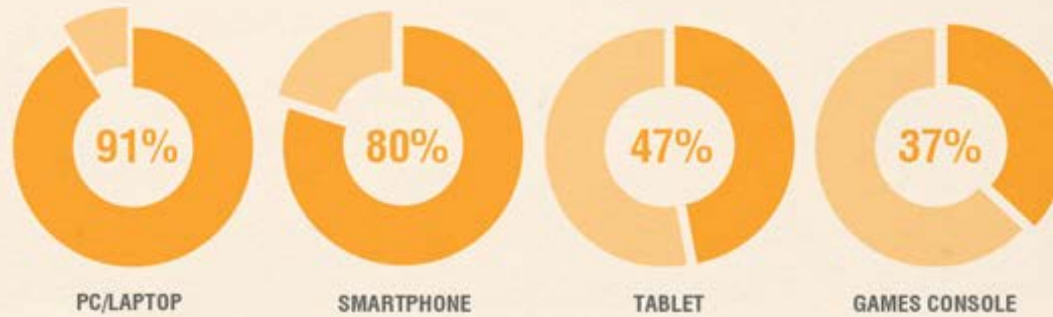# +11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2015YTD

Hours per Day

Legend:
- Mobile
- Desktop / Laptop
- Other Connected Devices

2008 — 2.7
- 0.3 — 12% of Total
- 2.2 — 80% of Total
- 0.2 — 9% of Total

2009 — 3.0
- 0.3
- 2.3
- 0.3

2010 — 3.2
- 0.4
- 2.4
- 0.4

2011 — 3.7
- 0.8
- 2.6
- 0.3

2012 — 4.3
- 1.6
- 2.5
- 0.3

2013 — 4.9
- 2.3
- 2.3
- 0.3

2014 — 5.3
- 2.6
- 2.4
- 0.3

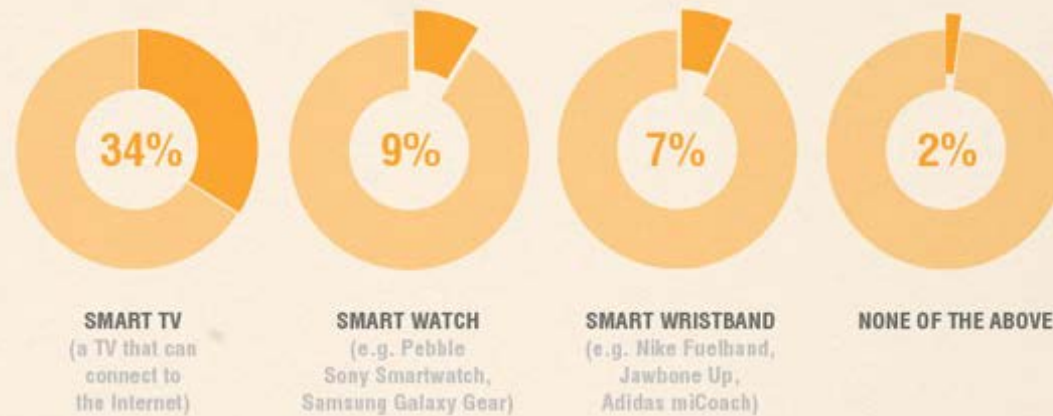**2015YTD** — 5.6
- 2.8 — 51% of Total
- 2.4 — 42% of Total
- 0.4 — 7% of Total

14

WHICH DEVICES ARE MOST POPULAR?
80% OF INTERNET USERS OWN A SMARTPHONE

Most Popular Devices Used to Search the Internet

91%
PC/LAPTOP

80%
SMARTPHONE

47%
TABLET

37%
GAMES CONSOLE

Emerging Devices Used to Search the Internet

34%
SMART TV
(a TV that can connect to the Internet)

9%
SMART WATCH
(e.g. Pebble Sony Smartwatch, Samsung Galaxy Gear)

7%
SMART WRISTBAND
(e.g. Nike Fuelband, Jawbone Up, Adidas miCoach)

2%
NONE OF THE ABOVE

Smartinsights.com

Device Preferences Throughout the Day
Most Weekday Tablet Usage Occurs Between 8pm and 9pm

Share of Device Page Traffic on a Typical Workday

Mobiles brighten the **commute**

PCs dominate **working** hours

Tablets popular at **night**

LATE NIGHT (12AM - 7AM)

EARLY MORNING (7AM – 10AM)

DAYTIME (10AM – 5PM)

EARLY EVENING (5PM – 8PM)

PRIME (8PM – 12AM)
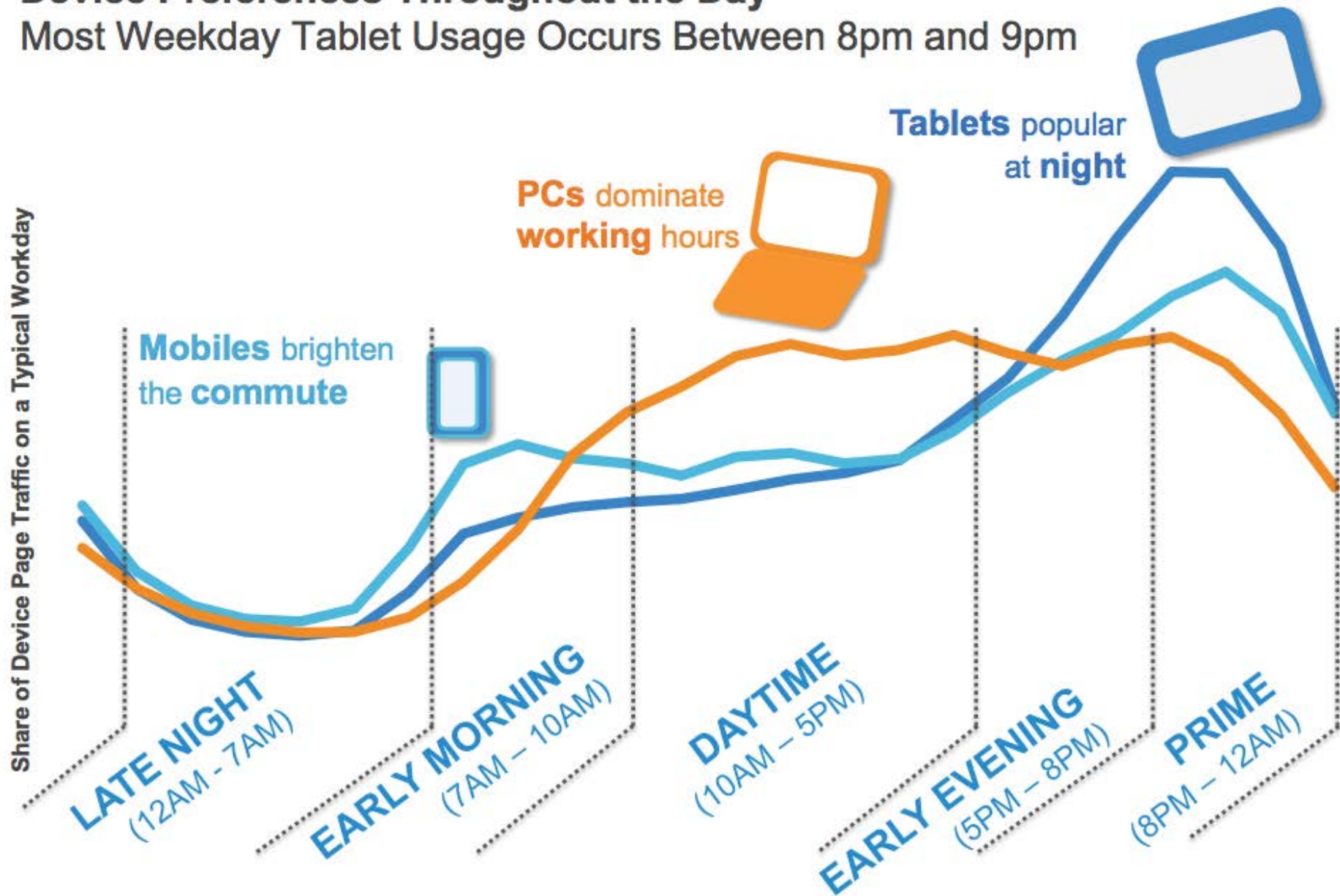
Social Media's Impact

1. Video

   Content Marketing & Live Streaming
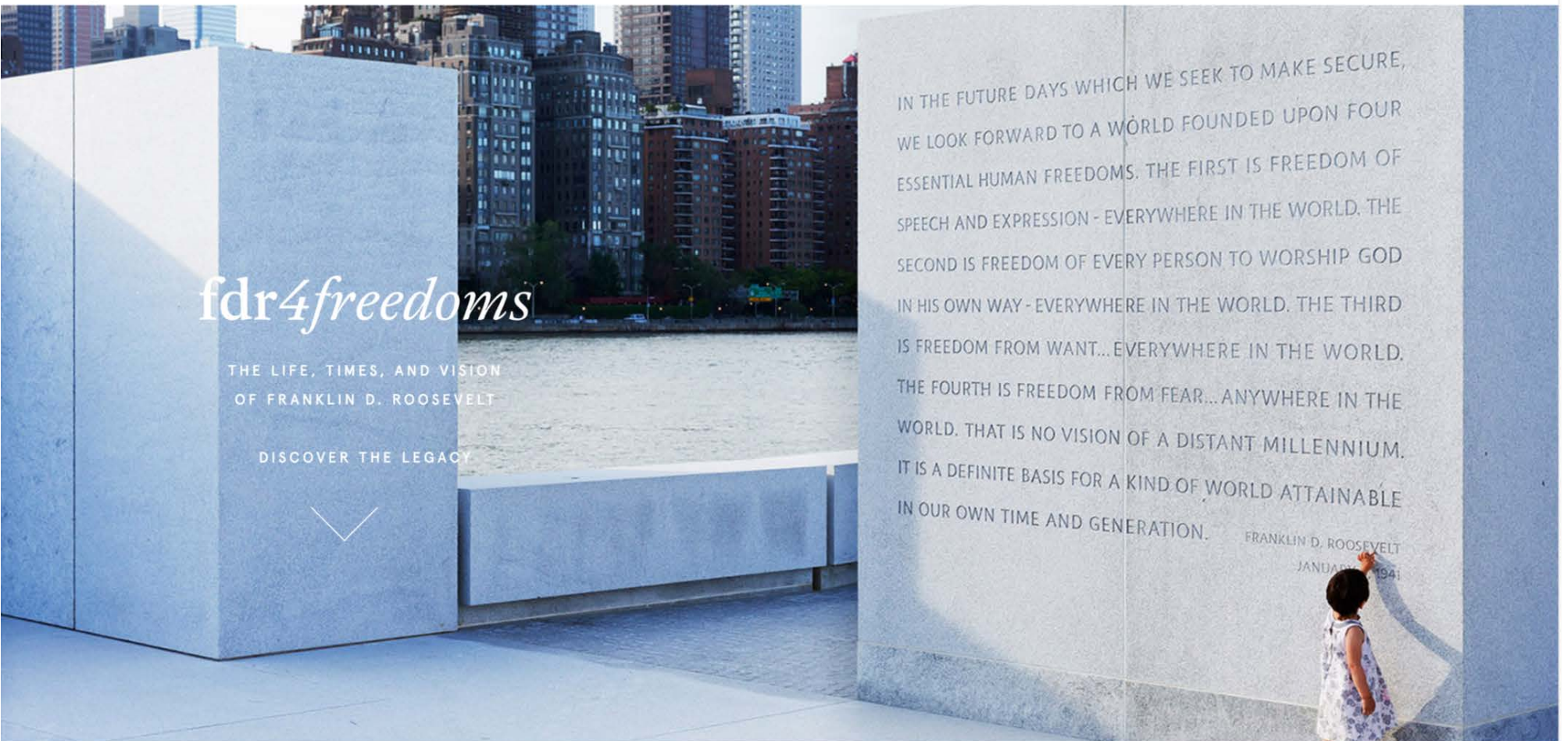
2. Social Commerce

3. Customer Service & Interaction

4. Searches

5. Social Media At Work

Minimalism & Flat Design

- Boomed in 2015 and continuing
- No clutter, clever use of white space
- "Less is more"

fdr4freedoms

THE LIFE, TIMES, AND VISION
OF FRANKLIN D. ROOSEVELT

DISCOVER THE LEGACY

IN THE FUTURE DAYS WHICH WE SEEK TO MAKE SECURE, WE LOOK FORWARD TO A WORLD FOUNDED UPON FOUR ESSENTIAL HUMAN FREEDOMS. THE FIRST IS FREEDOM OF SPEECH AND EXPRESSION - EVERYWHERE IN THE WORLD. THE SECOND IS FREEDOM OF EVERY PERSON TO WORSHIP GOD IN HIS OWN WAY - EVERYWHERE IN THE WORLD. THE THIRD IS FREEDOM FROM WANT...EVERYWHERE IN THE WORLD. THE FOURTH IS FREEDOM FROM FEAR...ANYWHERE IN THE WORLD. THAT IS NO VISION OF A DISTANT MILLENNIUM. IT IS A DEFINITE BASIS FOR A KIND OF WORLD ATTAINABLE IN OUR OWN TIME AND GENERATION.   FRANKLIN D. ROOSEVELT JANUARY 1941

● ● ● Mini-documentaries, historical biographies, and more

WOULD YOU LIKE TO BE

CREATIVE

WITH THE AMAZING WOOS DESIGN

CREATIVE TIME PROFILE

Phasellus ut condimentum diam, eget tempus lorem. Morbi bibendum est quis arcu posuere condimentum. Nullam justo eros, pellentesque a metus non, mattis volutpat libero. Praesent ornare felis ante, sit amet porta .

AMAZING PORTFOLIO

Phasellus ut condimentum diam, eget tempus lorem. Morbi bibendum est quis arcu posuere condimentum. Nullam justo eros, pellentesque a metus non, mattis volutpat libero. Praesent ornare felis ante, sit amet porta .

GREAT BLOG DESIGN

Phasellus ut condimentum diam, eget tempus lorem. Morbi bibendum est quis arcu posuere condimentum. Nullam justo eros, pellentesque a metus non, mattis volutpat libero. Praesent ornare felis ante, sit amet porta .

TRENDS

WEB DESIGN

Nerdy Vintage Style from the '80s and Vintage Style

- Pixelated icons & text
- Galactic backgrounds
- Interactive moving stars & planets

TARGET SCOPE

IN COMMAND
OF YOUR MARKETING & TECHNOLOGY

Wage and win the Wars you fight everyday in the business world.

00.01: Allied Access Point

Codename:

Keycode:

Gain Access »

00.02: Strategic Allies

[**FireApps**]

More Allies »

10.00: Featured Mission

Global Brand Website
Cold Stone Creamery

COLD STONE CREAMERY

Talk about a Special Ops engagement. Cold Stone Creamery - renowned leader in everything ice cream across the globe - hired TargetScope to envision and create a website befitting of their high-profile brand standards.

Roger That.

View Website »   More »

Advertising, Marketing, Web Development, Technology Consulting, and Hosting.

33°N 0' 51.5980" , 96°M 50' 8.8441"
1001 E. 15th Street, #200 Plano TX, 75074

The Roost
972.380.8500

The Hive
972.421.1823

Interactive Immersive Experiences

- Mobile browsing = long scrolling = we're training users
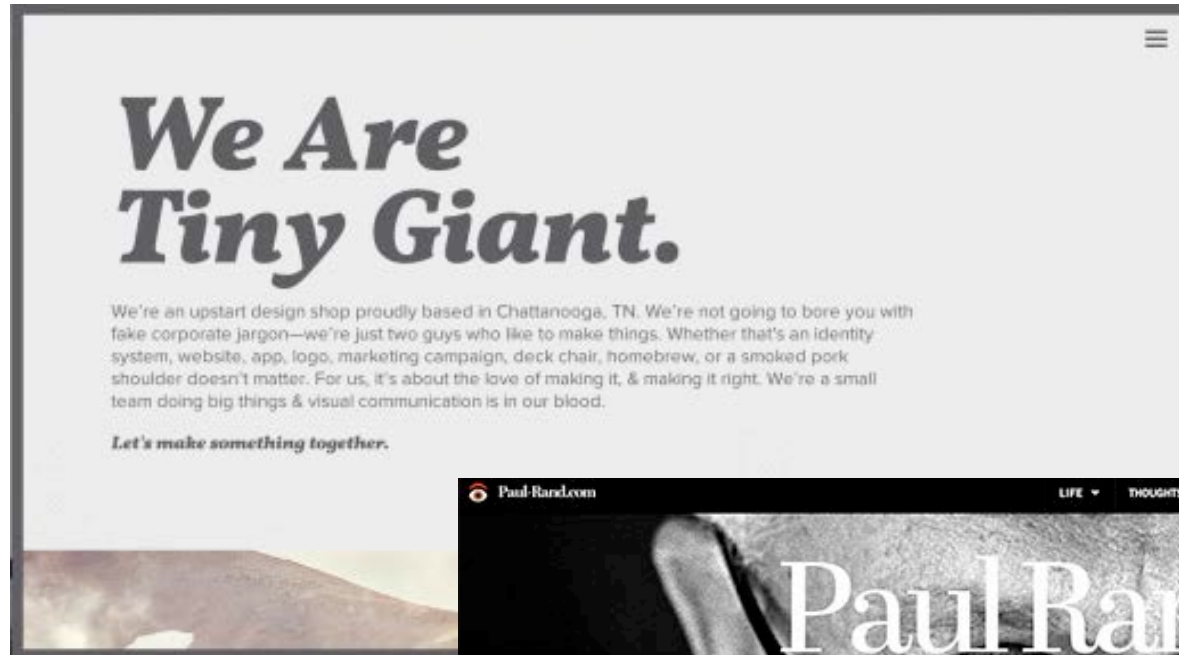- Website designs must be capable of telling a great story that keep users engaged

Vibrant Custom Illustrations & Iconography

- Scalable Vector Graphics
    - Skip jpg and png files
    - Pixelated on retina displays
- Icon fonts

TRENDS

Typography that Makes a Statement

Typography

We Are Tiny Giant.

We're an upstart design shop proudly based in Chattanooga, TN. We're not going to bore you with fake corporate jargon—we're just two guys who like to make things. Whether that's an identity system, website, app, logo, marketing campaign, deck chair, homebrew, or a smoked pork shoulder doesn't matter. For us, it's about the love of making it, & making it right. We're a small team doing big things & visual communication is in our blood.

Let's make something together.

Paul-Rand.com   LIFE ▾   THOUGHTS ▾   WORK ▾   RESOURCES ▾   SHOP   NEWS   CONTACT

Paul Rand
1914—2014

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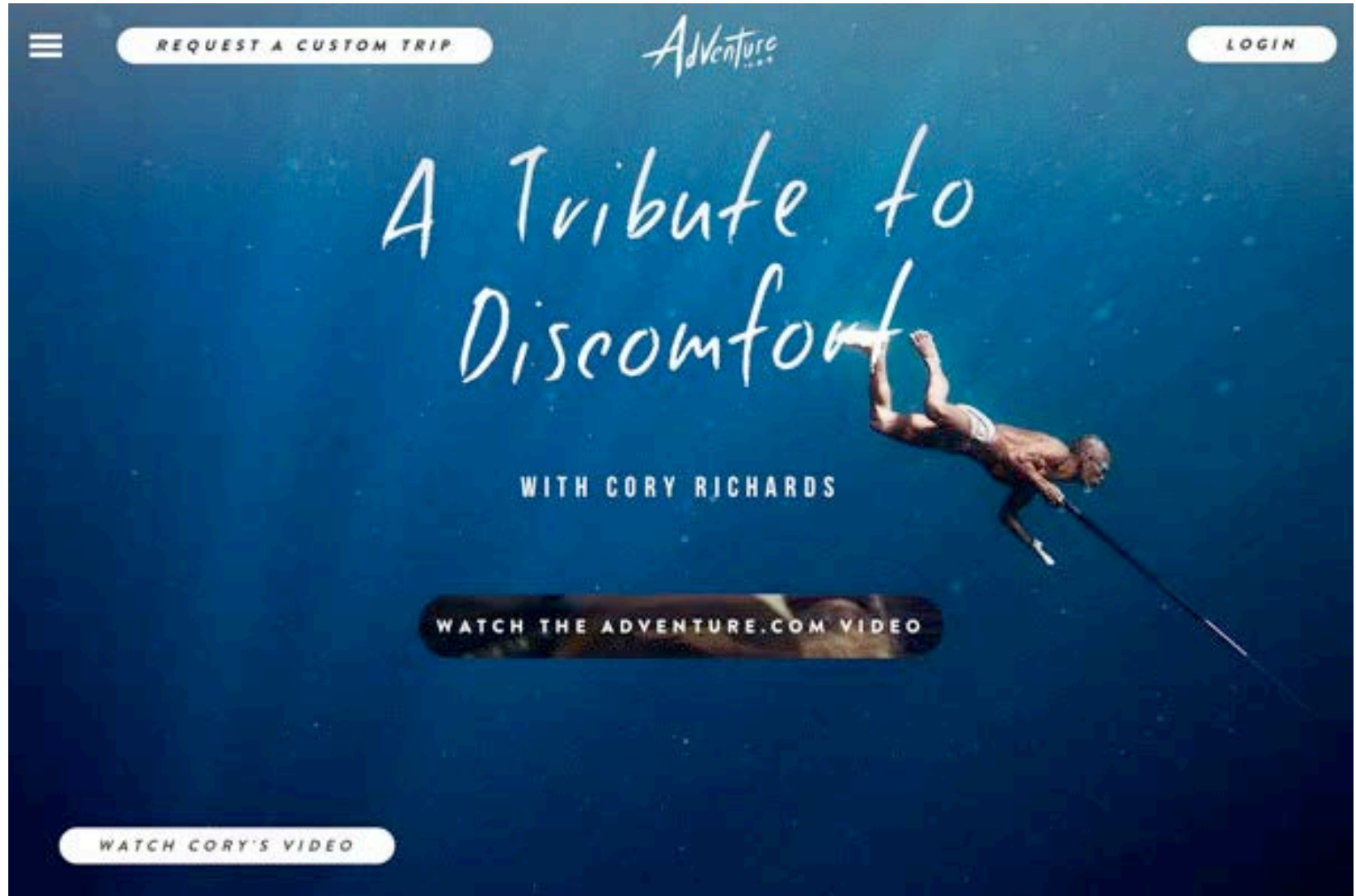
"Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold"

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

HD Visual Assets

- HTML5 Video (retina screens)
- Cinemagraphs (still images with selected animated portion)

Less Rigid Grids

- Pinterest-like layouts are still popular, but add minimalism and flat design = more playful layouts

- Storytelling and interactivity = rebellion of the grid

- Web design trends are not self-contained

2016 Pantone Color of the Year

Color of
the Year
2016

PANTONE®

&

Rose
Quartz
13-1520

Serenity
15-3919

Best Education Websites of 2015

(webaward.org)

- Lemelson Center for the Study of Invention and Innovation http://invention.si.edu/

- Laguna Beach Unified School District http://www.lbusd.org/

- Chesterfield Education Foundation (Virginia) http://www.cefva.org/

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Questions?

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