Design Trends Research

What are the current design trends?/How do I apply these trends to my portfolio?

Personal project – Personal portfolio

Contents

Introduction

To make a professional and contemporary design, you need to research the current design landscape and find the trends you can use for your design. Because of that, I am conducting research in the current design trends, and I will look for some examples and inspiration for my personal portfolio.

Using AI

According to Donahole (2021), AI is being used in a lot of processes currently. This is what I found out by using literature research from the CMD-Methods Pack. By using machine learning, an AI can predict human behavior and AI's can even make straight wireframes from a flowchart. By creating multiple wireframes with AI, you will immediately have multiple options to test trough A/B Testing.

AI's use years of history to calculate what the best user experience is for your target audience. Using an AI could be a good idea for making quick and efficient wireframes, however, I need to pay attention to the quality of the wireframes, since AI's can still make mistakes (especially when an AI must calculate human interaction), and I will probably need to change them a bit to give my own spin to it.

An AI also exists that can write static code from screenshots and wireframes. This AI (pix2code) can be used in tandem with a wireframe AI (Uizard) to cut down on some of the processes of a project. According to Babich (2020), using these two tools will make the life of a media designer easier.

However, you do need to watch out for mistakes by these AI's. For example, pix2code is NOT a substitute for programming altogether. It is a tool to support your development process and as said before, it can only create static code. It is up to you as a frontend developer to change the code to make it dynamic, to write the JavaScript and to make some changes wherever necessary.

AI's like Github Co-Pilot and Tabnine are way better for responsiveness and writing code that is useful. During my literature research, I found that Tabnine has more functions than Github Co-Pilot and Tabnine also has a free plan (Tabnine Team, 2023). The defining reasons why I chose Tabnine over Github Co-Pilot were midline code completions and the free plan, which Github Co-Pilot does not have.

Different styles

There are many different styles currently used in the media design landscape (Cousins C., 2022). Twenty-five different styles I could use are listed in this article. Of course, I will have to look for the styles I want to use and with which I will attract my target audience. However, the style that has caught my eye the most is the 'show, don't tell' style.

This style speaks for itself. And for a showcase portfolio, the goal is to showcase my work and not talk too much about it. Of course, there will be some text to explain what the project is about, but I will mainly show my finished product, because companies don't really care that much about my process. I will also show which programming language(s) and what framework(s) I've used per project.

To get some inspiration, I started using benchmark creation from the CMD-Methods pack. At first, I wanted to go with the show, don't tell style. So I looked up some examples from portfolios with this style.

Figure 1: https://www.cult.nl/

After the meeting from Erik on Wednesday 16 February 2023, I realized that the show, don't tell style was not good for this kind of portfolio. We must show our research and show the process we have went through to make this product, so that means I will have a lot of text.

So, the style I have chose after realizing that the show, don't tell doesn't really work, is the minimalism inspired design and the personal touch (Cousins C., 2022). This is because I really like this style myself and it leaves room for both images and text. This way I can keep a clean portfolio, without much little details that keep you from reading.
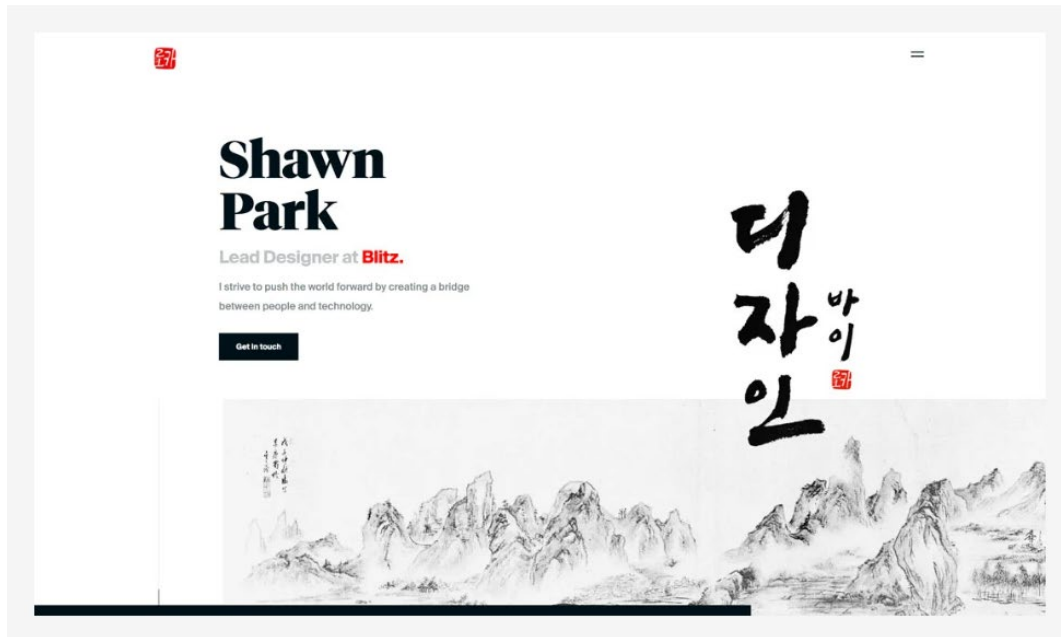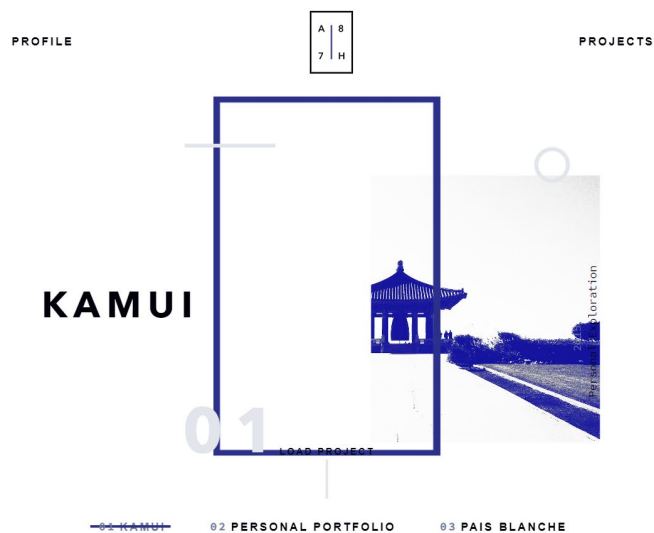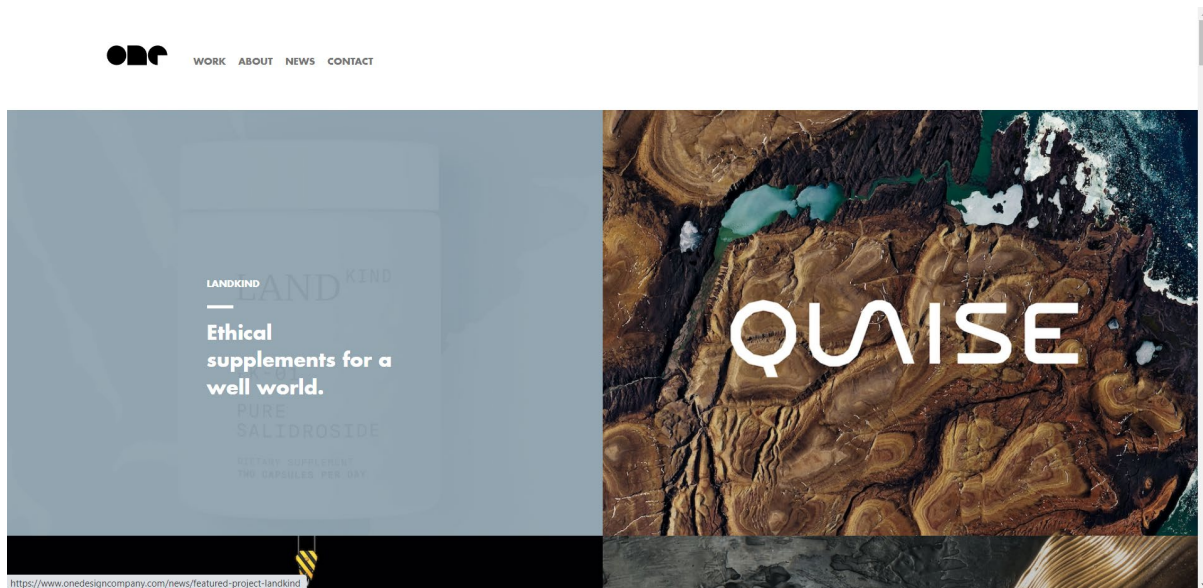
Figure 2: https://designshack.net/articles/trends/portfolio-design/

Figure 3: http://admirhadzic.com/#/

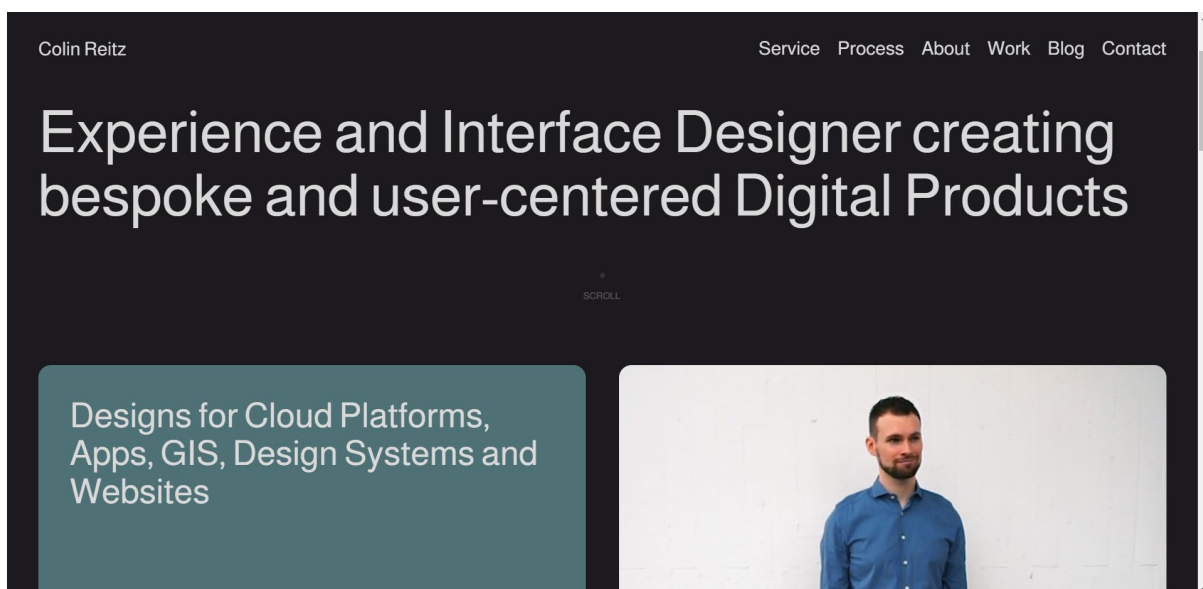*Figure 4: https://www.onedesigncompany.com/*

Figure 5: https://design.colinreitz.de/

Figure 6: https://www.behance.net/gallery/147520385/Developer-Portfolio-design?tracking_source=search_projects%7Cportfolio+developer
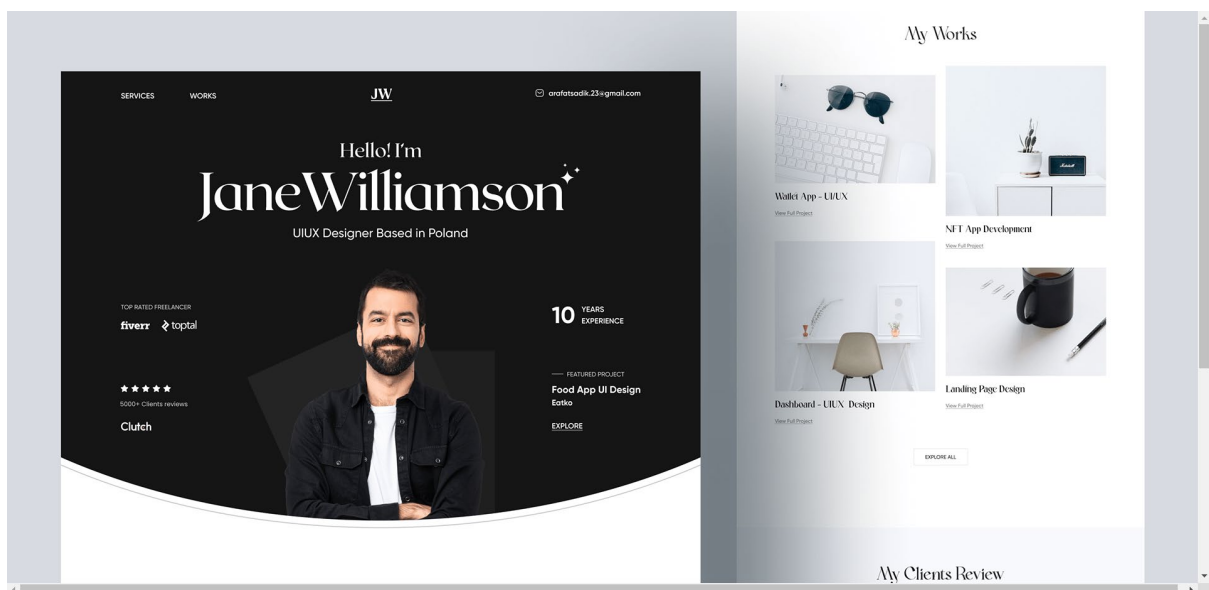

Figure 7: https://www.behance.net/gallery/159935299/Personal-Portfolio-Website-Landing-Page?tracking_source=search_projects%7Cportfolio+developer

Conclusion

A trend that is very popular now is AI. People use tools to make the process of designing and developing a lot easier. AI has become industry standard at a lot of op places. An AI like Tabnine makes coding way easier and using Uizard you can generate a design with AI. This spares a lot of time, compared to making everything from scratch.

Also, a personal touch to your portfolio is a great trend at this moment. Showing who you are, gives companies insight into who you are and that is something that especially companies that work in small teams like, according to the owner of the IT-company I work at (J.P.H. van Helden, 2023). Companies usually want you to fit in the team you are working in, so applying a personal touch is almost a must.

References

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