

# Design Trends Research

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

Personal project – Personal portfolio

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## 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 through 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, like what the project is about, what you have done in the project and a short reflection.

The other style that grabbed my attention is the personal touch style. This style also speaks for itself, since this style is a personal touch to your portfolio; something that fits you and describes you. This style also works well with the results from the expert interview, since a personal touch is very important.

## Animations and Single Page Applications

According to Jacinto (2023), two important trends for frontend developers are animations and single page applications (SPAs). Browser compatibility, Search Engine Optimization (SEO) and offline capabilities are the three most important reasons why SPAs are so popular. Next to this, it is light weight, and it also deploys fast, which makes the workflow of the developer easier. Developing a SPA does require a lot of planning, because the end user should still have a good user experience on the site.

Even though minimalistic designs are still very popular, animations are still very much a trend in the current design landscape. With animations, you should still watch out that you do not use animations too much and clutter the entire page. Nowadays, there are also enough animation libraries to use to make the process of animating elements easier.

## Dark mode

Another big design trend nowadays is dark mode. Currently, 81.9% of the smartphone users use dark mode or night mode (Geyser, 2023). Having an optional dark mode on your portfolio can give people the option of choosing which color pattern they like the most. In summer, for example, dark mode is less used than in the winter, because of the sun shining on your screen. But in the winter, you don't want to get blinded by a very bright white color on the screen. Most big companies, like Facebook (Meta) and Apple are already incorporating optional dark mode in their products.

Next to dark mode having a practical effect by being easier on the eyes, it also gives the design an entirely different feel, opposed to the light mode. People can have the choice of which look and feel they would like the most and continue with either dark mode or light mode. This option of choice shows how much you care about the best user experience for the end user.

## 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 and what you do is very important to a lot of companies. Animations should also be considered since there is a rise in animations again. However, you should watch that animations will not clutter the page. Lastly, dark mode gives visitors of a portfolio a choice in style, feel and color pattern. These things can benefit a portfolio of a frontend developer.

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