Hey there!

Jen McKinnon here and it's time for another trend roundup

from Envato.

Today we're taking a look at UX and UI design trends

and all the links to the featured items can be found

in the description below.

Let's get into it!

The first of our UX and UI design trends today is

subtle animation.

This trend has been growing in popularity, particularly when it

comes to typically dry subject matter, lifting otherwise tired

web pages in a simple yet engaging way.

Balance is key with this trend, paying close attention to subtlety

so as not to dominate or distract on the page.

SEEK's career advice page shows subtle animation in action

using a simple, straightforward idea to add fun and vitality to

an otherwise predictable navigation page.

Lums by Layerdrops is a customisable HTML template

available on Envato Elements that includes landing pages,

a carousel slider and CSS3 animations so you can easily

start testing subtle animation on your website.

Next we're heading into the world of neumorphism,

or neomorphism, which is the evolution of skeuomorphism,

the trend that champions the use of design elements that look as

they appear in real life, like the interface of your computer's

calculator, or the floppy disk used as the save icon.

Combining the best of skeuomorphism and flat design,

neumorphism delivers familiar clean interfaces with a new

feel, using highlights and shadows to convey realism.

The Luminarious app interface by Artemiy Lebedev does exactly

that, with icons popping in or out to give the design

depth and authenticity.

You can get the same look with more than 20 cards and over 100

button styles included in the Neumorphic UI for Smart House

kit by merkulove available on Envato Elements.

Bigger is better in 2020.

Whether used full-scale as a background or as a striking

centrepiece, images are being used on a much larger

scale this year.

Take Playful Creative Collective’s portfolio website

for example. Full screen video blankets the home page and,

as you scroll, images stretch across the screen to highlight

their different projects.

If you like this style, check out the Lana web template on

Envato Elements. It takes large-scale imagery and

matches it with minimal design to draw the user's attention.

Good news for the anarchists among us

2020 is the time to throw the rule book out the window.

Whether it's an asymmetrical layout, a wild font, or loud,

unusual colour combinations like you see on this Mecaland

Landing Page, this trend takes an abrasive attitude, mixing

emerging design trends like street art and the anti-design

style, brutalism, to create something aesthetically

chaotic and intriguing.

Both street art and brutalism are covered in detail in our

Graphic Design Trends roundup linked in the description below.

This Cardea One-Page Portfolio Template by CocoBasic gives life

to this trend, combining a subtle nod to street art with a

brutalist attack of colour and text. Check out the full

template on Envato Elements via the link in the description.

In this trend, customisation seeps into typography.

Variable fonts are in, giving designers a wide range of

options within a single font. Spacing, weight and widths can

all be manipulated to create the best look for your design,

or a number of different variations can be used in the

same artwork to achieve contrast with an underlying

consistency of style.

Take Soulcraft Typeface for example.

Emulating vernacular lettering, this font allows the user to

replicate some of the quirky characteristics found in text

on street signs and walls. The result is an energetic and

dynamic look and feel, and, when paired with one of our other web

design trends, subtle animation, can really grab the

viewer's attention.

Ready to try out variable fonts?

Try this Victorian-style serif font, Figuera by Adamfathony.

In 2020, web design is ditching the precision and finesse of

that slick digital style and harnessing more human elements,

like hand drawn illustrations, icons and fonts, along with

textures and grain effects.

Yogurt brand, Chobani, have fully embraced this trend,

bringing humanity into their brand-identity through the use

of illustrated icons and embellishments.

We also featured Chobani in our Illustration Trends roundup,

so find the link in the description and check that out

for more detail on using hand-drawn features to

humanise your brand.

You can get the look with this customisable Education

Responsive Landing Page for desktop and mobile

from Envato Elements.

Finally, we are seeing more and more brands prioritise

consistency of design to ensure they portray a distinctive,

recognisable look both online and off.

The best way to ensure you're maintaining design cohesion

without placing creativity-hampering

restrictions on your designers, and still allowing the brand to

continue to evolve, is to come up with a design framework.

Atlassian excel in this area and you can view their full design

guidelines via the link in the description.

Envato Elements has hundreds of UX and UI design kits for you to

choose from to keep your branding consistent and on trend

Take a look and start your online brand evolution today.

That does it for the UX and UI Design Trends you'll be seeing

more of in 2020. If this video was helpful, don't forget to

like it below so we know to keep producing more content like this

And subscribe to the Envato YouTube channel to stay up to

date with our latest content!

Have your say and tell us what trends you'd like us to profile

next in the comments below and hit the Envato blog linked in

the description for more trends and tips.

That’s all for now but if you're keen to stick around, click the

thumbnail on screen to watch the next video selected just for you