hi everyone I'm Ellen and a new year is

already here so that time has come for

me to share what trends will dominate

2020 so in this video we'll look into a

design trends that you can incorporate

into your design to be on top of the

2020 game outline shapes have been used

for a while but in 2020 they will take

the spotlight designers are using

outline typography not only is the

secondary call to action or in the

background like in Sally here they're

using a blend of outline typography and

solid titles here if you want to use

this style of text make sure to make it

big enough so it wouldn't disappear in

the background it's not enough that you

have text in your hero section they

should be a part of the design so in

2020 we'll see more and more text be

incorporated in the design like we have

in this website here as you can see

those titles are almost a part of the

scenery that's there in the images if

you're a designer this means that you

have to be skilled in some graphic tools

CSS or perhaps use a website builder if

you're using visual composer you can

easily achieve an overlap effects just

adjusting the margins and padding's

we're at a point where just creating a

beautiful website is not enough we have

to show our competence and online

assistance is the way to go and tools

like check box have been proven very

effective in achieving online assistance

in an easy and quick way and a good

example would be this website where you

just click on the bubble and you get

more information it's just a simple

example but this shows that you just

have to get creative to get big results

not all parts of the website are created

equal

there is something you want to send out

and some you want to take a back seat

and there are a lot of ways to achieve

that but parallax effects is for sure

one of the most effective ones this

website uses the parallax that follows

the mouse so it creates sort of a

three-dimensional effect it creates that

see the site this is an effect that

we'll see a lot in 2020 because it's so

unique and it really gives a lot of

opportunities for creative designers to

really show something new there might

have been a time when fakeblock's

bright colors might have been considered

tacky and aggressive but that time is

over there's only so much we can do to

grab the attention of our visitors and

bright colors might just be the way to

go this year this website for a film

uses a bright red background with bold

titles so so don't be afraid to really

grab the attention of your visitors and

maybe provoke them with the bright

colors masonry block layouts have been

popular with galleries but in 2020 we'll

see this style of layout applied to the

whole website like the happy hero here

no scrolling just fun masonry layout

people are born with the standard

layouts so this is a way to show you've

got in a creative and new way marketing

oriented design might seem like the

obvious choice but people still think it

requires a large investment but now

there are so many tools available like

Google optimized together with a website

builder can create the perfect canvas -

from AP tests to get the best layout

also a simple star ranking or

testimonials can really help convert

visitors in 2020 like in this

interactive website you can see things

like the word count

you can check if your language is

available this is very very marketing

oriented showing what the product is in

a very new and creative way so any Tony

is definitely the year for grabbing

attention and making smart marketing

oriented decisions so these have been

the trends to try out and they will

definitely help you stand out and grow

your business so stay in the next one

everyone bye