INTERFACE DESIGN

Trends we'll see in 2018 -

- WHAT’S STILL CURRENT-

TREND N°1

SIMPLICITY AND CLARITY

The omnipresence of mobile has transformed interfaces and the way content is displayed: the user is shown what he came to look for and is helped to perform a precise action that limits the amount of text.

The presence of white space is very important. We see more and more page designs that are airy and geometric, and sometimes also less structured grids that allow for a more dynamic screen.

For the trend
and your own crazy

CAPS

2015
The Reynolds
LOW RIAC

Made In America
REYNOLDS

Andrew
Reynolds

01
One-piece toe panel to avoid blowouts in Ollie area.
02
This tongue and collar for a slimmer, low profile fit and more comfort.
03

Hello!
I'm Mr.Bara

Love Simplicity
Fashion

Mr.Bara
Best Choice

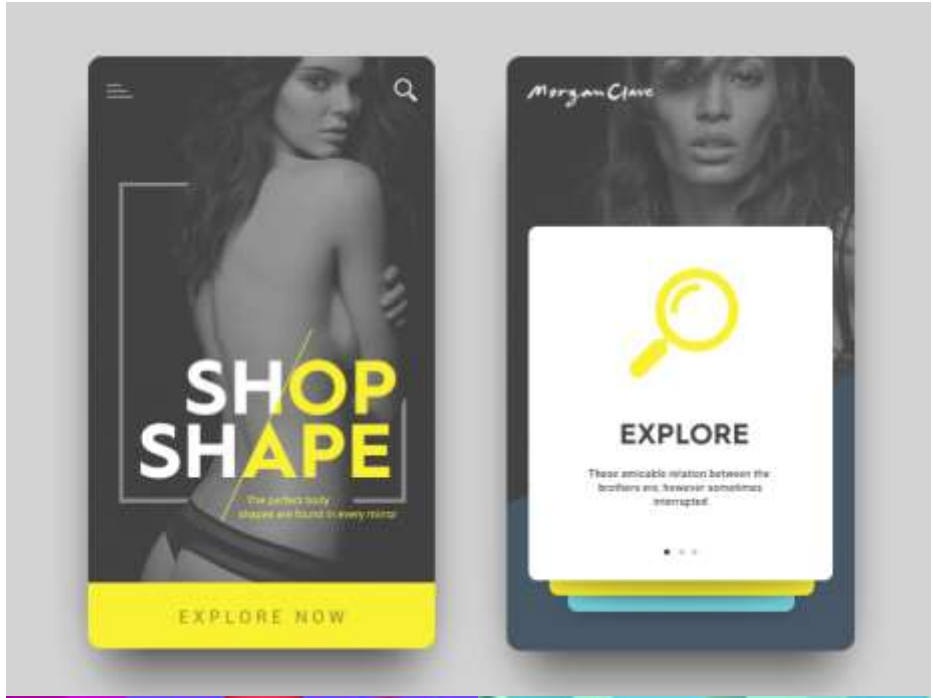
TREND N°2

COLOR AND CONTRASTS

Simple doesn’t mean cold.

Color and gradients bring warmth back to interfaces. The preference is to define a simple interplay of colors and to place the emphasis on the action or accent color to create contrast.

INTRO
WHO
WHAT
WORK
CONTACT
Work.


SHOP
SHAPE
EXPLORE NOW
Morgan Clare
EXPLORE

XL
14
DELIVERY
MIXED
CUSTOM
PRICE
VISA
CHECKOUT

SEMI-
PERMANENT

DESIGN
WITH
DEPTH

TREND N°3

HIERARCHY AND TYPOGRAPHY

The choice of fonts is fundamental and contributes to the brand and platform identity.

Typography remains an inescapable means to arrange information hierarchically thanks to size differences and variations in weight.

Accessibility constraints which are ever more present in conventional interfaces will give typography back its importance.

University of Chicago

City of Big Data

Microsoft

CNN

ArrowStream

PointDrive

Intel

TREND N°4

ILLUSTRATION IN ALL ITS FORMS

In response to flat design and the impersonal stock image visuals, we are seeing the increasing appearance of illustrations.

The playful and differentiating approach of an illustration enables us to give personality to interfaces, to affirm the identity of a brand and to find a new way to present content. They are particularly relevant to create storytelling.

It is important for a brand to have its own library of illustrations.

Good Evening, Kanye!

iTS LiKE YOU GET
TO BE YOURSELF
for a Living

Aa

TREND N°5

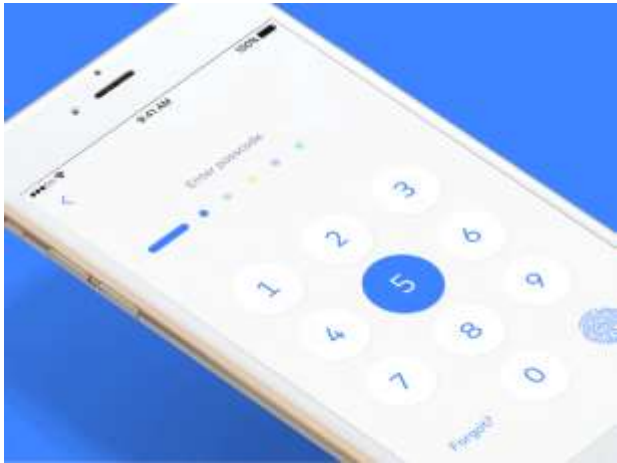
UI MOTION AND EMOTIONAL DESIGN

Animations aren’t just there to create a ”wow effect”. They help with understanding the interface and user interactions.

Animations are inspired by the laws of physics (e.g. Material Design) while remaining distinct. Micro-interactions enable us to give feedback to the user following an action.

Be careful not to abuse it, to maintain consistency and sense.

Sign out
Transfer
My debit card
8 369 €
VISA
My credit card
2 439 €
MasterCard
My car
16 550 €
Loan



- WHAT IS NEW (OR ALMOST NEW) -

TREND N°6

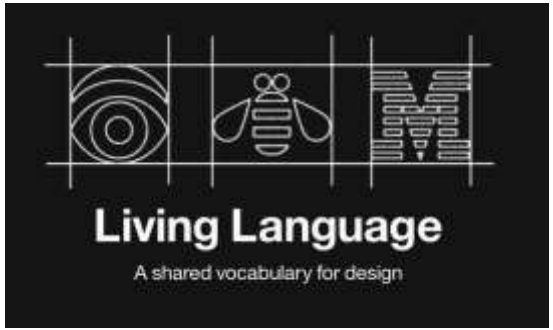
A VISUAL LANGUAGE

(in praise of consistency)

Having a global and consistent experience across all media relies on the creation of a true visual language.

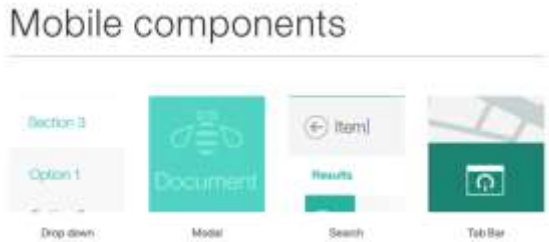
Future interfaces will thus no longer be conceived by screen but rather as systems of components which are living and evolving.

Atomic Design
ATOMES
MOLÉCULES
ORGANISMES
TEMPLATES
PAGES


Living Language
A shared vocabulary for design

NETFLIX
Everything you need is here.
BRAND STORY
VOICE
STYLE
LOG OUT ›

Principles


Mobile components
Drop down
Modal
Search
Tab Bar

TREND N°7

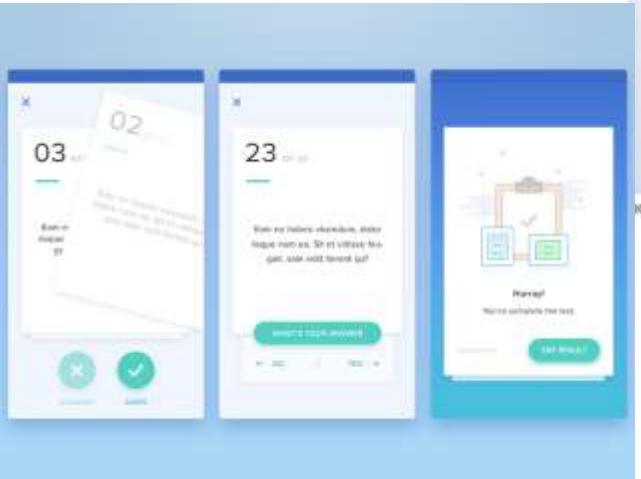
CREATIVE ASSETS THAT BREAK OUT OF THE SCREEN

With connected objects and 3D printing, digital is reconnecting with the physical world.

Without going so far as to return to Skeumorphism, we are observing a trend of getting closer to the physical world with interfaces that we want to touch (materials) and with which we want to play (shadows, animations...).

Fourty Love
Sign up

CITY GUIDES


03
02
23

Privacy
Contact
Careers
Request a demo
News
Login

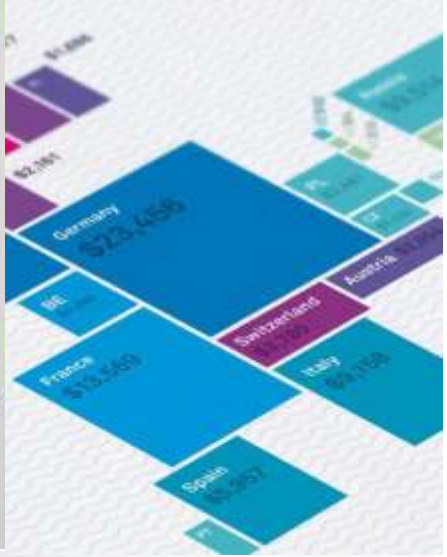
TREND N°8

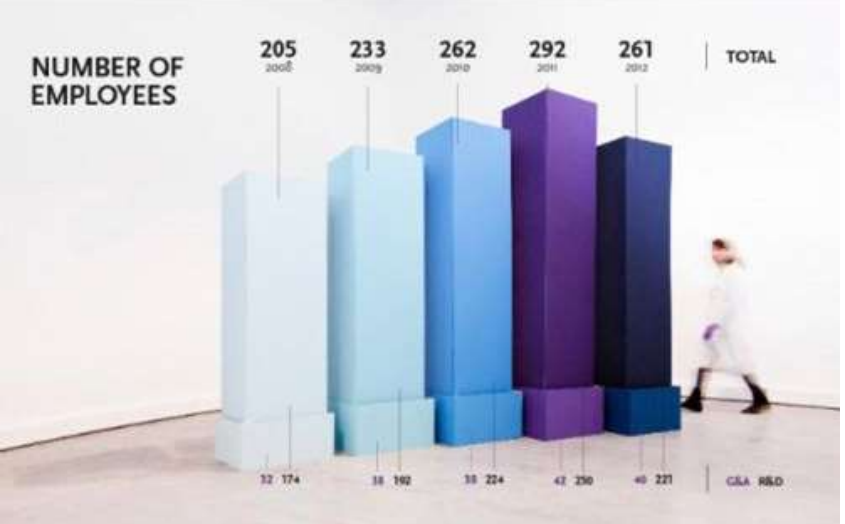
REPRESENTING DATA

Big data is here, there’s no longer any doubt for anyone.

This data has to be used and analyzed in order to give the user the best experience possible.

A clear and relevant representation of this data will provide structure, especially in banking applications.


Germany
$23,456
BE
France
Switzerland
Austria
Italy
Spain


NUMBER OF EMPLOYEES
205
233
262
292
261
TOTAL
32 174
38 192
38 224
42 250
40 221
G&A R&D

Messages
Settings
Support
nest
MAIN OFFICE
UPSTAIRS
BASEMENT
TEMP ADJUSTMENTS
HRS
8
6
4
2
0
TUE 10
WED 11
THU 12
FRI 13
TARGET
70°
20 MIN

TREND N°9

TELLING STORIES

Storytelling is more than ever the current way to involve the user in a story or, more simply, in a series of arguments.

Very long single pages (no one is afraid of scrolling anymore!) unfold during the course of reading and become true narrations.

This enables us to replace a sometimes monotonous reading of content with a delicious process of discovery.

We’re also seeing the death of royalty-free photos in favor of authentic, living ones.

JASMINE STAR

CREATE A BRAND

ABOUT JASMINE

Marketing, branding & building a powerful mindset for creative entrepreneurs.

I left law school, picked up a camera, pursued curiosity, and built the business of my dreams. A decade later, I educate entrepreneurs on how to do the same.

READ MORE

EDUCATION

snapchat stories

FEATURED VIDEOS ALL

Chains

Powerful experiences arise when audiences are encouraged to direct stories themselves — creating surprising, impactful narratives that even their creators couldn't imagine.

LEARN MORE

POPULAR PLAYLISTS ALL

Top 10 FoST Films

10 VIDEOS

FoST 20

16 VIDI

TREND N°10

LIVING NEW EXPERIENCES

There are countless new technologies that just a few years ago were fiction.

Virtual reality, augmented reality, Games that make users go out into the streets (Pokemon Go)...

The user will thus want more and more new experiences (visual, sound and tactile) and products that break established codes.

Thanks to all these technologies, we can expect design that is **personalized, predictive, and intelligent**.

Things to do
TOP SPOTS
FOR YOU
INDOORS
OUTDOORS
Camp Nou

Discover Weekly
Discover Weekly
FOLLOWING
BY SPOTIFY
SHUFFLE PLAY
Available Offline
Weight In Gold
Gallant • Weight In Gold
Follow You
Cheat Codes • Follow You
Thursday

CP149
Ivysaur
HP32/32
TRANSFER
Grass / Poison
Type
5.58kg
Weight
0.82 m
Height
500
STARDUST
1
BULBASAUR CANDY
POWER UP