**image selection**

* product experience, features, and functionality
* the product’s human dimension: the effect it has on people’s lives.
* the human being illustrated in Shopify Polaris’ hero image is just a human being. Specifiers like race, gender, nationality, and much more are left undefined,

**Back Ground**

* organic shapes. Backgrounds now abound with almost amoeboid blobs of color, dramatic diagonals, even dashes of the real world rendered almost cartoonish.
* the emergence of “flashing” or “[vibrating](http://accessibility.psu.edu/color/brightcolors/)” colors in many website UIs.

**Animation**

* the web’s message — its meaning — lies in its capacity for motion and interactivity: the ability for a web page to not simply present us with information, but to make that information move and, more importantly, to allow us to interact with and impact that information.
* information isn’t just presented for your approval, but slides up into your awareness, calling attention to itself piece by piece.
* we shouldn’t go overboard here, But if done right, even a subtle animation can direct the visitor’s attention to the right content at the right time, helping ensure they don’t miss vital lines of copy, or a conversion-driving form.

**Page transitions**

* the page transition keeps the experience cohesive and on-brand
* A state-change animation might sweep you away from one page, and another greet you on the new page,
* The transition itself looks like any other switch from page to page: things go blank for a sec, then the new page loads in. Nothing fancy.

**Fonts**

* As a long-time fan of serifs and their ability to evoke feelings of elegance, refinement, and literary polish, I warmly welcome our new footed overlords.
* reveal several serifs stealing the scene:

**Floating navigation menus**

* This reinforces the feeling that the navigation is a global object, not necessarily a part of any one page, but there to follow you reassuringly through the site

**The <video> element**

* It can slip seamlessly into the design, without the intrusive chrome of an embedded YouTube or Vimeo video