

# TREND ANALYSIS

## WEB TRENDS 2023

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### Sub Question

What are the latest web design trends of 2023?

### Why

I asked this question to collect information of the design trends of 2023 from different resources. I chose this method to actively observe and analyse websites, portfolios, and case studies to check out what's really being used and preferred among designers.

### How

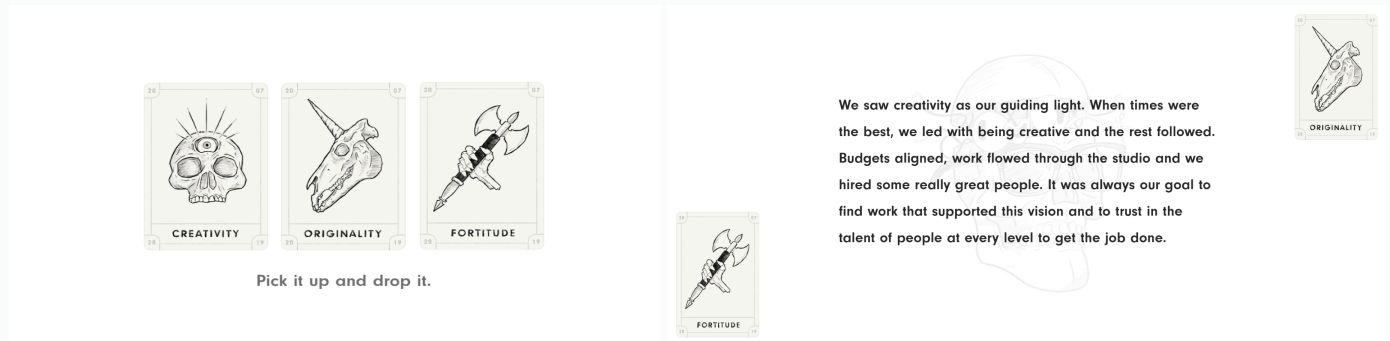
**Trend Analysis:** for this method, I watched two youtube videos by Gary Simon, which were published on May 17, 2022, and July 7, 2023. The first video is called "Top 7 Websites of Spring/Summer 2023," while the second video is titled "8 Developer Portfolios that Potentially Score 10/10." The videos provided an insight on current web design trends, observed via an analysis of consumer behaviour. Gary showed a summary of the websites trends emphasising significant design aspects, functionality, and new approaches demonstrated in the featured websites and portfolios.

### What?

Following the literature research, this is the second research about the design trends. This time the resource is from youtube video, from an expert. the two YouTube videos were from the same person, Gary Simon. The first video was by the name of "Top 7 Websites of Spring/Summer 2023" and the second was by the name "8 Developer Portfolios that MIGHT be 10/10's?! " and was published in 2023. The trends are:

- Ultra Minimalism

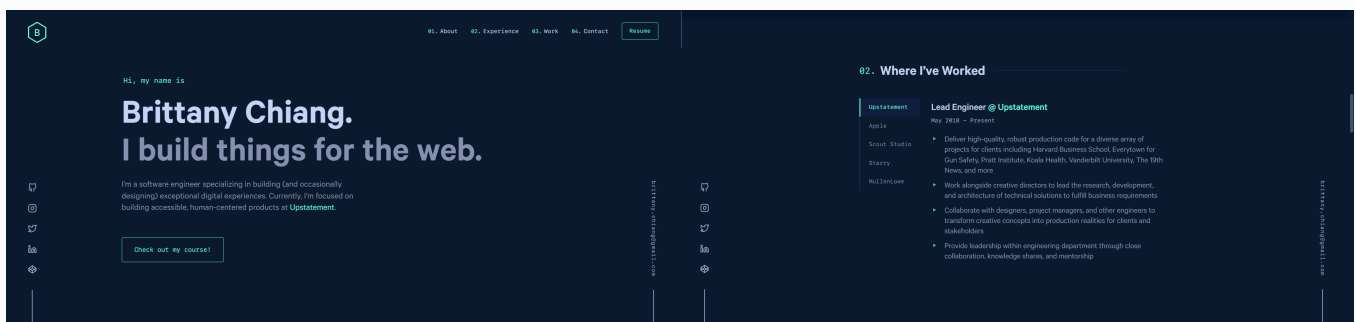
- Taking classic minimalism to the extreme, some designers and agencies defy conventions of what a website needs to look like, displaying just the bare necessities. This trend of web design, known as “ultra-minimalism,” can be great for the user experience and load times (Gary Simon, 17 May 2022, 10:05).



- What I like: The Ultra-minimalism vibe. The way the website positively impacted my experience and feeling about it.
- What I dislike: The website is very small, it barrel holds information about who did it and for what. I wish there were more pages, so I can feed my eyes with it's beaut.
- Link: <https://www.legworkstudio.com/>

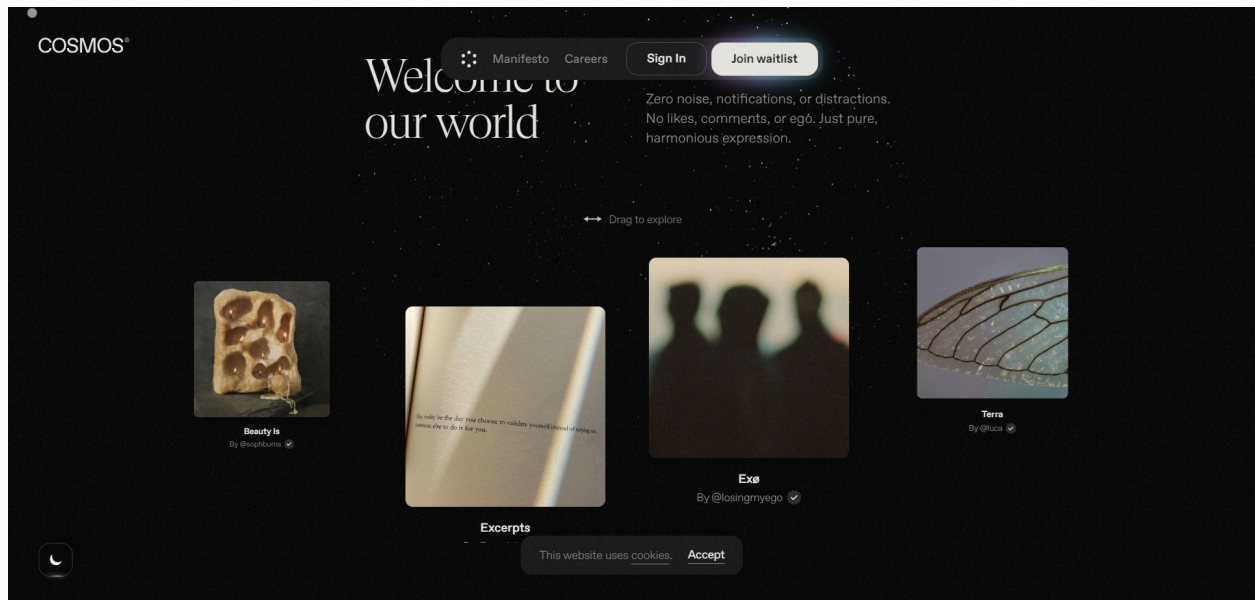
- Minimalism

- The site from Brittany Chiang is centred around a CV and little information in a very simple style with a dark colour scheme (Gary Simon, 17 May 2022, 2:00).



- What I like: The grid style, the minimalism vibe, how she fits everything on one page, and the way she presented the work experience.
- What I dislike: I would say nothing was disliked by me.
- Link: <https://v4.brittanychiang.com/>

- Broken Grids
  - A broken grid layout is a web page layout that defies some standard of a traditional grid layout. This could mean adjusting column width and/or row size, overlapping and stacking elements, animations, or other techniques beyond what a grid system dictates (Gary Simon, 2023, July 7, 10:18). Which make it so cool.



- What I like: The style, the colours, the vice of the website, and the selected images.
- What I dislike: I would say nothing was disliked by me.
- Website link: <https://www.cosmos.so/>

## So What?

After watching the two videos, I was able to conclude that the ultra-minimalism emphasises clarity and quicker loading speeds, as seen by the website of Legwork Studio. The portfolio of Brittany Chiang illustrates minimalism, employing dark colour schemes and simple layouts to achieve a visually pleasing and simple approach. Cosmos showcases broken grid layouts, that break traditional design rules by enabling innovative modifications and overlaps. I liked most Brittany Chiang website.

## Reference

Simon, G. (Producer). (2023, July 7). Top 7 Websites of Spring/Summer 2023 [Video]. YouTube. [https://www.youtube.com/watch?v=\\_X3OvCby1Bs&t=2s](https://www.youtube.com/watch?v=_X3OvCby1Bs&t=2s)

Gary Simon. (2022, May 17). 8 Developer Portfolios that MIGHT be 10/10's?! [YouTube video]. YouTube. <https://www.youtube.com/watch?v=At6XyItIHsE>