

LITERATURE STUDY WEB TRENDS 2023

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. I chose this method to find an overview of anticipated trends based on by design experts, articles, and reports.

How

Literature Study: I used search keywords such as "website design trends 2023," "website design trends 2023 medium," and "top website design trends 2023" to learn more about the trends in website design for 2023. The article "The 29 Dominating Web Design Trends for 2023" was written by Karla Hesterberg and released on March 07, 2023. Karla is the Director of Content Marketing at HubSpot, who contributes experience in data analysis and marketing content. In the article, she references the websites that exemplify the design trends she talked about.

What?

There are many web design trends in 2023. I have presented some of the trends I like from looking into an article written by Karla Hesterberg by the name of "What are the most important web design trends for 2023?". The trends are:

- Pastel Colours

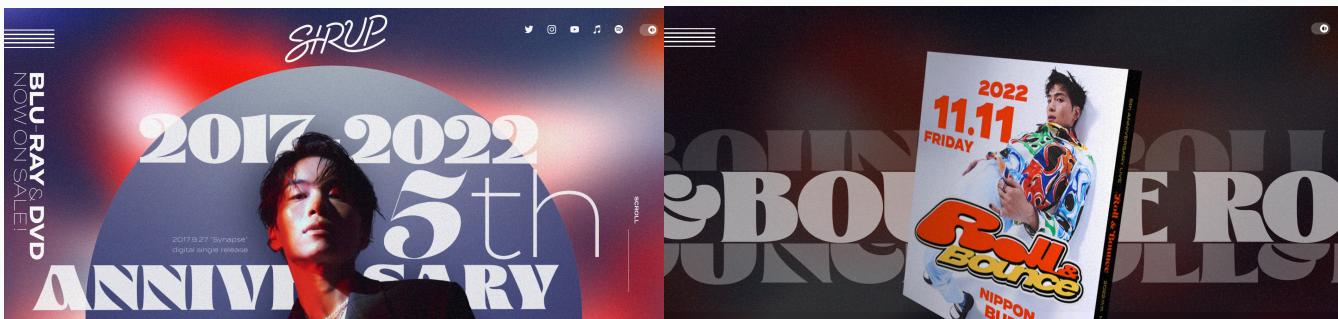
- According to Hesterberg (2023), in a recent article discussing web design trends. Pastels are bright, warm, and powerful reprieve from the bleakness of the early 2020s. This portfolio created by Cédric Pereira reveals exactly how visually impactful pastel colors can be.



- What I like: The colours, the animation, the hover effects, and the style of the website.

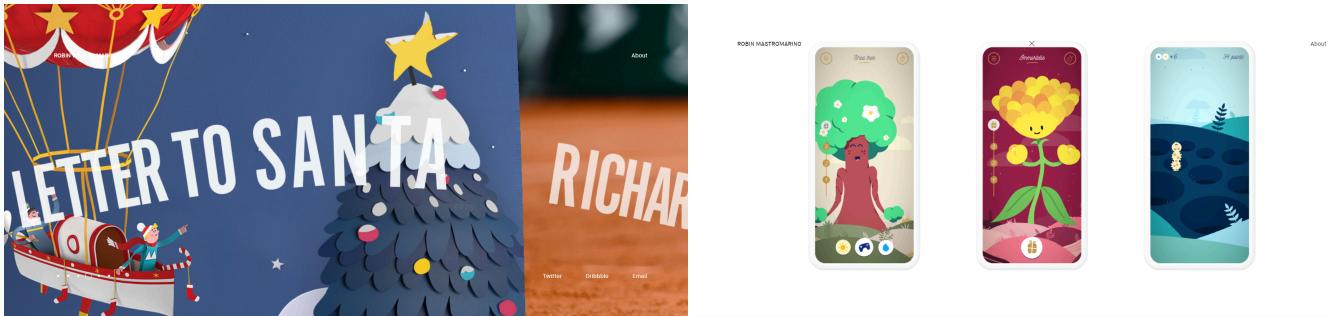
- Layering

- Layering images, colours, shapes, animations, and other elements add depth and texture to a site that doesn't have a lot of text (Hesterberg, 2023). Below is a stylish example from the singer-songwriter SIRUP.



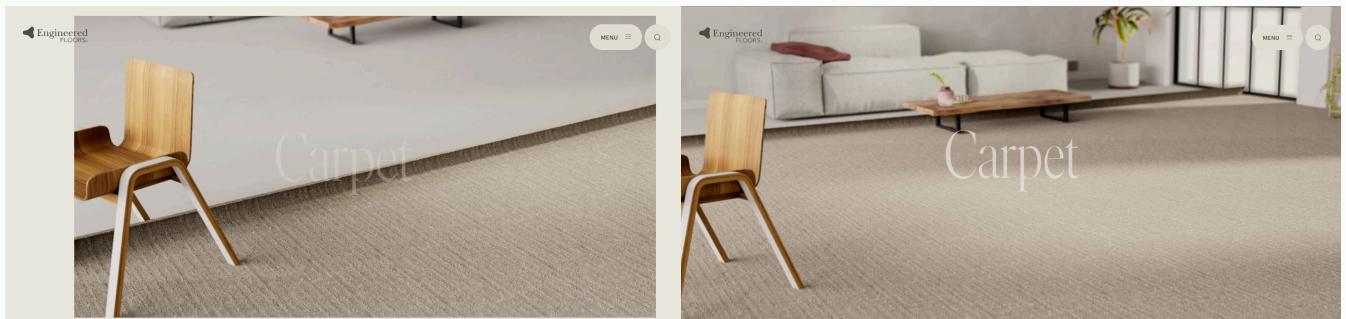
- What I like: The layout, the ability to turn music on or off, the vibe of the website, the colours, the font, the whole design of it.
- What I dislike: I would say the way the CDs were presented, I don't know the artist, therefore the way they showed them wasn't very helpful for me.

- Drag Interaction
 - Drag interactions are designed to mimic an actual, physical action. They essentially allow visitors to pick up and move objects on the screen. This type of gesture interaction is gaining momentum with more websites.
 - Take Robin Mastromarino's portfolio site as an example. In addition to clicking on the controls of the homepage slider, you can drag and drop the different slides to browse his featured projects (Hesterberg, 2023). The page transitions and animations are based on drag speed to give users a sense of control over these effects.



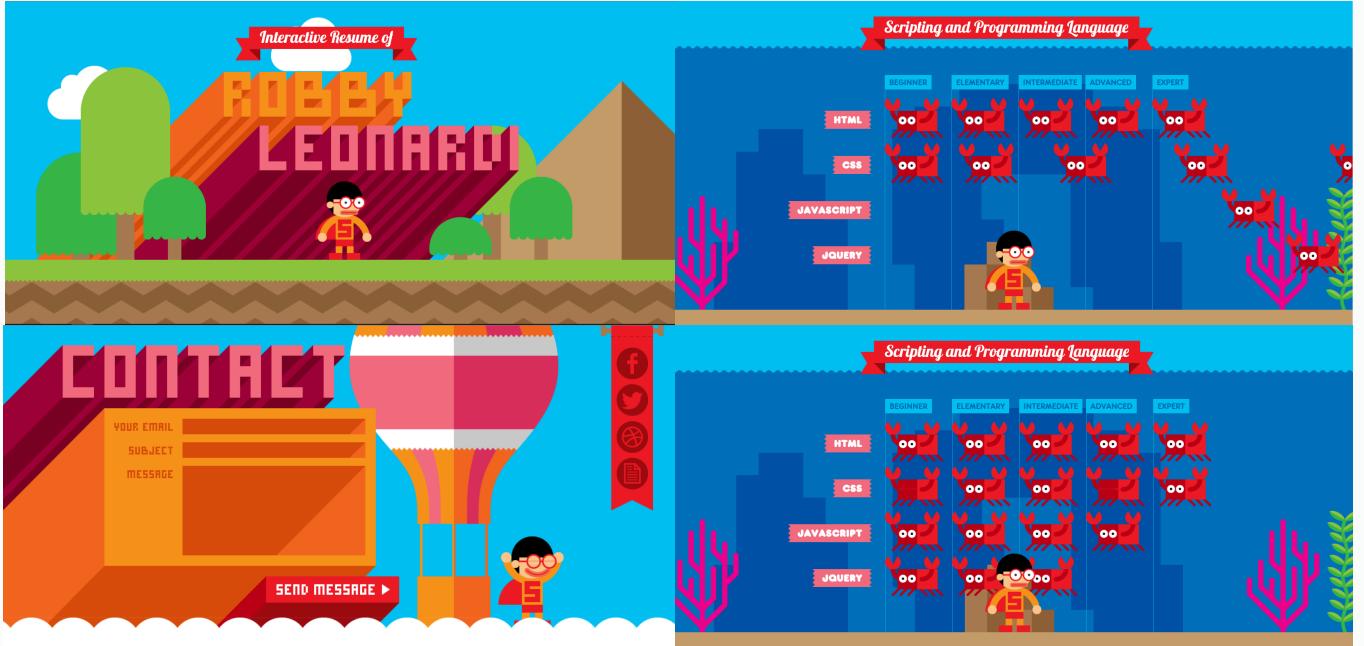
- What I like: The overall look of the website and the drag effects.
- What I dislike: At the end of a page, if I scroll a bit more, it gets me back to the titles. I sometimes don't want to view the titles again but want to see the end of a page.

- Scrolling Effects
 - Scrolling effects—animations triggered by scroll action create more dynamic web experiences, which is why they're arguably one of the most popular trending web design elements this year, according to Hesterberg (2023). These are increasingly used on interactive websites to intrigue readers to keep scrolling, signify a break in content, and create a three-dimensional experience.



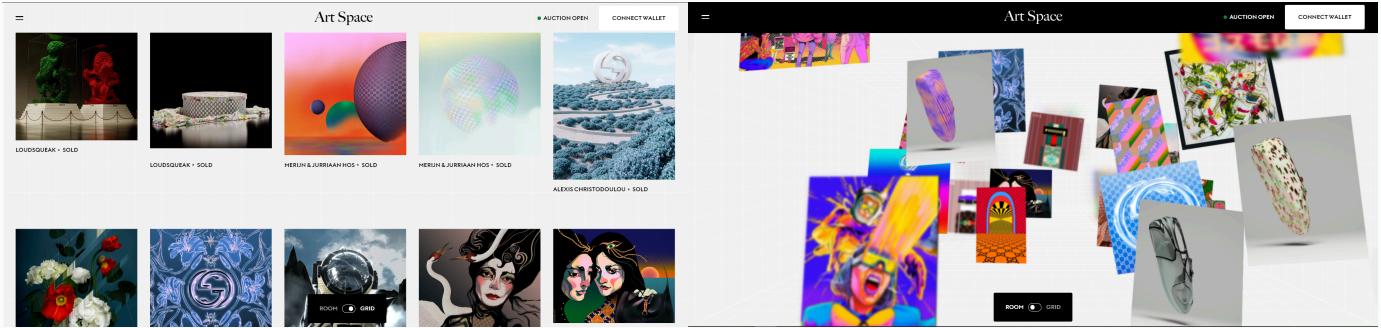
- What I like: The animation, the way the carpet moved when navigating through the website, the colours and the used typography (font).
- What I dislike: I did not dislike anything in particular.

- Gamified Design
 - Gamified design is everywhere in 2023, making it one of the most prevalent website design trends this year. Gamification is an excellent idea because it adds an element of human emotion for visitors (Hesterberg, 2023).



- What I like: Mostly everything, the vibe, the ability to move with the keyboard, all the animations and different ways of presenting information on the portfolio.
- What I dislike: The website is too long to navigate through, viewing the contact for example requires me to go through everything on the websites including the waiting for the air balloon to go up.

- Scrapbook Aesthetic
 - Today's scrapbook aesthetic is an updated, buzzy version. In some cases, like this Gucci website, it's interactive (Hesterberg, 2023).



- What I like: The way of viewing the website element with the room aspect, and the vibe of the images.
- What I dislike: I think I don't like that I can't code this yet.

So What?

According to the literature study, the current web design trends of 2023 involve a preference for pastel colours in order to develop visually attractive and appealing websites. The technique of layering images and objects is employed to create a sense of depth, while drag interactions provide users greater flexibility. Animations and designs triggered by scrolling attract users, while the scrapbook aesthetic, provides content in a distinctive manner. These themes collectively demonstrate an emphasis on user involvement, interactivity, and aesthetics. What I like the most is the pastel colours.

Reference

What are the most important web design trends for 2023? Karla Hesterberg, March 07, 2023;
<https://blog.hubspot.com/marketing/web-design-trends-2017>