

# Web Design Trends

2020



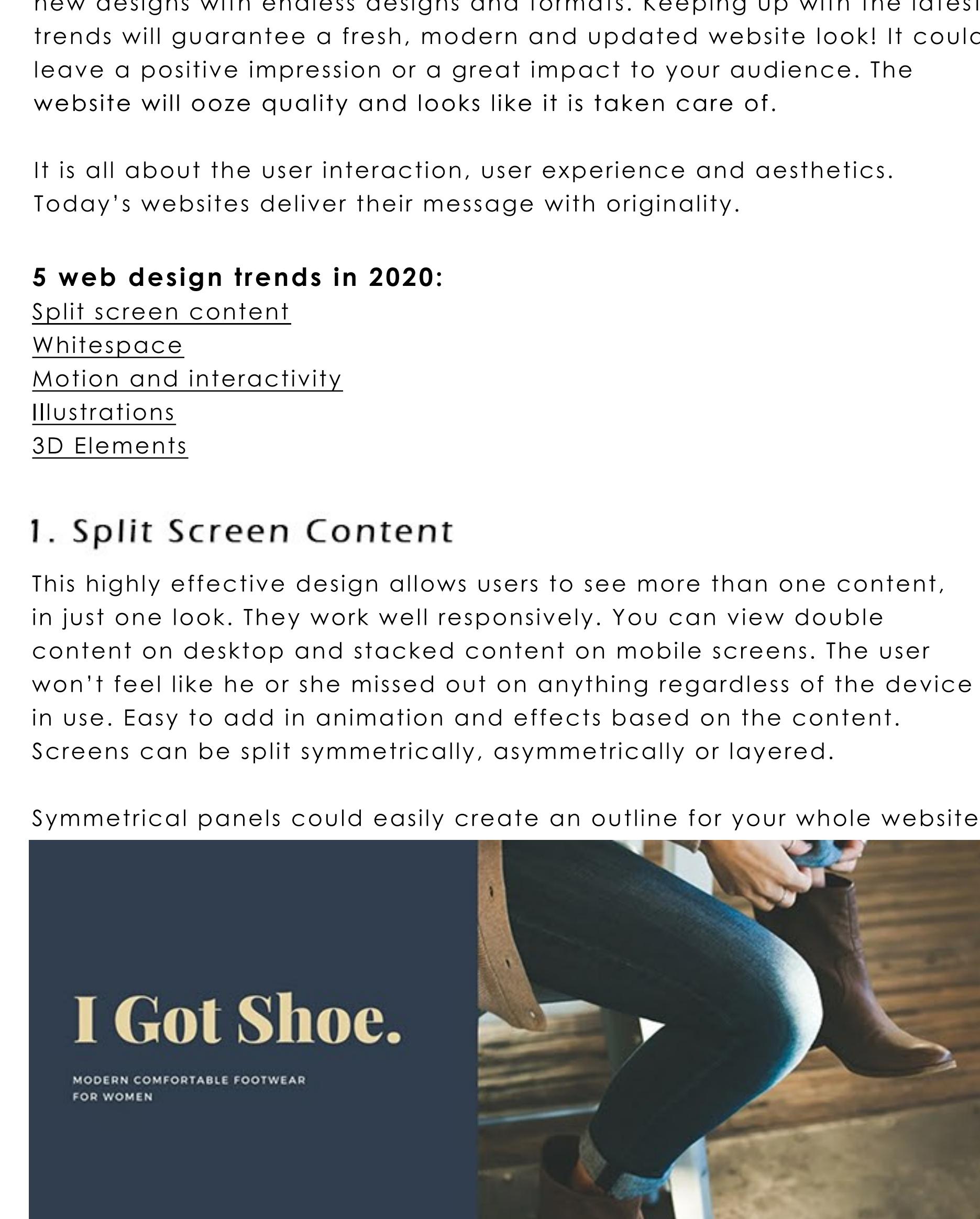
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In this post, we will be talking about how web design has changed from the past and some of the popular web design trends in 2020!

Web design was just introduced a few decades ago. Mainly focused on the appearance - colours, fonts and images. It also looks at the layout, how information is structured and categorized. In the past, there were not many variety or options to design with, therefore web designs were plain and standardize.

One would think of something grey, tacky or excessive use of vibrant colours and wacky fonts.



But in the year 2020, with technology rapidly boosting and more users are using the web, web design has become essential! From desktop screen to smartphones and tablets, many designers are experimenting and inventing new designs with endless designs and formats. Keeping up with the latest trends will guarantee a fresh, modern and updated website look! It could leave a positive impression or a great impact to your audience. The website will ooze quality and looks like it is taken care of.

It is all about the user interaction, user experience and aesthetics. Today's websites deliver their message with originality.

## 5 web design trends in 2020:

Split screen content

Whitespace

Motion and interactivity

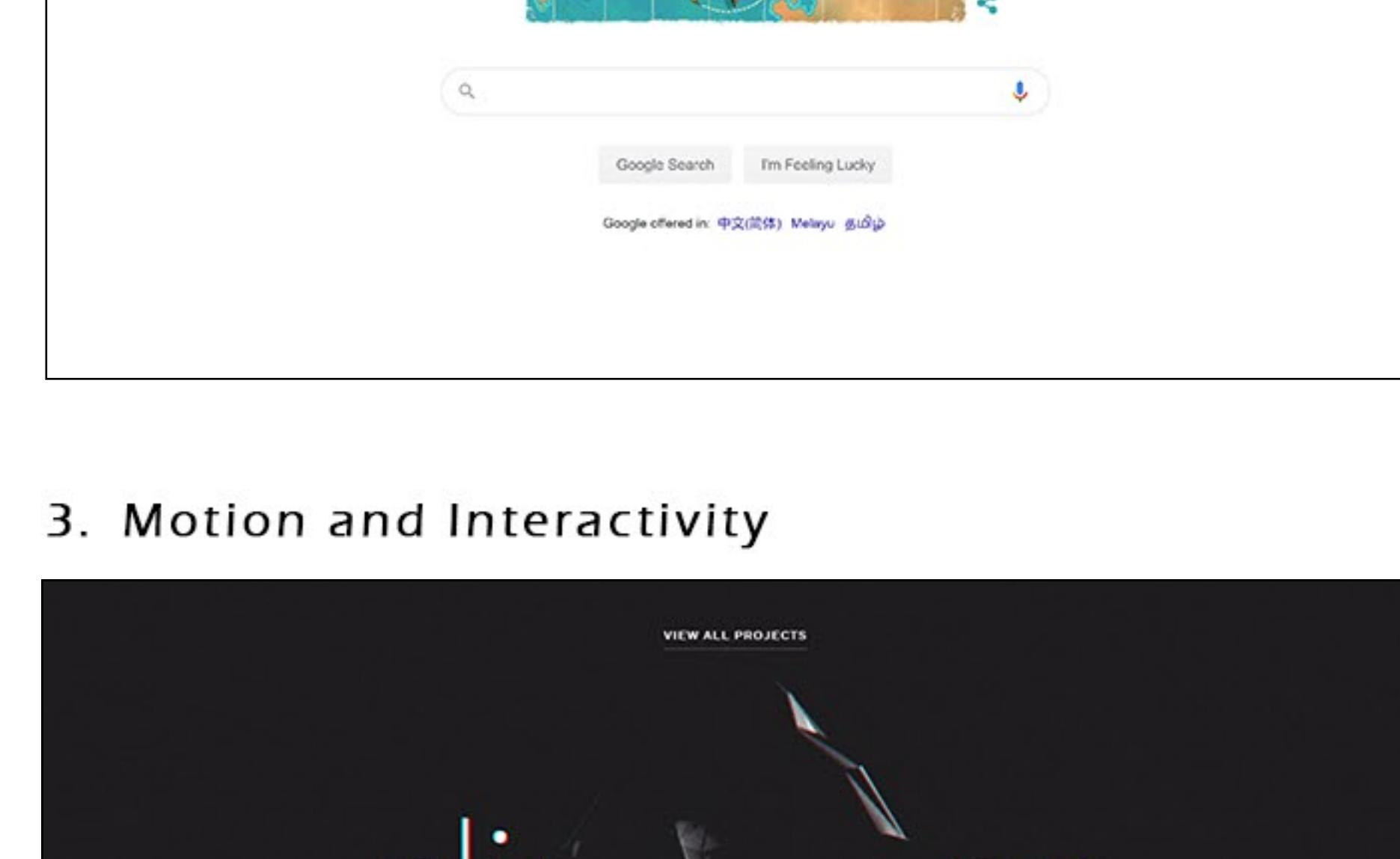
Illustrations

3D Elements

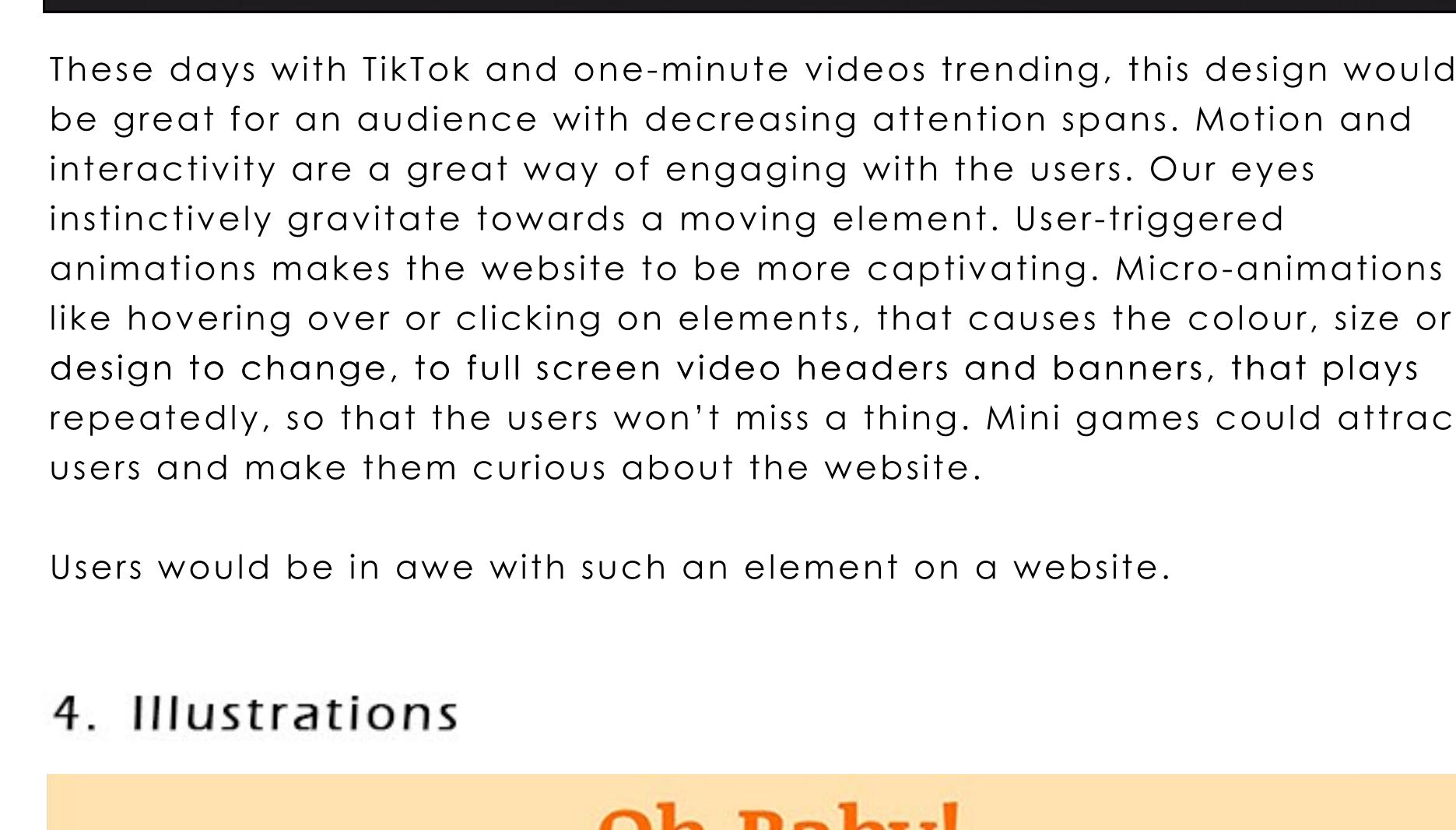
### 1. Split Screen Content

This highly effective design allows users to see more than one content, in just one look. They work well responsively. You can view double content on desktop and stacked content on mobile screens. The user won't feel like he or she missed out on anything regardless of the device in use. Easy to add in animation and effects based on the content. Screens can be split symmetrically, asymmetrically or layered.

Symmetrical panels could easily create an outline for your whole website.



Uneven splits help with visual focus, it directs the user's attention to the wider panel.



### 2. Whitespace

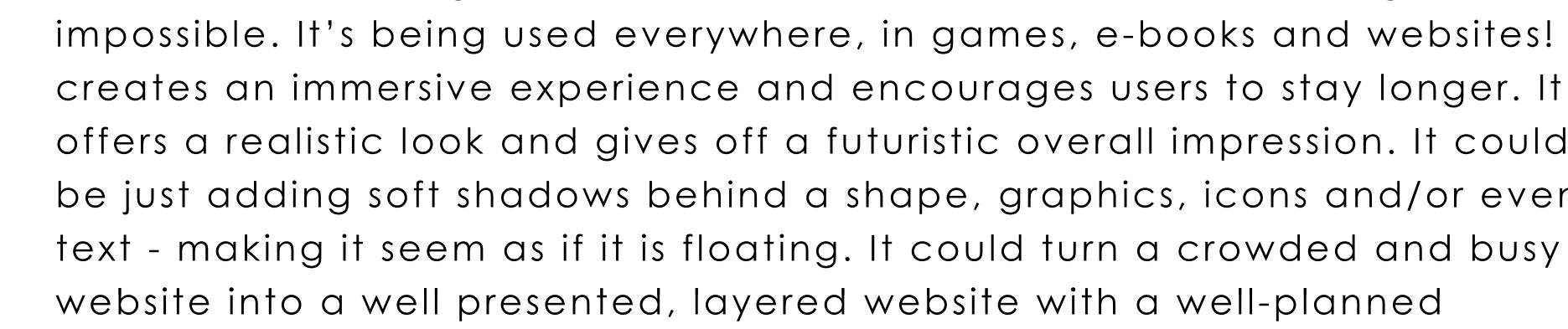
Feeling cluttered and overwhelmed with the amount of content? Add in a few whitespaces and clearly highlight the message you want to deliver. Whitespace does not literally mean white space. It is just a blank space of any colour, that creates a smooth transition when scrolling through the website. It's the space between images, text and other elements. A design that radiates simplicity and elegance. In a way, it is minimalistic as there are not a lot of information displayed. It helps relax the reader's eyes, as well as feel more breathable between elements.

Google is a good example of whitespace.

It highlights on what they want the user to do – search!



### 3. Motion and Interactivity



These days with TikTok and one-minute videos trending, this design would be great for an audience with decreasing attention spans. Motion and interactivity are a great way of engaging with the users. Our eyes instinctively gravitate towards a moving element. User-triggered animations makes the website to be more captivating. Micro-animations like hovering over or clicking on elements, that causes the colour, size or design to change, to full screen video headers and banners, that plays repeatedly, so that the users won't miss a thing. Mini games could attract users and make them curious about the website.

Users would be in awe with such an element on a website.

### 4. Illustrations



A great way to craft a brand's identity. Imperfect illustrations add personality - hand-drawn design elements are different compared to geometric shapes. Mixing photography with illustrations is unique and creative. Users like to see something different and the use of this design appeals to the heart and soul of the users. Illustrated icons and text creates realness and it is unordinary. It forms a playful theme for the website, which is original, unlike any other websites. It has a positive impact towards the users, and makes your website stand out from your competitors.

This design brings in emotions and personal touch.

### 5. 3D Elements



Thanks to technological advancements, 3D elements are no longer impossible. It's being used everywhere, in games, e-books and websites! It creates an immersive experience and encourages users to stay longer. It offers a realistic look and gives off a futuristic overall impression. It could be just adding soft shadows behind a shape, graphics, icons and/or even text - making it seem as if it is floating. It could turn a crowded and busy website into a well presented, layered website with a well-planned arrangement.

One of the most enticing web design trends and a great way to make a simple object into something dazzling.

Web designs has transformed drastically from the past, and they continue to do so in the future. With endless designs being created and experimented, it is hard to stand out from other websites.

Think about responsive and adaptive designs.

Ensure that your layout is consistent on any kind of device, this is so you can maintain user trust and engagement.

I would like to thank the web designers involved in the industry for providing examples and insights.

If these design trends are used creatively, they could create something out of this world! Never stop exploring and trying out different designs.

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