Web Design Trends 2018
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Outline:
A trend is a general direction in which something is developing or changing. Web trends are always changing as technology develops and our taste changes. I will be going over some of the best design trends to come in the next year.

I will discuss the benefits and risks of using web trends for a client.

9 Web Design Trends to Watch For in 2018
https://www.elegantthemes.com/blog/resources/web-design-trends-2018

1. Vibrant Color Schemes

When Google came out with [Material Design](https://www.elegantthemes.com/blog/resources/web-design-trends-2018) in 2014, it pushed the boundaries of what web designers had been willing to do up to that point, especially when it came to color. Thanks to the success we've seen with Material Design and what it's enabled designers to do with bright colors in a controlled setting, 2018 is giving designers the thumbs-up to experiment with it even further.

Vibrant color schemes are perhaps the tamest part of this trend as we're also going to see more experimentation with double exposure, gradients, and photo saturation.

2. Rebellious Typography Choices

First off, let's be clear that this one isn't about anything other than header text. The rules established regarding the readability of standard paragraph text are ones that should never be broken. That said, header text–especially on the top of a home page–is a different story.

In 2018, we're going to see a major shake-up in how this header text is styled. It's going to be:

- Bolder
- Oddly spaced
- Transparent
- Weirdly misshapen

- Haphazardly placed
- And who knows what other techniques designers will come up

Needless to say, web designers are going to have a lot of fun pushing the boundaries of text this year.

3. Asymmetry

Users have been trained well to understand how websites work:
- Use the top navigation to find other pages.
- Scroll down to read more.
- Click the flat, colorful buttons for more information.

Now that they've got the basic principles down, designers are free to experiment with layouts and grids, using unexpected changes and asymmetrical balance as a way to surprise and delight users along their journey.

4. Experimental Video and Animation

Another way web designers will be shaking up design is with video and animation, though not in the ways we've traditionally seen it used. While there will always be a need for explainer videos and scroll-triggered animations, 2018 will bring with it more experimental uses of video in the form of cinemagraphs, particle backgrounds, virtual or augmented realities, and even animated thumbnail images.

5. Dynamic Gradient

Over the last few years, flat design has been a much preferred web design trend over dimensional colors, but gradients are making a big comeback in 2018. Last time gradients were around, they were seen mainly in the form of subtle shading to suggest 3D (Apple's iOS icons were a great example). The most popular recent incarnation is a gradient filter over photos—a great way to make a less interesting image look intriguing. A simple gradient background can also be the perfect on-trend solution if you don't have any other images to work with.

6. Sticky Elements

As you can see, 2018 will test the waters in terms of how much the users' experience can be disrupted with shocking amounts of color, unexpected movement, and even typography that requires them to work a little more than usual. That's why it's nice to see that not all web design trends for this year will be so disruptive.

Take the sticky elements, for instance. [Sticky navigation](#) and [hello bars](#) are not new concepts in web design. That said, designers wisely recognize the benefits in making certain elements "stick" to the sides of a website in order to reduce friction while sharing messages in an unobtrusive way with visitors.

7. Hand-Drawn Elements

In the not-too-long ago days of early web design, stock images were the hot thing. They were easy to find and didn't require you to do much work other than search, purchase, and download. Then there was custom photography. It gave designers a chance to put a personal spin on a website's design.

Obviously, neither of those design options will go away as stock and custom photography still have their place. However, for designers that want to put a creative spin on a website and make it uniquely their own, you can utilize the hand-drawn trend. This, of course, doesn't mean you need to illustrate a website totally from-scratch, but you can infuse hand-drawn elements like images, text, and even highlighting within it.

8. Fluid Shapes

If you want to know where the fluid shape design trend comes from, all you have to do is look back at the geometric-focused designs that dominated websites the last few years. Basically, this trend says that geometry rules, but it needs to not be so severe all the time. Oh yeah, and it's okay to give your shapes some depth and movement if you want, too.

So, basically, moving into 2018, you'll want to round some of those sharp edges on your websites. And bring back the 3D layering of Material Design.

9. Minimal and comfort

Less is More: Minimalism trend continues with even more blank spaces. Especially white spaces for a clean, multipurpose versatile design. Comfort is achieved through slow but detailed Animations. Short but Focused bold content on the screen. Essentially, minimalism is about breaking things down to the barest elements necessary for a design to function. It's about taking things away until nothing else can be removed without interfering with the purpose of the design. As you already know — First impression lasts longer.