What are the Web Design Trends of 2019?

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Topic Discovery

My topic is about educating web designers on the current design trends of 2019. My topic will discuss: typography, color palettes, animations, style, layouts, and mobile-friendly design trends. I will provide images/gif and videos examples of each subject. A timeline to compare past design trends with the current. Make a list with links of the latest design tools and discuss briefly why it is important to keep up-to-date with design trends by providing statistics and facts. Include a quiz to help enforce the knowledge that the reader should have learned from this website.

I will sort through my information sources and chose the most recurring mentioned trends and pick the trends I feel are the most important for all designers to learn.

Topic Information Sources

https://www.crowdspring.com/blog/web-design-trends-2019/
https://designmodo.com/web-design-trends-2019/
https://99designs.com/blog/trends/web-design-trends-2019/
https://www.bluecompass.com/blog/web-design-trends-to-watch-for
https://www.mockplus.com/blog/post/web-design-trends-2019
https://webflow.com/blog/20-web-design-trends-for-2019
http://visualbest.co/web-design-trends-to-follow-in-2019/
http://fabrikbrands.com/web-design-trends-2018/
https://merehead.com/blog/top-web-design-trends-2019/
https://www.bluecorona.com/blog/20-web-design-facts-small-business-owners/
https://fingerprintmarketing.com/web-design-trends-2019/
https://devrix.com/tutorial/web-design-trends-2019-in-out/
https://designmodo.com/web-design-trends-2018/
https://www.neoreef.com/blog/e_1237/News/2018/11/Web_Design_Trends_and_Statistics_for_2019_and_Beyond.htm
https://www.plaudit.com/blog/web-design-trends-2019.html
https://wpdaddy.com/web-design-trends-for-2019-current-predictions/
https://www.theedigital.com/blog/web-design-trends
https://www.98bucksocial.com/web-design-tips-tricks-and-trends-for-2019/
https://thenextweb.com/creative/2018/12/19/10-exciting-web-design-trends-you-2019/
https://www.wix.com/blog/2018/12/website-design-trends-2019/
https://www.hostgator.com/blog/top-web-design-trends-2018/
https://www.impactbnd.com/blog/web-design-trends-for-2019
https://www.templatemonster.com/blog/web-design-trends-digest/

Content Purpose	Where it goes / form it takes	<h> tag
Orientation: Website Title	Web Design Trends of 2019 Split screen hero/ large type	h1
Orientation: Website Purpose	image and video example gallery, quiz, list with links, and timeline.	
Motivation: Why the user should stay	a brief paragraph that includes facts and statistics on why keeping up with trends is important	
Call-to-action: What do you want the user to do?	Learn from the image and video example gallery on what the latest trends are and take the quiz to refresh what you learned.	
Information Tree:		
Web Design Trends of 2019	header split screen hero	h1
What are the Trends?	filtered gallery of images and video examples brief description of trend	h2
The Latest Design Tools	List of tools with links to the tools	h2
Why it is Important to Stay Current	brief paragraph with facts and statistics	h2
Summary	Quiz on trends (multiple choice) Youtube video summary of trends	h2

Web Design Trends of 2019 (hero banner split screen/ large type)
1. Banner- image res 96ppi
2. Serif font

Why is it important to stay current?
1. Facts and statistics

The internet has grown and changed a lot in the past ten years, and the world of web design is easily one of the most fluent and rapidly changing digital branches today and it affects us all in one way or another. The rapid changes in web design trends and web development technologies have a direct impact on what is considered "good and bad" in creating websites. Hence, it is imperative for every designer to keep up with these changes, because at the end of the day trends have a lot to tell us about our cultural moment –what we like, what we dislike, what we want to move toward.With all that in mind, gathered here are some dominating web trend predictions for 2019, you'll see some trends are cyclical and continuous and some are fresh & cool to be use in web development.
http://visualbest.co/web-design-trends-to-follow-in-2019/

Staying current on the latest web design trends is crucial to the success of your website. A lot changes every twelve months in terms of popularity with visuals, algorithm updates, and best practices.A website that looks sleek and modern today could look outdated and cheesy in just a few months' time. That's why knowing the difference between a trend in the industry and a passing fad is so important when designing your website — you want to ensure that your design will look great for several years and not reminiscent of a Geocities message board from 1996. 2019 will be all about delivering on user experience: top web design trends will prioritize speed and mobile design, eye-catching simple designs with asymmetrical layouts, immersive video backgrounds, and more.
https://www.theedigital.com/blog/web-design-trends

What are the trends?
1. Filtered gallery with text
2. Video and image examples 2x
https://www.theedigital.com/blog/web-design-trends

What are the tools?
1. List of tools
2. Links to tool downloads
3. Links to tutorials
4. https://www.creativebloq.com/features/best-web-design-tools
5. https://www.collectiveray.com/web-design/tools

Takeaways
1. Quiz (snippet)
2. Youtube overview of trends
https://codepen.io/teachtyler/pen/raEprM
https://www.templatemonster.com/blog/web-design-trends-digest/

User Analysis Focus
- User Characteristics: What are the behaviors and motivations of the User?
- User Needs and Goals: What are your website users looking for?

User Information
Understanding what knowledge and tools Users have and where your audience's frustrations are, shifts the direction of your content strategy.
- How can you help them know the subject?
- What is the best way to present the content to them?

User Profile Report
Data-driven decision management (DDDM) is an approach to business (and design) that values decisions that can be backed up with valid data. The success of the data-driven approach is reliant upon the quality of the data gathered and the effectiveness of its analysis and interpretation.

Know your Audience
If you know who your audience is and what they're looking for, you can create content catered to them. You can narrow the content and its delivery to appeal to your audience and home in on what is important to them.

Identify your audience

Collect Data
- What are the behaviors of your Users?
- What are the motivations of your users?
- What are the user goals for their visit to the website?
- What does the user need from the website?

Analyze Data
- Are there any common / repeating ideas in the data?
- What stands out to you as useful information to guide your design decisions?

User Behaviors / Preferences
Approach
Li List user behaviors
Match behaviors to the design of your content, layout, navigation, etc.
Likes interactivity
Quiz to refresh what the user learned
Self learning
Examples of trends
Visual & auditory learners
Youtube Video recap and image examples

User Motivation
Approach

List user motivations
Match motivation to the design of your content, layout, navigation, etc.
Increase clientele
Facts and Statistics
Learn latest tools
Links to tools and tutorials
Increase web design skills
Examples of trends

From your Topic Survey determine:

User Outcomes
Content Design
List the outcomes your users want from your website. (Pick the most distinctive ones or the one that you most understand.)
Match your content design to the outcome.

What are the design trends?
image & video examples
What are the latest design tools?
Lists with brief descriptions and links
Why is it important to keep up with trends?
Facts and Statistics
How do I use the new trends?
image & video examples

Content Plan

topic

What are the Web Design Trends of 2019?
User characteristics
influence
- Self learning
- Independent
- Self motivated

User needs & goals
influence

- Latest design tools
- Trend examples
- Why it is important to keep up with trends
- How to use the trends

website goals

Provide web designers with helpful information and examples on the current design trends so they can improve their website designs.

website message

Keeping up with design trends both styles and tools can make a huge difference in a Web Designer's career.

Tone
Playful and Modern

Design 3 for the Web

User Analysis Worksheet

User Analysis Focus

1) User Characteristics: What are the behaviors and motivations of the User?

2) User Needs and Goals: What are your website users looking for?

User Information

Understanding what knowledge and tools Users have and where your audience's frustrations are, shifts the direction of your content strategy.

1) How can you help them know the subject?

2) What is the best way to present the content to them?

User Profile Report

Data-driven decision management (DDDM) is an approach to business (and design) that values decisions that can be backed up with valid data. The success of the data-driven approach is reliant upon the quality of the data gathered and the effectiveness of its analysis and interpretation.

Know your Audience

If you know who your audience is and what they're looking for, you can create content catered to them. You can narrow the content and its delivery to appeal to your audience and home in on what is important to them.

Identify your audience	Research with client and create user personas.
Personal Characteristics?	Survey, Observation, Interviews
Values?	Survey, Observation, Interviews
Behaviors?	Survey, Interviews, Observation Studies, Google Analytics, Tracking apps
Motivations?	Surveys, Observation, Interviews, Studies
Needs from the website?	Survey, Observation, Interviews
Trust factors?	Survey, Observation, Interviews

Collect Data
1) What are the behaviors of your Users?
2) What are the motivations of your users?
3) What are the user goals for their visit to the website?
4) What does the user need from the website?

Analyze Data
1) Are there any common / repeating ideas in the data?
2) What stands out to you as useful information to guide your design decisions?

User Behaviors / Preferences	Approach
List user behaviors	Match behaviors to the design of your content, layout, navigation, etc.
Likes interactivity	Quiz to refresh what the user learned
Self learning	Examples of trends
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List user motivations	Match motivation to the design of your content, layout, navigation, etc.
Increase clientele	Facts and Statistics
Learn latest tools	Links to tools and tutorials
Increase web design skills	Examples of trends

From your Topic Survey determine:	
User Outcomes	**Content Design**
the **outcomes** your users want from your website. (Pick the most distinctive ones or the one that you most understand.)	Match your content design to the outcome.
What are the design trends?	image & video examples
What are the latest design tools?	Lists with brief descriptions and links
Why is it important to keep up with trends?	Facts and Statistics
How do I use the new trends?	image & video examples

Design 3
for the Web

Content Plan

topic	What are the Web Design Trends of 2019?
User characteristics influence	1. Self learning 2. Independent 3. Self motivated
User needs & goals influence	1. Latest design tools 2. Trend examples 3. Why it is important to keep up with trends 4. How to use the trends
website goals	Provide web designers with helpful information and examples on the current design trends so they can improve their website designs.
website message	Keeping up with design trends can make a huge difference in a Web Designer's career.
Tone	Playful and Modern

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ashley adamcryk | April 20, 2019

Web Design Trends of 2019

What are the Trends?

Take Aways

Why it is important to stay current

Latest Design Tools

Quiz

YouTube video

Filtered Gallery

Brief paragraphs

Links

multiple choice questions

video explaining trends

images/video/Gif

Facts and Statistic

Tool names and descriptions