


TOPIC: FUTURE WEB DESIGN 2020-2021

1



Top Future
WEB DESIGN TRENDS
2020 - 2021

www.21twelveinteractive.com

Top Future Web Design Trends 2020-2021: Check Out New Design Trends

Top latest web design trends for the Year 2020-2021. New design trends like Vlogs, VUI, Virtual Chatbox, etc. which will impact in upcoming years....

2



www.blueflamingo.ca

3 Design Trends That Shape the Future of Web Design

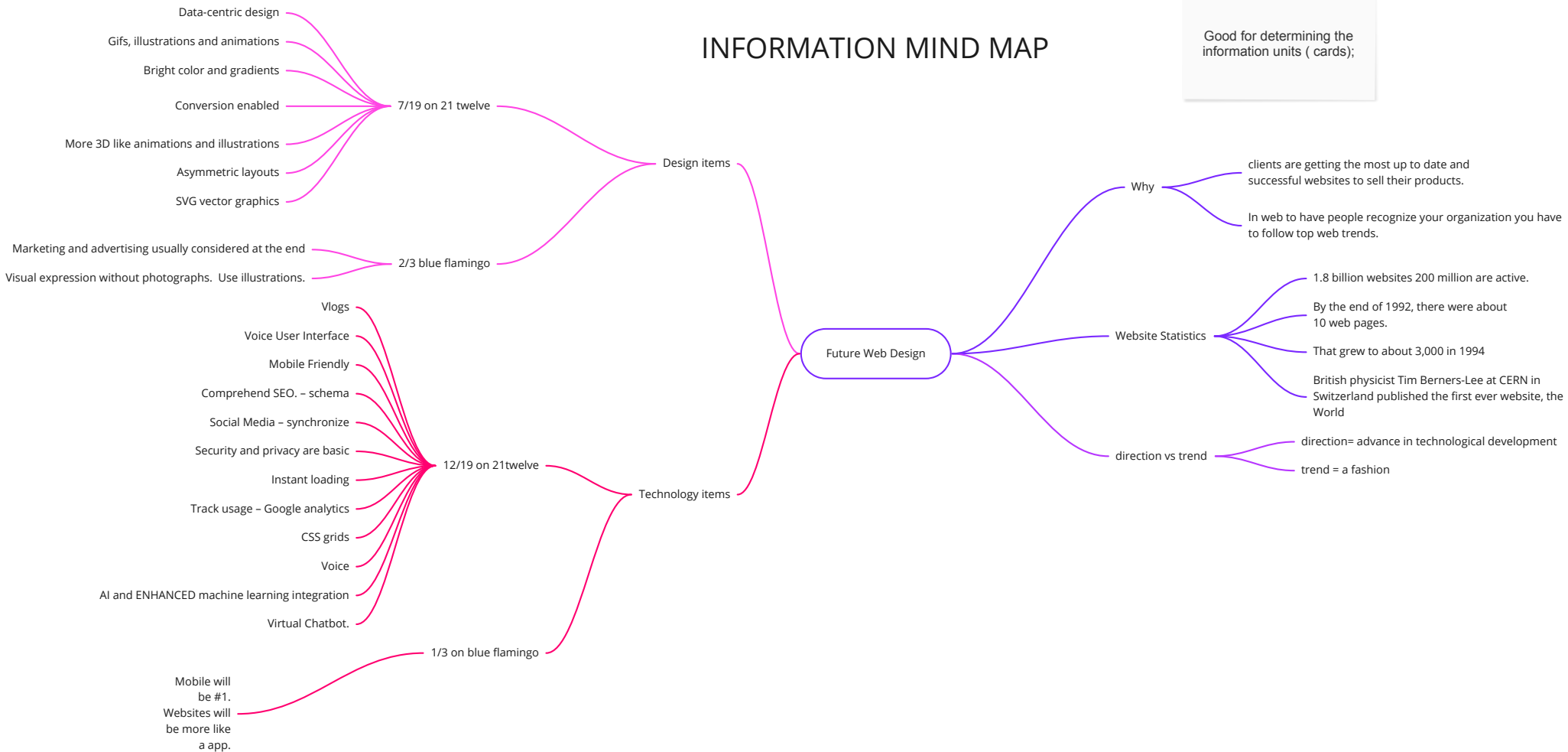
Trends are a good thing, plain and simple. In today's world of technology, it is incredibly important to stay on trend with what the newest and most popular aspects of web design are. Anyone working at a Toronto web design company will likely be followin...

3



INFORMATION MIND MAP

Good for determining the information units (cards);



CARD SORTING

Ideas and Supporting Details

Who

Why

What

Design

Technology

Website
Designer

Client
successful
website

Directions
Trends

9 items

19 items

Everybody
Website
Statistics

Organization
is recognized
as up to date.

technological

descriptions

descriptions

As a Web
designer be
ready

Design

examples

examples

Design 3

for the Web

Topic Discovery

My topic is about educating web designers on the current design trends of 2020. My topic will discuss: typography, color palettes, style, layouts, and mobile-friendly design trends. I will provide images/gif 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. 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.

Content Summary

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for the Web

topic	The Future of Web - technology and design
Data Type	Content Result
User characteristics influence	<ol style="list-style-type: none">1. Self learning2. Independent3. Self motivated
Data Type	Content Result
User needs & goals influence	<ol style="list-style-type: none">1. • Latest design tools2. • Trend examples3. • Why it is important to keep up with trends4. • How to use the trends
Website Statements	
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

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From the User Characteristics Survey determine:	
User Characteristics (behaviors)	Design Approach
Big Picture. Adults require the big picture view of what they're learning. They need to know how the small parts fit into the larger landscape.	Paragraph explain the big view and how it will be broken down (headings)
Present information different ways	Determine the main information point and present in more than one way
Like to curate information Need find more info sometimes	Resources
Frustration: concepts I don't understand	Explain the definitions of directions and trends
Like to practice / hands off	Examples
User Characteristics (motivation)	Design Approach
Frustrated if cannot find information	good headings, introduction index
Adult Learner: What's in it for?	Benefits content block
Interesting in creative with technical	Play up with technical
#interest is user experience	How people interact with websites will be changing dramatically

From your Topic Survey determine:	
Outcomes the User Wants	Design Approach
Want examples	Show examples
Broad idea not details	What Section of each type: 1) design 2) Tech No long paragraph describing the detail
Benefits of these future items How to use these	Why you should keep up with future directions

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Overwhelmed	And I Know its Overwhelming Give some reassurance about being handle these changes
Half are not aware The other are aware	
It seems exiting to know this is a growing filed with many opportunity	Motivation Future+ opportunities.
Gap with keeping up with trends	How to keep up Point to some good resources that gives info on latest development in web design and technologies
Wait until solid Be ready if it's right thing for the client	How to use changes as web designer Most web designer

NOTES

Point of view	Web designer, media designer
Professional interests	Creative arts with a technical application
Personal interests	Job in web field, further education in applied design
Learn professionally	Apply across their skill set curate information
design skills	7.4/10
Build skills	6.4/10
Frustrates	Popups, slow, spelling errors, small text, Can't find information.
[solution]	[good headings][introduction] [index]
What makes you stay?	Visual, easy to find content, relevant content, easy to read
Information seeking	Research on internet, ask an expert
Learn formally	Lowest = lecture highest = practice [interactive, examples] middle = discussion
Learn OYO	Go over many times

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for the Web

	trust the source Target the right information Tutorials / read – break it down chunk it make it digestable Look for an expert
Learning style	Visual [infographic] logical [statistics, number, charts] solitary [map]
Learning frustration	Shallow, no resources, ask questions [FAQs] Help digest – present different ways. Concept, story, glossary of terms. Clear simple explanation of the concept to start. No examples.
Style	Clean, open, clear headings
Recommendation	Rarely or often
Learn	Direct involvement watching / seeing
New program or game	Talk with someone who knew about Play with the controls themselves
Solve problems	Talk it out [in process steps]
Like websites	Interesting design and content
Buy a book?	Quickly read a part of it. [engage me]
Restaurant	Read it.
New camera	Read about it / test it.
Makers	true
Explain diagrams	true
Helps engage	Overarching idea / message first Good presentation of information

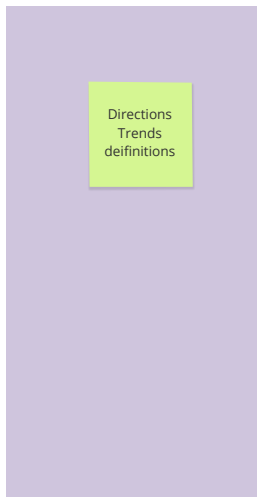
Organizing Principle: Around User

These are the sections on the webpage

main idea (h2) to the details (h3 and h4)

 = user based  = general website items

Establish the topic



Directions
Trends
definitions

Notes

Motivation



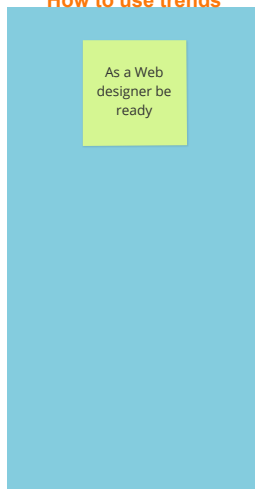
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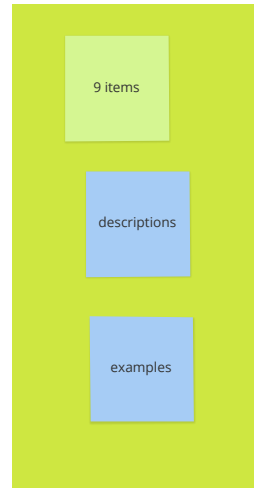
PAIN POINT How to use trends



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Technical



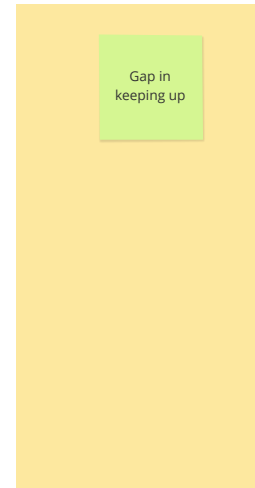
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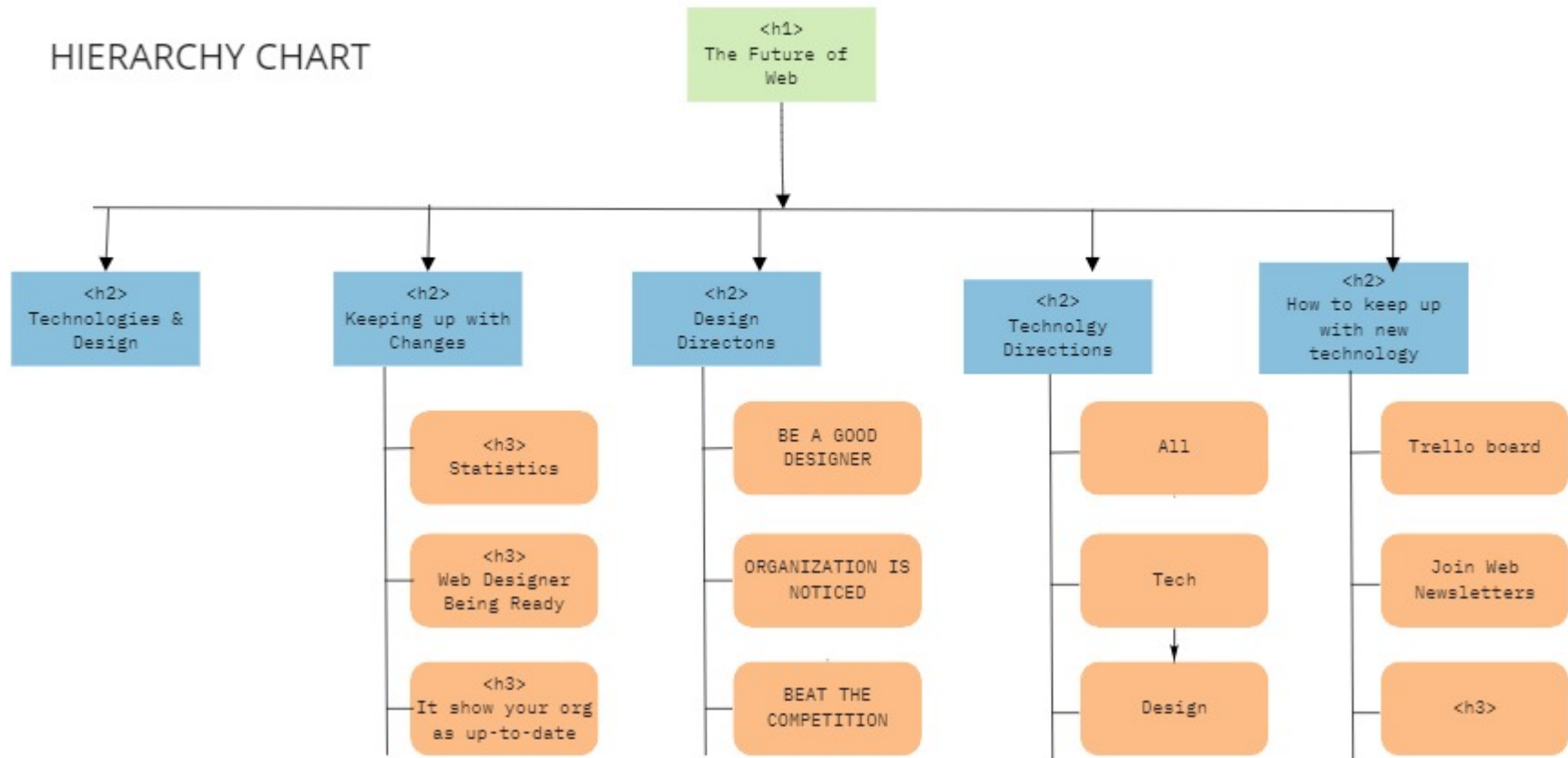
How to keep up



Gap in
keeping up

Notes

HIERARCHY CHART



<h1>
The Future of
Web



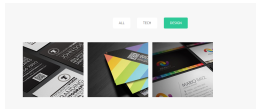
<h2>
Technologies &
Design



<h2>
Keeping up with
Changes



<h2>
Design
Directions



<h2>
Technology
Directions

<h2>
How to keep up
with new
technology

