



marriner marketing
let clarity define you.®



Digital Design Trends

presentation | September 6, 2019

KUDOS

Our work is **already outstanding** and we're consistently implementing the latest trends as well as industry best-practices.



OBJECTIVE

Gain **insights** and **inspiration** to help fuel our collective **digital creativity** and boost our **skills**.



GOAL

Make **amazing** and **modern** interactive pieces that create better digital **experiences** which **engage** the customer and ultimately end in **more sales**.

Plus, win more work and be the best at what we do and continue to be proud of every piece we present and deliver.



STRATEGY

Keep the **conversation** going, learn what our peers are doing, try **new techniques** and continue to step up our game.



trends vs. fads



trends vs. fads



TREND

a general direction in which something is developing or changing.



FAD

an intense and widely shared enthusiasm for something, especially one that is short-lived and without basis in the object's qualities; a craze.



trends vs. fads



TREND

Can be good or bad, but we want to stay on top of these to make sure our work is relevant to the business segment, market as a whole, and user expectations. **To be used as an overall strategy.**



FAD

Can be good if utilized in a timely and professional manner. Bad if there's not a regular update cycle and it's left out on the counter to turn. **To be used as a short-term solution.**



trends vs. fads



TREND

Synthesizers and electronics in music production



FAD

A Flock of Seagulls



trends vs. fads



TREND

Smartphone use



FAD

Posting pictures of every meal



trends vs. fads



DO

Look at the market and come up with creative solutions (even if the idea itself isn't new)

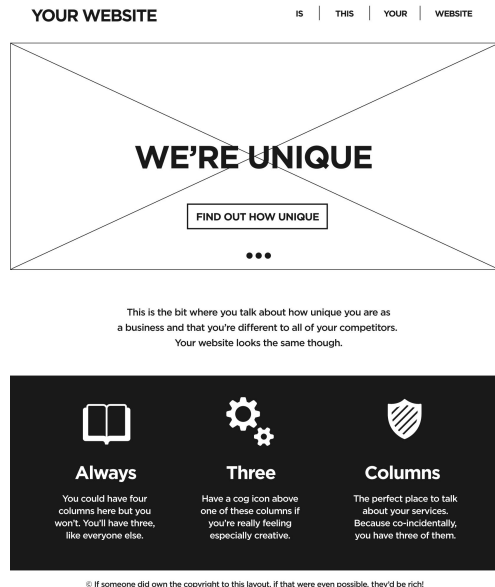
iContact

DON'T

Name your unrelated product, or worse your company, iSomething only because of the iPhone



trends vs. fads



DO THINK

about the best layout to tell the story of the brand and messaging. It may be tried and true or it may break the mold.

DON'T STAGNATE

and fall into the easy layout you've used for the past four websites without giving some thought to going in a new direction.





more bandwidth

more bandwidth



HOW MUCH TIME WILL YOU SAVE WITH 5G INTERNET?

GAMING

7 HOURS



5G will save the average gamer almost 7 hours on large game downloads.

MUSIC

3 HOURS



5G will save the average listener over 3 hours when downloading a Spotify library (up to 10,000 songs).

SOCIAL MEDIA

2 MINUTES 20 SECONDS



The average user will save almost 2-and-a-half minutes a day on social media with 5G.

4 DAYS



5G will save social media users almost 4 days over their lifetime.

MOVIES

7 MINUTES



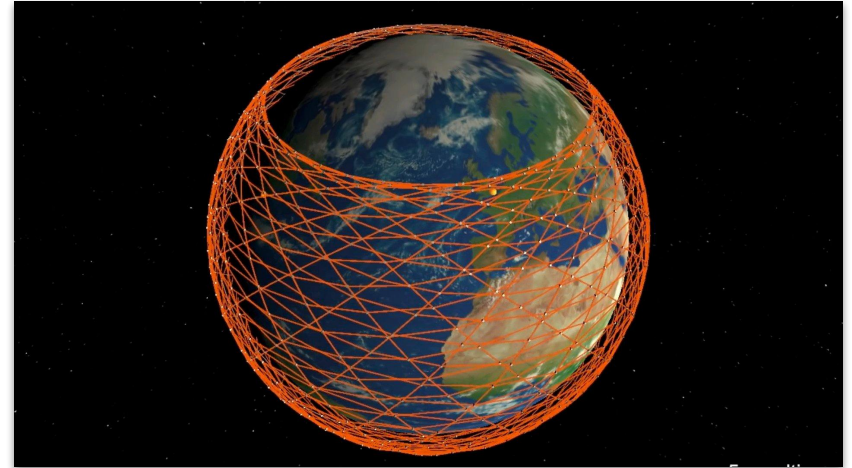
The average user will save up to 7 minutes every time they download an HD movie with 5G.

TOTAL

23 HOURS



The average 5G internet user will save almost one full day per month from faster streaming and downloads on movies, TV, music, gaming, and social media.



BROADBAND EVERYWHERE

Broadband is expanding even into the most rural areas and low orbit micro satellite internet could drastically change worldwide internet coverage within the next decade.

more bandwidth

So what? ...



more bandwidth



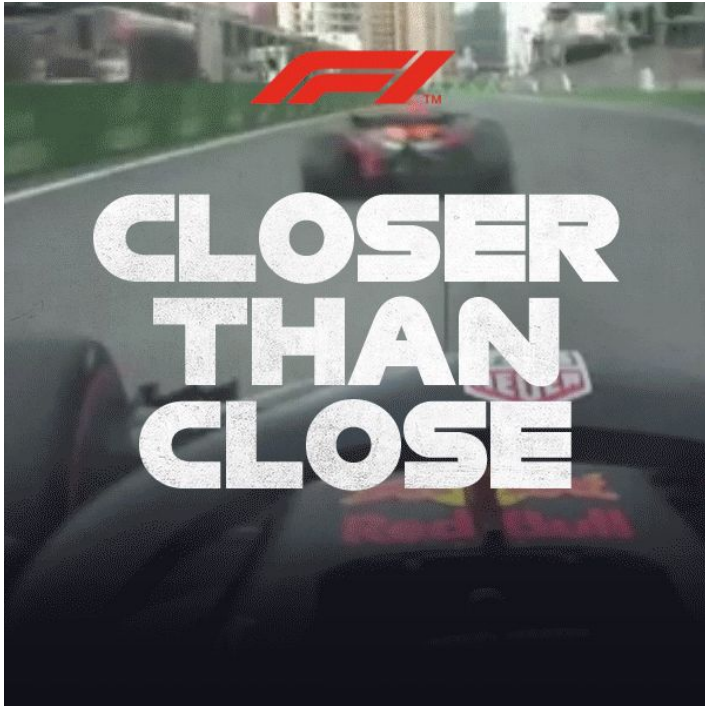
Size

3.90 MB

**HIGH QUALITY
ANIMATED GIFS,
VIDEO, AND
LARGE IMAGES.
AND MORE OF
THEM.**

Thanks for always finding these cool,
5MB GIFs Adrian.

more bandwidth



Size 3.74 MB



Size 2.59 MB



more bandwidth



Size 2.57 MB

REDBOX

Is using animated GIFs to emulate a hero slider in emails.



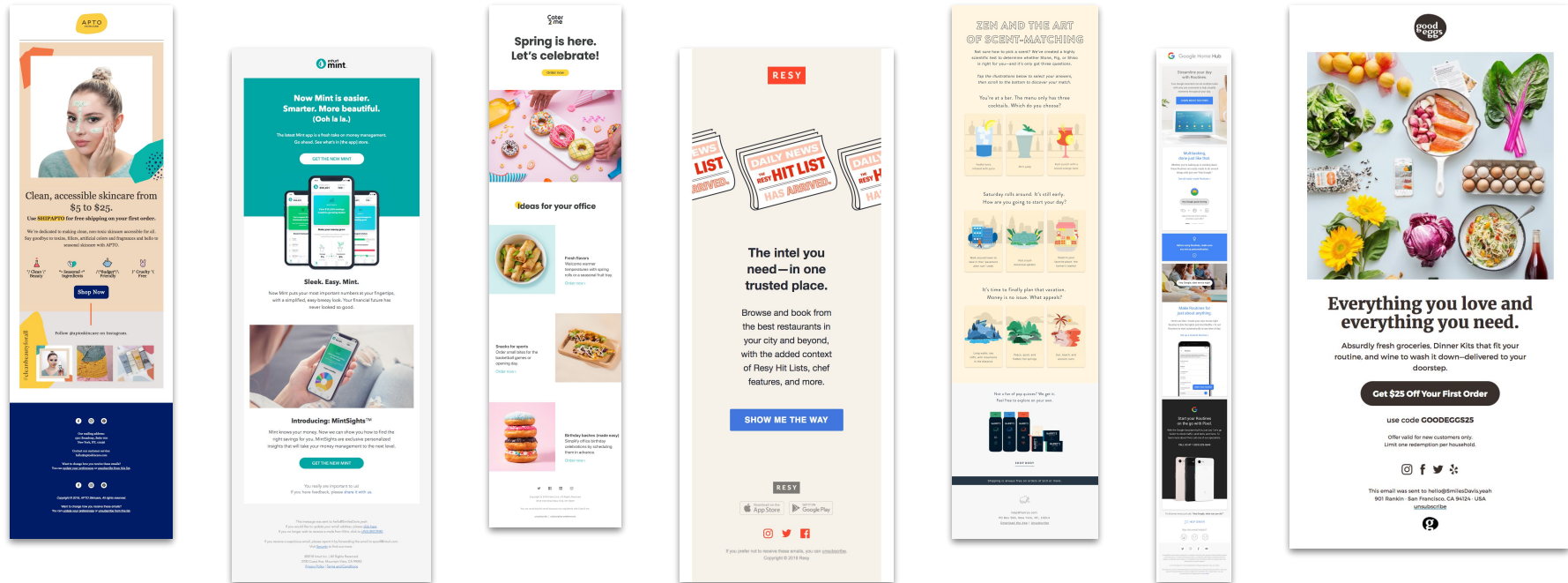
But, that's not an **excuse** to not optimize assets. Page **speed** and **score** are still important and the smallest file size and best quality are still **required**.



email



email



Simple, straight-forward, mostly single-column, all-device-friendly layouts. Emails are embracing a lot of the trends we're about to cover, too!



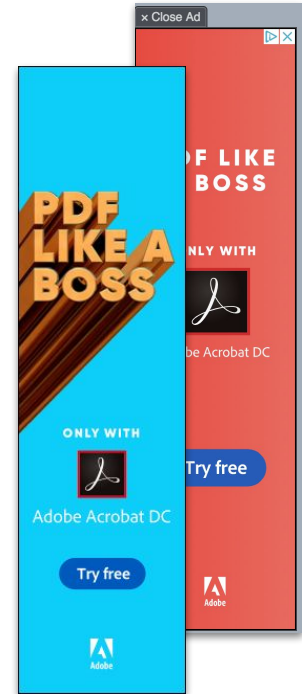


banners

banners



Kara finds nice banners like a boss.



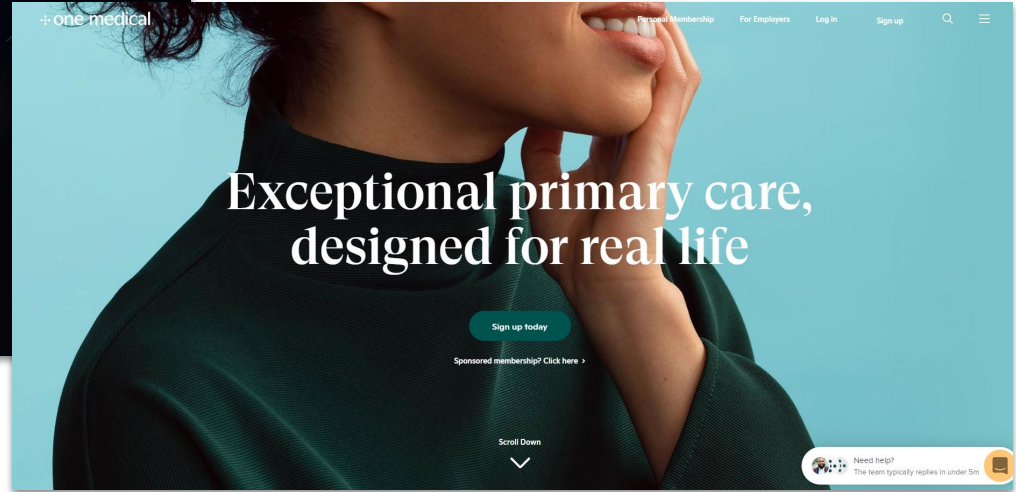
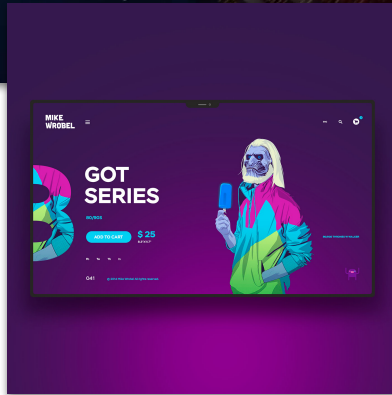
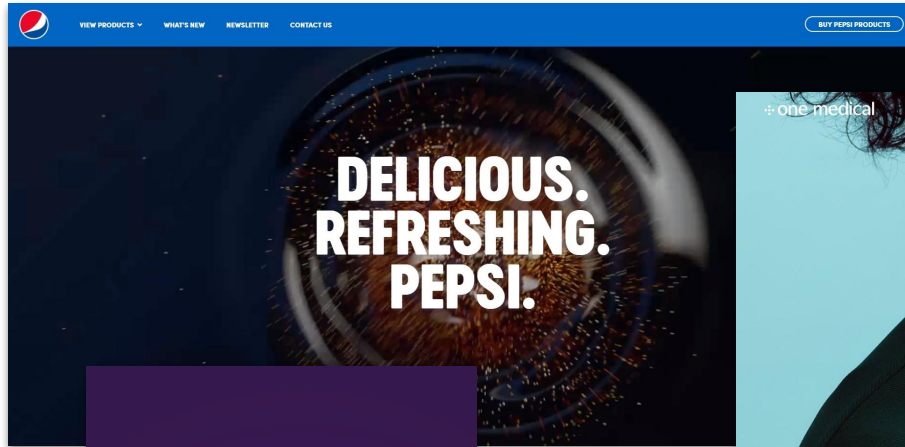
Clean, simple and **to-the-point** banners are popping up. Consider page placement and opportunities with pubs to use multiple placements in tandem.



large hero typography



large hero typography

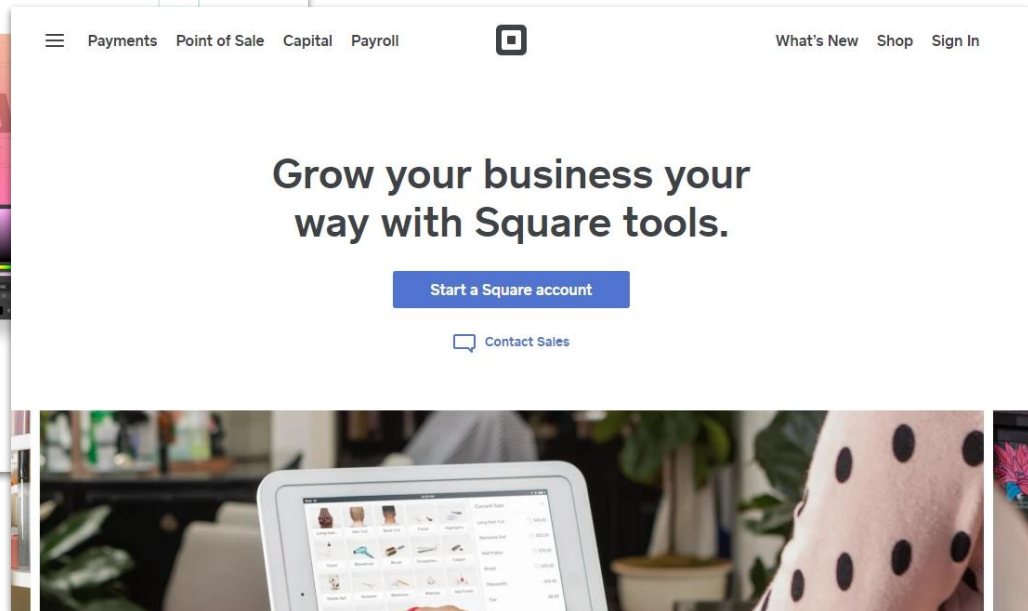
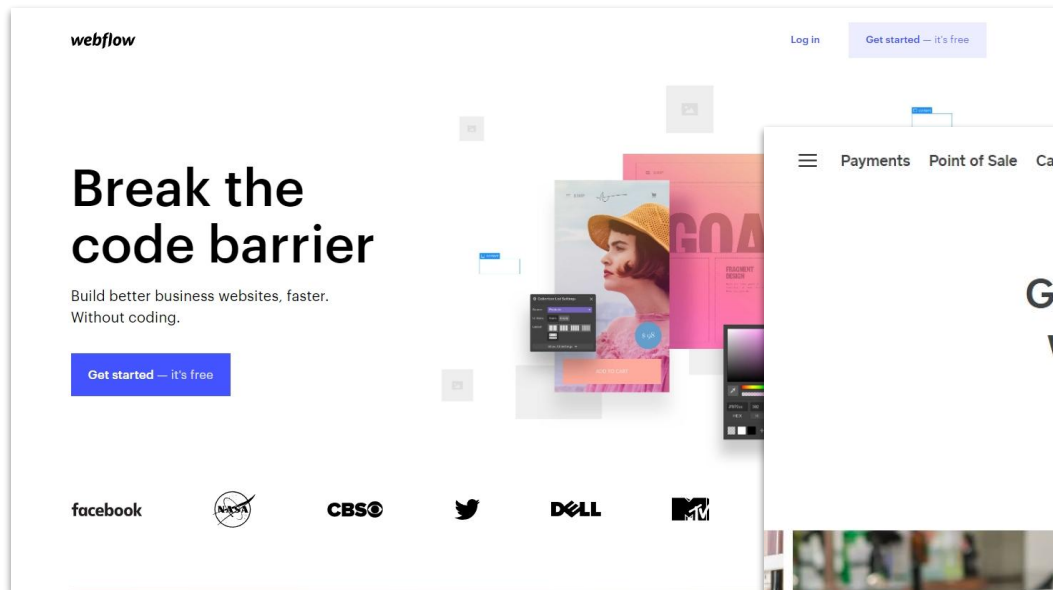


Large typography paired with video, bold color or high quality photography drives the message to the **forefront**.



strong whitespace

strong whitespace

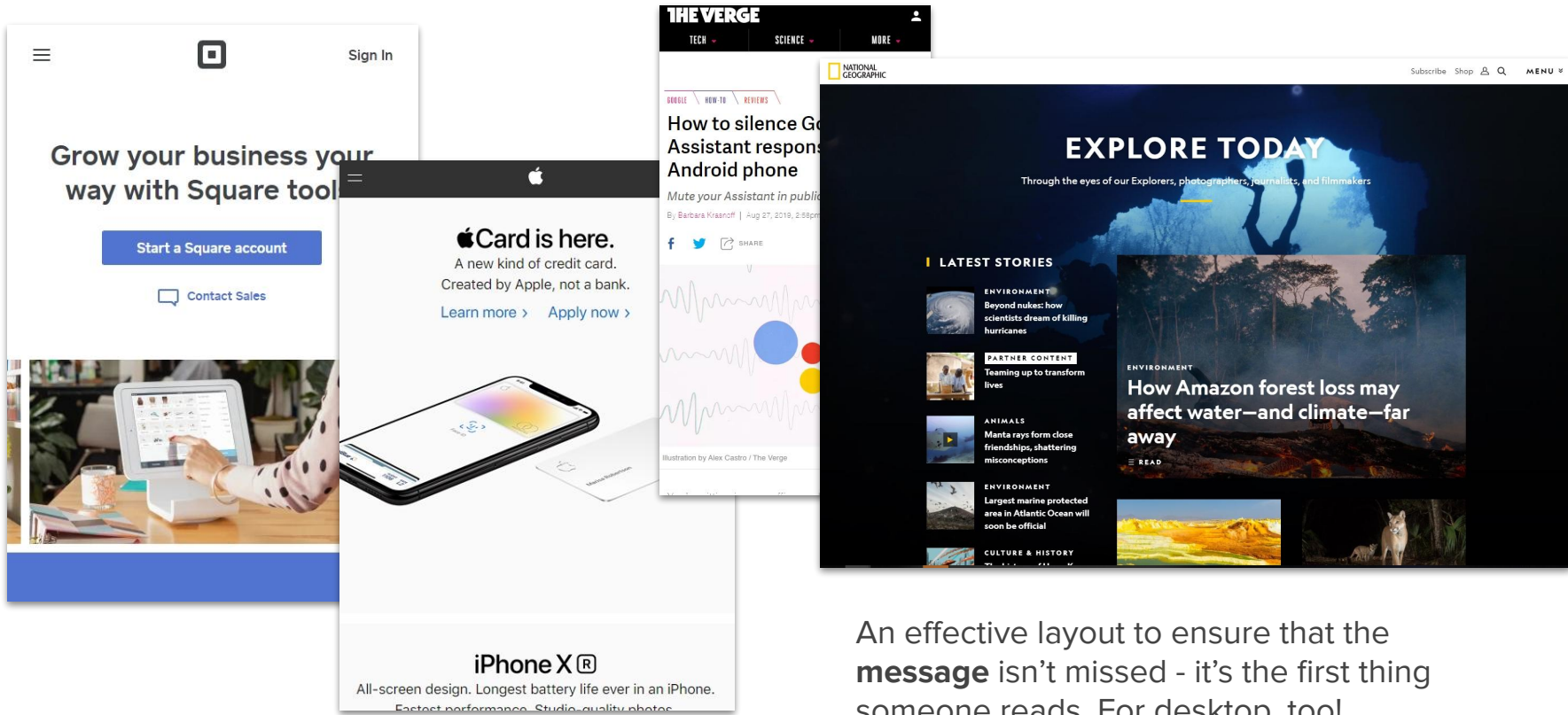


Paired with strong whitespace the message is delivered clearly and directly with **no distraction**.

headlines first



headlines first



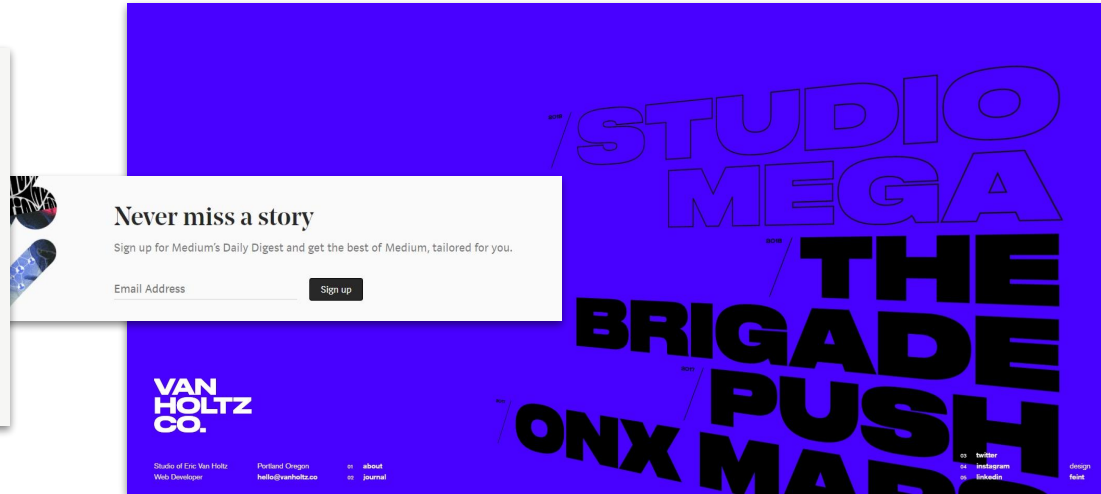
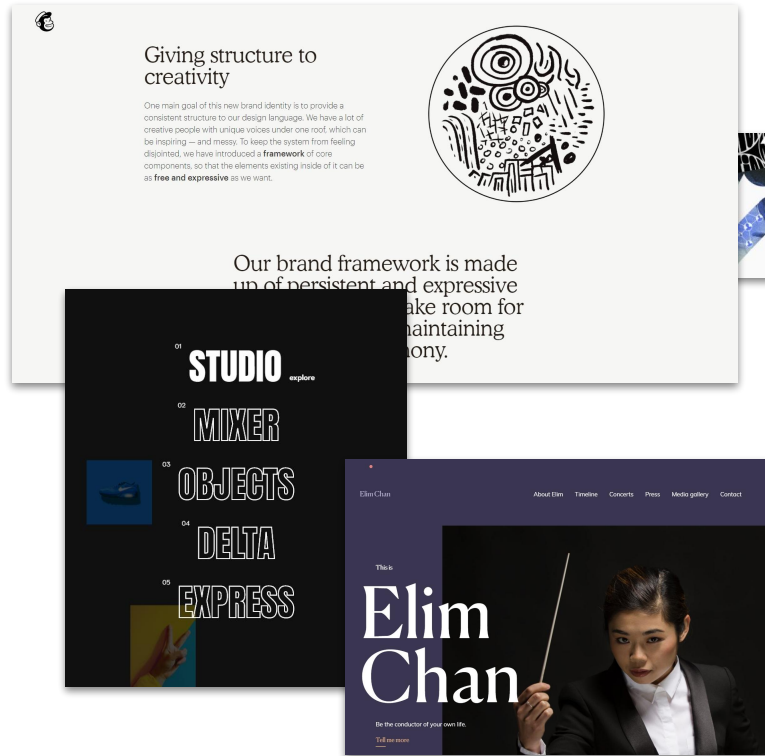
An effective layout to ensure that the **message** isn't missed - it's the first thing someone reads. For desktop, too!



creative typography



creative typography



Helvetica is great and all, but...

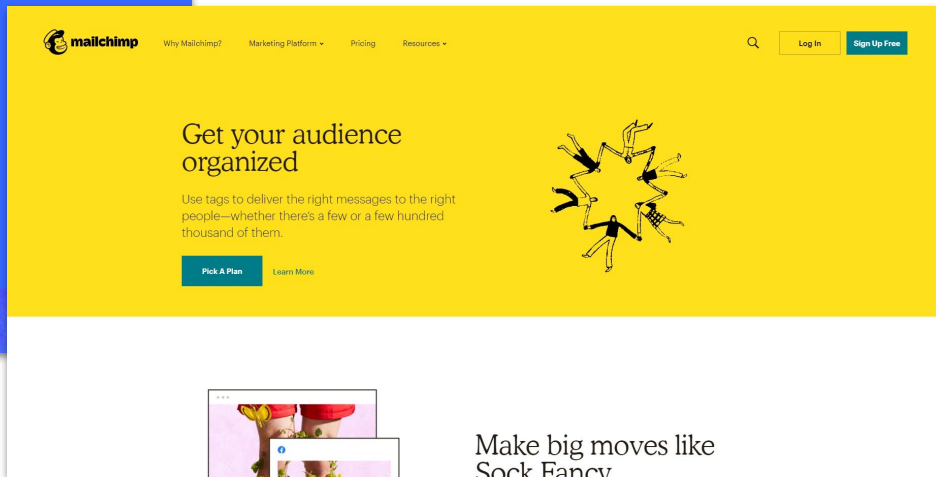
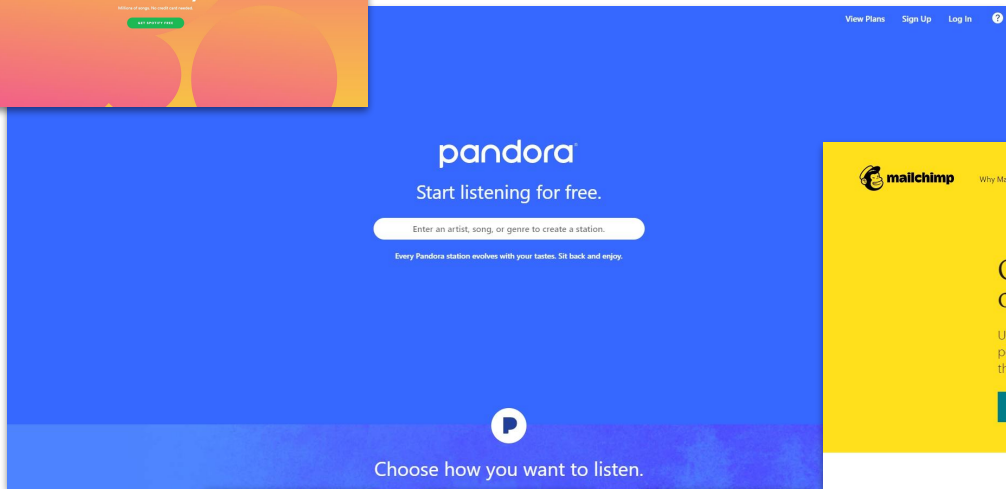
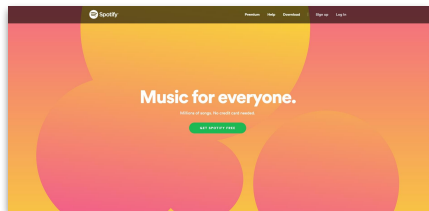
outlines, serifs, retro and other creative and **varying styles** of type are all the rage.



bold color



bold color



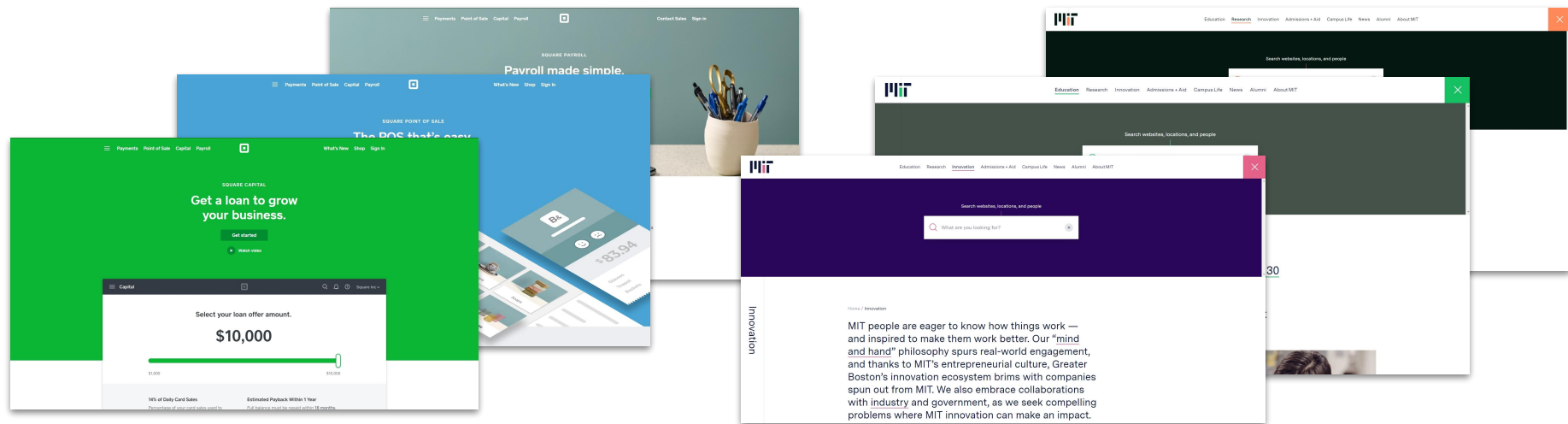
Bold colors bring **attention** to the brand and the message and give an **inviting** warmth to the experience.





varying colors

varying colors



Different sections of the site utilize **variations** of a palette. Navigation, CTAs and other elements follow the new rules.

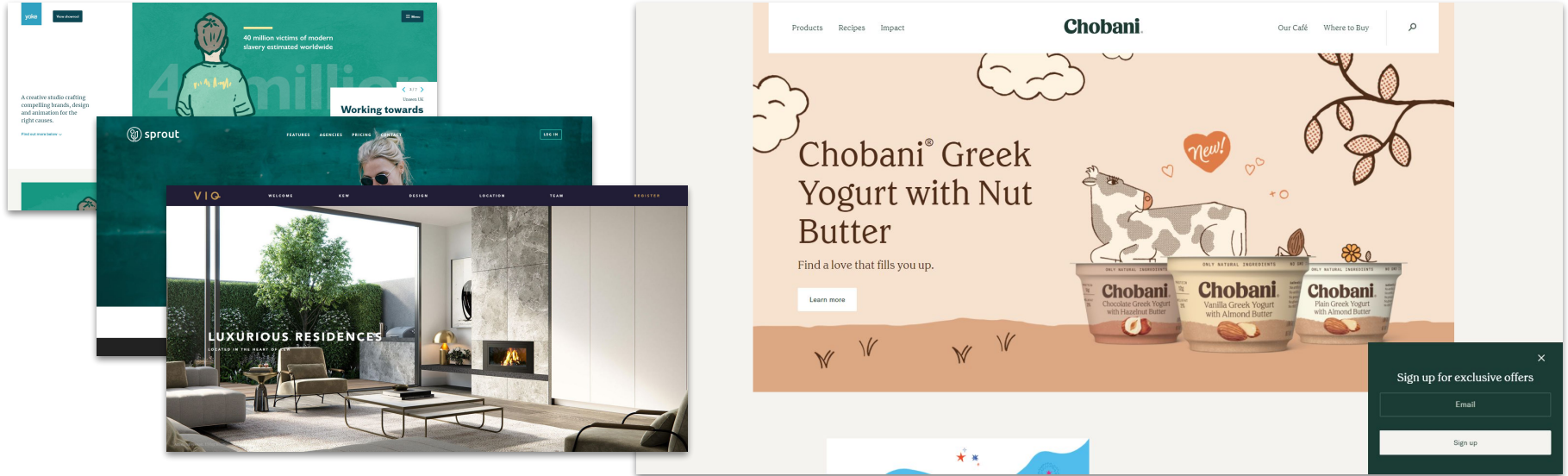




authentic tone & texture



authentic tone & texture



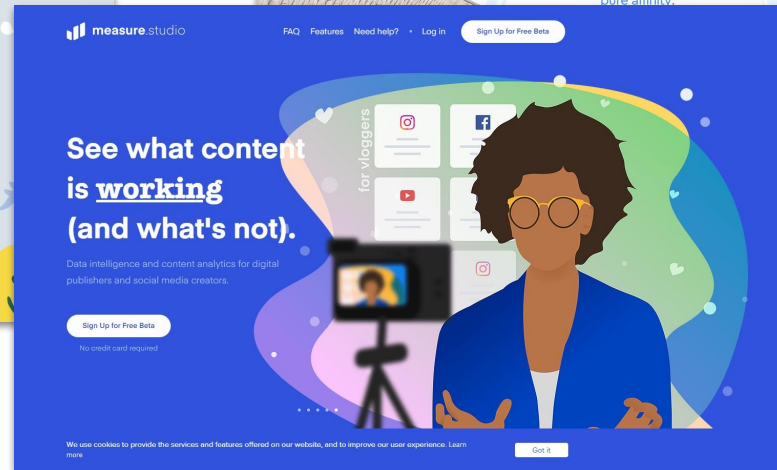
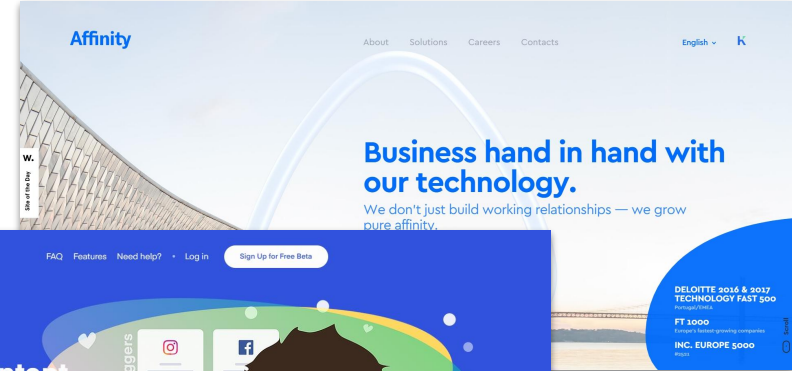
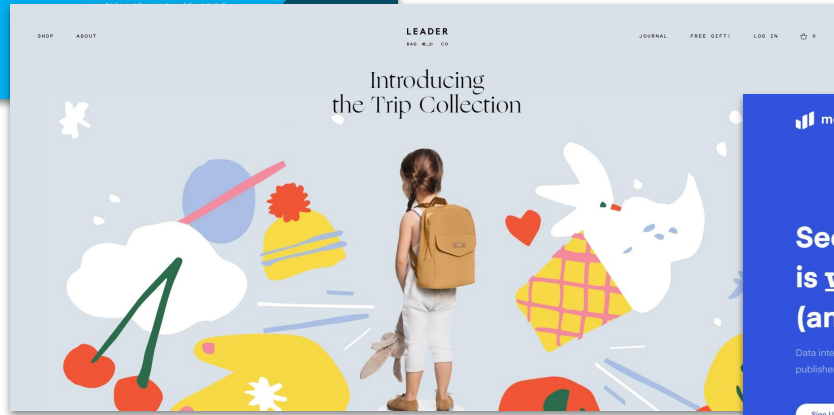
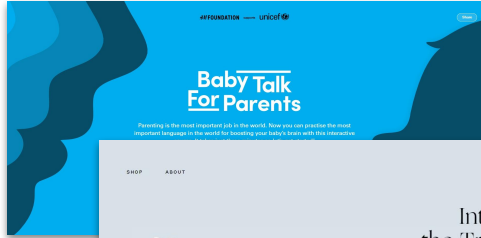
Authentic brands are what people are **craving**. Real, lifestyle photography paired with natural colors and textures to convey a **grounded** message.





organic shapes

organic shapes



Organic shapes in imagery and layout help give a digital experience have a more **analog** connection.

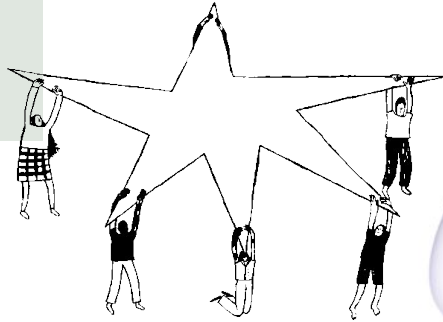




artful illustration



artful illustration

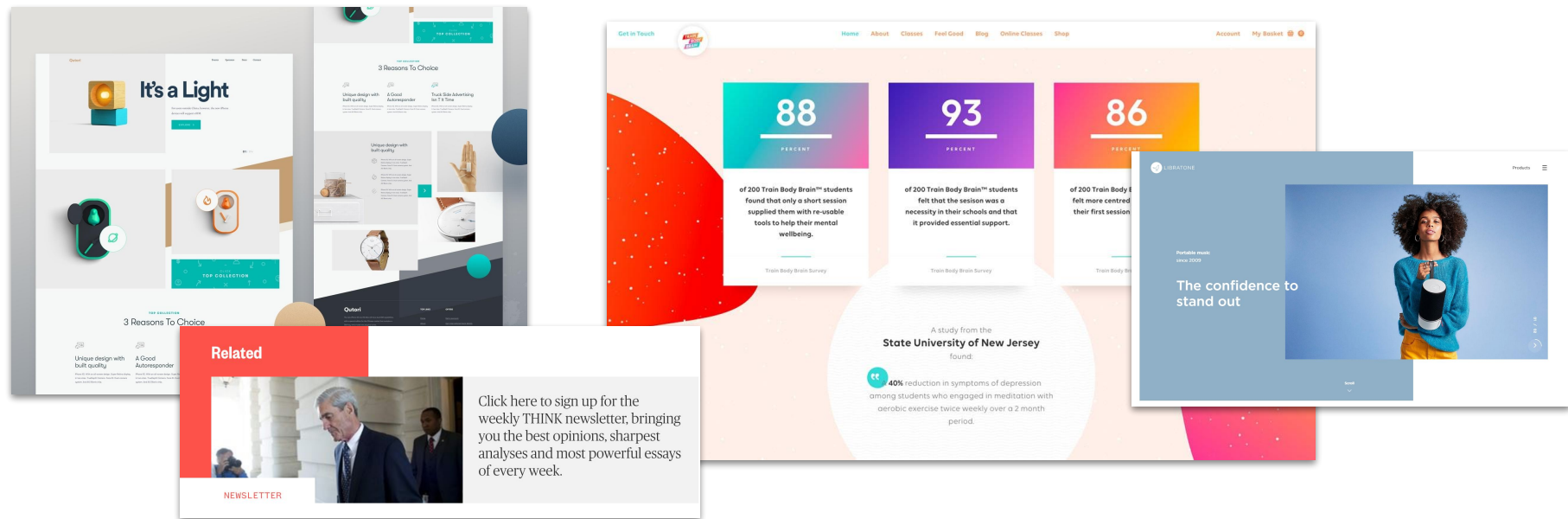


Some of you are **talented** artists, illustrators, videographers and more. Utilize those talents across digital mediums and **elevate** the mundane to amazing.



depth and overlap

depth and overlap



In response to the texture and skeuomorphism craze with the surge of the iPhone, the tide shifted quickly to flat, simple designs. Instead of texture, flat colors, no shadows. But now, with the **foundation** of flatter layouts well grounded, designers are adding depth and shadow back in clever ways.

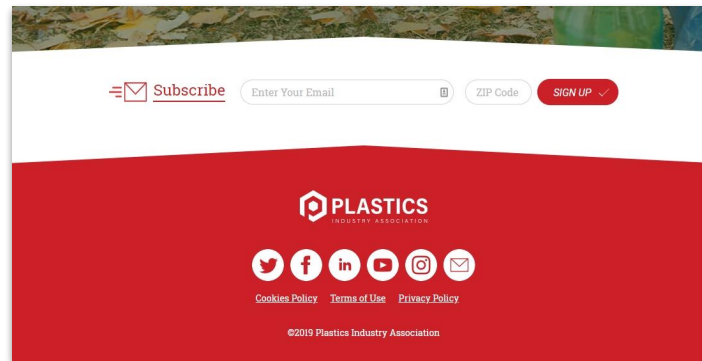


css shapes



css shapes

The image shows two overlapping web browser windows. The top window is the 'Can I use' website, displaying the 'clip' property. It includes a table with browser support data for various versions of Edge, Firefox, Chrome, Safari, Opera, iOS Safari, Opera Mini, Android Browser, BlackBerry Browser, Opera Mobile, Chrome for Android, Firefox for Android, IE Mobile, and UC Browser for Android. The bottom window is the 'CSS clip-path maker' tool. It features a central canvas with a bridge image, a grid of shape selection buttons (Triangle, Trapezoid, Parallelogram, Rhombus, Pentagon, Hexagon, Heptagon, Octagon, Nonagon, Decagon, Bevel, Rabbit, Left arrow, Right arrow, Left Point, Right Point, Left Chevron, Right Chevron, Star, Cross, Message, Close, Frame, Insert, Custom Polygon, Circle, Ellipse), a prefix input field set to '-webkit', and a demo size input set to 280x280. The bottom status bar shows the generated CSS code: `clip-path: polygon(0% 0%, 100% 0%, 100% 75%, 75% 75%, 75% 100%, 50% 75%, 0% 75%);`



CSS can do a wide variety of shapes, angles and more. Try to leverage creatively when possible!





svg logos



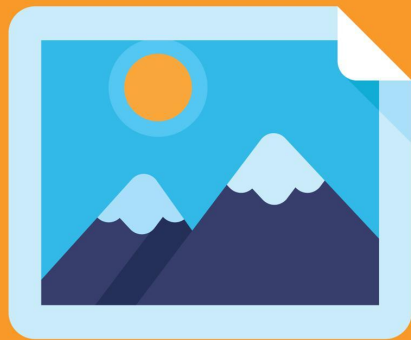


SVG =

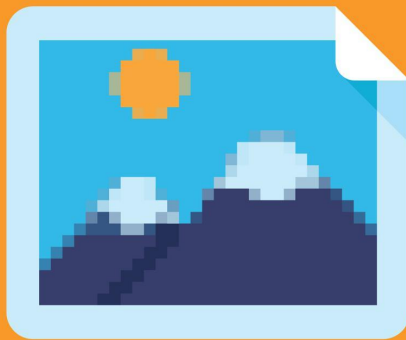
Scalable **V**ector **G**raphic

SVG is pretty much just another **vector** format. In some implementations it can actually be **modified** by the **code** directly!





VECTOR



RASTER

Raster/bitmap images do not scale well.

With modern websites working across devices of all shapes and sizes, leveraging a vector logo just makes sense.

The logo will always be as clear as possible, no matter the resolution.

svg logos

```
a#marriner-logo {  
  background: url(https://www.marriner.com/wp-content/themes/mmc2019/elements/styles/./images/marriner-logo.svg) center center no-repeat;  
  background-size: contain;  
  background-attachment: scroll;  
  width: 120px;  
  height: 120px;  
  position: fixed;  
  left: 40px;  
  top: 40px;  
  z-index: 10001;  
  cursor: pointer;  
  -moz-transition: 0.4s cubic-bezier(0.645, 0.045, 0.355, 1);  
  -o-transition: 0.4s cubic-bezier(0.645, 0.045, 0.355, 1);  
  -webkit-transition: 0.4s cubic-bezier(0.645, 0.045, 0.355, 1);  
  transition: 0.4s cubic-bezier(0.645, 0.045, 0.355, 1);  
  -webkit-border-radius: 100px;  
  -moz-border-radius: 100px;  
  border-radius: 100px;  
  border: 0px !important;  
}
```



navigation-6ca54.css

```
#ac-globalnav .ac-gn-link-apple {  
  background-size: 16px 44px;  
  background-repeat: no-repeat;  
  background-image: url(../images/globalnav/apple/image_large.svg);  
  background-position: center center;  
  width: 16px;  
}
```

```
<a href="#" class="link-block w-inline-block">  
    
</a>
```

But **please**, embed an SVG file and not inline so it's easy to edit and swap assets!

```
<a class="Gnav-logo" href="//www.adobe.com/" data-adobe-analytics-linkname="Globalnav:Menu:Adobe">  
  <svg class="Gnav-logo-image" xmlns="http://www.w3.org/2000/svg" width="20" height="17" viewBox="0 0 24 20" focusable="false">  
    <path fill="#FF0000" d="M15.1,0H24V20L15.1,0z M8.9,0H0V20L8.9,0z M12,7.4L17.6,20h-3.8l-1.6-4H8.1l12,7.4z" data-bbox="230 714 736 865"/>  
  </svg>  
  <span class="Gnav-logo-text">Adobe</span>  
</a>
```



full screen & creative menus



page transitions & intro messages

page transitions & intro messages



Created by Laymik
from Noun Project

Page transitions help turn a website into a web experience by making separate pages and content feel like one **connected** story.

Introductory messaging gives the experience a **voice**.

<https://affinity.pt/en>

<https://www.tenttwenty.me/>

<https://www.deshaw.com/>

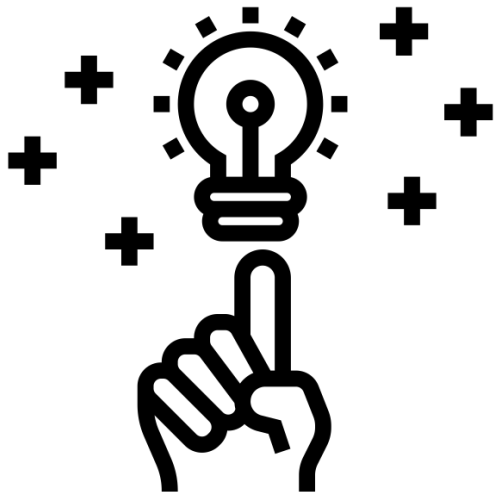
<https://www.hellomondays.com/nat-geo>

<https://humaan.com/work/>



in conclusion





Created by Eucalyp
from Noun Project

Let's make engaging experiences.

Consumer/retail websites tend to **lead the charge**.

B2B sites can **lag behind** when they look at their direct competitors to copy directly. This only encourages stagnation.

Let's **encourage creative thinking and problem solving** across all channels and **lead our clients** to the front of the pack with better digital experiences.



TREND

Which of these are solid trends, increase performance, create better UX and will pass the test of time?



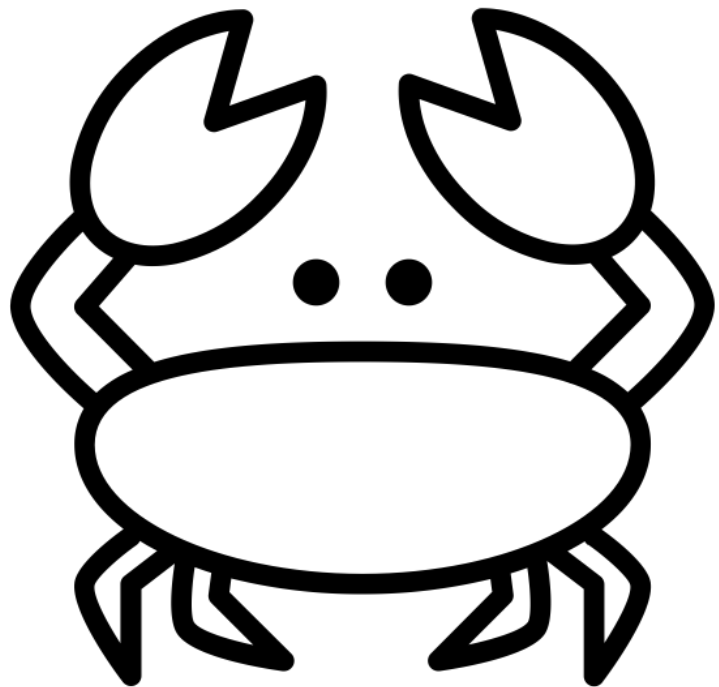
FAD

Which of these if left too long and copied by too many designers will become uncouth? Does anyone remember reflections ad nauseum 10 years ago?



Let's keep the
conversation going!

Slack channel
#nicewebsites
(and banners, and emails...)



thank you!

Created by Graham Jefferson
from Noun Project

