New Trends in UI
An Overview
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Background

Every year, new trends develop in user interface design that literally changes the face of the Internet for years to come. Some of these trends are just starting to emerge in 2017, while others grow more popular each year.

As 2017 enters its second half, and 2018 comes into view, we’ll look at some of the current trends, followed by our predictions for what will shine in 2018.

Historical Evolution

New Trends

The world of web and UI design is a fast moving one, and it can be hard to keep up to date in the face of ever-changing trends and developments. the most important trends that we believe you should be implementing in 2017.

- Immersive, full-screen video

  Imagery has long been a staple of UI and web design, and its success has slowly paved the way for its natural successor – video. We’re seeing video used more and more in digital design, and for good reason. Where traditional photography is static, video is dynamic. It’s great at catching the eye of users and as a means of visual storytelling.

  Conventional imagery isn’t going to disappear any time soon, but one thing’s for sure – 2017 and beyond will be full of more rich, interactive and full screen video as a means of engagement and story-telling.
**Why use them?**

Video, (as well as big, beautiful full-screen imagery), is a powerful medium to utilize to engage users and quickly set the tone. Both mediums are highly versatile in their application, working especially well as background devices accompanied with typography.

- **Longform content and scrolling**
  
  As users have become more comfortable scrolling to find content on smaller-screened devices over the past few years, more designers have begun implementing long form content and scrollable interfaces on bigger screens.

  This allows users to very quickly scan large volumes of content, in a single, fluid motion without being removed from the experience by navigation or interruption. It’s a versatile mechanic that works well across all devices and mediums of content, from long form journalism and news stories, to landing pages and interactive experiences.

**Why use them?**

The long-scroll is a great mechanic to implement when seeking to tell a narrative, or structure content in a linear way to guide the user. It’s a versatile mechanic, great for creating immersive, seamless, long-form content which allows users to consume it in a fluid manner, irrespective of the device they’re using.

- **Gradients and vivid colors**
  
  2013 brought flat design, which subsequently spread like wildfire through the design community, muting colours and removing all superfluous elements in its wake. Although not without its flaws, flat design was a practical philosophy that still holds value today.

  It believed in simplifying UIs to their most core, functional elements to achieve a more refined and efficient user-experienced.

**Why use them?**

Vivid colours and gradients are great for injecting energy, warmth and dynamism into a project to make it stand out from the crowd. Be brave and experiment with your colour palettes, but ensure that they always work with the tone of your content and not against it. They’re also pretty strong statements, so be thoughtful in their usage to avoid an all-out assault on the eyeballs!

- **Going Off the Grid**
  
  As important as the grid is, it can also be restrictive and rigid, limiting creative options for designers. In an attempt to create digital experiences that break from tradition, many web and UI designers are experimenting with layout by breaking the grid.

  By moving away from the grid and rigid baseline structures, designers are creating sites, applications and interfaces that are altogether more intriguing and experimental. It opens up a whole new host of creative possibilities, allowing designers to create real statement pieces through the use of layering, depth, motion and obvious focal points.

**Why use them?**
New Trends in UI

Breaking the grid provides more creative options. Its flexibility can create a sense of fluidity and freedom otherwise unachievable. However, be very considerate in your implementation – all interfaces have to first and foremost be user-friendly, and your approach to design should always acknowledge this, otherwise you may have some very confused users! You’ll also need to consider how it works on smaller screens if you’re designing responsively.

- **Supersize Typography**
  With an ever-increasing range of web font services (Google Fonts, Type kit) offering free or cost-effective font families, expect to see more brands embrace big, bold and beautiful typography in place of system fonts and done-to-death, trendy sans-serifs.

  As we’ve seen throughout 2016, and with predictably more to come, web typography will draw from traditional graphic and editorial design, experimenting with more creative typefaces that are big, bold statement pieces, taking centre stage in the design.

**Why use them?**
Typography is another creative medium for brands and designers to experiment with when creating content that is full of personality. As discussed throughout this article, many of these trends work hand-in-hand together, and creative typography is definitely a prime example of this. Use typography in conjunction with imagery, video, illustrations, colours and unconventional layouts to create unique experiences.

- **More cards!**
  Cards, again, aren’t a breakthrough trend, but they’re a functional UI option that has consistently gained prominence in web design following its success in mobile UI design and inclusion in Google’s Material Design.

  According to Google, 2015 officially saw mobile devices overtake desktops as the most popular platform for browsing the web, so more designers are blurring the lines between mobile and desktop UIs to create a more seamless user experience.

  Cards are a super-versatile UI that works across the board, from smaller-screened devices all the way up to the bigger ones. They’re a great way to organise and display large amounts of data on screen at a single time, allowing users to quickly glance through what’s available and make their choice of what to view. Facebook, Twitter, Netflix and Pinterest are all powerhouse digital platforms that utilise cards for this very purpose.

**Why use them?**
Cards are a great way of organising small bursts of information and their flexibility is invaluable for organising and consuming content on smaller screens. They’re a solution that can show text, imagery, video and everything in between, scaling up from the smallest screened devices to the biggest. Cards offer endless versatility, allowing designers to flip, spin, stack and filter them for all manner of UX functionalities – more of which will be explained with micro-interactions.

- **Micro-interactions**
  Micro-interactions, typically in the form of small, on-screen animations, are playing a vital role in UI and UX design today, especially on mobile and smaller screen devices.
From a user experience perspective, micro-interactions are not only small, entertaining on-screen animations or transitions, but are forms of visual feedback for the user and their actions. Micro-interactions let users know what is happening, what has happened, and what will happen next as they interact with the UI.

Using Facebook’s famous ‘Like’ as an example: when a user clicks the thumbs-up icon to like something, it increases in size and turns blue before returning to its original size, all in one fluid animation, informing the user that their action (Like) has been completed.

Why use them?
Micro-interactions provide useful, humanised feedback to let users know what to do and what’s happening, in a thoughtful and entertaining way. They can help make simple, mundane processes fun, as well as providing crucial feedback.

Zero UI
Zero UI isn’t really a new idea. If you’ve ever used an Amazon Echo, changed a channel by waving at a Microsoft Kinect, or setup a Nest thermostat, you’ve already used a device that could be considered part of Goodman’s Zero UI thinking. It’s all about getting away from the touchscreen, and interfacing with the devices around us in more natural ways: haptics, computer vision, voice control, and artificial intelligence. Zero UI is the design component of all these technologies, as they pertain to what we call the internet of things.

Thinking Beyond the Screen
- Gestural Interfaces - Xbox Kinect
- Voice-Based Interfaces - Google Home
- Messaging Interfaces - Facebook

Augmented Reality
Augmented reality is the integration of digital information with the user's environment in real time. AR applications for smartphones typically include global positioning system (GPS) to pinpoint the user's location and its compass to detect device orientation.

Augmented reality apps are written in special 3D programs that allow the developer to tie animation or contextual digital information in the computer program to an augmented reality "marker" in the real world. When a computing device's AR app or browser plug-in receives digital information from a known marker, it begins to execute the marker's code and layer the correct image or images.

AR applications for smartphones typically include global positioning system (GPS) to pinpoint the user's location and its compass to detect device orientation. Sophisticated AR programs used by the military for training may include machine vision, object recognition and gesture recognition technologies.

Unity
Unity is a cross-platform game engine developed by Unity Technologies,[4] first announced and released in June 2005 at Apple Inc.'s Worldwide Developers Conference as an OS X-exclusive game engine. As of 2018, the engine
has been extended to support 27 platforms.[5] The engine can be used to create both three-dimensional and two-dimensional games as well as simulations for desktops and laptops, home consoles, smart TVs, and mobile devices.

Vuforia
Vuforia is an augmented reality software development kit (SDK) for mobile devices that enables the creation of augmented reality applications.[1] It uses computer vision technology to recognize and track planar images (Image Targets) and simple 3D objects, such as boxes, in real time. This image registration capability enables developers to position and orient virtual objects, such as 3D models and other media, in relation to real world images when they are viewed through the camera of a mobile device. The virtual object then tracks the position and orientation of the image in real-time so that the viewer's perspective on the object corresponds with the perspective on the Image Target. It thus appears that the virtual object is a part of the real-world scene.

The World’s Most Widely Deployed AR Platform. Vuforia is supported by a global ecosystem of 425,000+ registered developers and has powered 50,000+ apps with more than 525+ million app installs worldwide.
References
Please refer to the following URLs for further information on New Trends UI and their impact.

1. www.creativeblog.com
2. www.userzoom.com
3. https://slickplan.com
8. https://unity3d.com/