# Web Trends 2018

Top Trends for 2018

Digital trends 2018. 2017 saw many advancements, including the mobile usage finally overtaking desktop browsing. This means 2018 is going to have to fully utilize mobile functionality in ways we've never seen before while desktops must continue to evolve to stay relevant. With all that in mind, let's take a look at some notable web design trends coming poised to take over in 2018.

1. Drop shadows and depth
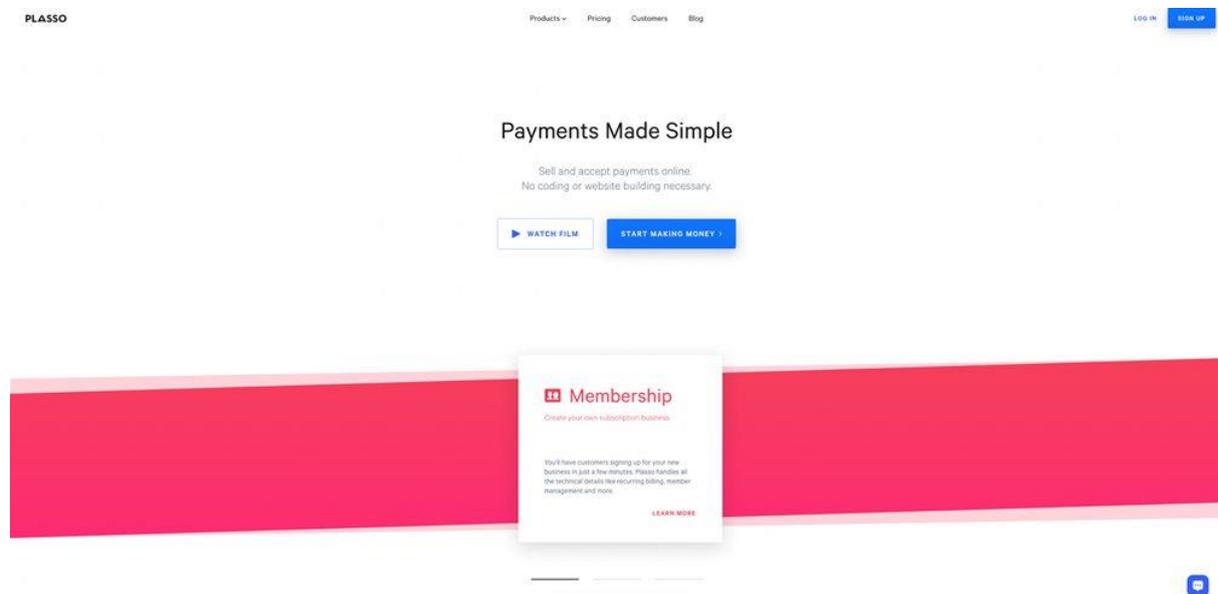
Shadow creates a surprisingly versatile effect that increases not only the aesthetics of a web page, but also helps User Experience (UX) by providing emphasis. For example, using soft, subtle shadows as hover states to designate a link is not a new idea, but combining them with vibrant colour gradients (more on that later) like the examples above enhances the three dimensional effect of the old shadows.

2. Saturated Colour Schemes

2018 is definitely the year for super excess colours online. While in the past many brands and designers were stuck with web-safe colours, more designers are becoming courageous in their approach to colour—including supersaturation and vibrant shades combined with headers that are no longer just horizontal but
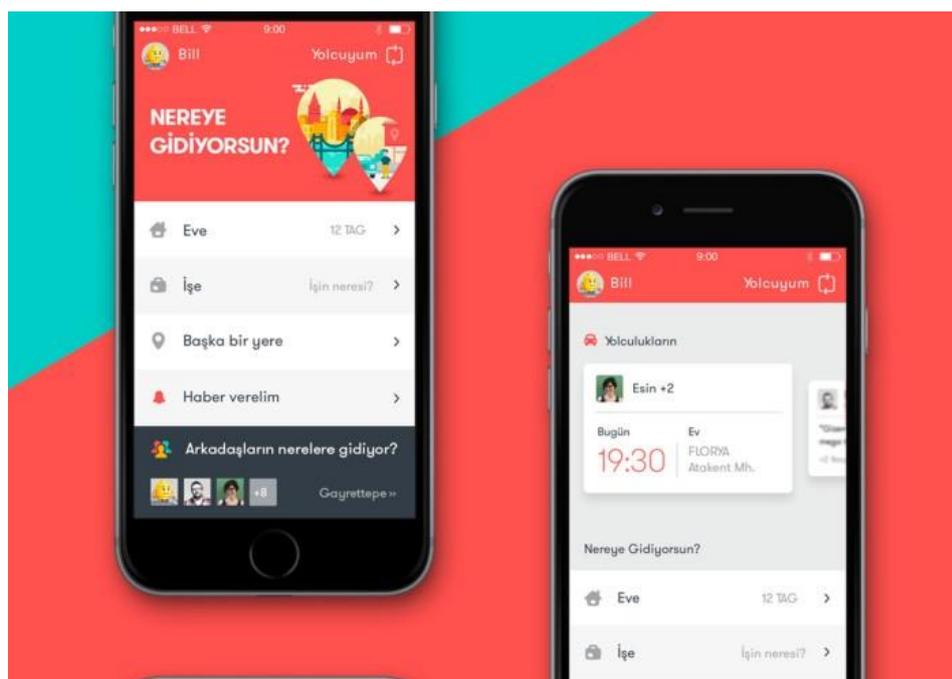
reimagined with slashes and hard angles.

3. Particle Backgrounds
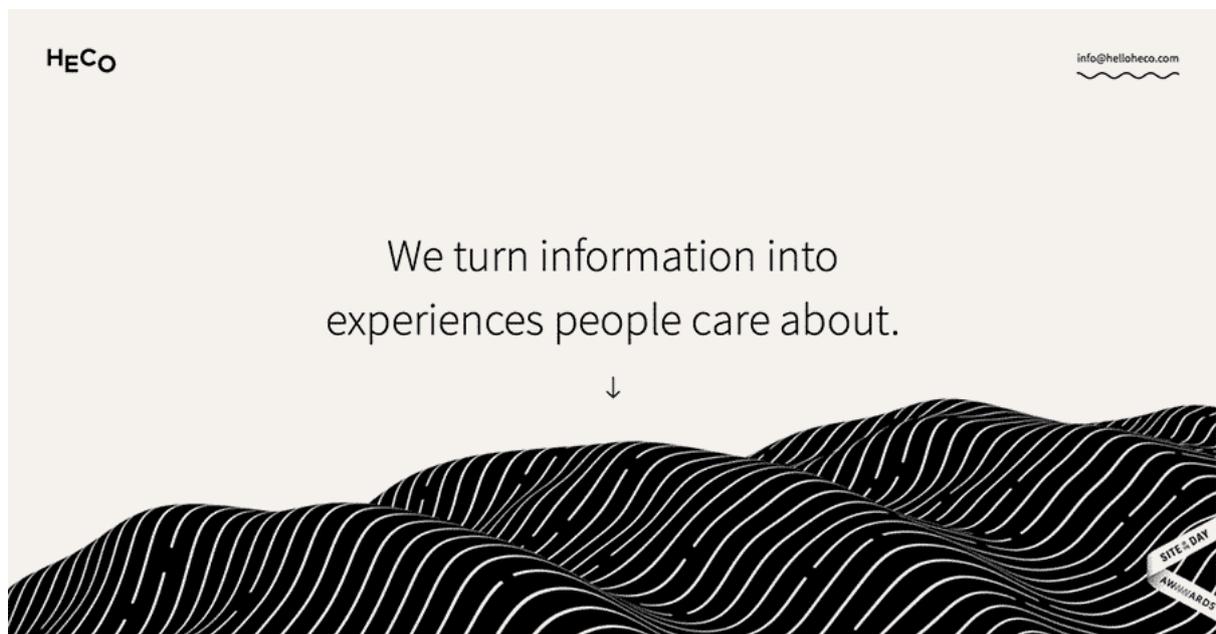
Particle backgrounds are a great solution to performance issues websites run into with a video background. These animations are lightweight JavaScript that allow movement to be created as a natural part of the background, all without taking too long to load.

4. Think Mobile First

Mobile browsing has now officially surpassed desktop. Almost everyone these days shops and orders on their smartphone. In the past, this was a clunky process that users were not as quick to adopt. Designers puzzled: how do we get a decent menu, submenu and subsubmenu on a small screen?
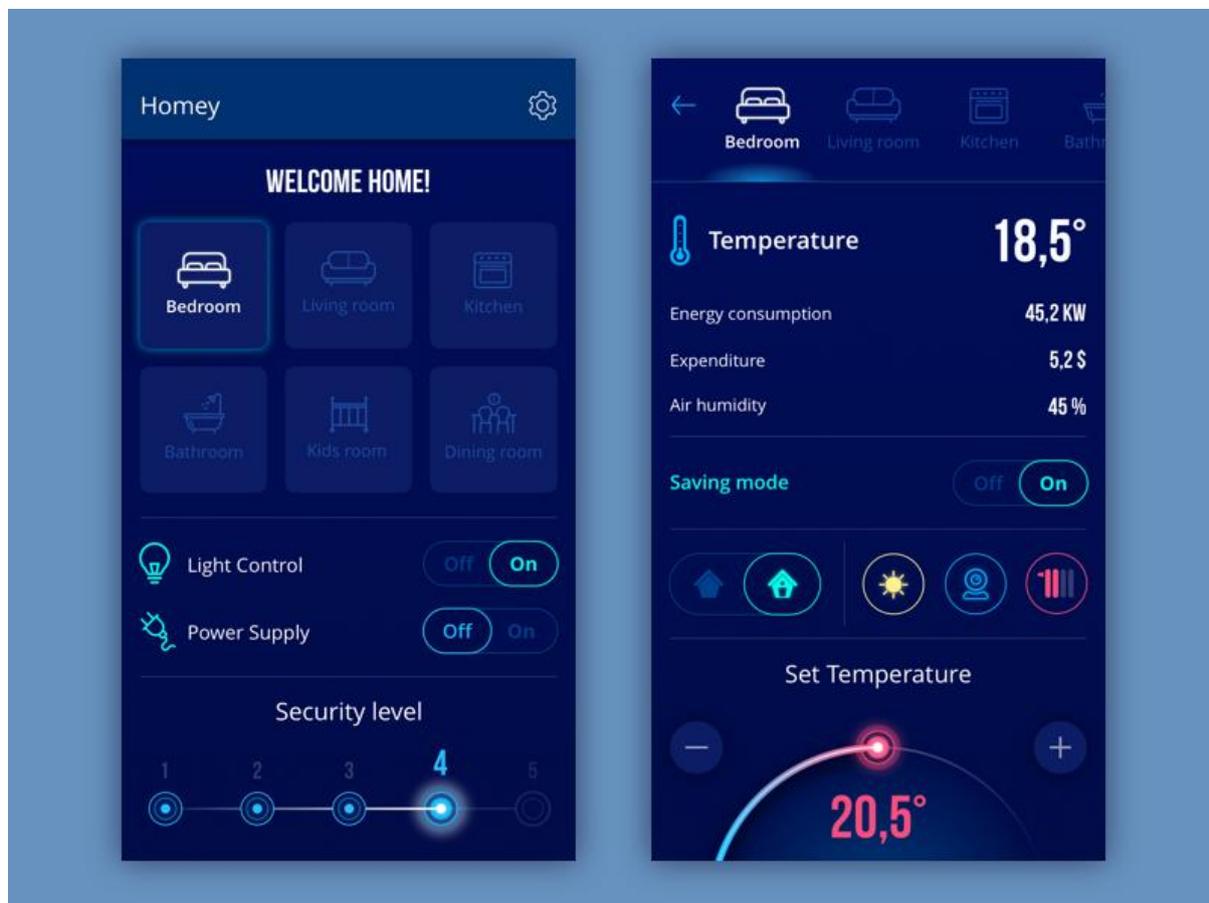
But now mobile design has matured. The roll-out hamburger has become established, minimizing the menu for the small screen. You might have to ditch large, beautiful photos your client sends you in the mobile version, but icons are much more economical in terms of space and have become so common that the user has no trouble understanding them.

5. Custom Illustrations

Illustrations are great, versatile media for creating images that are playful, friendly and add an element of fun to a site. Experienced artists can make illustrations that are full of personality and tailored to a brand's tone—what all brands strive for in markets that get more crowded each year.