

ZURB

# Foundation

---

21 Responsive Trends That Will Shape 2017

Responsive Web Design continues to evolve, as do web browsers, personal computers and the underlying technologies that make the web possible. To stay competitive, web designers and developers need to have their eyes fixed firmly forward, keeping up with what's trending now and what's just beyond the horizon to stay relevant. We polled a group of top designers to share their thoughts on what trends will rule 2017.

## 1. Split-screen Design

Split screen layouts divide a site into two equal (usually) vertical columns and is quickly becoming one of the most popular patterns for designers looking for a simple yet edgy look. The pattern provides a lot of utility in addition to the purely aesthetic appeal. It's perfect for pages that need to highlight a comparison between two products, options or plans.

Get inspired by examples of split-screen and other design patterns: <http://zurb.com/patterntap>

## 2. Small Scale Animations

The web has moved beyond needless animation and has started to use it to enhance storytelling, highlight relevant interactions, and guide users. Whether it be spinners, intricate hover states, smart loading bars, or animated notifications, hot apps like Slack are using small scale animations in unique and helpful ways.

Learn how to create custom animations and transitions with our MotionUI animation library: <http://zurb.com/university/lessons/create-custom-animations-and-transitions-with-motion-ui>

## 3. Live Product Previews

Increasing competition combined with more people having faster connection speeds has led to landing pages with more sophisticated interactivity to showcase hot new web apps. Screenshots and videos have taken a backseat to a new generation of on page product demos that don't require signing up or downloading anything.

Discover psychological triggers you can use to get people hooked on your product: <http://zurb.com/triggers/demonstration/try-it-from-franz-sans>

## 4. Vertical Navigation

**With the fold dead, there is no reason to cram everything at the top of the page anymore, and yes, that includes menus. A vertical menu can give you more flexibility to house even more options than a horizontal menu and has the added benefit of clearer hierarchy by nature.**

Learn how to build a multi level accordion navigation: <http://zurb.com/building-blocks/multi-level-accordion-navigation>

## 5. Card Based Interfaces

**Made popular by sites like Pinterest and pushed further by Material design, card based interfaces make it easy to group together a lot of content, are easily scannable for the user, and lend themselves perfectly with responsive web design.**

Grab this code to build a simple horizontal callout card: <http://zurb.com/building-blocks/horizontal-callout-card>

## 6. Video Headers and Backgrounds

**They say a picture is worth a thousand words. If that's the case, video can help you tell even more of your story than ever possible. Video backgrounds and headers are great way to set a tone, give a sense of atmosphere, and get your users feeling more immersed in your content. Just be sure to have a fallback for people on slower connections.**

Check out this example of how we've used the video background technique: <http://zurb.com/studios>

## 7. Large Screen Design

**A lot of focus in responsive web design is on small screens, but it's important to keep big screens in mind too. According to the latest numbers, over 32% of internet users are on screens with resolutions of 1920 pixels or higher. Take advantage of that extra screen real estate for those that have it with large, high resolution photos.**

Learn how to serve up different content for different users: <http://zurb.com/university/lessons/serve-users-only-the-files-they-need>

## 8. Dynamic Search

**Suggesting search results as the user types has been around for a while, but devs are just now adding it to their sites and finding new places to experiment with it. Adding JavaScript and Ajax-powered dynamic search to your site can help your users get to the products, articles or content they need faster, leading to a better overall experience.**

Build an awesome search bar with dropdown: <http://zurb.com/building-blocks/search-bar-dropdown>

## 9. Full Screen Forms

**Used in search fields, check outs, or email captures, full screen forms give your users an easy to use and distraction free experience that can lead to higher conversions. They also look and work great on mobile, an area where forms are typically less effective.**

Tips to make your forms finger friendly for mobile: <http://zurb.com/university/lessons/making-forms-finger-friendly>

## 10. Flexbox

**The latest numbers tell us that more than 96% of browsers support it but less than half of most devs are using it. Flexbox adds all kinds of new layout possibilities to the designer tool kit, and Foundation for Sites 6 makes it easier to pick up than ever before.**

Discover some of the cool things Flexbox allows designers to do: <http://zurb.com/article/1333/foundation-a-new-grid>

## 11. Modules and Components

**Rather than full page layouts, more and more designers are delivering mockups and prototypes of smaller pieces. This shift has been popularized by innovators like Brad Frost and has even been given a name, Atomic Design. Using component-based design also brings the end result closer to how engineers are implementing web sites and apps, easing the handoff problem and helping with communication within and between teams.**

Build an awesome, component filled coded style guide for your company: <http://zurb.com/university/lessons/creating-your-coded-styleguide>

## 12. Interfaces, Buttons and Layouts Made Up of Sketches

**While flat design currently reigns supreme and puts an emphasis on solid colors and sharp lines, UI elements made up of drawings and sketched illustrations are breaking through the sometimes monotonous flat trend noise by adding fun, warmth and playfulness to your design.**

See the sketchy ninja character created to help McAfee tell their story: <http://zurb.com/studios/case-studies/mcafee>

## 13. Bold Color Palettes

**The popularity of flat and Material Design simplify details and put an emphasis on size, shape and color, leading to bolder palettes and sharper contrasts. Color is also being used more and more as a design element, helping group together related options and evoking specific emotions from users.**

Make the most of your design by coordinating your colors: <http://zurb.com/university/lessons/how-to-improve-design-by-coordinating-colors>

## 14. App Influenced Website Design

**Websites, especially when viewed on mobile devices, are starting to look and feel more like native apps. Modern mobile browsers are getting more powerful and with new web technologies can now access things like user location, device orientation using the accelerometer and gyroscope, the camera, the microphone, notifications and more.**

Browse our responsive gallery to see brands that are replicating their app experience on their site: <http://zurb.com/responsive>

## 15. Ghost Buttons

**With the rise of trends like video backgrounds and high resolution photos, designers are reluctant to slap on an opaque button and dampen the impact. Instead, more designers are opting for ghost buttons, simple outlines that let the background image come through while still functioning as a normal button.**

Easily build ghost buttons with Foundation for Sites 6: <http://foundation.zurb.com/sites/docs/button.html#hollow-style>

## 16. Cinemagraphs

**More than just simply a GIF or looping video, cinemagraphs are still photos where only part of the photo has motion and the rest does not. They can be used to draw attention to a specific part of a photo or highlight a specific element. By using cinemagraphs, you can add atmosphere and interest to any page while having more support and using less bandwidth than a video.**

Learn how cinemagraphs, animations, and other details can surprise and delight your users: <http://zurb.com/article/1374/mesmerize-users-with-something-unexpected>

## 17. Bold Typography

**Web fonts have made it possible for designers to have more choice and options in their typography. Inspired by print and movements like Swiss modernism, designers are using text in more and more adventurous ways. Text is also a design element that translates well on mobile and uses minimal bandwidth.**

Tips for choosing the best typeface: <http://zurb.com/word/typographic-voice>

## 18. Greater Accessibility Focus

**We have reached a point in the modern web where we can look beyond designing for all browsers, but on to bigger things like designing for all people. Designers have all kinds of new tools and techniques available to adapt to individual needs and abilities so that more people can enjoy their work.**

Accessibility techniques you can add to your site in 5 minutes: <http://zurb.com/university/lessons/five-minutes-towards-an-accessible-page>

## 19. Gradient Backgrounds

**The rise of responsive web design and shifting screen sizes introduced the need for a way to create backgrounds that were visually interesting without the use of a weighty image. CSS3 made gradient backgrounds with variant scales possible and Apple's iOS 7 popularized gradients to the public. When used right, they can add interest and dimension to your designs in a subtle way.**

Create gorgeous blurred backgrounds from images using this CSS filter: <http://zurb.com/playground/image-blur-texture>

## 20. Monochromatic Color Schemes

**Using a single color hue can reinforce branding, puts an emphasis on content, and adds a modern, bold, and edgy look to any web page. When combined with a CTA of a contrasting color, monochromatic landing pages can lead to high conversions.**

Learn how to make the most of color contrast in your design: <http://zurb.com/university/lessons/zap-color-to-up-your-design-s-value>

## 21. Responsive Images

**The web is enjoyed by people on countless devices with all kinds of resolutions. Instead of having to decide between image quality and file size/loading speed, designers can make use of responsive images to deliver the highest quality image to the devices that can support them.**

Serve up the right content to the right devices with Foundation's Interchange component: <http://foundation.zurb.com/sites/docs/interchange.html>