

WEBSITE DESIGN TRENDS 2022

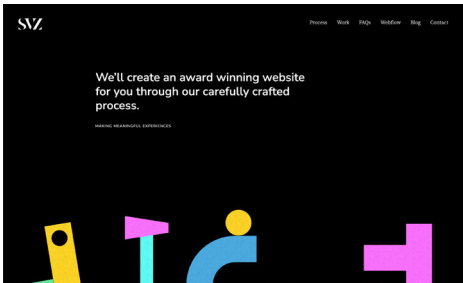


DISCOVER
THE HOTTEST DESIGN
TRENDS IN 2022

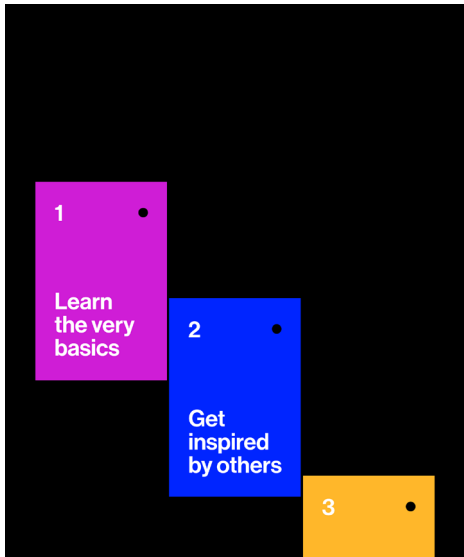
Design trends report - July 2022



SPLIT-SCREEN
RULES 03



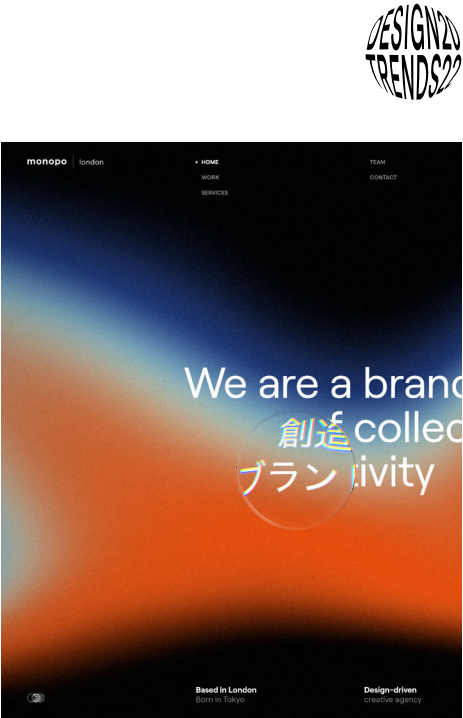
MINIMAL HEROES 05



IT'S ALL ABOUT
SCROLLYTELLING 04



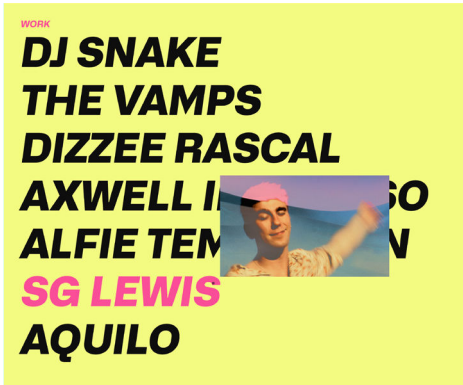
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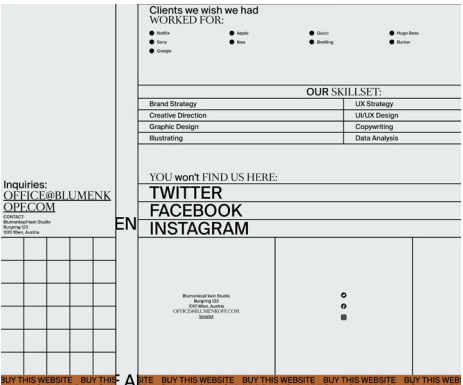
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SPLIT-SCREEN RULES

→ var-but.com



Split-screen aesthetics are making a comeback. The trend from a few years ago worked for usability and responsiveness reasons, but it's now more of a design choice.

THE DUAL LAYOUT ADDS CONTRAST, VISUAL INTEREST, AND NATURAL CONTENT SEPARATION TO YOUR DESIGN. IT ALSO PROVIDES A GREAT PLAYGROUND TO EXPERIMENT WITH COLOUR AND TYPOGRAPHY.

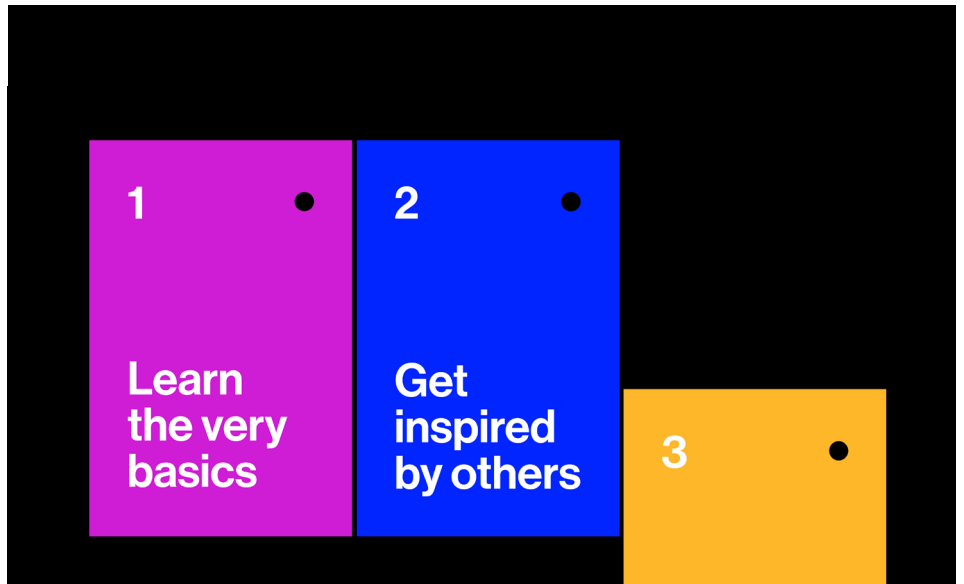
A split-screen design may include screens divided horizontally or vertically, with each side containing different functions or click actions. The best split-screen designs accomplish both goals of delivering a powerful visual experience, and delving deeper into the content with a variety of entry points.

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IT'S ALL ABOUT SCROLLYTELLING

→ saycheese.almeida.work



It was once suggested that sites include as much information above the fold as possible to avoid the user having to scroll. Visitors now prefer to interact in a personalised manner, allowing them to navigate and control the information flow at their own pace.

SCROLLYTELLING, ALSO REFERRED TO AS “NARRATIVE VISUALISATION”, IS BECOMING INCREASINGLY POPULAR IN LEVERAGING DIGITAL INTERFACE TO CONVEY AN INTRICATE STORY.

Captivating an audience by sequencing together a series of visual elements that are chronologically organised is both effective and efficient. Full-scale images, carefully designed typography, contrasting colour palettes, and soft and smooth transitions are just a few of the players you could use to populate your scrolling storytelling in 2022.

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MINIMAL HEROES

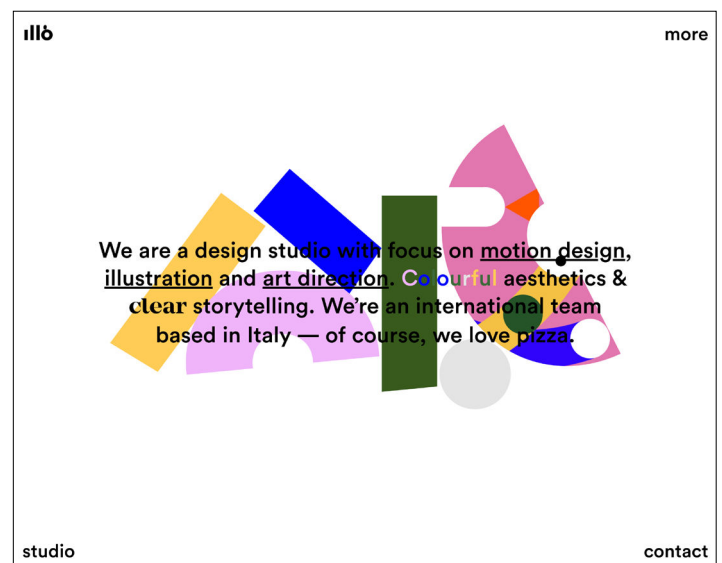
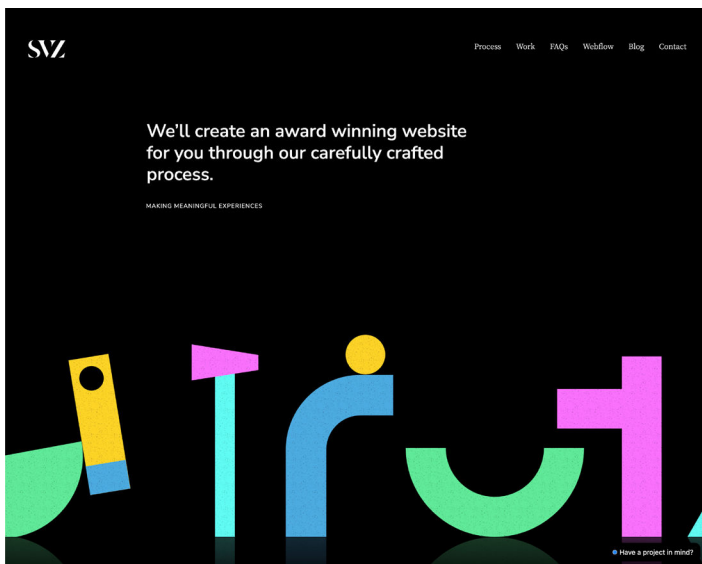
→ svz.io

→ illo.tv

Are you bombarded with flashy images? Tired of videos that take forever to load? Design the homepage without complex visuals and you'll be right on trend in 2022.

The hero section of a website doesn't need to solely rely on apparent imagery or photo carousels to be super. Hero images give a big visual impact right off the bat, but sometimes removing the distraction of a splashy image allows the focus to shift to style and content.

This year, many designers are opting to craft hero sections and landing pages that speak with design rather than relying on photographs or illustrations. Keeping things simple quite often helps set the tone for why the visitor is there in the first place, and why they should keep scrolling.



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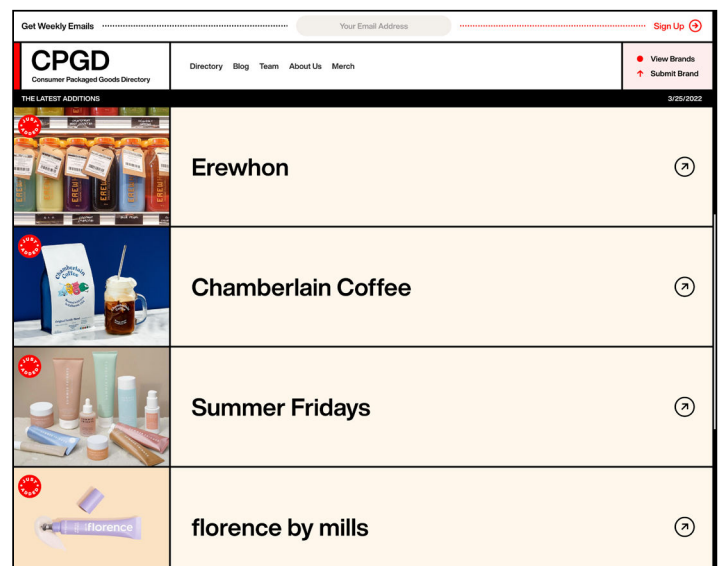
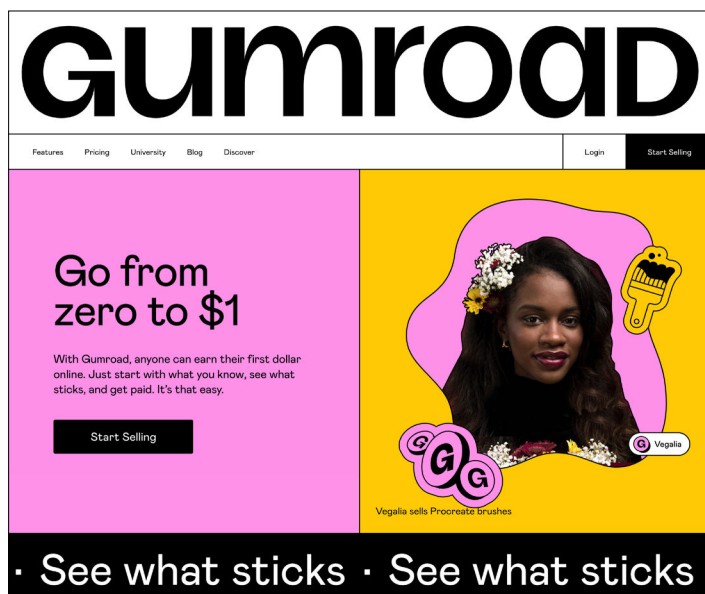
RETRO MODERN LINEWORK

→ gumroad.com

→ cpgd.xyz

Linework is a trend that feels both modern and retro. Lines are used by designers to delineate sections, headers, and paragraphs, as well as to create a dynamic grid for the entire webpage. Linework in design gives websites a more physical feel, almost akin to a magazine or newspaper. A visible border clearly serves the purpose of separating two sections from one another. It improves the visitor's browsing experience and allows you to show more content without making it too crowded.

These simple borders also give websites a subtle touch that complements other 90s-inspired trends that are making a comeback. If you don't want to lose your uniqueness, keep this web design trend in mind when designing your website.



GRADIENT FRENZY

→ monopo.london

→ vitaarchitecture.com

Truth be told, gradient is not a completely new trend, as it's certainly come a long way over time. We have seen it everywhere lately in any form of visual communication. In modern web design, complex gradients and aurora backgrounds are frequently used to add depth to flat images.

The subtle flecks of fuzzy colour turn out to be very friendly, organic and definitely more attractive. One of the reasons for the popularity of this web design trend is that gradients can be useful in creating the illusion of movement while maintaining a minimal design. In other words, it is an analog of motion design without the use of animation. Using aurora backgrounds is a great option if you are going for a clean look but want to spice it up a bit.



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OFF THE GRID

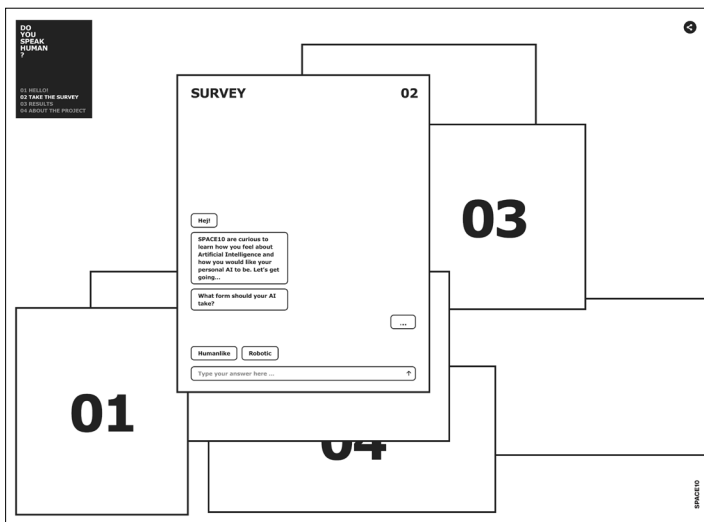
→ doyouspeakhuman.com

→ sceners.co

A grid layout arranges content in a way that our eyes and brains naturally understand, allowing us to digest text and media quickly and efficiently. Grids, on the other hand, can limit designers' ability to be unique and creative because they are constrained by column and row boundaries.

Moving off the grid isn't a perfect solution for every website, but those who want to inject some personality and originality into their pages are welcome to experiment. If you want to offer up a memorable experience and distinguish your website from others, this trend is one design approach to consider.

Breaking the grid does not always imply abandoning all grid-related concepts. Even subtle variations, such as varied alignment and layering on well-established techniques, can add visual interest.

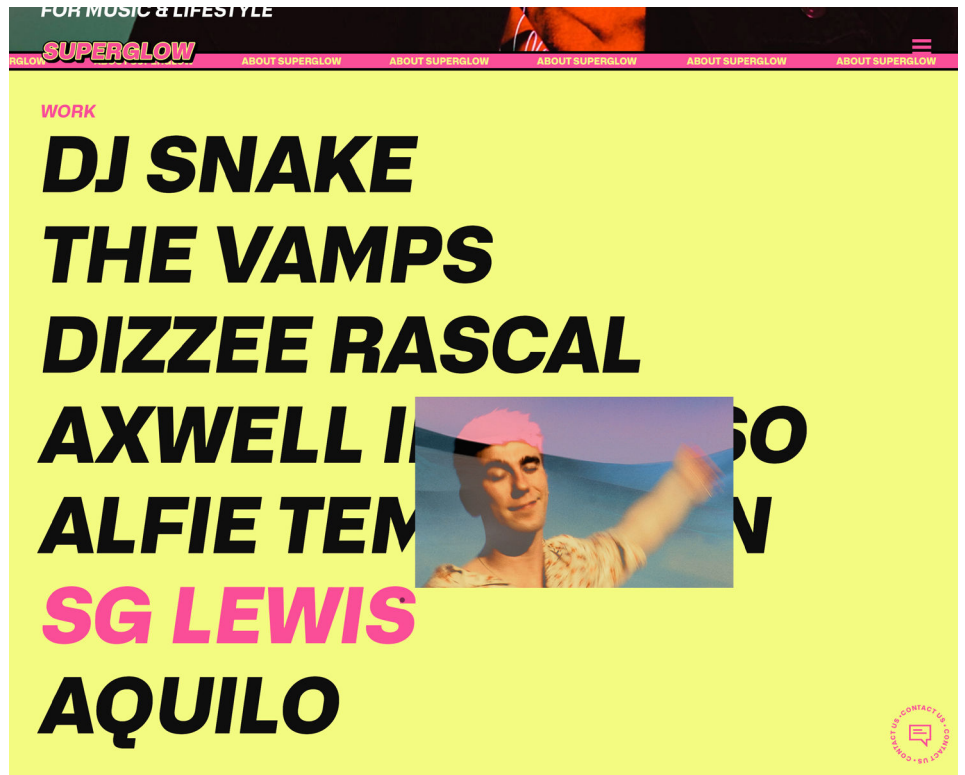


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NEON! FLUOR!

→ superglow.co



Colour is one of the most powerful tools in website design. It can set a mood and influence users' emotions, perceptions and actions. Neon colours in particular always command attention.

WHAT'S MORE, SINCE THIS YEAR SAW NUMEROUS MILLENNIAL-TARGETED WEBSITE DESIGNS FILLED WITH YOUTHFUL DETAILS AND ACCENTS, IT HAS BECOME QUITE POPULAR.

With a nod to the '80s and '90s, this design trend of using neon/fluorescent colours has developed into a vibrant, popping web design aesthetic, filled with underground acid shapes, neon on black, bright contrast, and gradients.

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BRUTALIST TYPOGRAPHY

→ pinupmagazine.org

→ zonadepropulsao.org

Typography in unusual sizes is a fresh and daring design trend for this year. At a certain size, texts become more of a graphic element than simply part of the copy. Brutalist typography can be viewed as a reaction to the minimalism of today's web design

- an unabashed rugged style that stands in contrast to the more polished modern convention.

There is no wrong way to do typography in 2022. Think about how the typefaces will respond and how to maximise impact for visitors. Bold and experimental type options, ranging from outlines to shifting shapes, are dominating website designs. There are no rules in today's web typography, and designers are experimenting with a little bit of everything.



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GLASSMORPHISM FLOURISHING

→ galp.in



The first signs of glassmorphism appeared in late 2020 and early 2021, beginning with neumorphism and evolving into the more complete glass effect that is now popular. A combination of translucence, glossiness and blur can make elements of pages behave visually like glass. You can use glassmorphism in logos, navigation systems, illustrations, or even full sections to add depth and visual hierarchy to the design.

THE KEY TO THIS STYLE IS THE OPTICAL ILLUSION CREATED BY DIFFUSION, REFLECTION, AND SHADOW.

The glass effect, when combined with subtle movement, can make a website appear 3D. The “frosted glass” diffusion allows you to incorporate transparency into your design without it feeling visually overwhelming.

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→ blumenkopf.spatzek.studio

Mega footers can even adopt an almost brutalist style. The trick is using elements to create a distinct sense of organisation so that users know how to find what they are looking for with ease. However when a footer requires scrolling, this is a red flag that it is oversized. Although there are less rules in web designs today and footers have become a style element, we need to keep it in mind that functionality always comes first.



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CONTRIBUTORS

Max Bosio
Elisa Beretta
Hantian Li
Michela Spozio
Ilaria Mameli

Creative Director
Senior Designer
Brand Strategist
Junior Designer
Account and Project Manager

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info@nascentdesign.com
nascentdesign.com

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