Webdesign 2013

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The most important trends of the year

We are in half-time, as far as the year 2013 is concerned. Therefore, it is high time to look at the trends that have prevailed this year in terms of web design. What has been most frequently designed and implemented in 2013? We will impart some insight.

Big, bigger, screen-size

Whether header or background: in 2013, the focus is clearly on eye-catching, meaningful pictures that fill the entire screen. The reason for this trend: Images evoke emotion and when used correctly, bring about a high level of attention. The logical consequence therefore is to give more space to graphics and photographs and so appeal to the user directly on a visual level, without the need for big words. However, this also implies that the choice of visual elements should be performed with caution.

Another advantage of the screen-size images: it does not require much design work to update the site regularly. Just exchanging the pictures can already create a completely new mood for the website. But not only images are put to use on websites in plus sizes. Linked to this is also an enlarged typography. Instead of formulating a long entry page, in 2013, we restrict ourselves to brief, meaningful messages in large letters that reflect the core of the site in seconds. In addition to size, individuality is paid attention to more and more, because companies are increasingly trying to stand out from the crowd using their own separate font.

Small, smaller and minimal

Wasn't it just all about oversize? Why then talk of minimalism? In contrast to the images and typography, when it comes to effects, we don't grab for the bag of tricks this year. Instead, increasingly minimal design is done. 3D effects, shadows and gradients therefore give way to a stripped-down, flat look. This has the function to emphasize the full-screen image and the large typography. Thus oversize and minimalism shake hands in the year 2013.

I am not going to budge

Whoever remains stubborn in 2013 when it comes to his position? The navigation. This remains in its fixed place, even if the user scrolls down the page. The advantage of this design element is obvious. The user may at any time move to the bottom of the page and for the most part lingers longer on the site. But beware of too high expectations! If the content of the page is boring, not even the offer to obtain more information at the bottom will help. What many sites have in common is the altered appearance of the navigation bar at

the beginning of the scroll operation. It becomes smaller and thinner, when scrolling. The focus therefore continues to remain clearly on the content of the website.

The widespread convention of a vertical navigation bar continues and in 2013 it is also found increasingly on the left side. This development goes hand in hand with the fixed position of navigation.

The fitting is crucial

As in fashion, so with websites - not every trend fits to every website. Trends should be seen as indicators that provide information about where the journey may go. But they should not be overrated. A company with several different types of products may have difficulties to pack all information into an image and a brief message. Therefore you should always weigh the factors precisely to determine in advance, whether the realization of trends will pay off for that specific case.

Do these trends fit your website or not? We can advise you and take over the creative and technical implementation of your website.

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