

# Web Trends to watch in

# 2017

David Lee King  
[davidleeking.com](http://davidleeking.com) | [tscpl.org](http://tscpl.org)







**web design changes**

**fast!**





**12 trends ...**



A photograph of a snowy evergreen branch, likely a cedar or spruce, with a thick layer of white snow covering its needles. The branch is positioned diagonally across the frame. Overlaid on the lower right portion of the branch is a dark gray rectangular sign with a white border. The sign is tilted at an angle, matching the branch's orientation. On the sign, the word "Functionality" is written in a large, bold, light blue sans-serif font.

**Functionality**





**scrolling**



[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

# MacBook Pro

[Overview](#)[macOS](#)[Tech Specs](#)[Buy](#)

## MacBook Pro

# A touch of genius.

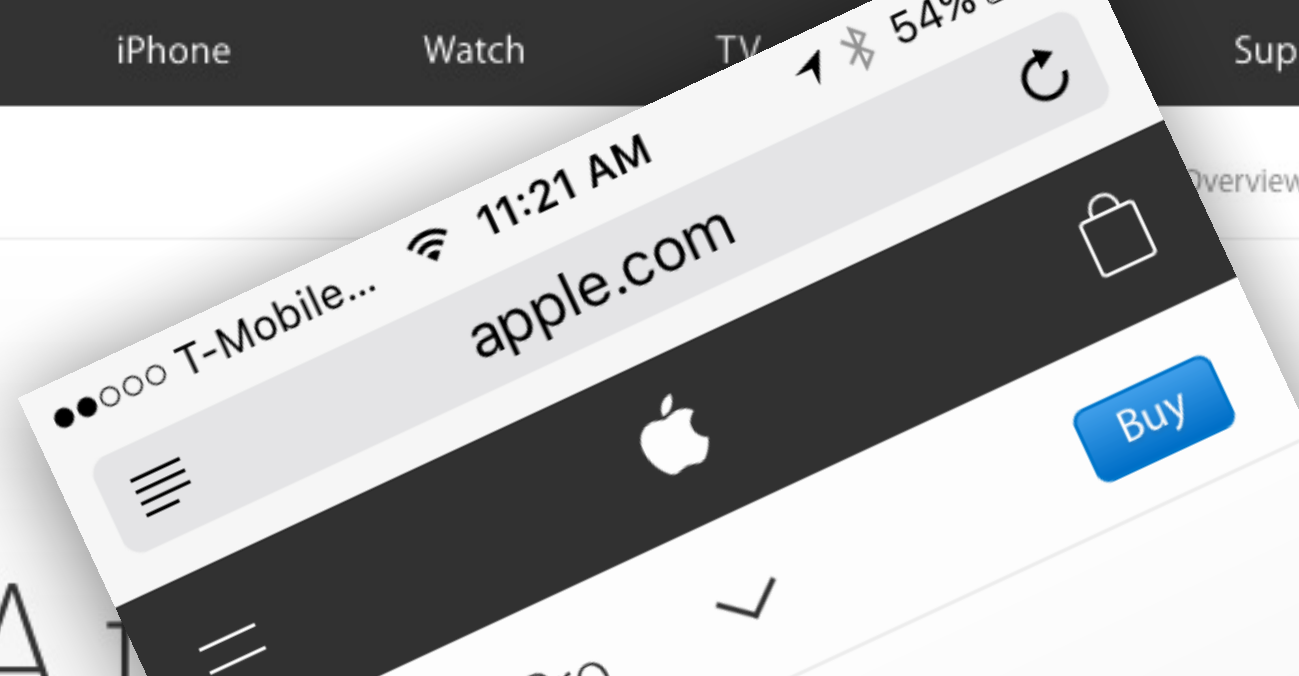
[Watch the design film](#) 





# MacBook Pro

Overview macOS Tech Specs [Buy](#)



above  
the fold?

MacBook Pro  
A touch of  
genius.

Watch the design film





designhill



## WEB DESIGN TRENDS FOR 2017

by designhill

What Can We Expect?

1

Typography will become more important next year





# Mobile-first & Responsive





Mac

iPad

iPhone

Watch

TV

Support



MacBook Pro

Overview

macOS

Tech Specs

Buy

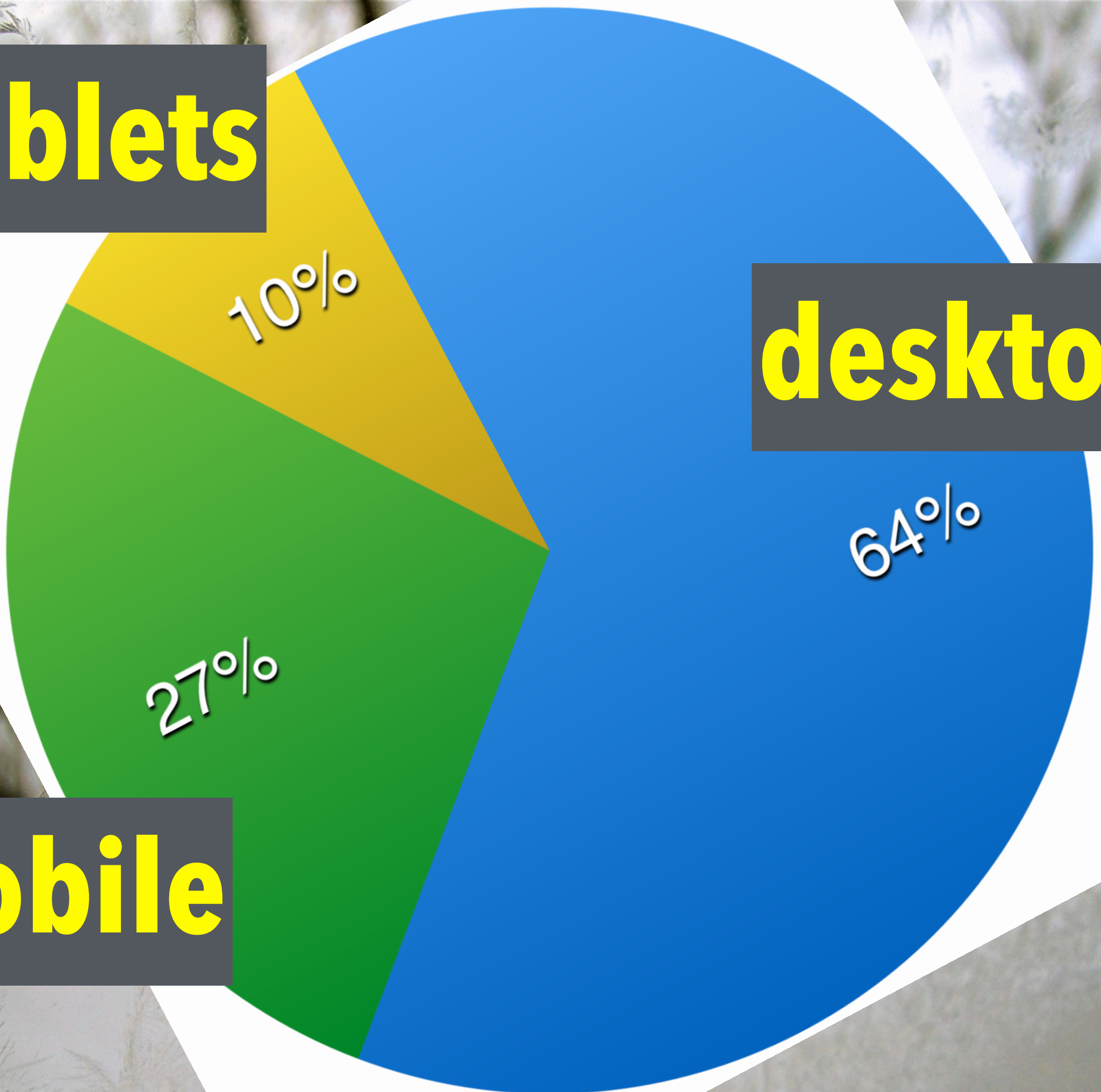




**tablets**

**desktops**

**mobile**





tablets

mobile

desktops

10%

27%

64%





**77%**





**51%**





**microinteractions**

**& animation**





**microinteractions**



David Lee King

News Feed

Messages

SHORTCUTS

Topeka & Shawnee ... 2

ALA Think Tank 20+

Lion & Lamb Church 3

Cornerstone Family ... 20+

Home Studio Musici... 20+

Guitar for Worship ...

EXPLORE

Events

Pages

Groups

Friend Lists

Photos

Pokes

Insights

On This Day

Manage Apps

Games

See More...

CREATE

Ad · Page · Group · Event · Fundraiser

Photo/Video

Photo/Video Album



What's on your mind?

Public

Post



Michael Sauer

2 mins ·

Thought experimen Republicans kill Obamacare and replace it with true universal healthc and claim all the credit for doing so.

Like

Comment

Share

Good!

Write a comment...



I read that closing credit cards can hurt your credit score. I was to reduce my footprint and add to my lending potential. If I was to push the balance down to a few hundred bucks on some existing cards, will it help raise my score?

Like

Comment

Share

1

View previous comments

4 of 12



**Laura McClellan Mittleman** It isn't a big deal of you have cards that don't have big spending limits or haven't had for a long time. I get newer cards for 6 months no interest perks, but put just the one large item on it & pay it off in the 6 months and close the card- it helps ... See More

Like · Reply · 3 hrs



**Jon Danniells** so many experts out there...depends on what you're trying to do and where, oddly enough...I work in the film business and have for 30 years and between my wife (also film business) we make a lot more than your average folk and our tax returns reflect t... See More

YOUR PAGES



Topeka & Shawnee County... 2

This Week

11,249

Post Reach

928

People Engaged

Recent Posts

I just finished reading "Normal: A Novel" by...

Boost Post

Good morning, Topeka and Shawnee County!

See More

Cindy L'Ecuyer and 264 others invited you to like Pages

1 event invite

Kaitlyn King and 5 others

TRENDING

**Better Call Saul**  
6.5K people talking about this

**Tomi Lahren**  
9.5K people talking about this

**Franklin County, Missouri**  
1K people talking about this

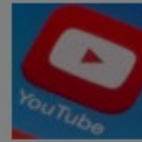
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Create Ad







TRENDING STORY  
YouTube Labs pairs  
brands & agencies with  
creators



YEAR IN REVIEW  
Here are Marketing  
Land's top 10 columns  
of 2017

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WEST  
SAN JOSE

MARCH 21-23, 2017

Over 20 dedicated  
SEO sessions:

PWAs, mobile-  
first index, AMPs,  
and more.

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agenda



MORE

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## Super Bowl III brands gear up

Marketing Land is keeping  
watch when new advertisers and  
brands gear up for the big game.

Amy Gesenhues on January 12, 2017 at 10:01 AM

Marketing Land  
Smart marketers,  
this one's for you.

Bad!

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2017

Over 20  
dedicated  
sessions:

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agenda

Ad copy  
testing,  
audience  
targeting,  
dynamic  
remarketing  
and more.

## OUR CONFERENCES



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Mar 21-23, 2017: [SMX West](#)

Mar 27-29, 2017: [SMX Advanced](#)

Mar 26-28, 2017: [SMX East](#)



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**animation**



## 2. Videos and Animations



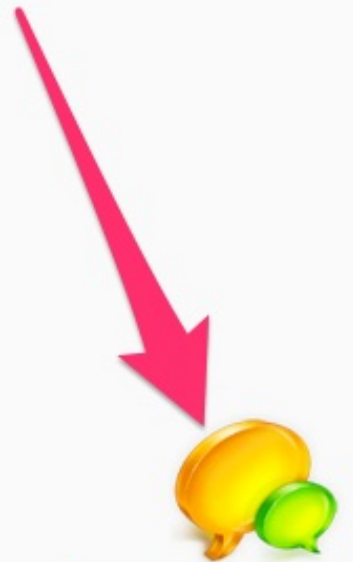
WE MAKE IT EASIER  
FOR PEOPLE TO FIND  
YOU ONLINE AND DO  
BUSINESS WITH YOU

It seems the Internet grows more and more similar to TV with every passing year. It will never quite get there since text must always make up a substantial portion of most websites — but already, images of some sort account for 50% of Web content. Background videos are now becoming a popular alternative to static backgrounds, and animated images are more and more taking the place of their static counterparts.

## 3. Parallax Scrolling



This jumps  
up & down



Live Chat







**haptic feedback**



A photograph of a snowy evergreen branch, likely a cedar or spruce, with snow-covered needles and a blurred background of more trees. A tilted rectangular box with a dark gray background and a white border is overlaid on the image. Inside the box, the words "visual stuff" are written in a bold, light blue, sans-serif font.

**visual stuff**





# **Typeography**



[ABOUT US](#)

[THE BEER](#)

[THE CREW](#)



[GROWLER  
\*Line Up\*](#)

[BLOG](#)

[CONTACT](#)

# *Quality* **HANDCRAFTED BEER**

EST. 1998 • ESQUIMALT BC





\*\*\* [Letter from Michael Browne](#) / [Treehouse](#) / [Bootlegger's Hill](#) / [Vintages](#) / [Moving Pictures](#) / [Tickets](#) \*\*\*

TWO UNIQUE VINEYARDS

# ESTATE

WINES FROM

# MICHAEL BROWNE

"It has always been my dream to plant a vineyard and make wine from it. Wines that are the highest quality obtainable. Wines that provide a lens on where they were grown. CIRQ is the realization of that dream."

THE MYSTERIOUSLY  
AMAZING

# TREE

CLASSICALLY DELICIOUS

# BOOTLEGGER'S



**Video**







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SOUTHERN PINES  
ABERDEEN AREA

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PINEHURST, SOUTHERN PINES, & ABERDEEN AREA

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70°F

## THE HOME OF AMERICAN GOLF

The Pinehurst, Southern Pines, Aberdeen Area has a storied legacy of golf unlike any other place in the





PINEHURST  
SOUTHERN PINES  
ABERDEEN AREA

*Home of American Golf™*

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PINEHURST, SOUTHERN PINES, & ABERDEEN AREA

# YOUR DESTINATION

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The Pinehurst, Southern Pines, Aberdeen Area has a storied legacy of golf unlike any other place in the



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## Library hours

**Monday-Friday:** 9 a.m. – 9 p.m. | **Saturday:** 9 a.m. – 6 p.m. | **Sunday:** 12 noon – 9 p.m.

## Our Mission

Your place. Stories you want. Information you need. Connections you seek.

Because Libraries Transform



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## LIBRARY ADMINISTRATION

[Administrative Staff](#)





6

**Original  
photos &  
artwork**



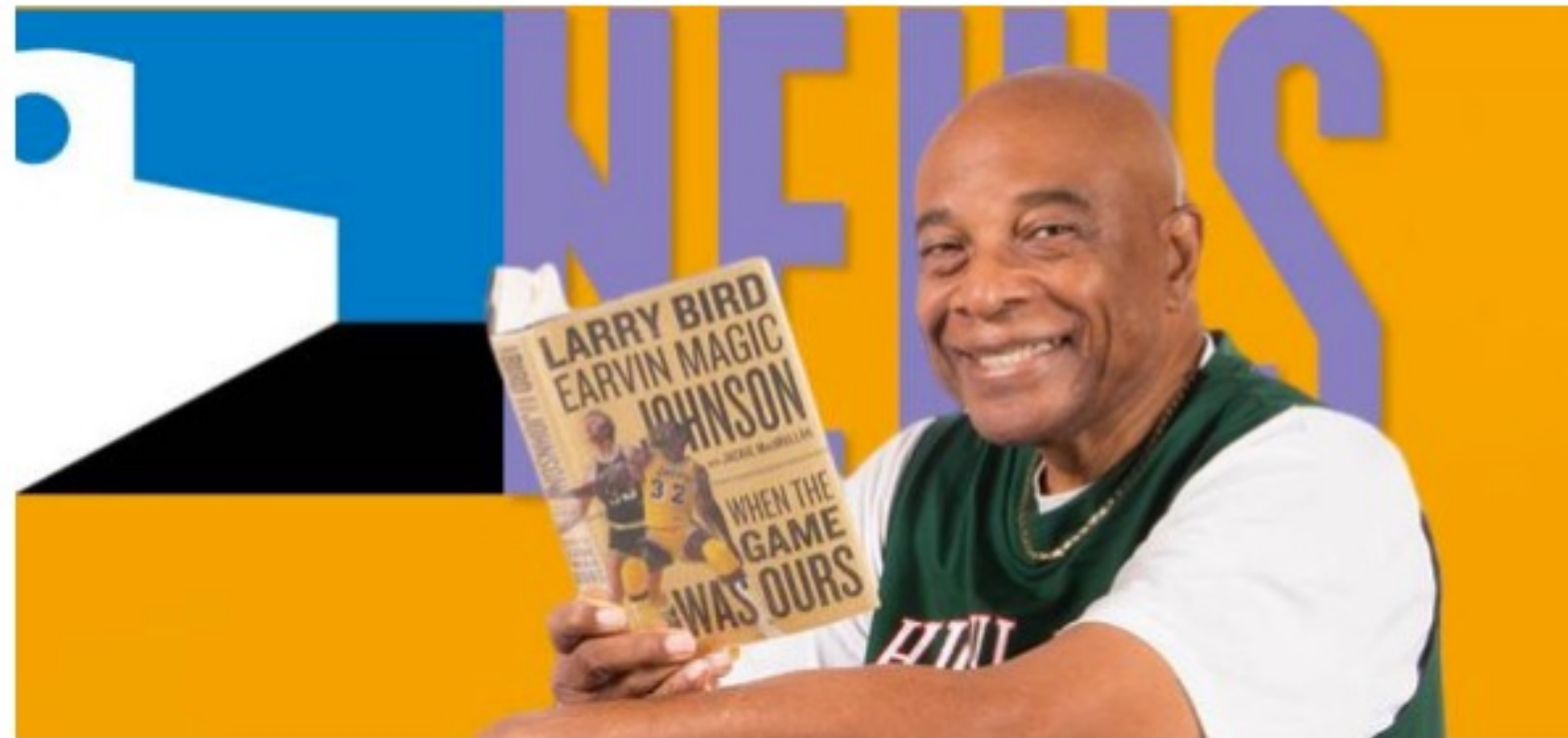


[publicdomainpictures.net/view-image.php?image=15332](http://publicdomainpictures.net/view-image.php?image=15332)



## Answers to my questions

Posted on December 26, 2016 by Leah Sewell



Topeka Sports Hall of Fame honoree Dale Cushinberry takes a timeout for a good book. The Hall of Fame is located in the library's Sports Neighborhood.

We're used to answering questions. In 2016, we answered 197,441 reference questions. In the February-March 2017 issue of *Library News*, we've tried to answer some of your questions ahead of time.

**How do I cleanse my news feed after a year of contentious politics?** In this issue, we



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Home / Books, Movies & Music / 3 Albums: Approximately 0.00003%

## 3 Albums: Approximately 0.00003%

Posted on December 20, 2016 by Kyle Moreland



3...2...1... HAPPY NEW YE...

Wait! Hold your horses, folks! 2016 still has to burn through a few more hours before we regroup, rewind and restart the whole shabang over again. "From the top" as those musician-types are so fond of saying.

Any music commentator worth their salt is using the dying year's dwindling days to

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VIDEO

# HOW TO MAKE THE PERFECT DIFFUSED DROP SHADOW



by Joseph Angelo Todaro  
on May 2, 2016





**NEW** Introducing Radar: Modern tools to help you beat fraud, fully integrated with your payments. >

# The new standard in online payments

Stripe is the best software platform for running an internet business. We handle billions of dollars every year for forward-thinking businesses around the world.

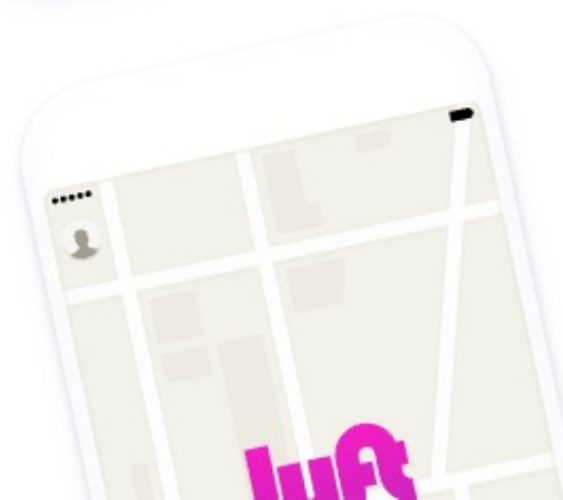
> EXPLORE THE STACK

CREATE ACCOUNT


## THE COMPLETE TOOLKIT FOR INTERNET BUSINESS



Stripe builds the most powerful and flexible tools for internet commerce. Whether you're creating a subscription service, an on-





A photograph of a snowy evergreen tree with a tilted sign in the foreground. The sign has a dark grey background, a white border, and a black outline. The text on the sign is in a light blue, bold, sans-serif font.

**Design-y  
things...**





# Card/Tile design



All Pins Your Pins Buyable Pins People Boards



The insane Alex Van Halen  
Instagram  
iRad Drums



1966 vintage ludwig drum set - Google Search  
drumcrazy.wordpress.c...  
Sean Morrison Drumming



John Bonham. He made so much sound from so little. 4-piece...  
Tim Clemons People Who Hit Thin...



Hay cuatro tambors en este conjunto. tambor - drum  
Santiago José Vattu... Percucion



Ludwig Clean and Simple  
Patrick Ross Drums



Paul McCartney drumming at his simple drum kit outdoors on...  
Man of Interest  
Isai Ibarra Know Drums. Know ...



Aquarian 18 Inch Super Kick II Clear Bass Drum Head  
Ludwig Pro Beat 13/14/16/18/24 5pc Drum Kit Butcher Block...  
Chicago Music Exch...



John Bonham  
Kent Smith Ludwig Drums



Ludwig Speed King Bass Drum Pedal Ball Bearing Twin Spring...  
Ludwig Speed King Bass Drum Pedal Ball Bearing Twin Spring...  
eBay  
Vern Clooten Drums





## Experiences



**\$62** Santeria & religion experience

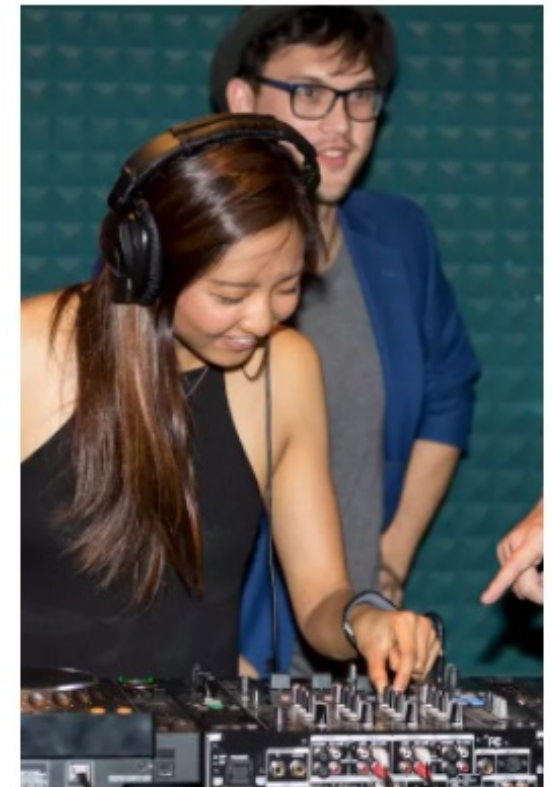


**\$44** Boutiques & style tips experience

★★★★★ 3 reviews



**\$1200** Wine & ranch · 3 days



**\$125** Music & dancing experience

## Homes



**\$142** Entire home/apt in Captain Cook

★★★★★ 305 reviews



**\$75** Private room in Pyrmont

★★★★★ 360 reviews



**\$315** Entire home/apt in Barcelona

★★★★★ 156 reviews

## Featured destinations





All CPL locations will be closed Monday, January 16.

## One Book, One Chicago: Animal, Vegetable... »

What if all of Chicago read the same book? Eat, Think, Grow with us in 2016-2017!



If You Love / A Good Laugh



BLOGPOST

### #TBT: Happy Birthday, Betty White! »

By Maggie

Betty White's turning 95! Get to know the beloved funny lady better with these books.



Explore / One Book, One Chicago



EVENT

### The Hidden Cost of Food »

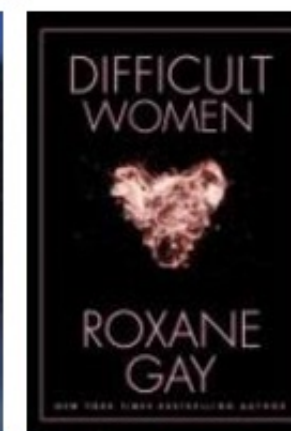
Jan 12th | 6:00pm - 7:00pm

📍 [Harold Washington Library Center](#)

Join Rachel Shippee for a discussion of factory farming and its impact on the environment, public health, workers' rights and animal welfare.



If You Love / A Great Read



STAFF LIST

### January 2017 Books We're Excited About »

Looking for the inside scoop? Based on advance reviews and publicity, here are the books we're most excited to read this month.

recommended by [ChiPubLib\\_Adults](#)



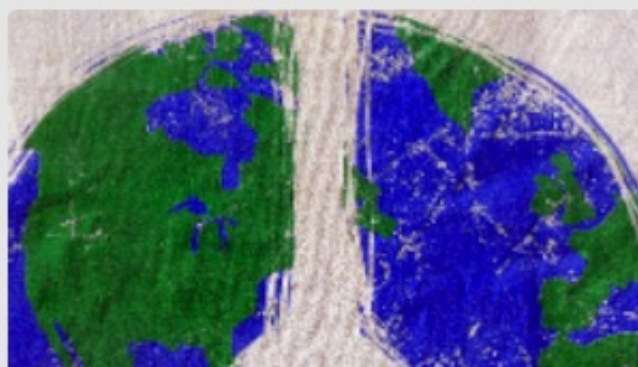
BLOGPOST

### CPL's Most Popular Books of 2016 »

By Stephen

What were our most popular books in 2016? Find out what Chicagoans of all

Connect With / Your Kids



If You Love / A Great Read



Get Help / Managing Your Money







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Catalog

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Martin Luther King, Jr. in Cleveland, Ohio. High area, July 21, 1967. Photo by the Cleveland Public Library Photograph Collection.

**32<sup>nd</sup> ANNUAL**  
**DR. MARTIN LUTHER KING, JR.**  
**COMMEMORATIVE PROGRAM**  
 JANUARY 16, 2017 | 1:00 P.M.

MARTIN LUTHER KING, JR. BRANCH  
 1962 STOKES BOULEVARD | 216-623-7018

TV, Movies, Music, & More



Help with Student Loan Debt



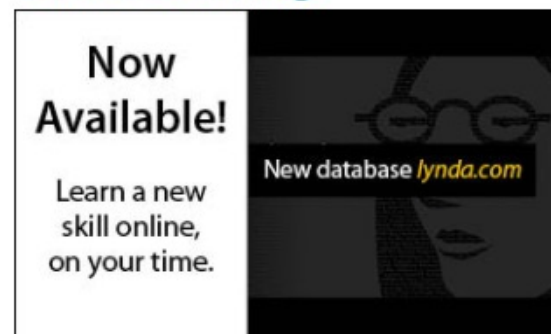
William Shakespeare



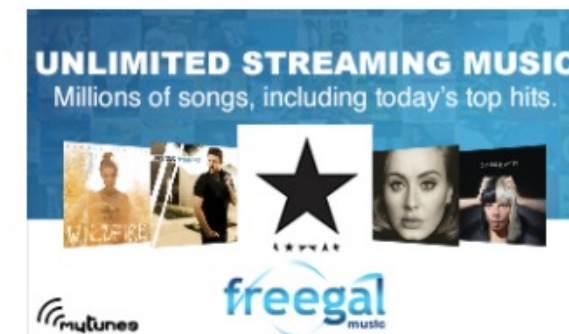
Learn Languages



Online Learning



Free Music







**The Grid ...  
or the  
death of it.**



**The Grid ...**

**or the**

**dec**

**No - not really!**



C R  
U I  
O U  
P S  
S C  
A E

## Projects

About

## Contact

Twitter Facebook

- Artificial Things



## About Us

- Ray Ban 13th Hour Party



## Secrets



Exhibition

English

④ Français





**Modern, web-  
based things ...**





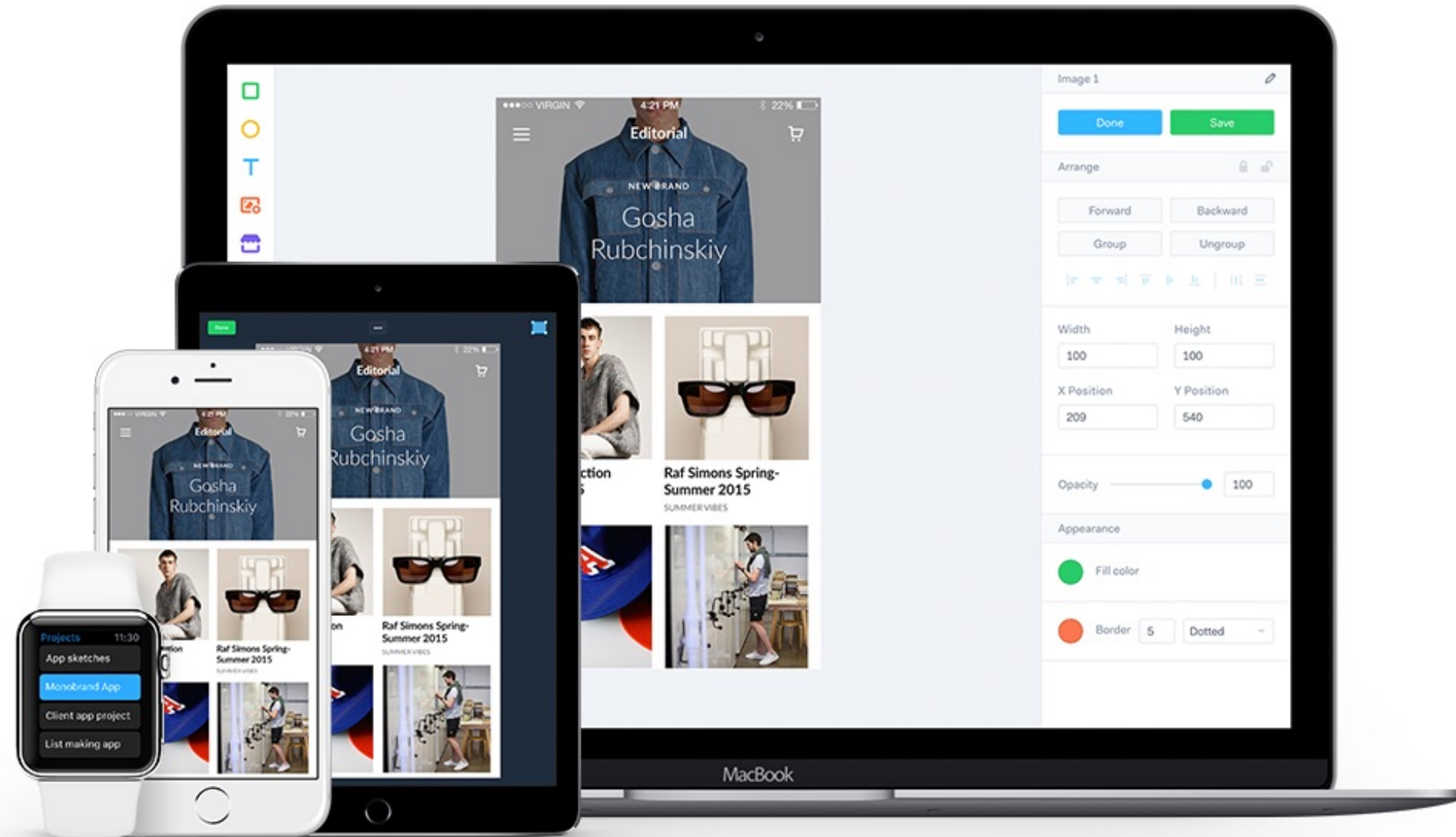
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# Simple design, prototyping and collaboration

Get started, it's free!





- Create a design
- All your designs
- Shared with you
- Create a team
- Your brand

- + Add new folder
- Trash

NOT ALL WHO WANDER ARE LOST

Social Media

DAY TOUR OF THE TOP OF KILIMANJARO

Presentation

ABEY'S

Poster

Waffles

Facebook Post

LAURYN HOLDEN

Blog Graphic

REACH YOUR PEAK

A4

Thank you

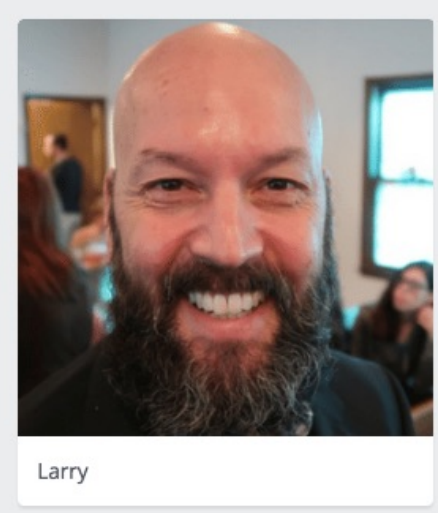
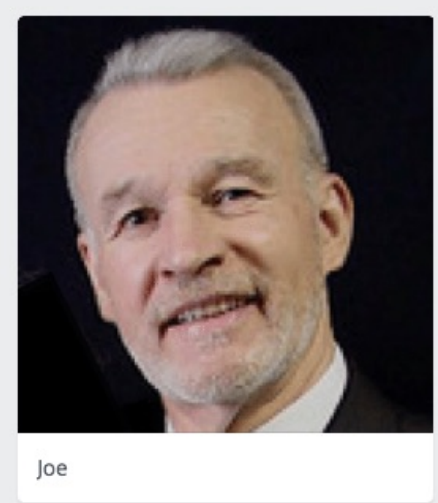
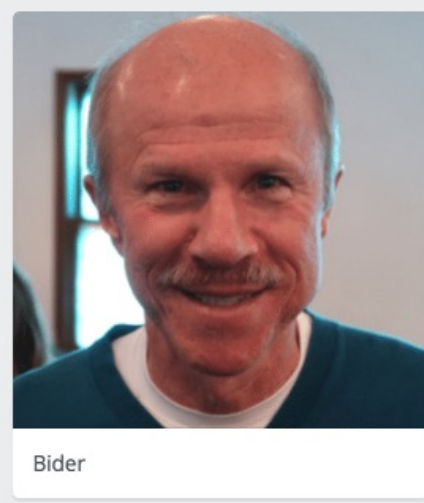
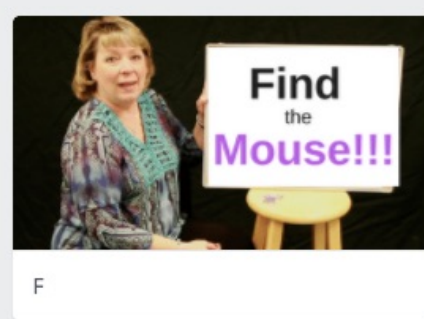
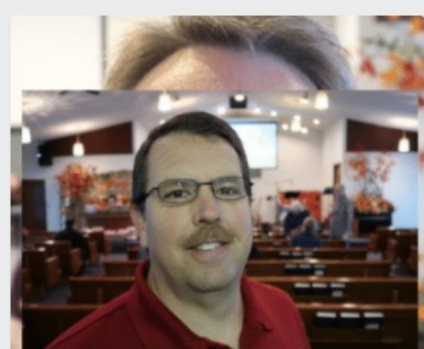
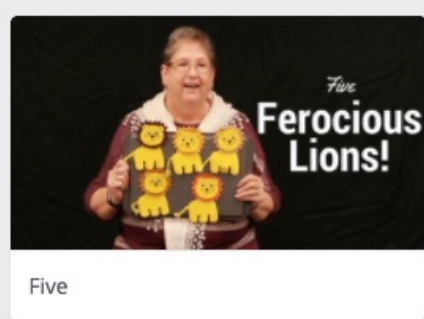
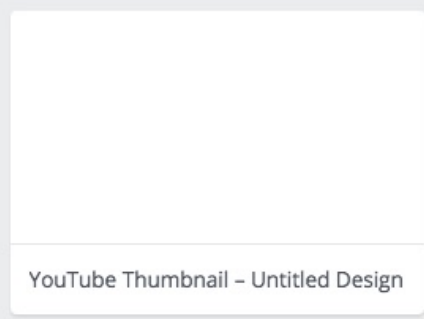
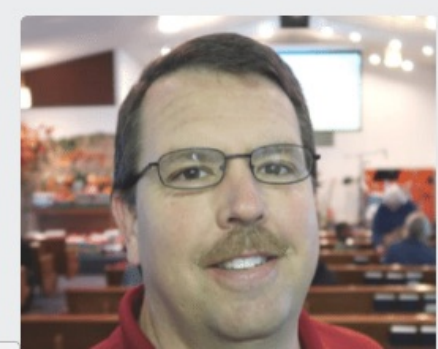
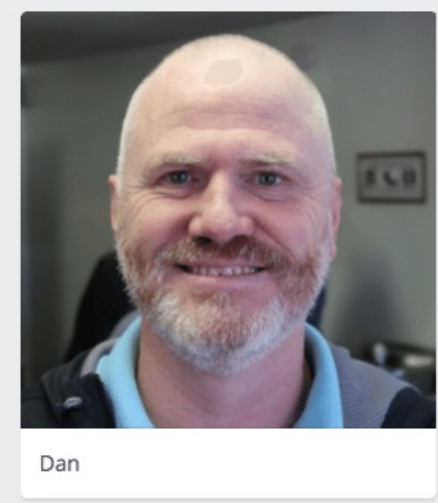
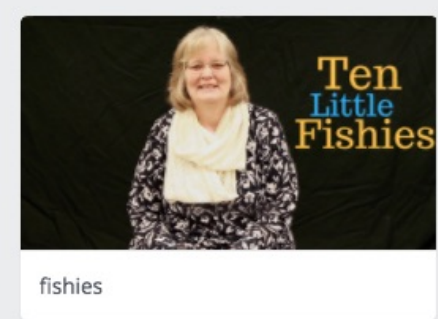
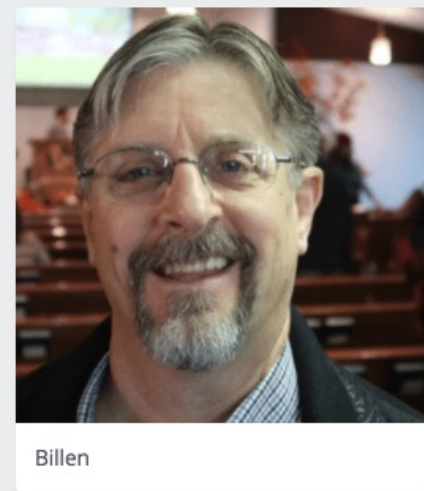
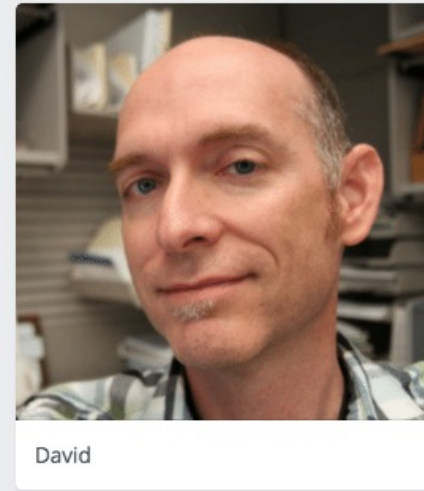
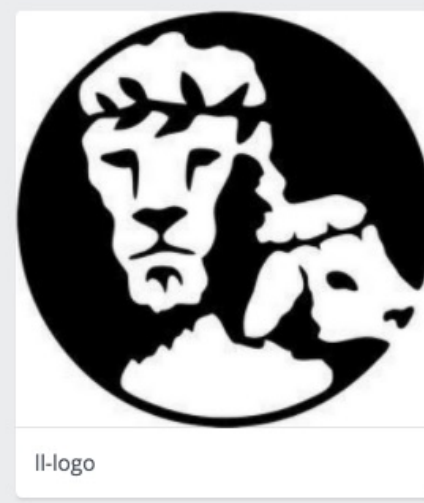
Card

HAPPY NOTES

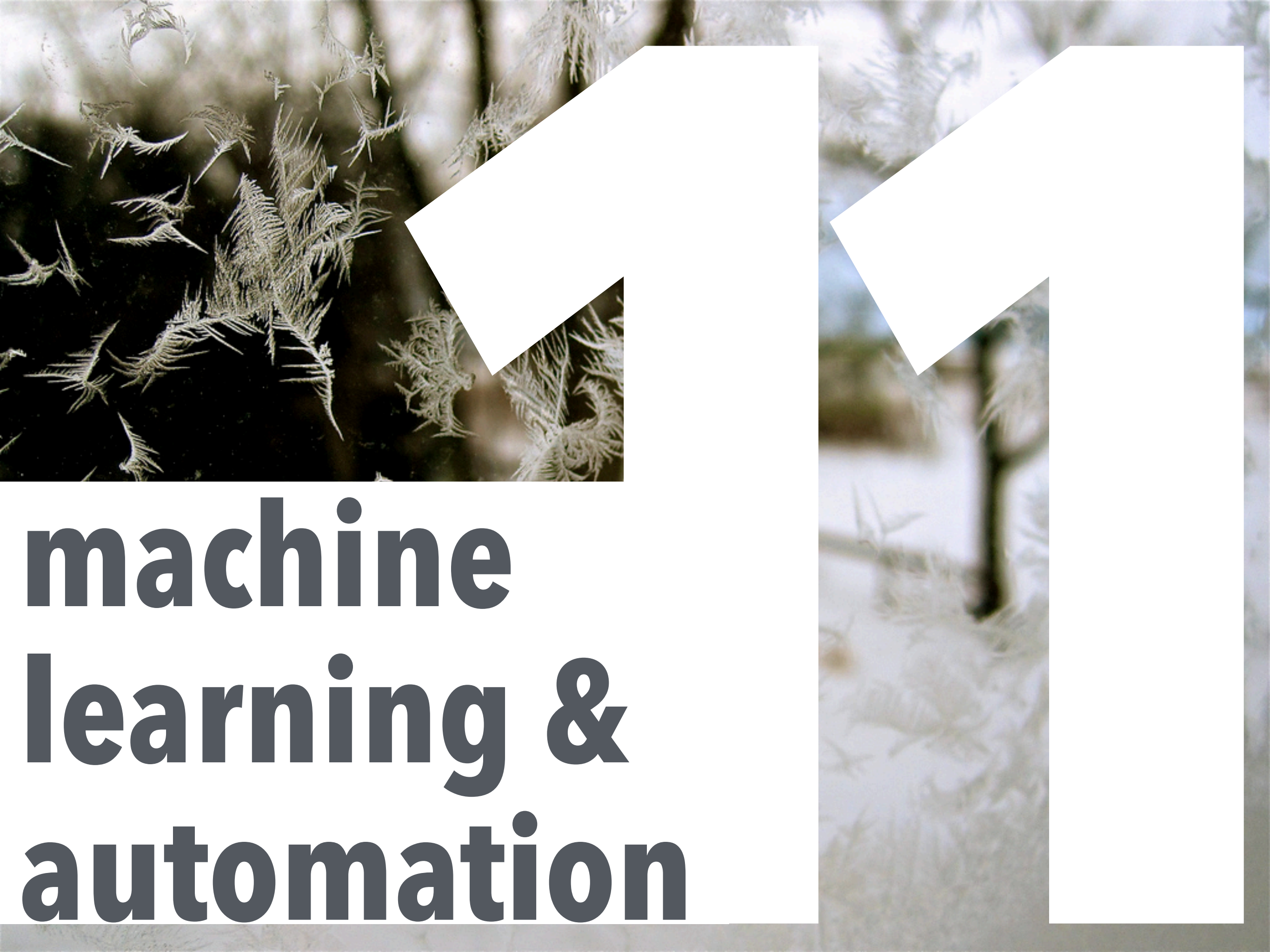
Email Header

+

More...







# **machine learning & automation**





David Lee King



News Feed



Messages

## SHORTCUTS



Topeka &amp; Shawnee...



Lion &amp; Lamb Church



ALA Think Tank

20+



Cornerstone Family...

20+



Home Studio Musici...

20+



Guitar for Worship ...

## EXPLORE



Events

1



Pages



Groups



Friend Lists



Photos



Pokes

3



Insights



On This Day

11



Games

12



Manage Apps

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## CREATE

Ad · Page · Group · Event ·  
Fundraiser

Photo/Video



Photo/Video Album



What's on your mind?



Public

Post



John Chrastka

1 hr ·

my kids went to the dentist last night. that  
shouldn't be a privilege.

Like



Comment



Share



Emily Clasper, Christian Zabriskie and 44 others

**Christian Zabriskie** right? I had a friend in BDA who was a dentist working for  
the govt, he split his time between poor children and incarcerated prisoners  
because hey, those are like the same population right?

Like · Reply · 2 · 1 hr

**Nina McHale** Having teeth is like, important and stuff.

Like · Reply · 1 · 33 mins

**Craig Anderson** I'm at the dentist right NOW! 🙄

Like · Reply · 14 mins



Craig Anderson replied · 2 Replies · 6 mins

**Bill Kolb** Since when are your kids' teeth more important than my imaginary  
wall?

Like · Reply · 1 min



Write a comment...



Daniel B. Billen likes Tyson Brand.



Tyson Brand

Sponsored ·



Like Page

## YOUR PAGES



Topeka &amp; Shawnee County Publi...

## This Week

11,198

Post Reach

963

People Engaged

## Recent Posts

Looking forward to this! What are you looki...

Boost Post

I just finished reading "Normal: A Novel" by...

See More

The Great Librarian... on January 19

David Lankes and 4 others

## TRENDING

C-SPAN

34K people talking about this

Dodge Challenger

32K people talking about this

Neil Cavuto

5.1K people talking about this

See More

## SPONSORED

Create Ad







**storytelling**





## About Us

### Founders

# About Us

Founded in August of 2008 and based in San Francisco, California, Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone or tablet.

Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences, at any price point, in more than 34,000 cities and 191 countries. And with world-class customer service and a growing community of users, Airbnb is the easiest way for people to monetize their extra space and showcase it to an audience of millions.



Total Guests

60,000,000+



Cities

34,000+



Castles

1,400+



Countries

191+


Listings Worldwide

2,000,000+







**Topeka & Shawnee County Public Library**

Published by Leah Sewell [?]  
Like This Page · November 4, 2016 · Edited ·

This is Kyler Carpenter, a youth services specialist at the library. Kids who know Kyler think very, very highly of him. To kids, he is awesome, amazing, fun and cool. He's \*kinda\* a BIG DEAL. Kyler is a big part of the reason we're Library of the Year. #HumansOftheLOTY #LibraryOfTheYear

Kyler leads storytimes with the help of the trusty guitar he bought in Germany many years ago, when he was st... [See More](#) — with Kyler Carpenter.

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18 shares

42 Comments




**Nikki Martinek** Kyler Carpenter is amazing! Our community is very fortunate to have him involved. Not only for his work at the library, but he is always helping out local artists, authors and so much more. So honored to call him a friend!  



Unlike · Reply · Message · 6 · November 4, 2016 at 7:48pm



**Andria Graham** My daughter has been in love with Kyler since she was four. She's 12 now and he still remembers her name when we are at the library. I hold him at least partially responsible for the cost of all the books I have to buy because she loves to read! Kyler is an amazing asset to Topeka and the library, for sure! ❤️  

Unlike · Reply · Message · 5 · November 4, 2016 at 7:04pm



Write a comment...  







# David's list of Good/Bad trends





**mobile & responsive**

**Good**

**scrolling**

**Bad**

**microinteractions**





**mobile & responsive**

**video**

**typography**

**Good**

**scrolling**

**Bad**

**visual  
design**

**microinteractions**

**original  
artwork**





mobile & responsive

machine learning

cards/tiles

video

typography

Good

tools

scrolling

Bad

visual design

storytelling

microinteractions

original artwork

breaking the grid





**Final thoughts**



A Polaroid-style photograph with a white border and a black corner mark in the bottom right. The photo shows a dark grey rectangular sign with white text, placed in a forest setting. The background is a blurred view of trees and foliage, with some green ferns visible in the lower-left foreground.

**web design  
is not  
dead!**





**moving  
target**



Blue Sphere Studios is the online portfolio of web designer and developer, Tim Malabuyo, coding night and day out of sunny Scotts Valley, California.

1 2 3 4 5

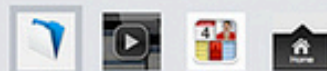
## FILEMAKER

### Corporate Website

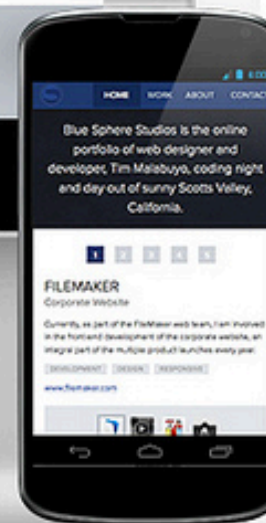
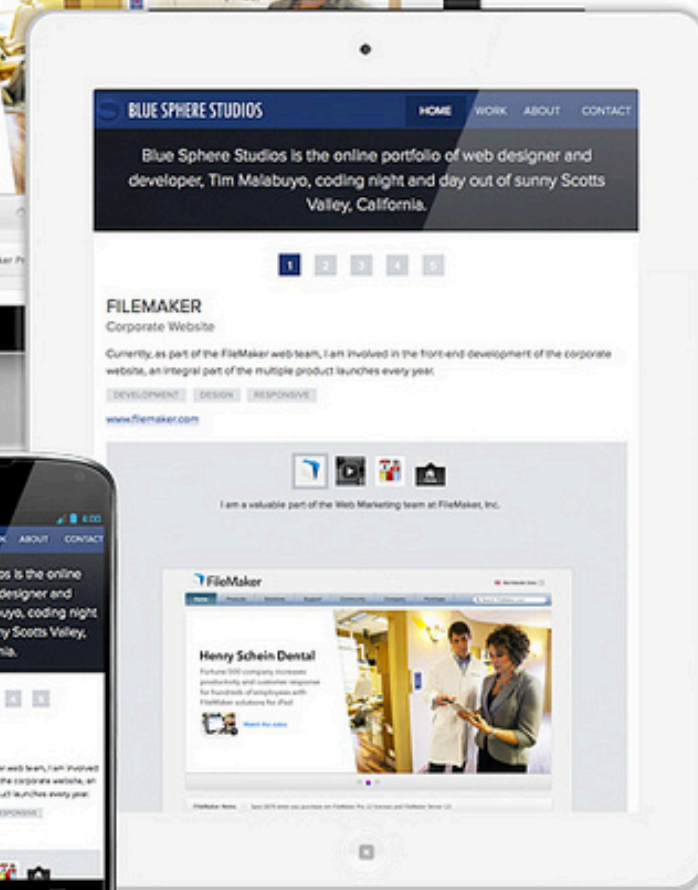
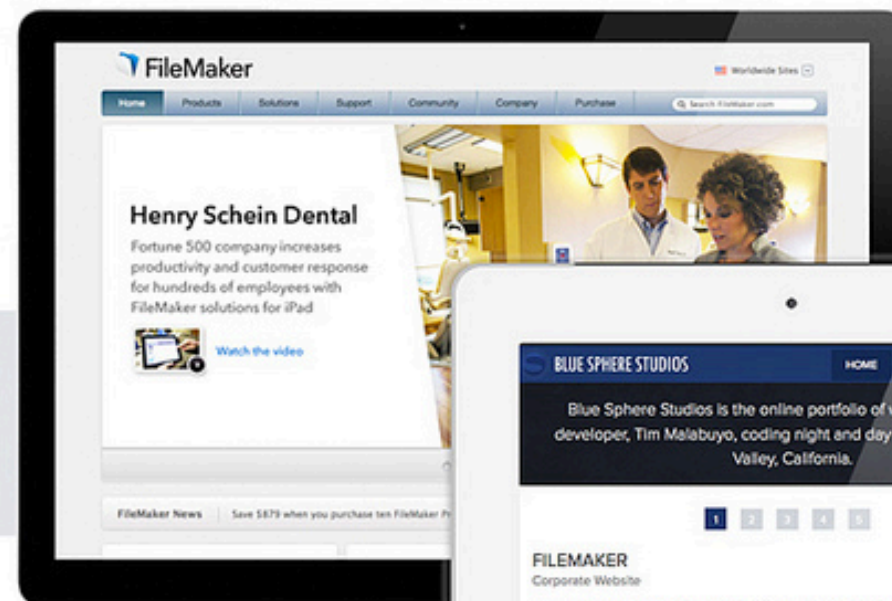
Currently, as part of the FileMaker web team, I am involved in the front-end development of the corporate website, an integral part of the multiple product launches every year.

DEVELOPMENT DESIGN RESPONSIVE

[www.filemaker.com](http://www.filemaker.com)



I am a valuable part of the Web Marketing team at FileMaker, Inc.



ABOUT



Blue Sphere Studios is the online portfolio of web designer and developer, Tim Malabuyo, coding night and day out of sunny Scotts Valley, California.

1 2 3 4 5

## FILEMAKER

Corporate Website

Currently, as part of the FileMaker web team, I'm involved in the front-end development of the corporate website, an integral part of the multiple product launches every year.

DEVELOPMENT

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ABOUT

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I am a valuable part of the Web Marketing team at FileMaker, Inc.

FileMaker

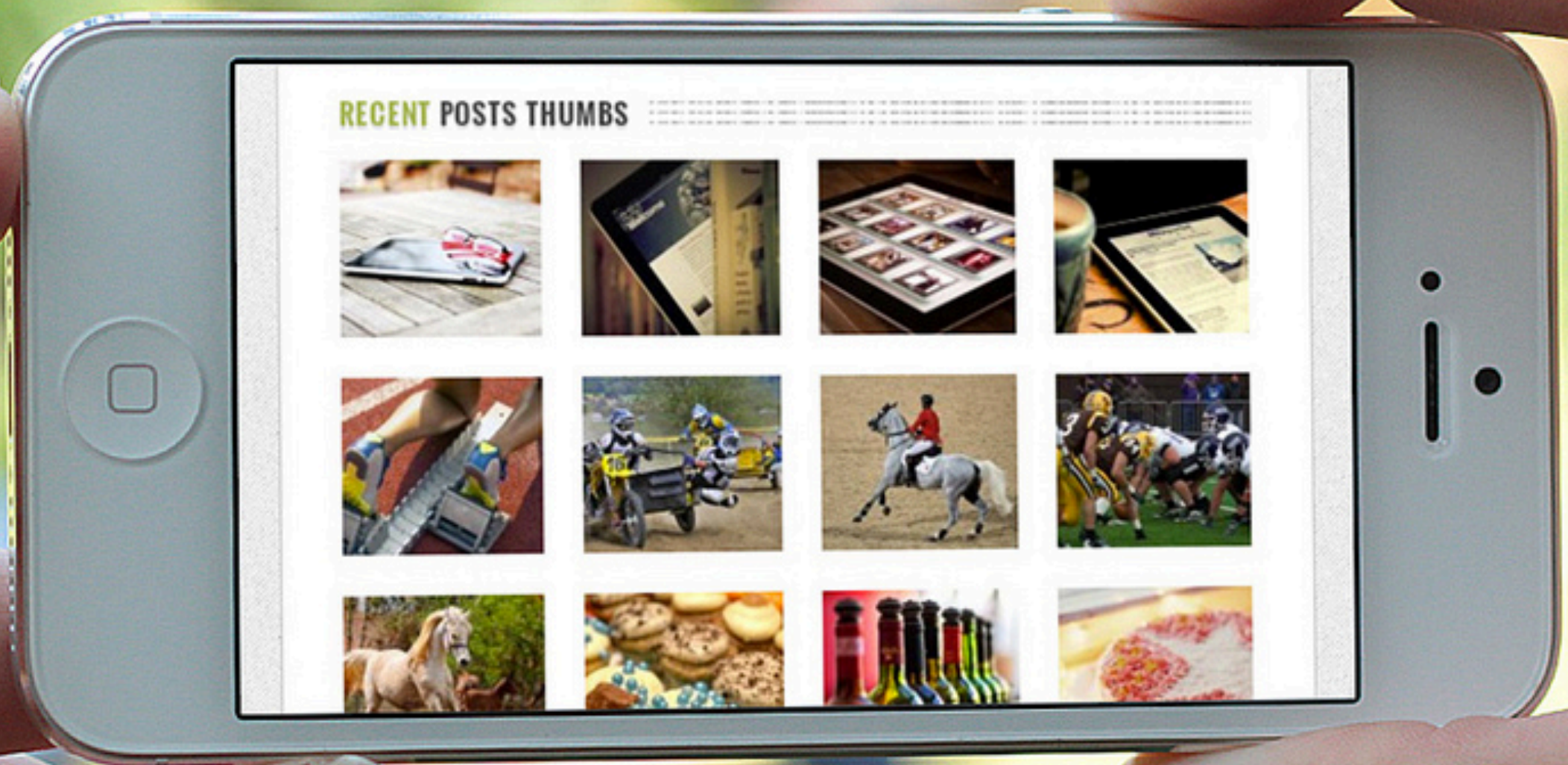
Henry Schein Dental

For over 100 years, Henry Schein has been a leading provider of dental products and services. As part of the FileMaker web team, I'm involved in the front-end development of the corporate website, an integral part of the multiple product launches every year.

FileMaker News: See all the latest news on FileMaker, Inc. products and services.



# More important than ever before!

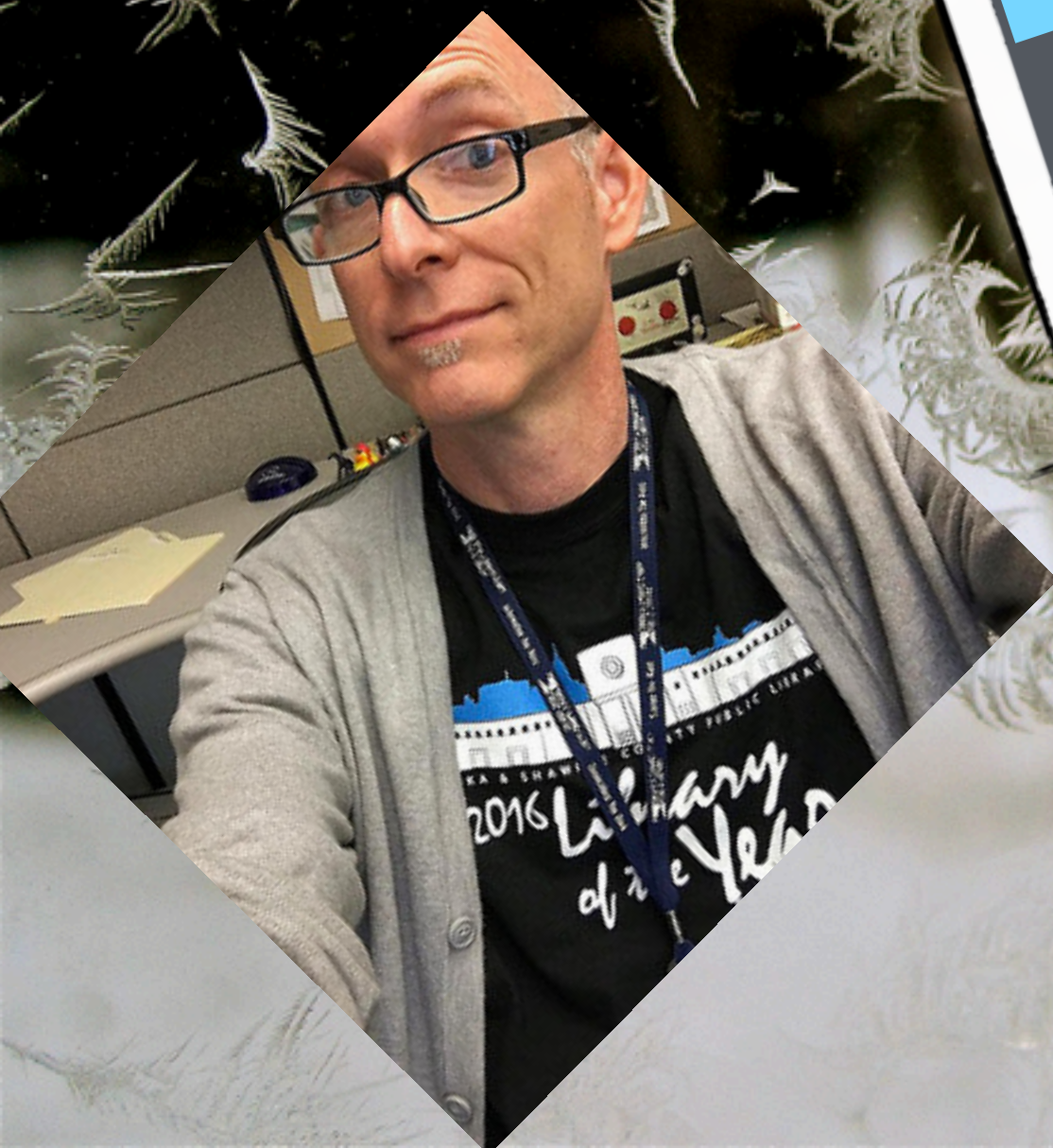




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**Thanks!**

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**Q & A!**

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