



2022

Visual Design Report

THE DARK

01

Dark Theme

Thanks to native support for dark themes, the style has arrived in everyday life and is, therefore, part of user expectations – even in productive applications.



High-contrast design and targeted use of color can influence the user focus.

Dark themes are no longer seen as a unique selling proposition. They are state-of-the-art.



Dark themes reduce the luminance of device screens without affecting the minimum color contrast ratio. They help improve visual ergonomics.

NOTE

In addition to the display brightness, ambient light also has a substantial impact on the surface - probably even more so than with bright surfaces.

Dark UIs reduce emotionality and the space for perception so that usability can be impaired under certain circumstances.

A color palette is not convertible 1:1 from Light to Dark, as colors can quickly appear dirty. Instead, higher contrast color gradations must be selected.

Dark surfaces also influence the typographic emphasis.

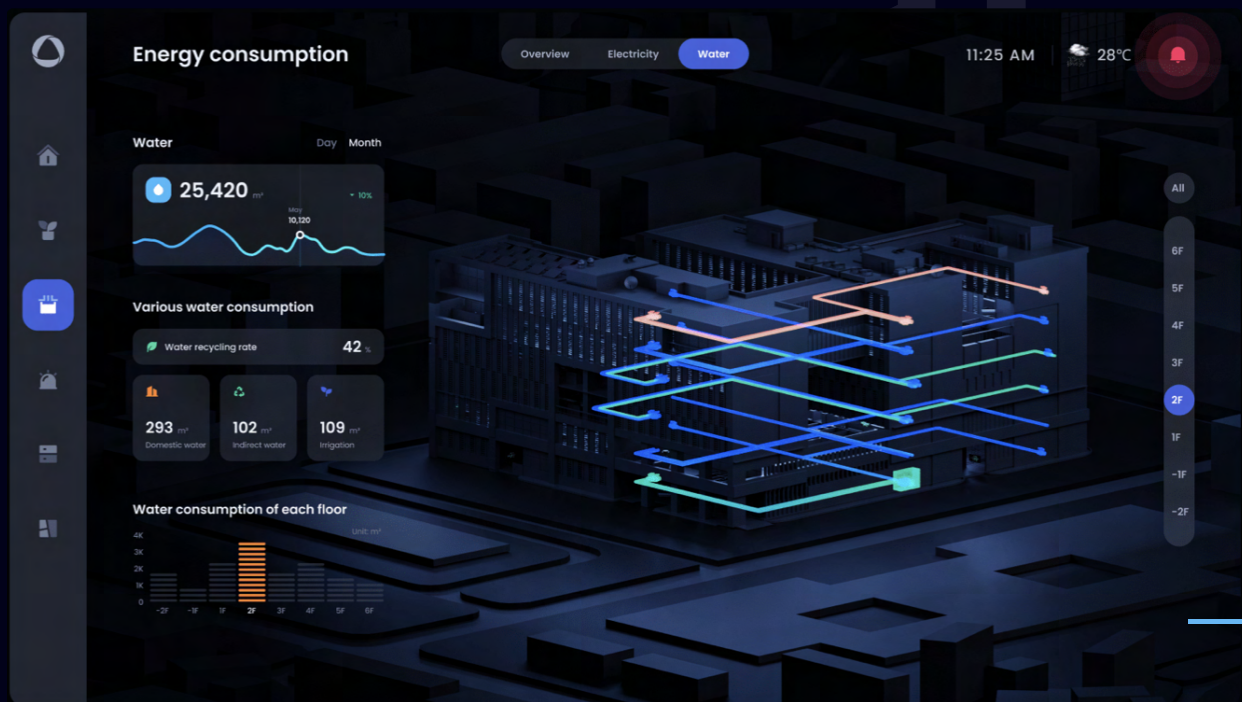
Dark does not necessarily mean black. 🤔

Data Visualization

When it comes to data visualization, highlighting between light and dark requires special attention when using dark themes. Focus and weighting play a unique role here.

2D, 3D & Characters

Thinking UIs in 3D opens up new possibilities for interaction and allows more individuality. 3D characters make it even easier for users to play a role, which simplifies storytelling and increases confidence in the application. The style is ideal for applications with gamification approaches.



Even if the mixture of 2D/3D elements and objects is not new, the possibilities it offers are no less relevant.



The mix of 2D/3D and characters can quickly seem too playful. Therefore, the extent to which the style is used should always depend on the brand.

NOTE

When based on real objects, their physical properties are suitable as inspiration for animations and interactions.

03

Paper, Glass & Crystal

The reproduction of realistic surfaces such as paper and glass can currently be described as state-of-the-art. The feasibility of such UIs is still heavily dependent on technology. Not all stylistic devices, e.g., Noise Layer Blending, can be easily implemented.

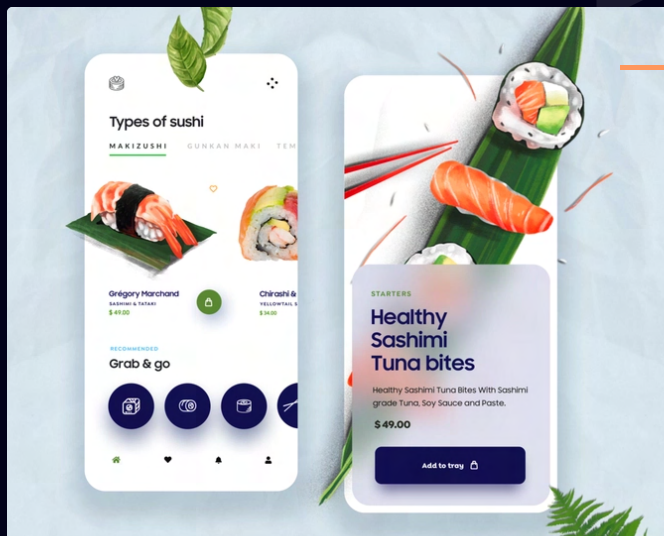
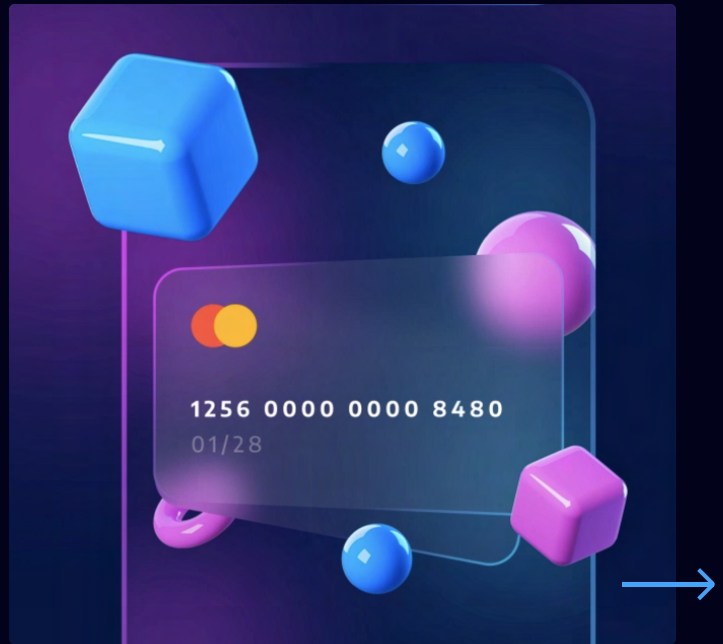


The stylistic devices convey a familiar, tangible, and create a lasting impression.

NOTE

Glass UIs often appear very similar at first glance. Combining these with other stylistic devices assists with standing out from the crowd.

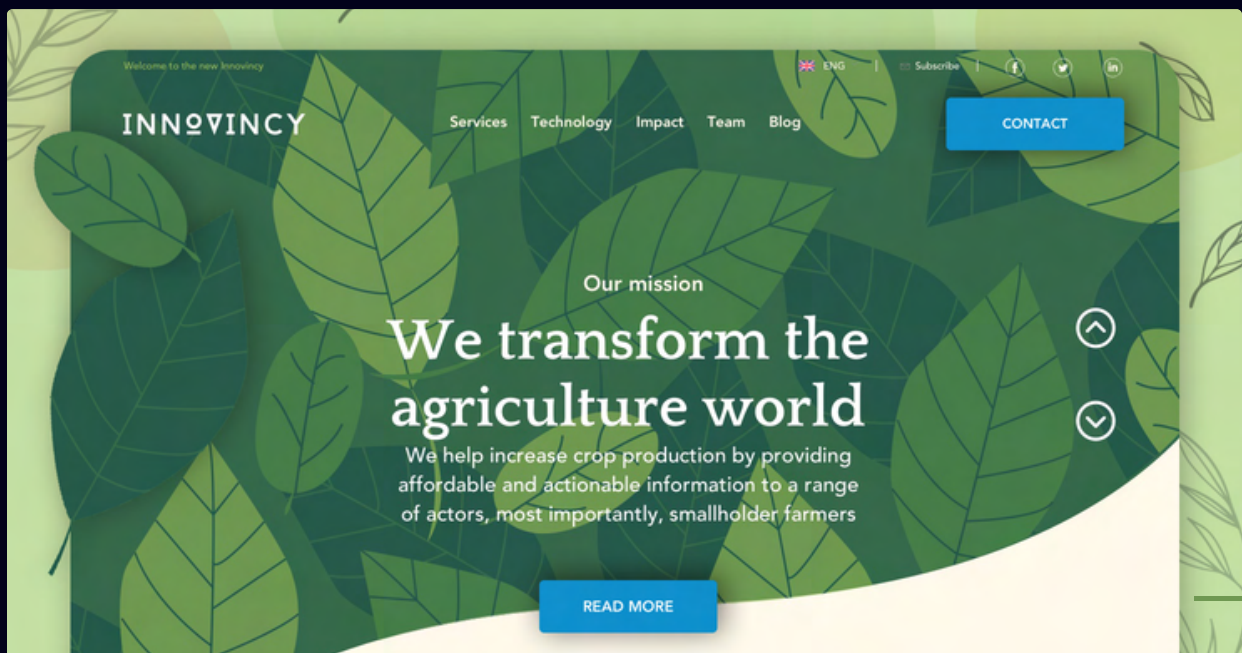
The style also works well to create three-dimensional spaces. In this case, note the points for 2D/3D.



It doesn't matter whether these approaches are based on the entire UI or just conscious elements or backgrounds; the UI always appears relatively timeless and unobtrusive.

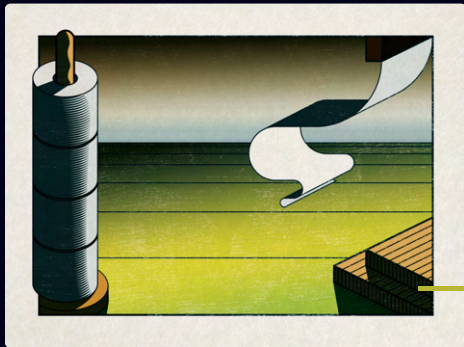
Muted Colors & Flat Design

Muted colors are on-trend, partially due to Material Design and its new design language, *Material You*. In addition, there are new sub trends such as Fraktur and Ukiyo-e, which can also be assigned to flat design. It is foreseeable that these forms will appear in mixed arrangements.



NOTE

The restrained use of colors or color gradations and the conscious use of white space significantly influence the effect in all forms. Despite graphic elements, the screen should never appear overloaded and lose focus.



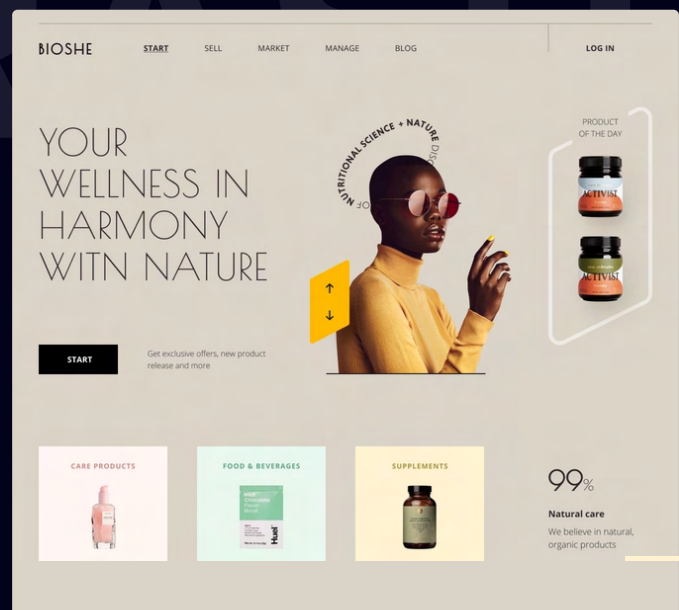
Current Sub Trends

Frasurbane and Ukiyo-e

Ukiyo-e transports the stylistic devices of well-known works of art, such as "The Great Wave off Kanagawa", into the digital age.

The style works with flat and color-reserved levels, which impresses with the language of form and the tense relationship of all elements. The style is more straightforward to depict in illustrations and icons than in complex UIs.

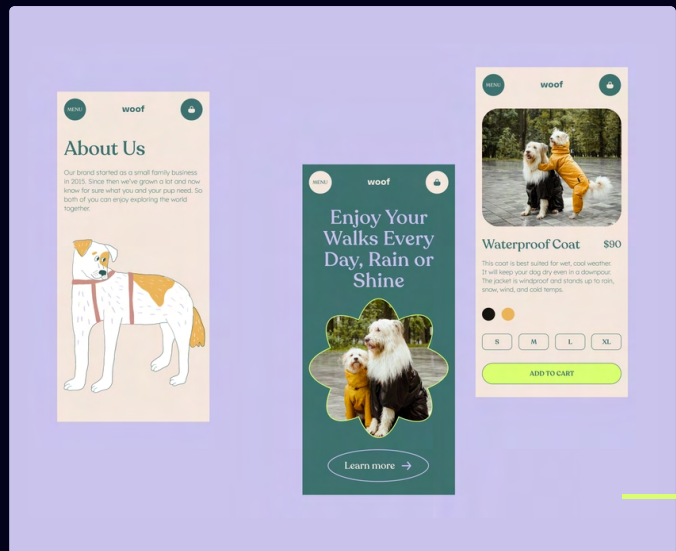
Frasurbane is stylized with elegant serifs, muted colors, and carefully placed design elements. The style has its roots in the interior design of the 90s. In addition to illustrations and graphics, the style can also be combined well with subdued patterns and effects.



05

90's Nostalgia

A style that picks up on the trends of the 90s and still comes across as modern, if not futuristic.



Familiar worlds of color, simple forms, and a bit of kitsch are brought together in a new way and appear almost innovative again, especially in combination with objects from modern times. No wonder, then, that this style is frequently found in combination with products that have a connection to the metaverse.

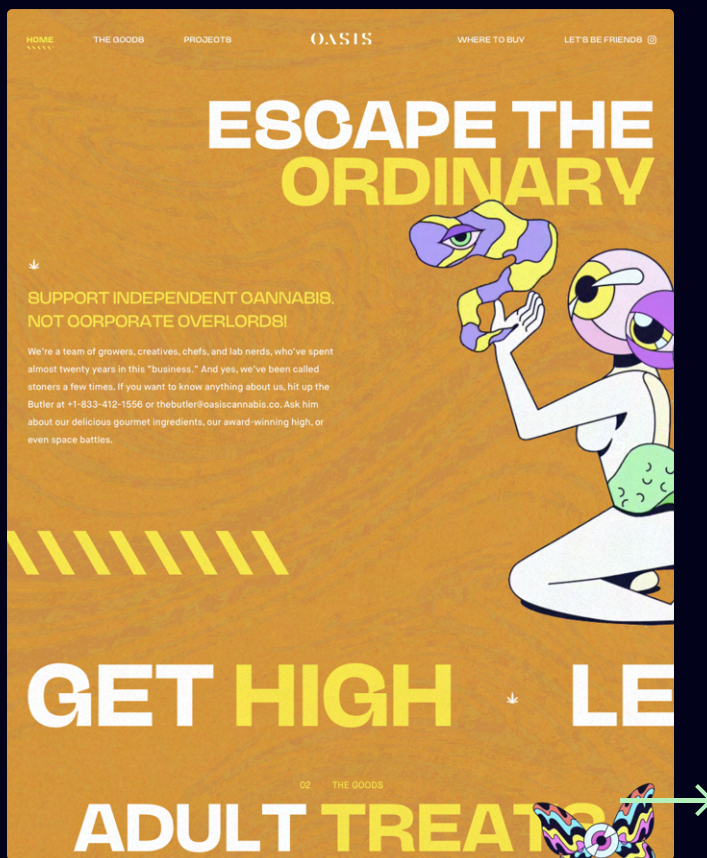
NOTE

The style takes us back to our childhood or teenage years. It conveys intimacy, familiarity, and security. Accordingly, it should be sensitively utilized.

🔊 Get into the mood →

Anti Design

This title summarizes several forms: Psychedelic, Maximalism, Brutalism, Escapism, and Anti Design. They all have in common that they are different and unconventional, if not contrary to well-known design principles and norms.



ANTI DESIGN

NOTE

Even if the style allows everything, it should be used very consciously. It would not suit productive applications or serious contexts.

In addition to the language of form, choice of color, and strong typography, the style has many possibilities thanks to motion design. In combination, this looks lively, modern, and expressive, which offers a high recognition value.



LINKS

Inspiration

Further examples to the above discussed styles.

01

Dark Theme

crypto trading mobile app →

farmly →

valolyze dashboard →

02

2D, 3D & Characters

node crypto →

dronies →

weather app →

03

Paper, Glass & Crystal

food app recipe →

plant icon in glass morphism style →

weather icon →

04

Muted Colors & Flat Design

lullaai sleep app →

plants made easy →

winter running editorial →

05

90's Nostalgia

egg →

clever app →

okto →

06

Anti Design

crypto blog →

illusions space →

online music festival →

SOURCES

Design samples (1/2)

Summary of all used designs.

01

Dark Theme

<https://dribbble.com/shots/14990549--exploration-skateboard-video-platform-screens>

<https://www.behance.net/gallery/75819191/coinquista>

<https://dribbble.com/shots/15480205-crypter-nft-marketplace-dark-components>

02

2D, 3D & Characters

<https://www.behance.net/gallery/132491607/asiainfo-digital-building>

<https://dribbble.com/shots/15877496-nft-mobile-app-design>

03

Paper, Glass & Crystal

<https://www.awwwards.com/sites/miranda-paper-portfolio>

<https://dribbble.com/shots/15256437-glassmorphism-app-onboarding-screens>

<https://dribbble.com/shots/14369875-food-app-ui-design>

<https://dribbble.com/shots/16284114-food-landing-page-design>

SOURCES

Design samples (2/2)

Summary of all used designs.

04

Muted Colors & Flat Design

<https://dribbble.com/shots/9719791-innovincy-agriculture-website-design>

<https://dribbble.com/shots/10949952-values-have-come>

<https://dribbble.com/shots/17023559-otozen-website-illustrations>

<https://dribbble.com/shots/14832489-bioshe-website>

05

90's Nostalgia

<https://dribbble.com/shots/17085478-pet-store-mobile-website>

<https://dribbble.com/shots/17150068-project-x-metaverse>

06

Anti Design

<https://dribbble.com/shots/15190280-oasis-cannabis-homepage-animation>

<https://dribbble.com/shots/16755331-crazy-about-eggs-eggy-intro>



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