2024
Web Trends

We eat, breathe and sleep websites. That gives us the right to be able to judge everyone's websites whenever we want.

What we did for y'all is scour the web and hundreds of websites to compile this sick list of design trends that we see as the new hotness for the coming year.

We took no joy in this. Okay, maybe we did. ALRIGHT WE LOVED IT!

What to look for in 2024

1.Layout

Gridcore is the new pop

Hero grids

Scrolling is Back

It's messy because we like it this way, mom

2.Vibes+storytelling

Setting the mood with lazy loads

Text as a graphic

I skim, you skim, we all skim for content

Legibility

3.Making it pop

Gradients evolved

The opposite of gradients

All about the "gritty"

Images that aren't shitty

4.Typography kicks ass

Inject those serifs into our veins

Mixing shit up

Type took Ozempic

For crying out loud, sentence case!

Dwayne "The Rock" Johnson Eyebrows

Gridcore is the new pop music

Grids have been a big factor in web design, mostly due to development constraints, but now are seeing a huge rise as a design choice.

Explaining grids

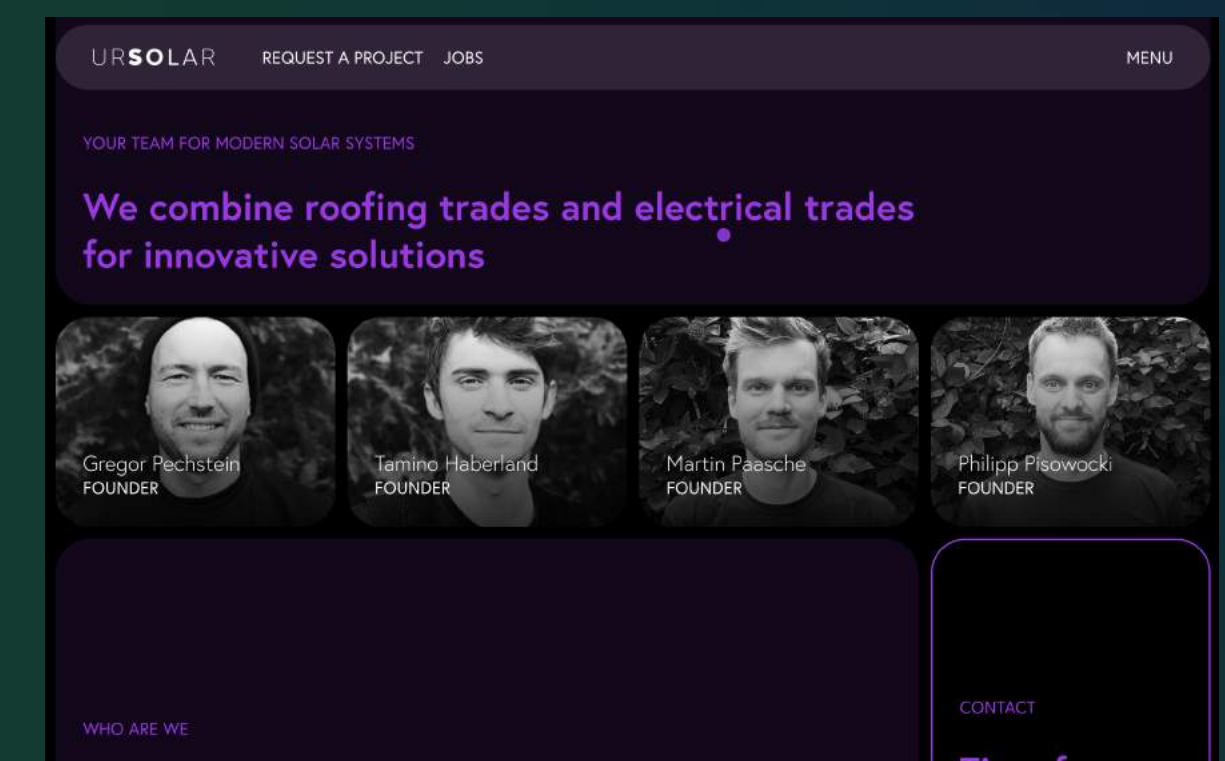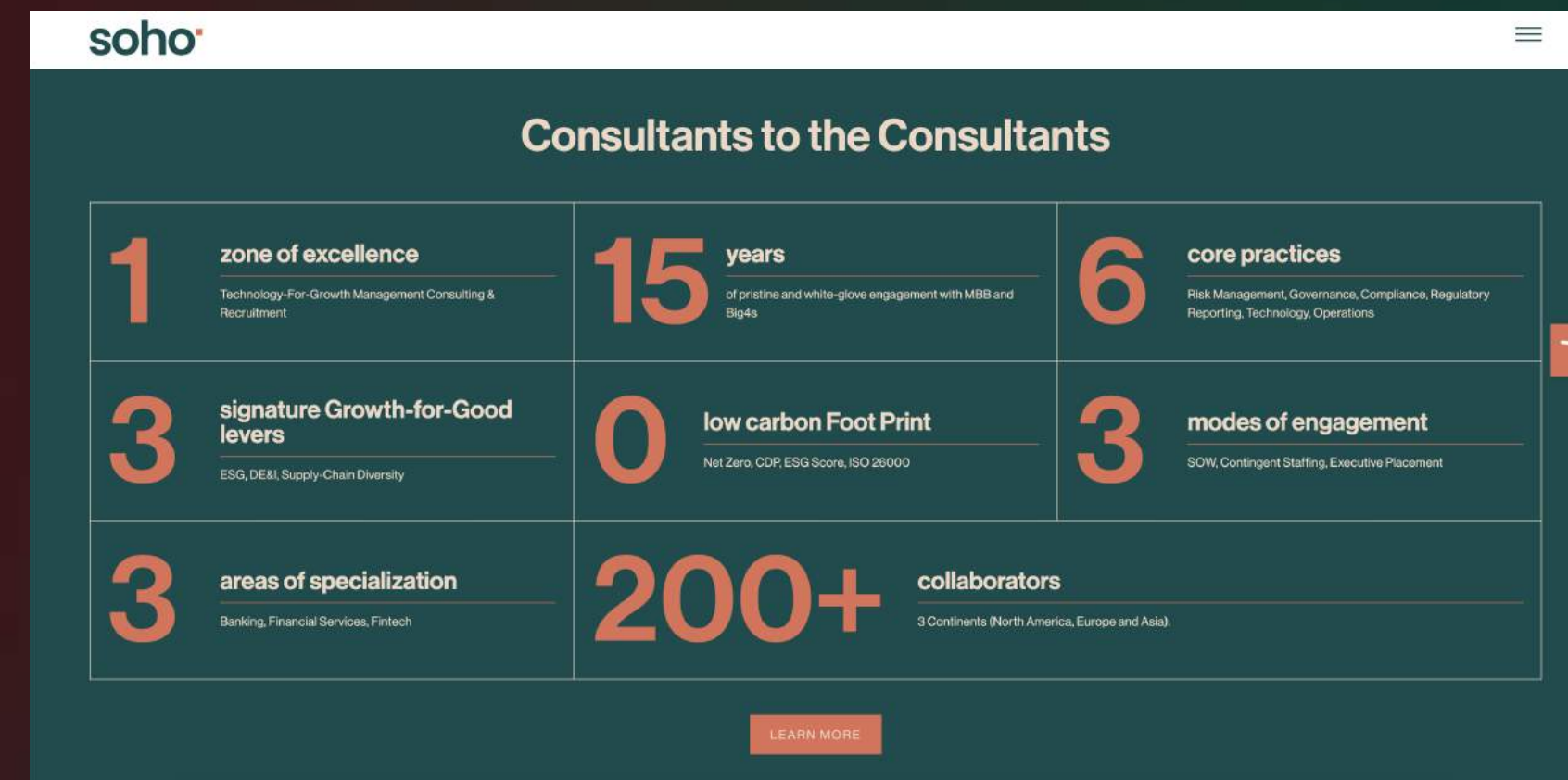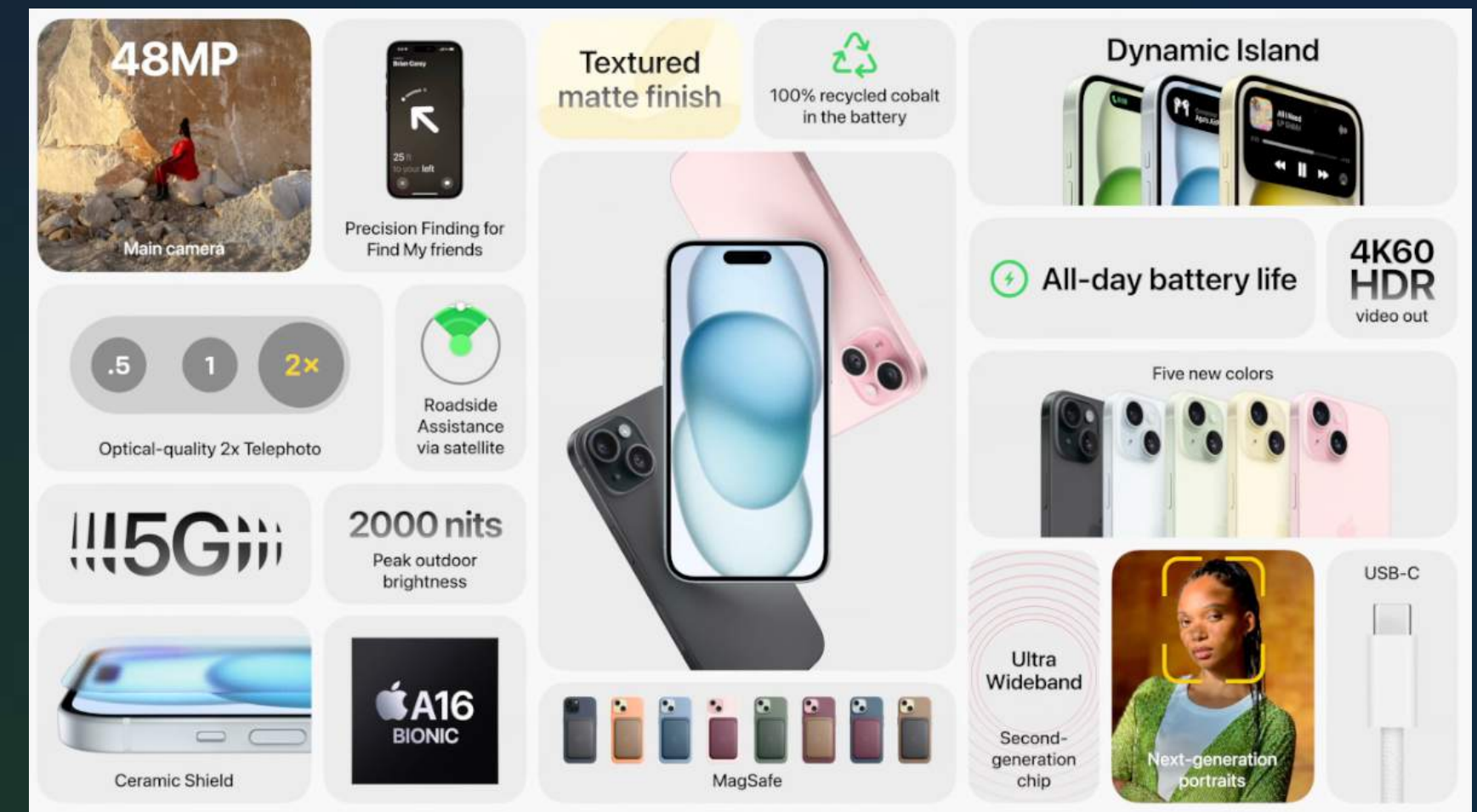Great for displaying images and copy in a digestible and uniform way

Bitches love symmetry, grids help with that

Can be used to establish a clearer hierarchy with content

Developer friendly and more responsive

Makes it easier for users to skim the site (more on this later)

Apple did it so now everyone does it

Hero grids

Essentially an evolution of common grids in web design. We are seeing a rise in what are being called hero grids.

What do hero grids do?

Displaying larger amounts of content in the opening frame of a website

This takes into account a user's attention span and tries to give them as much information as possible in a short amount of time

There is a thin line between this being informative and being overkill for a user

Doesn't necessarily need to contain a lot of information, but can show different visuals to sell a product or tell a story
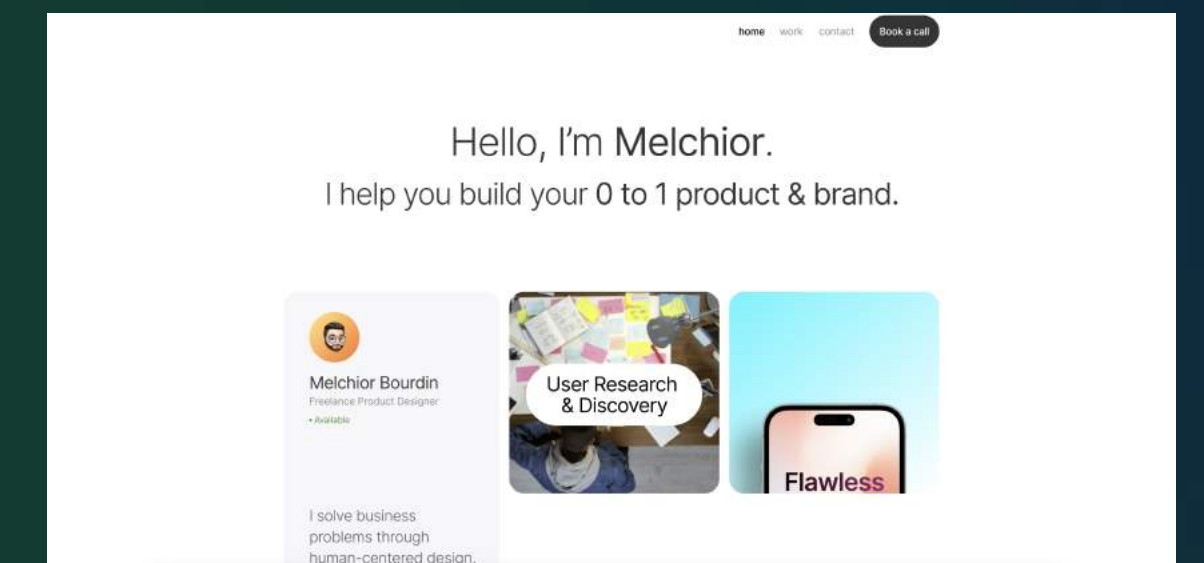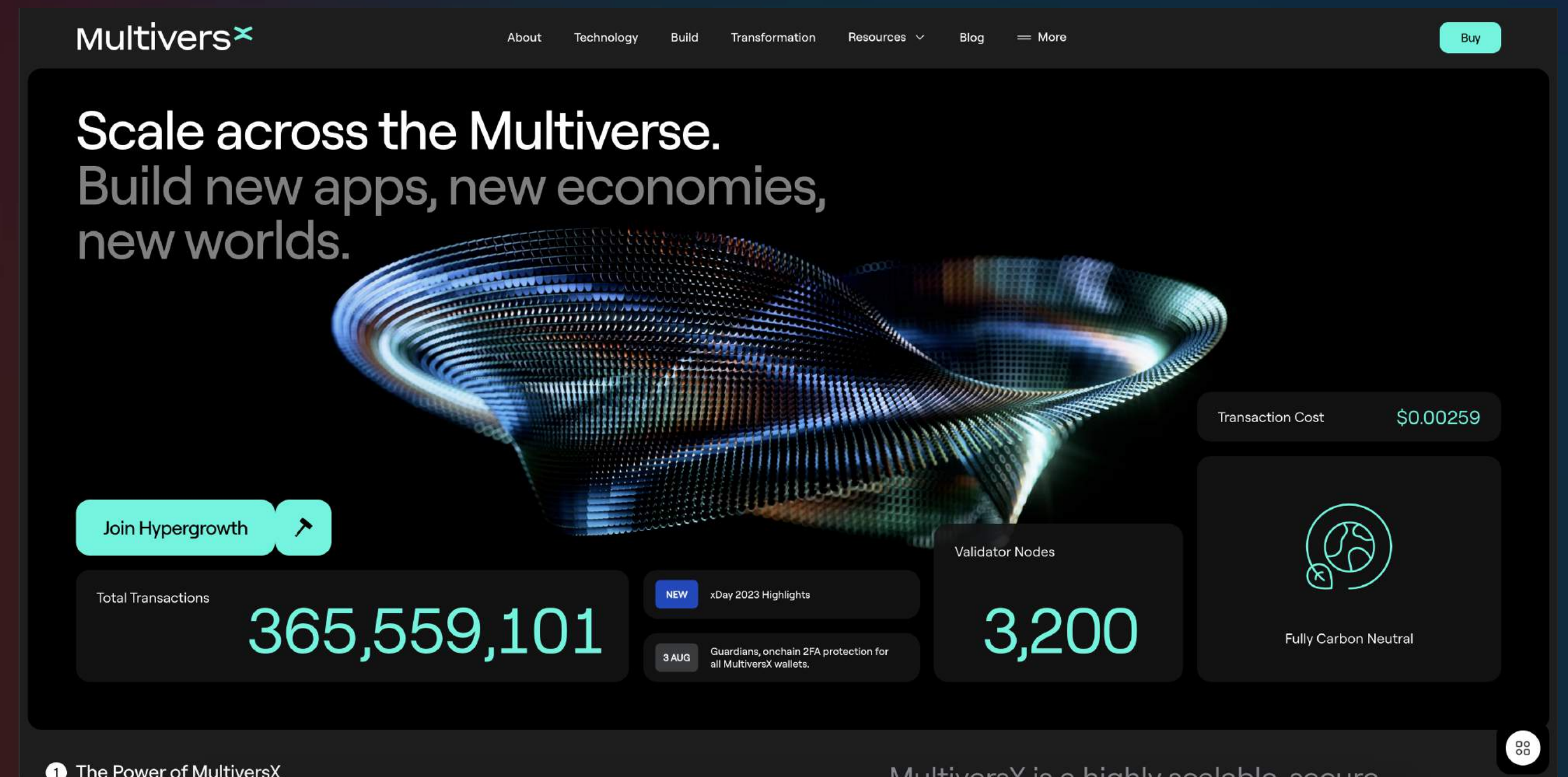
Scrolling is back

For the last few years there was a big push to reduce scrolling as much as possible. What we are seeing now is an increase in longer pages.

Why is this back? TELL ME!

Companies and designers are using long scrolling pages to tell a story rather than displaying copious amounts of information

These longer scrolling pages are accompanied by various large visuals and animations to keep the user engaged and interacting with the site

Oddly enough the majority of these sites have less copy on their pages than the sites being published with shorter scrolls.

Because of this, users who naturally skim through the site are essentially being forced to read this shorter form copy.
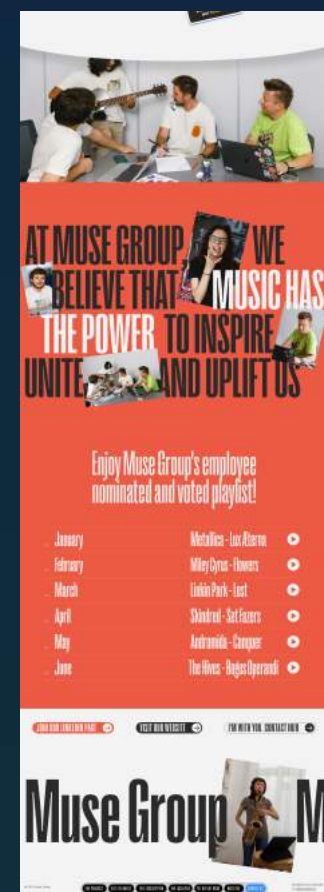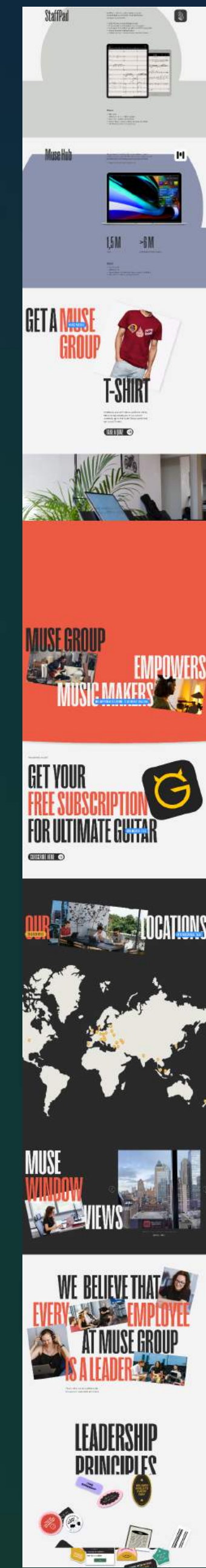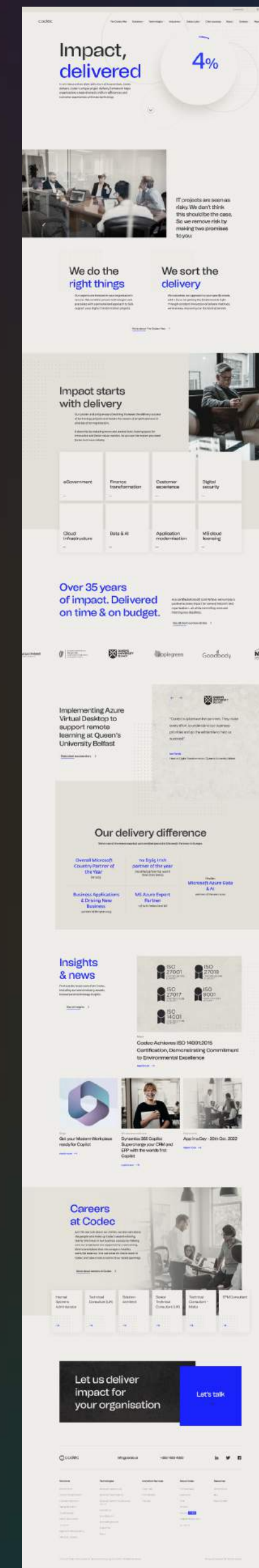
It's messy because we like it this way, mom!

Acting almost as a correction for the ultra-gridded layouts we will continue to see websites with elements expanding past their grid limits and overlapping other elements on the site.

You just told me that grids were the bee's knees. Why are you now telling me that the opposite is also the bee's knees?

The offsetting style of these elements catch your eye because we as users have become so familiar to gridded layouts

This leans heavy into the 90's/early 2000s aesthetic that has made a resurgence in recent years
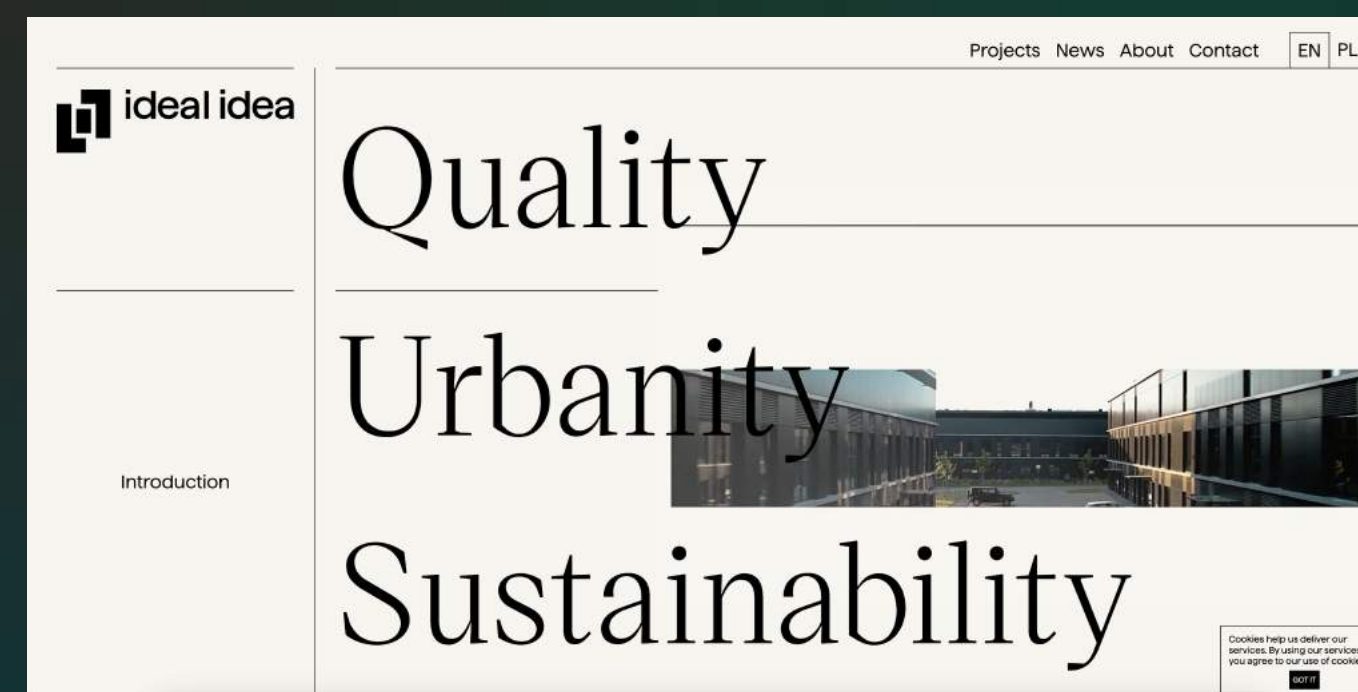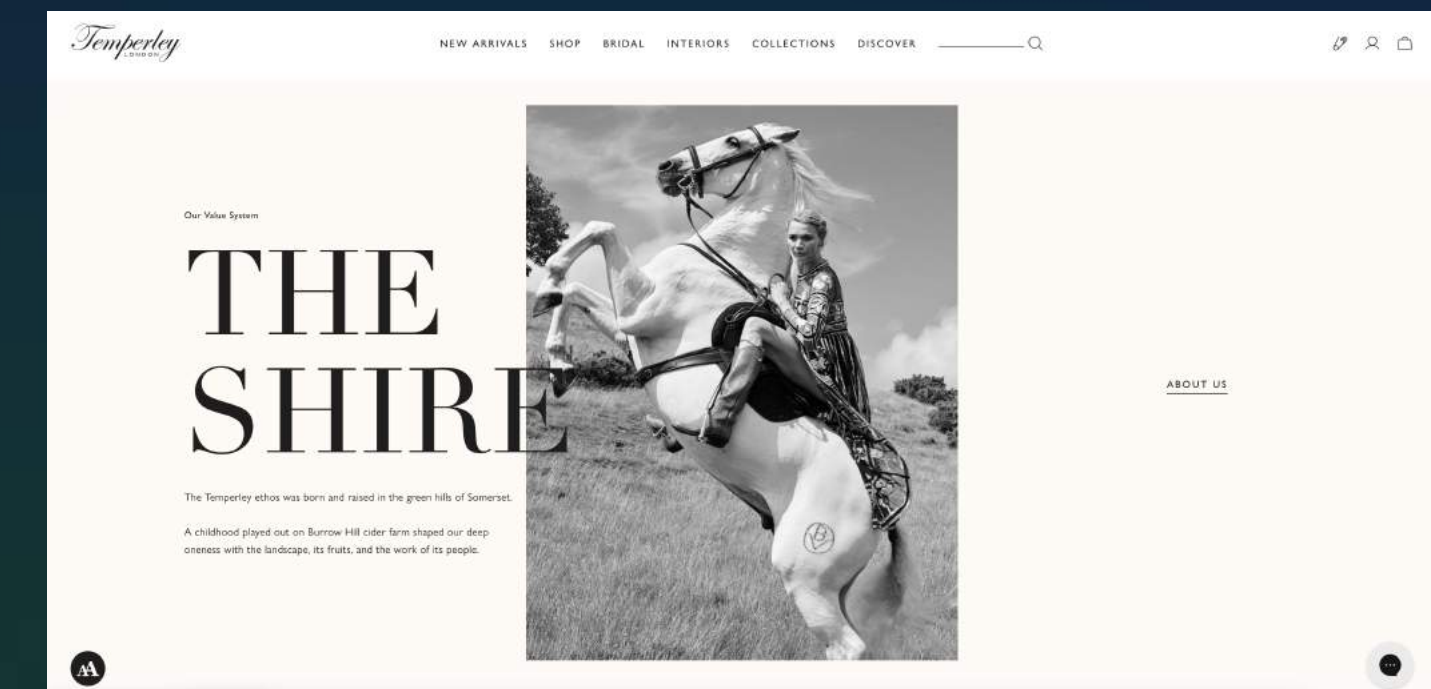
Setting the mood with lazy loads

Have you ever landed on a website and saw what seemed like a title sequence from a movie or have a quick visual to show that the website is loading? That's a lazy load and it's far from lazy.
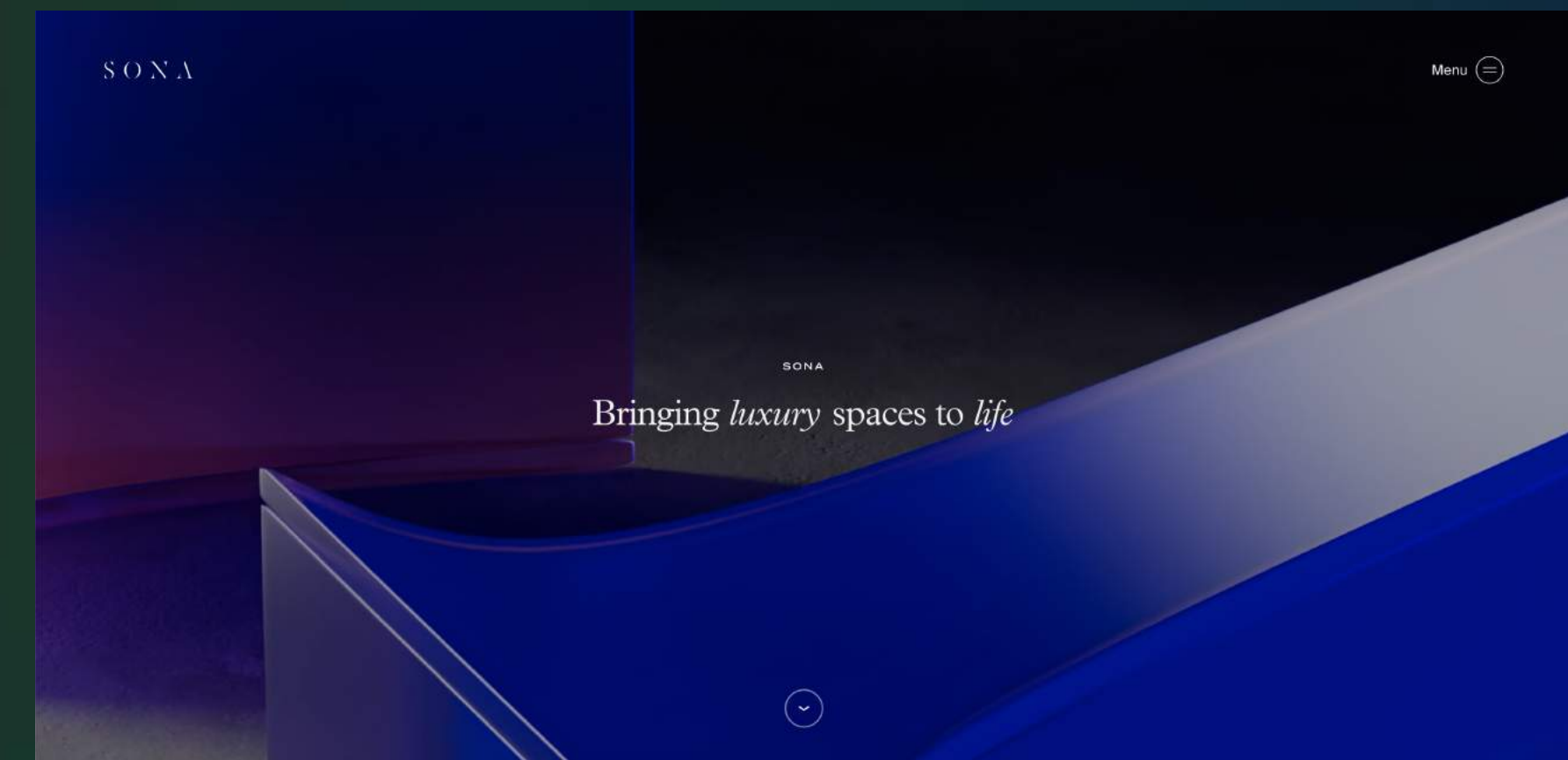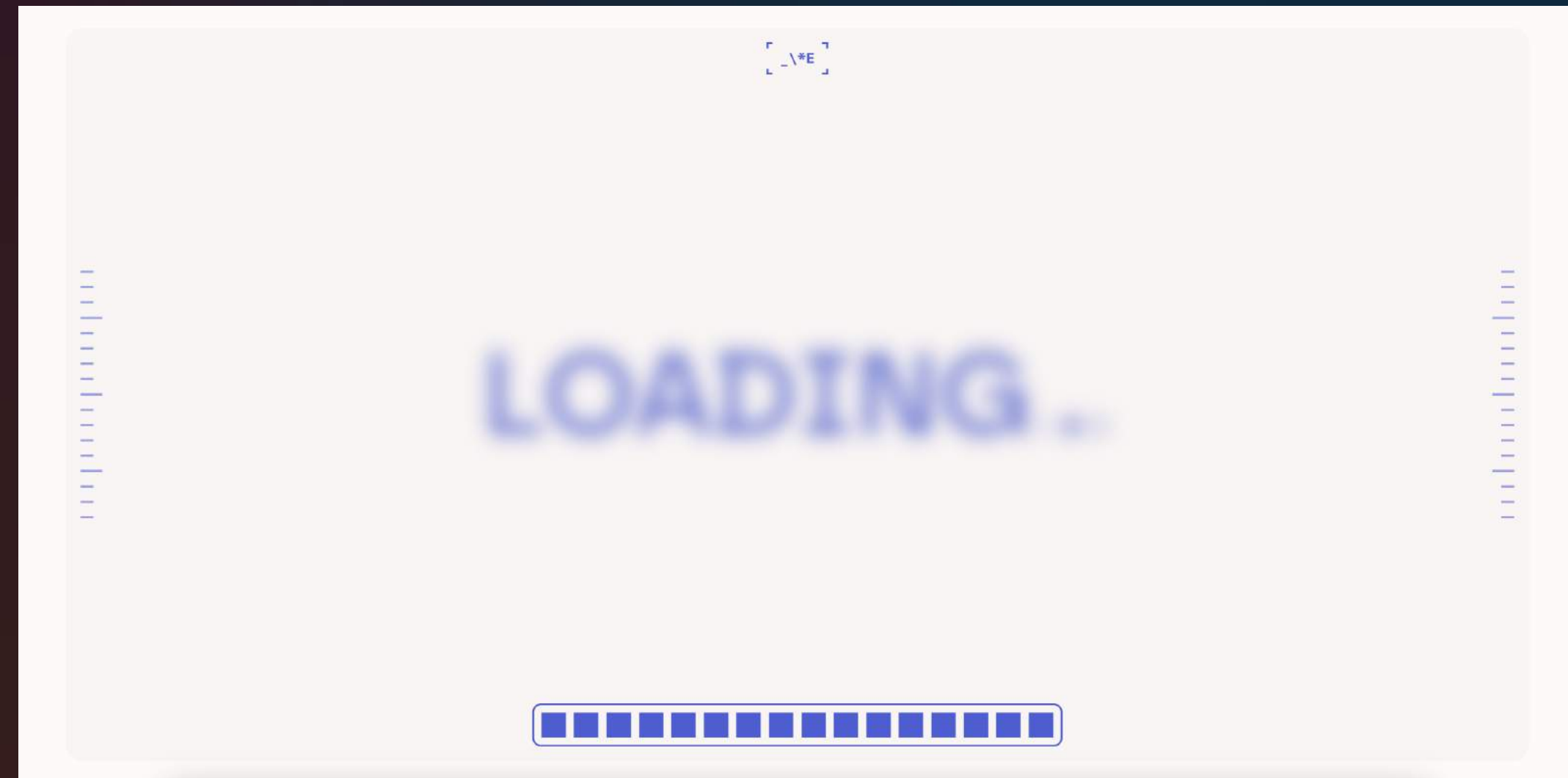
Why is this a thing you ask? Let me tell you

Allows you to have a grand reveal of your brand

Can be used to slow the user down to process

Has been found to grab the user's attention more which is great for engaging headlines or messages

Allows heavier assets to load in the background without showing the user things popping in one by one
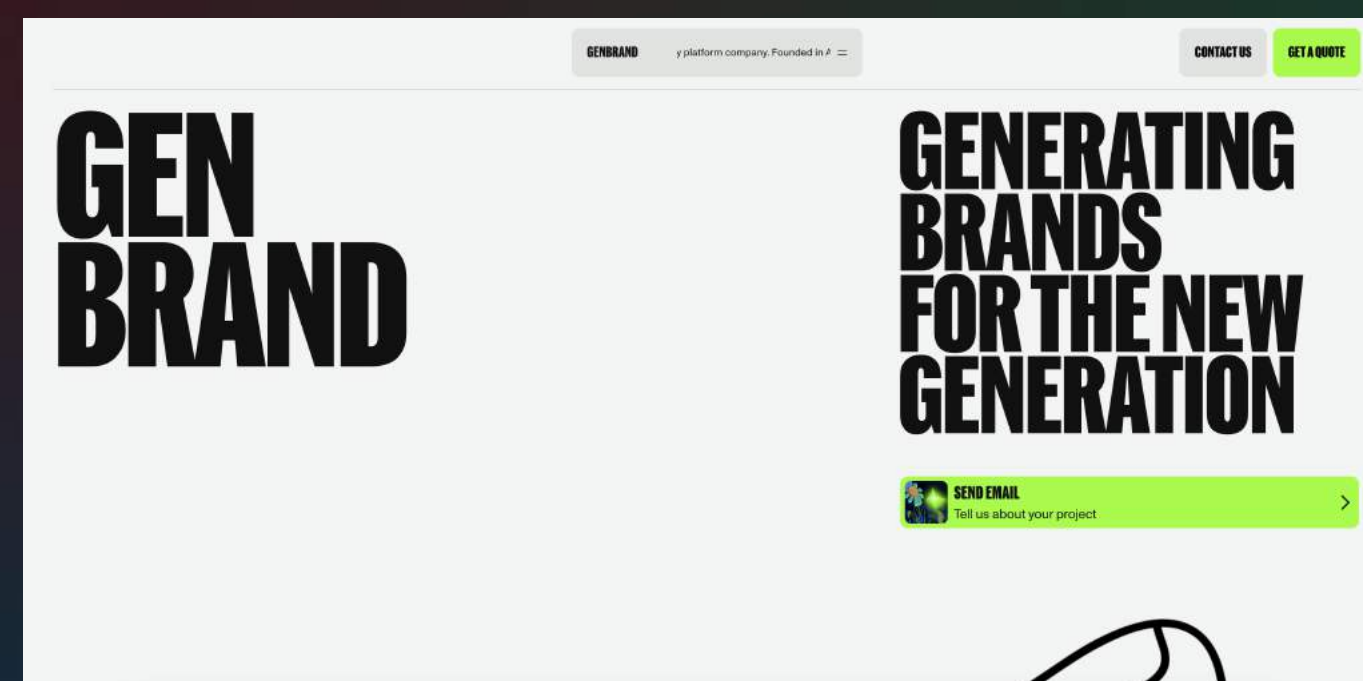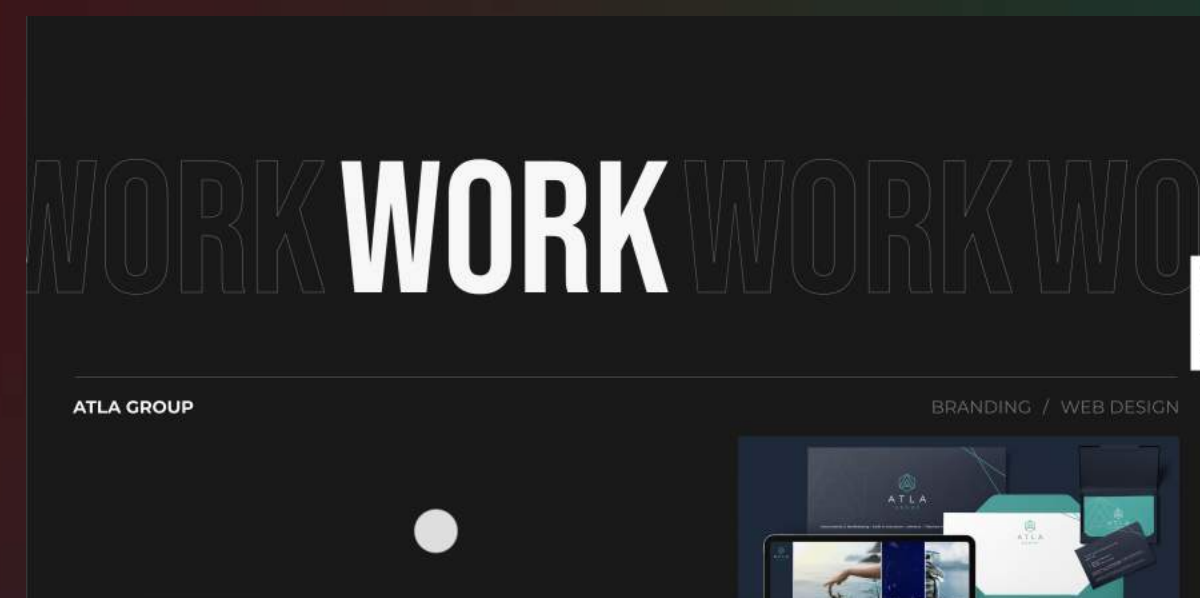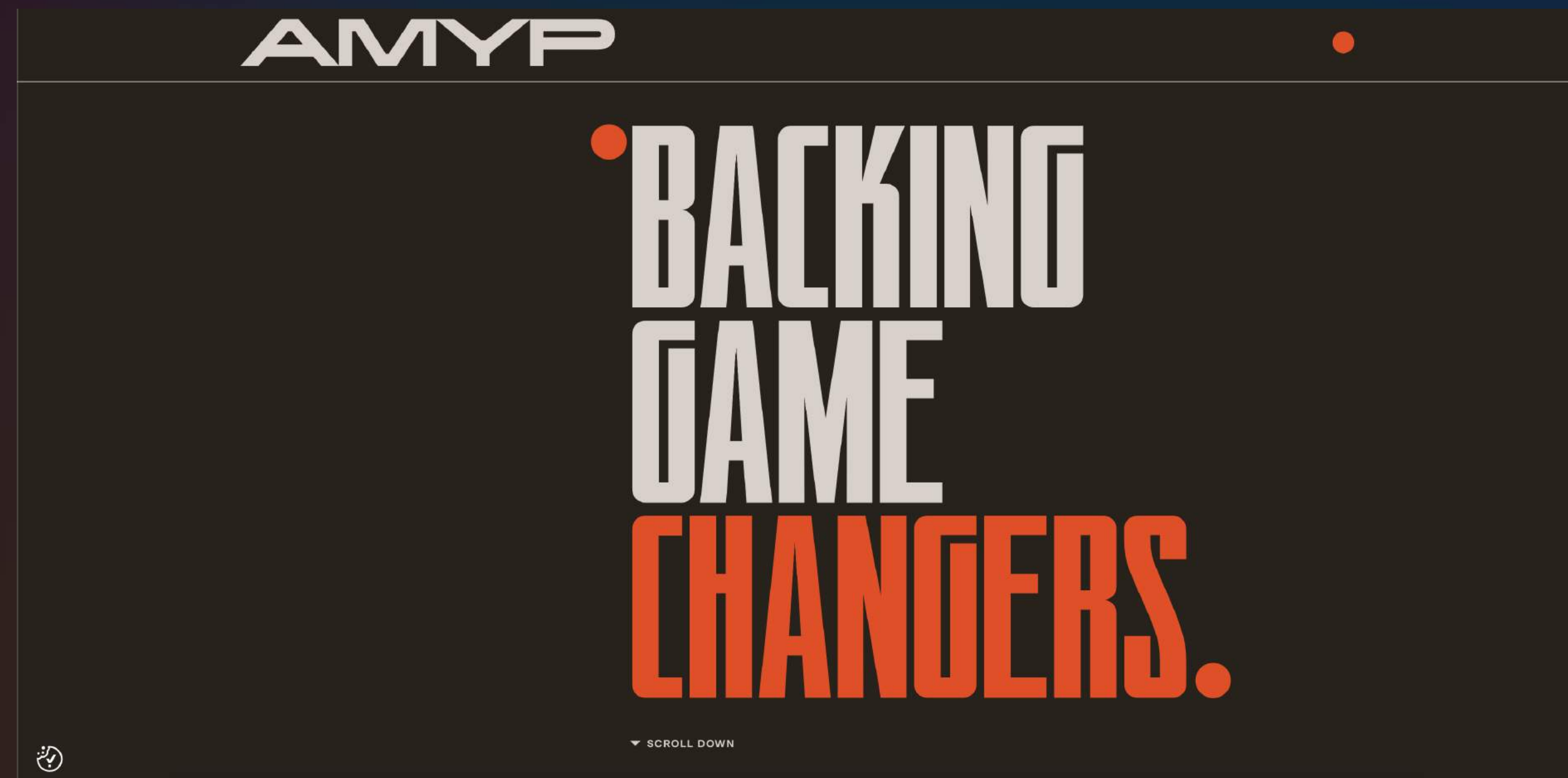
Text as a graphic

Sourcing custom imagery or creating visuals from scratch can take a lot of time and effort. Why not use your words instead?

Quick bullet points about this

Alleviates the need for custom imagery, stock photography, rendered graphics

Repurposes what would traditionally be an image as a headline for a section

Combined with some simple and subtle animations it can be quite memorable

AMYP

BACKING GAME CHANGERS.

▼ SCROLL DOWN

WORK WORK WORK WO

W.

ATLA GROUP

BRANDING / WEB DESIGN

ALPHA TANGO

ALPHA TANGO IS A CREATIVE STUDIO, SPECIALIZED IN STRATEGY, BRANDING, DESIGN, AND DEVELOPMENT. OUR WORK IS ALWAYS AT THE INTERSECTION OF DESIGN AND TECHNOLOGY.

Home   Work   Profile   Journal

GENBRAND   y platform company Founded in #   ≡   CONTACT US   GET A QUOTE

GEN BRAND

GENERATING BRANDS FOR THE NEW GENERATION

SEND EMAIL
Tell us about your project   ›

I skim, you skim, we all skim for content

Let's face it, we all have the attention span of a squirrel these days. Companies are starting to take notice and are gearing their content around quick-to-digest copy and elements that are easy to recognize and process.

Explanations

Distill information down to its core message. Nobody wants to spend minutes reading paragraph upon paragraph of copy when they're trying to find answers to their problems

You can be telling the greatest story ever told. If its long paragraphs filling up your screen, you will start glossing over it all. And that's if you even decide to read it in the first place

Using fewer words provides less work for the user to make a decision on your offering

Goes hand-in-hand with gridded designs
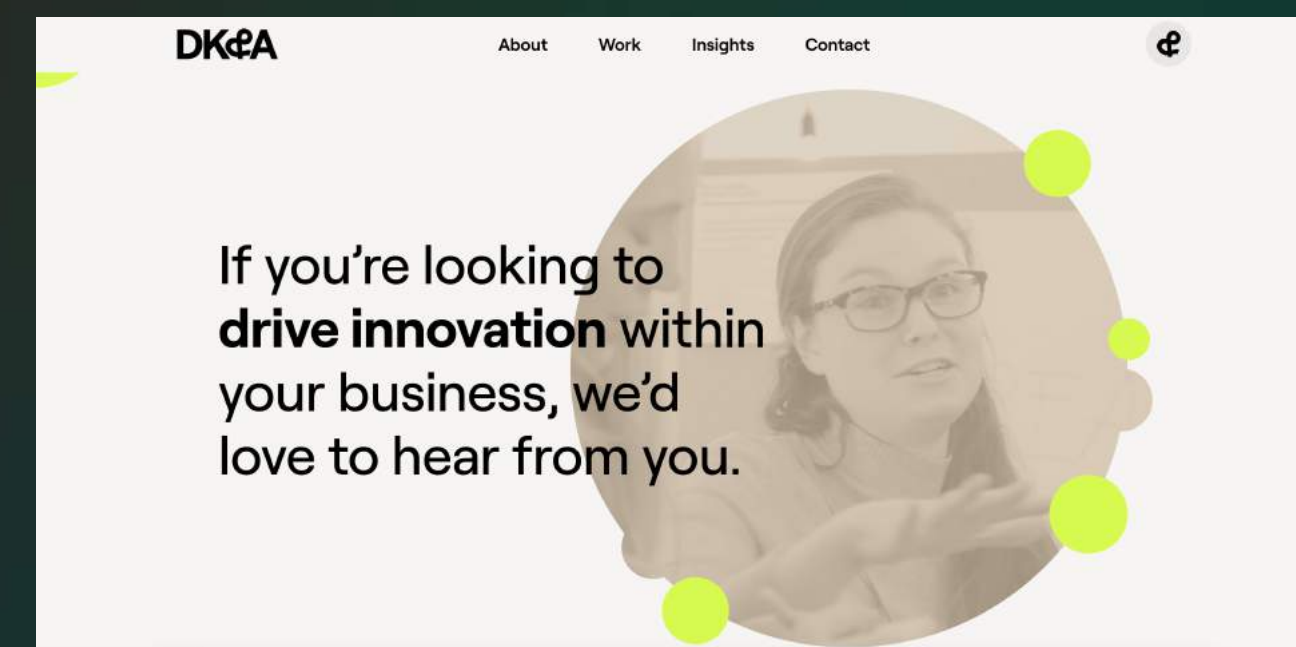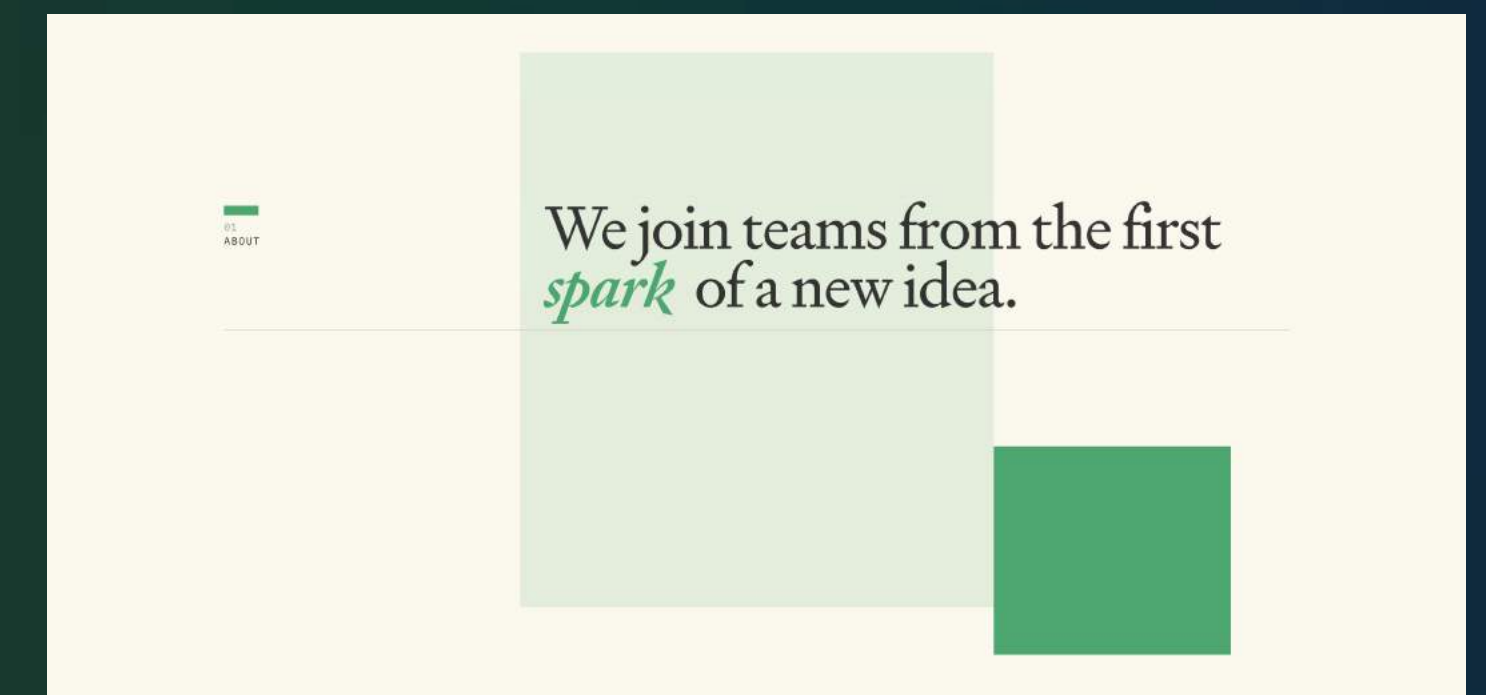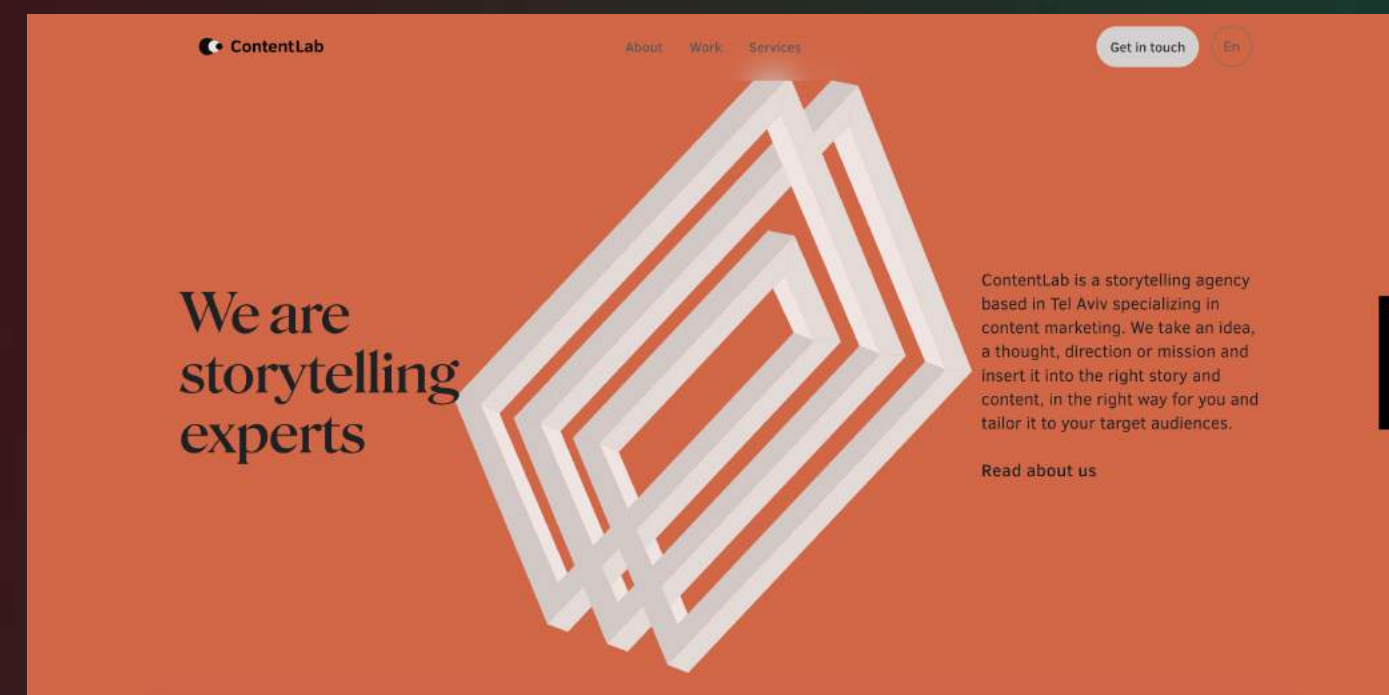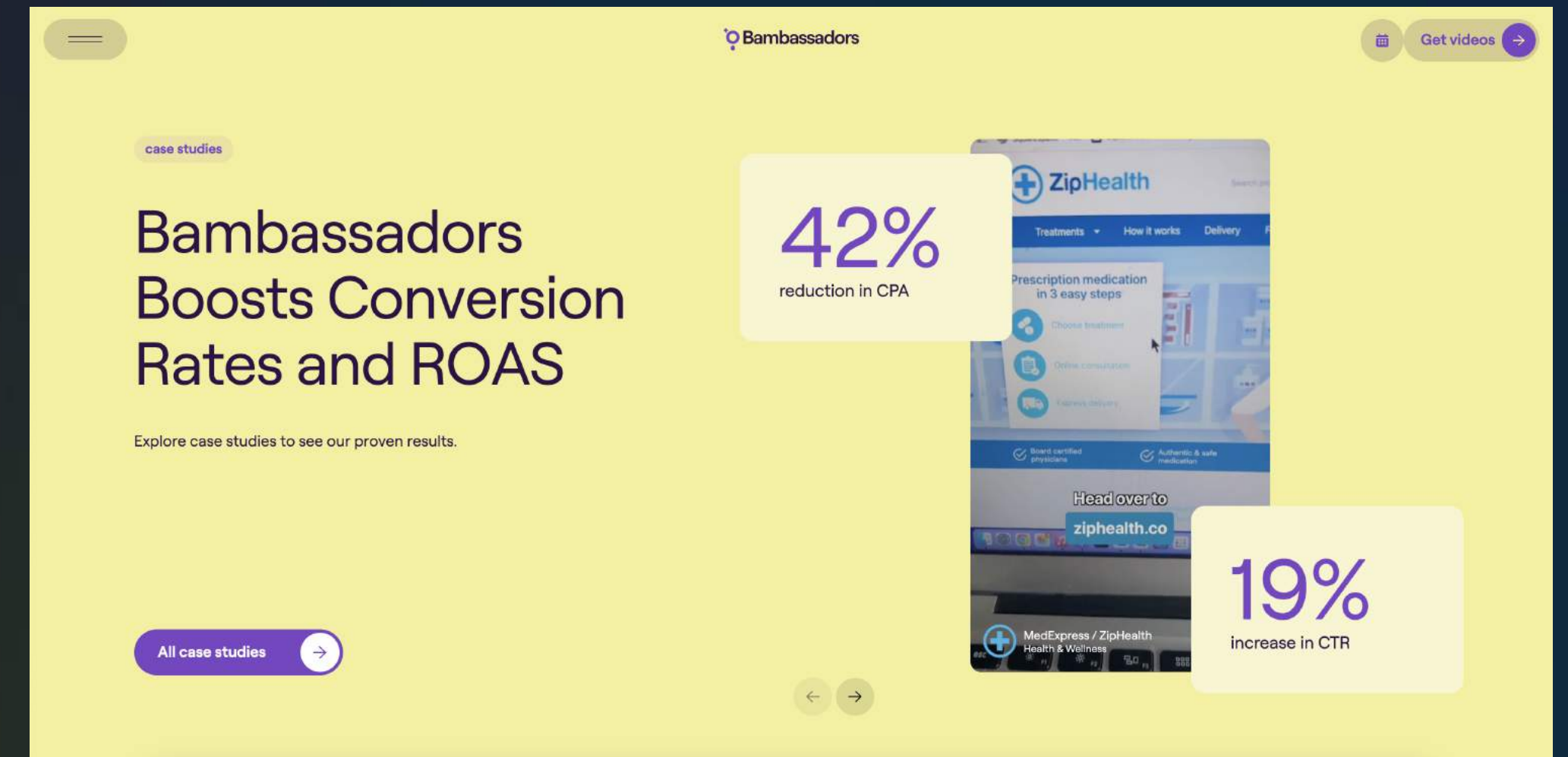
Gradients evolved

Gradients have been popping off for a couple years now and don't appear to be slowing down any time soon. What HAS changed over the past year has been its implementation.

Sure it looks cool, what does it do for me?

Adds a layer of depth to your design and creates more separation for your messaging/imagery from the background of your site

A softer way to introduce more color to your designs

Can add contrast between text and the background which is great for accessibility
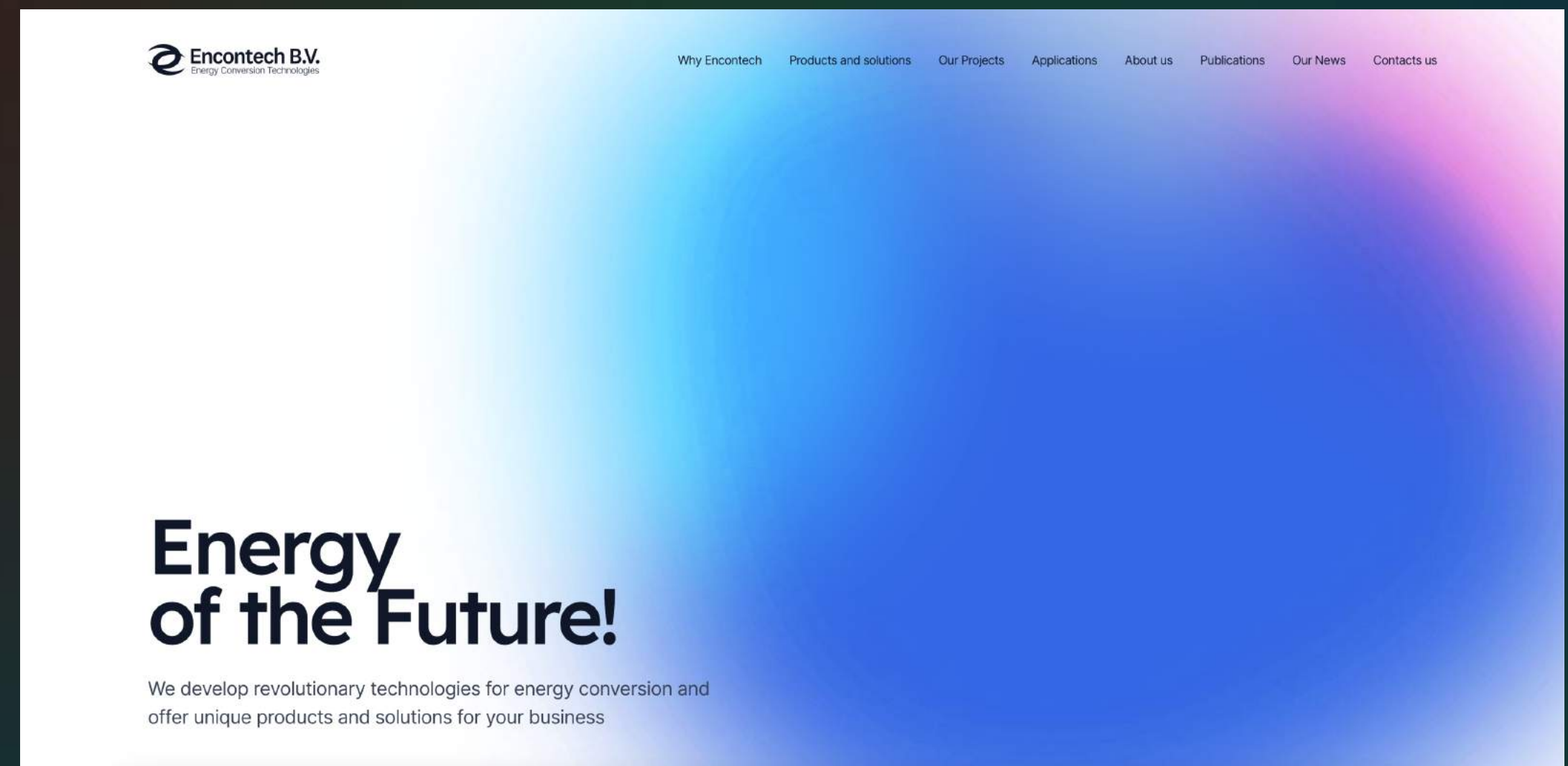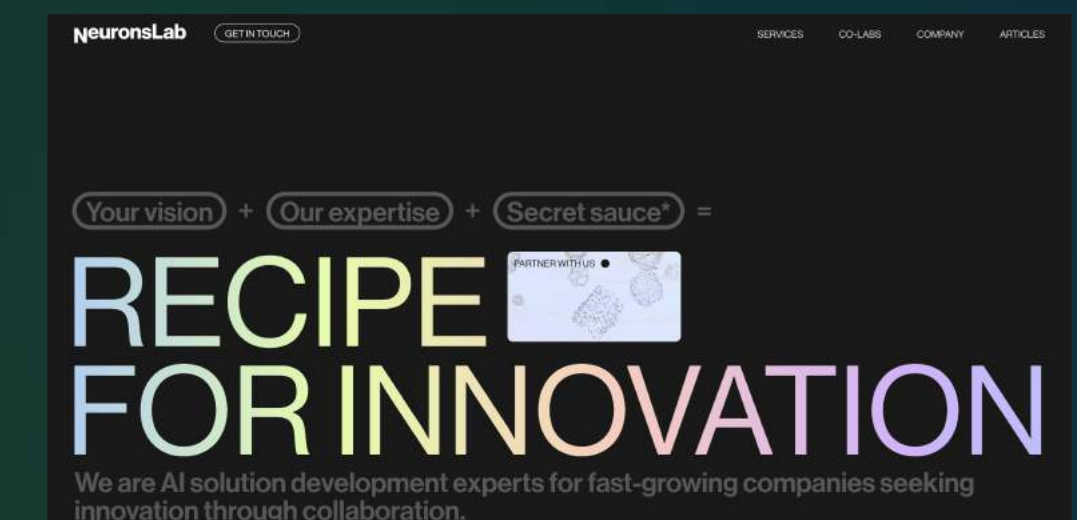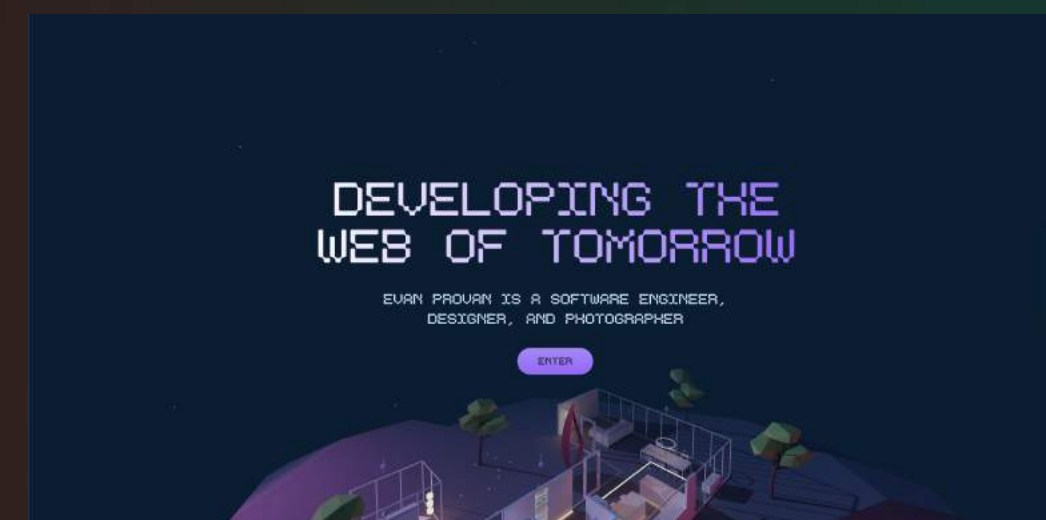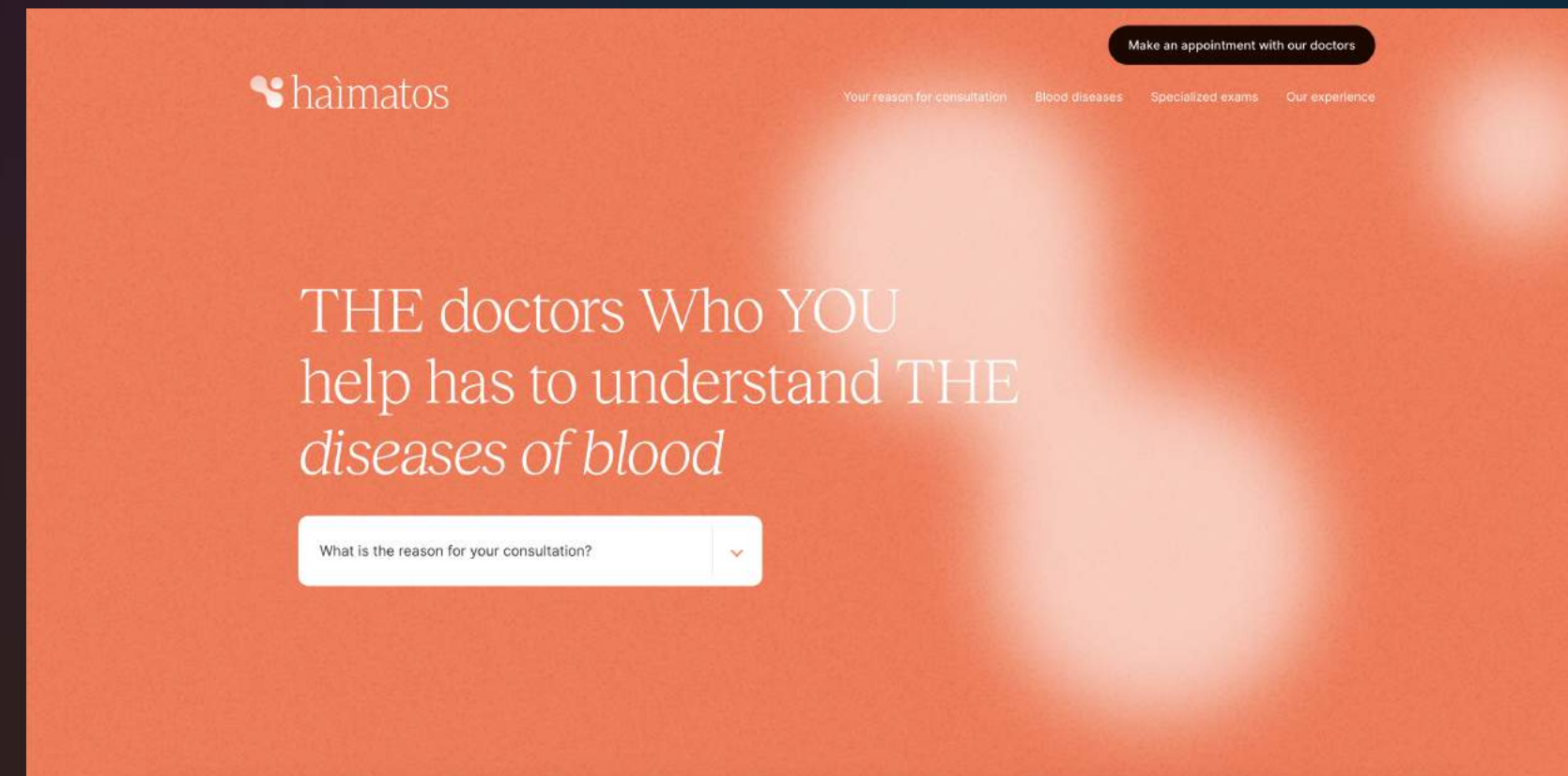
MAKING IT POP

The opposite
of gradients

On gradient's opposite side of the
spectrum we have ultra minimalism
continuing to rage on. Think solid
colors, primarily whites and blacks, and
subtle touches of color... sometimes.

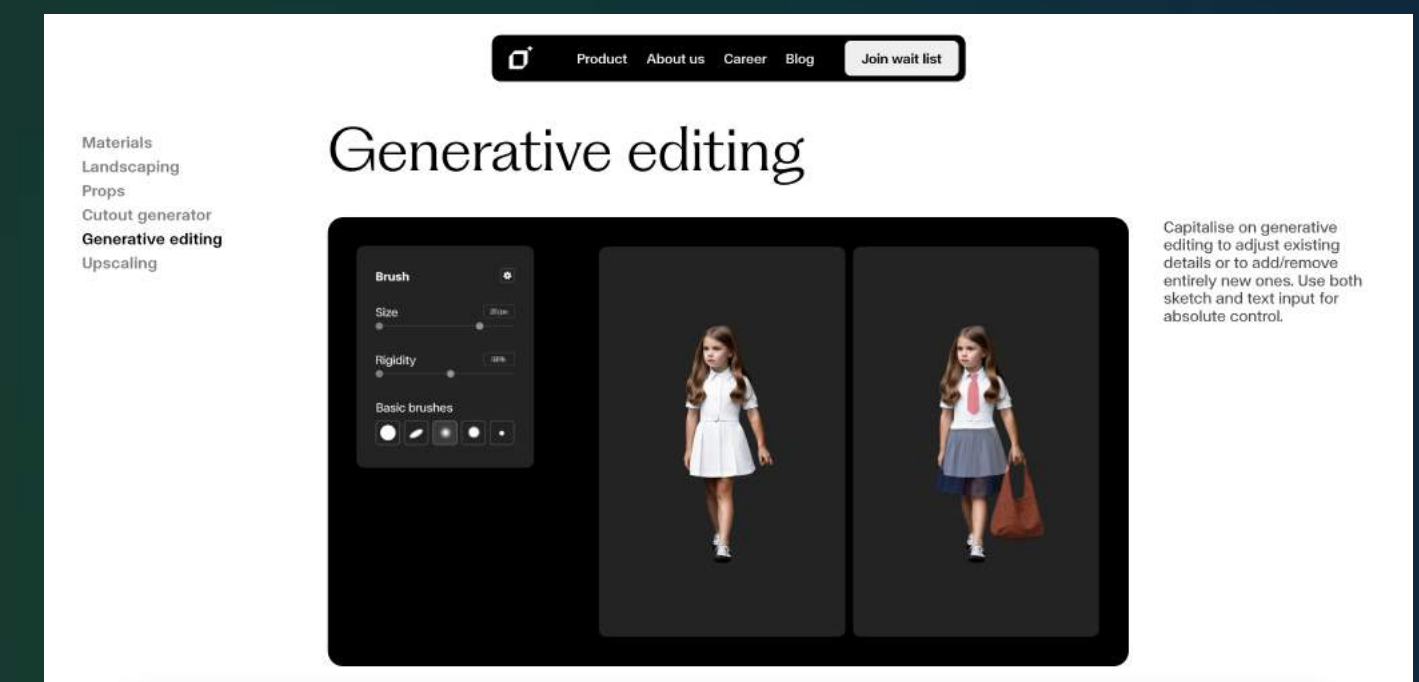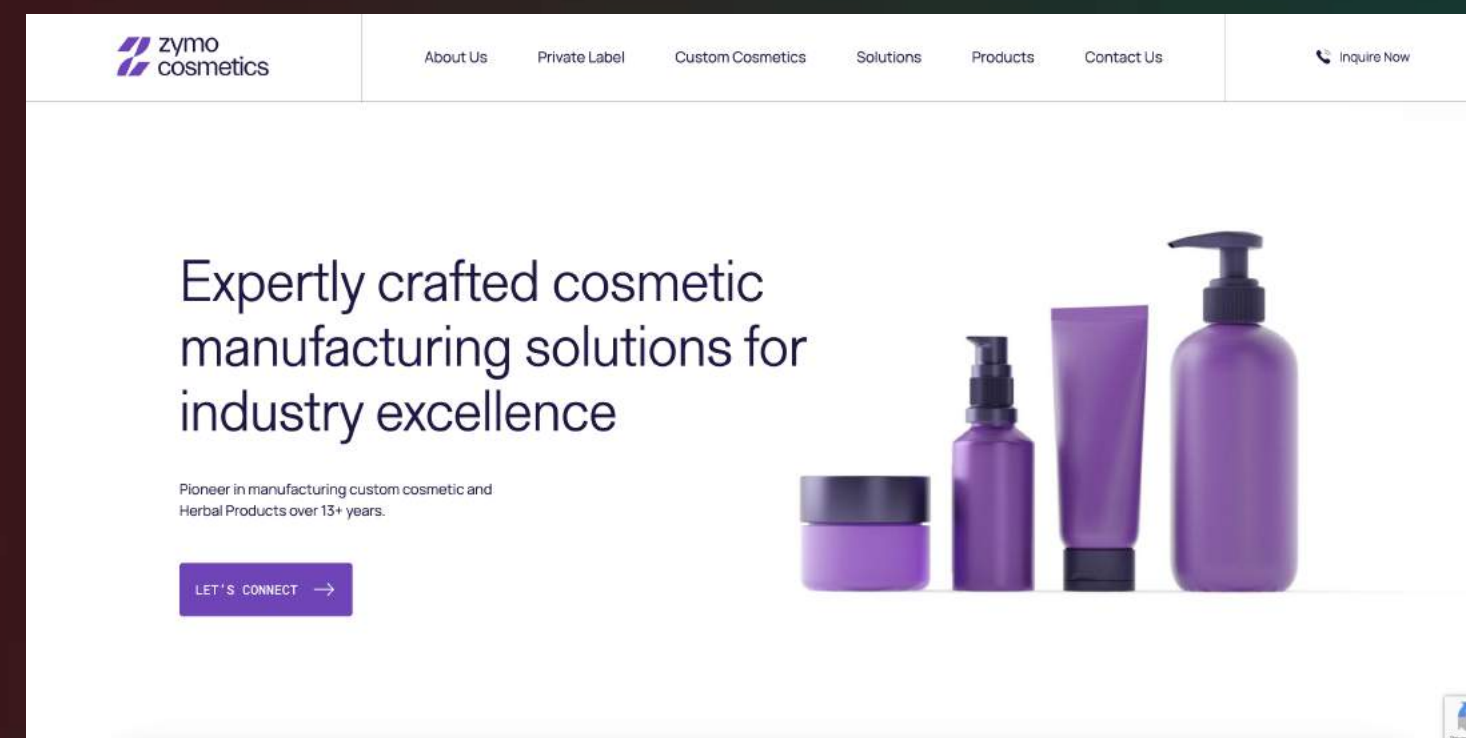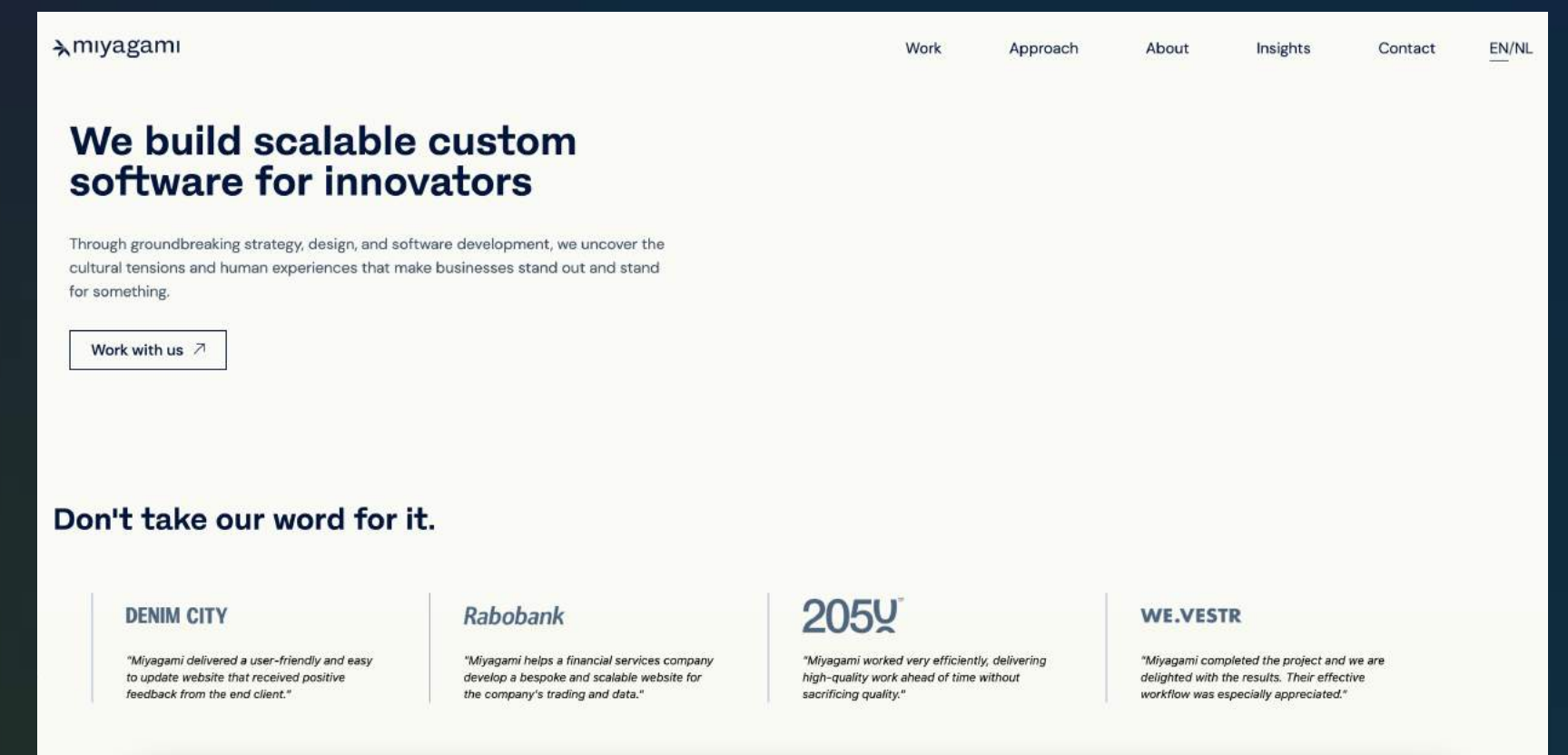*Why is this a thing you ask? Let me tell you*

Requires less processing on the user's
end due to the minimal look of
everything

Nothing is simpler than white and black

Looks super clean

Timeless

Lets content and messaging carry most
of the burden
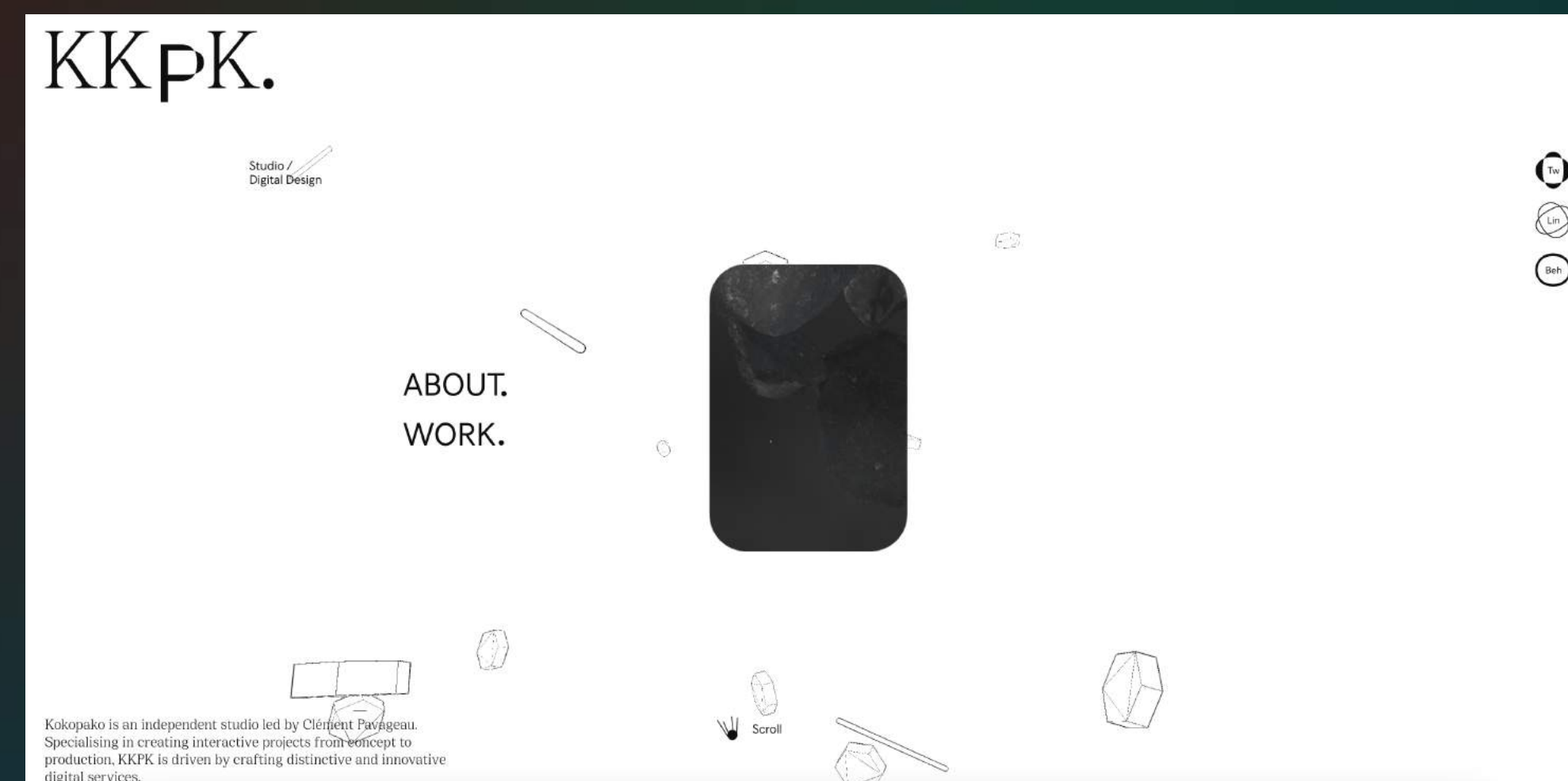
Hitting the "gritty"

More and more we are seeing people adding "grit" or noise to their designs. Personally? We love it when done right.
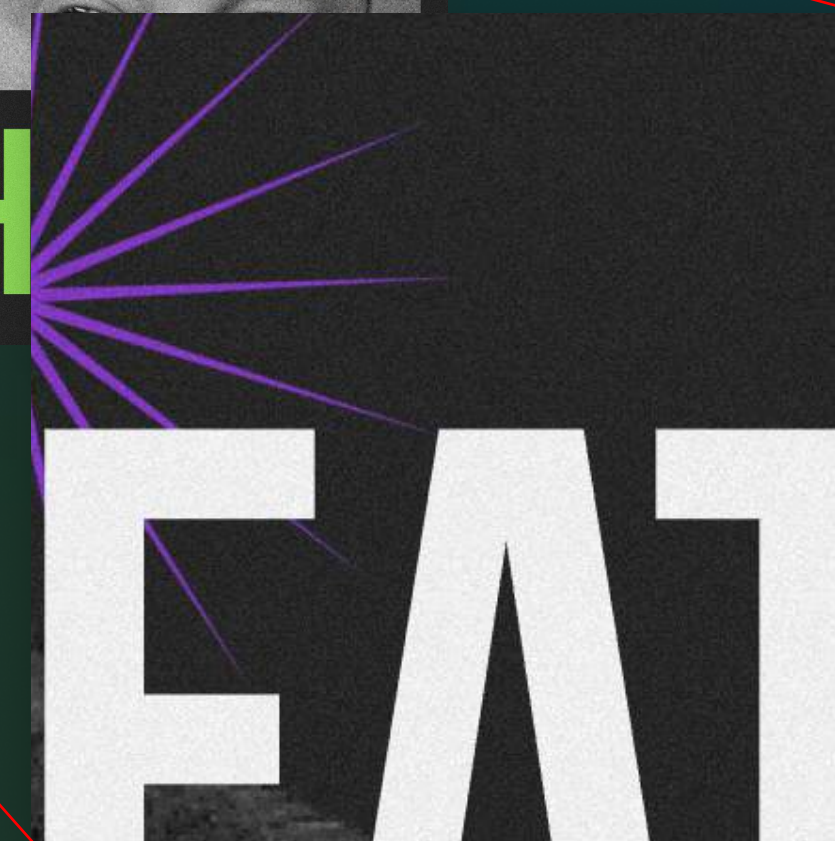
The hell are you talking about?

For those not familiar with noise it's basically that grainy/static look

Adds an almost paper-like look and feel to a design

An interesting way of adding detail and depth to what may be an overly flat and boring design

Mostly used as a background element but we are starting to see it applied to headlines and text more frequently

Images that aren't shitty

I hope you understand this section. People are taking a better approach when it comes to imagery and photography these days. The overly stock photo look is OUT. Thoughtful and purposeful images are IN!

Tell. Me. MORE!

Use images that invoke an emotion

Editing your photos a certain way is another way to add a layer of detail and emotion

Give the user something they can picture themselves in and relate to

Images shouldn't just be filler because you have some empty space on your website

Just about everyone uses iStock and Shutterstock. Original imagery is a great way to stand out

Honestly, just be thoughtful. It goes a long way
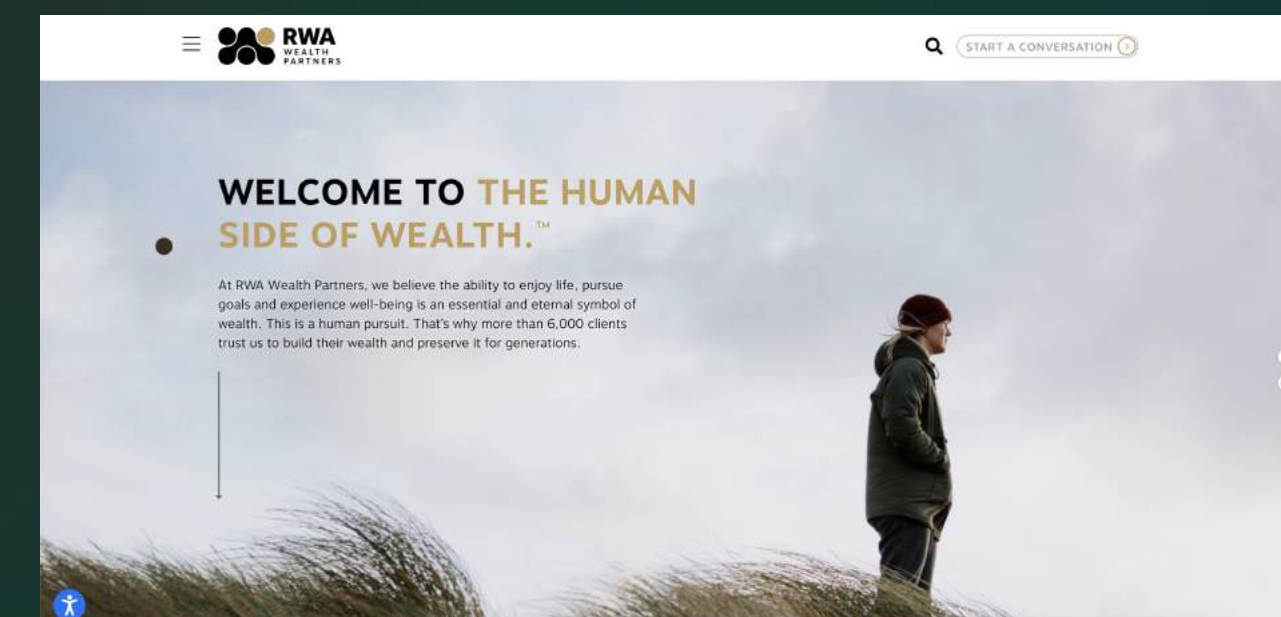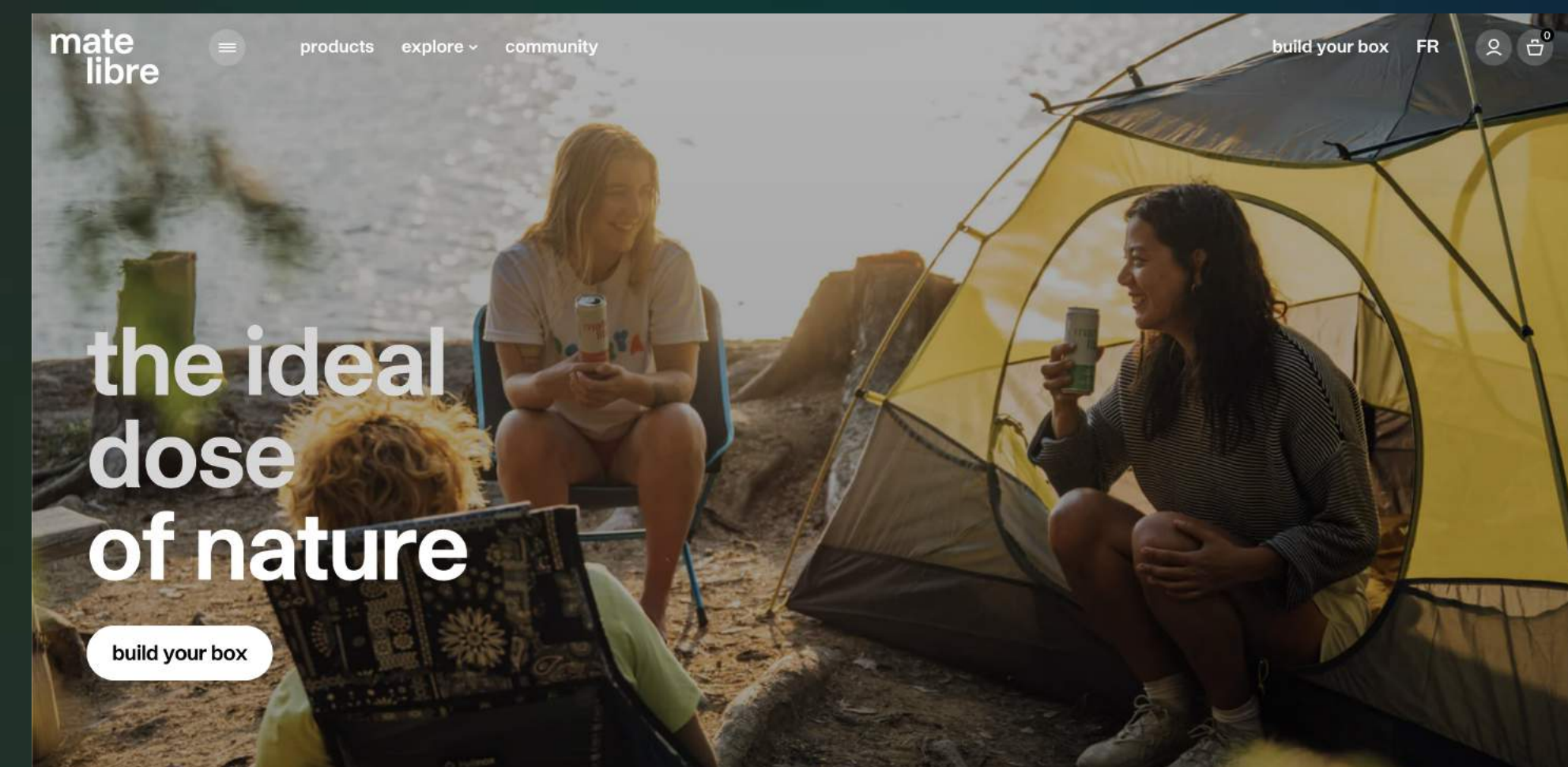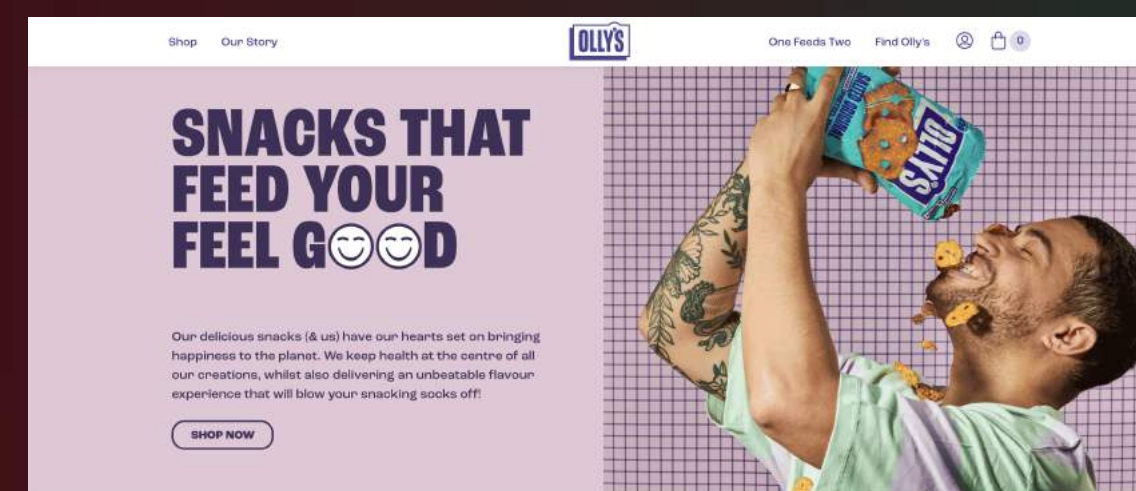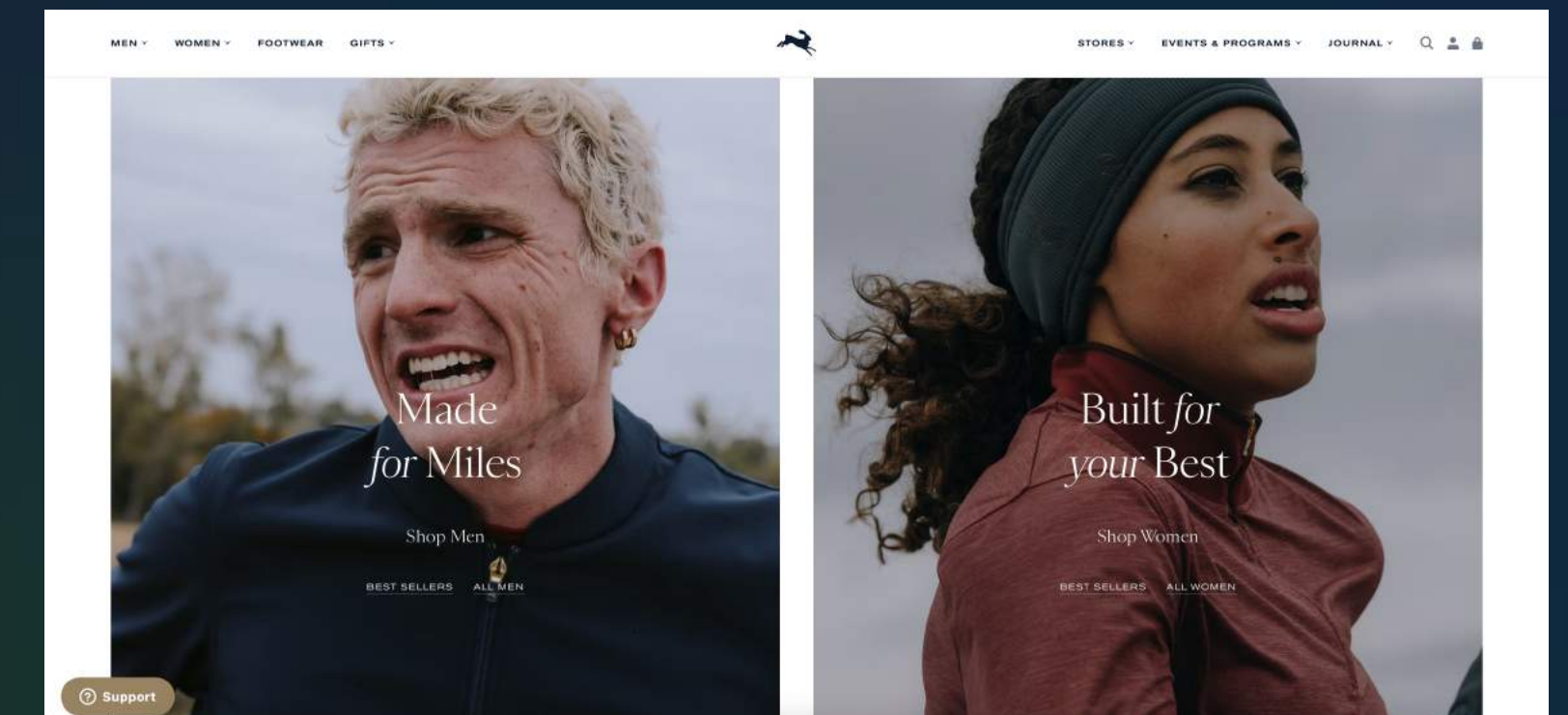
Inject those serifs into our veins

Question for all you designers out there. Remember when we thought serifs looked so old and outdated? It's okay, this is a safe space. Turns out we just didn't use the right ones!

Elaborate, sir.

Serifs when used correctly can add a freshness and professionalism to your brand and website

With Serifs roaring back into design as of late we are seeing a lot of new typefaces that avoid the stiffness and bore of the Times New Romans and Georgias of the past
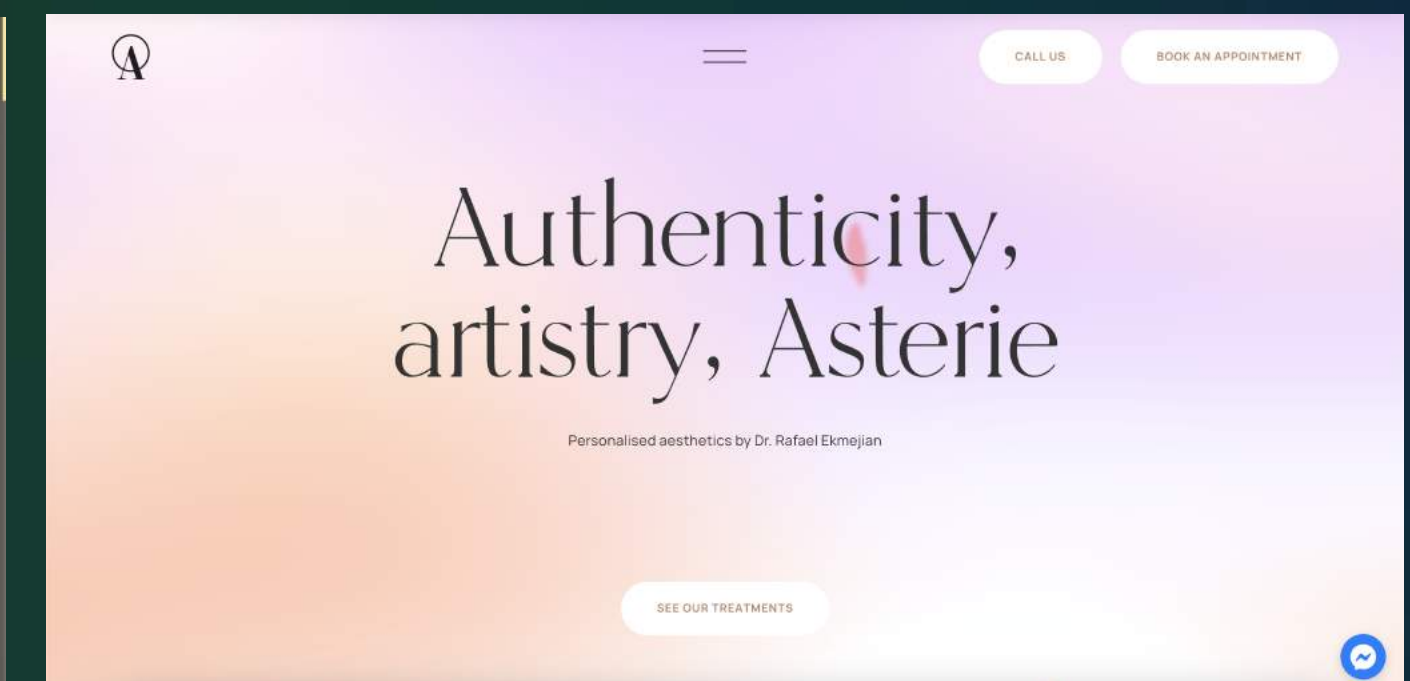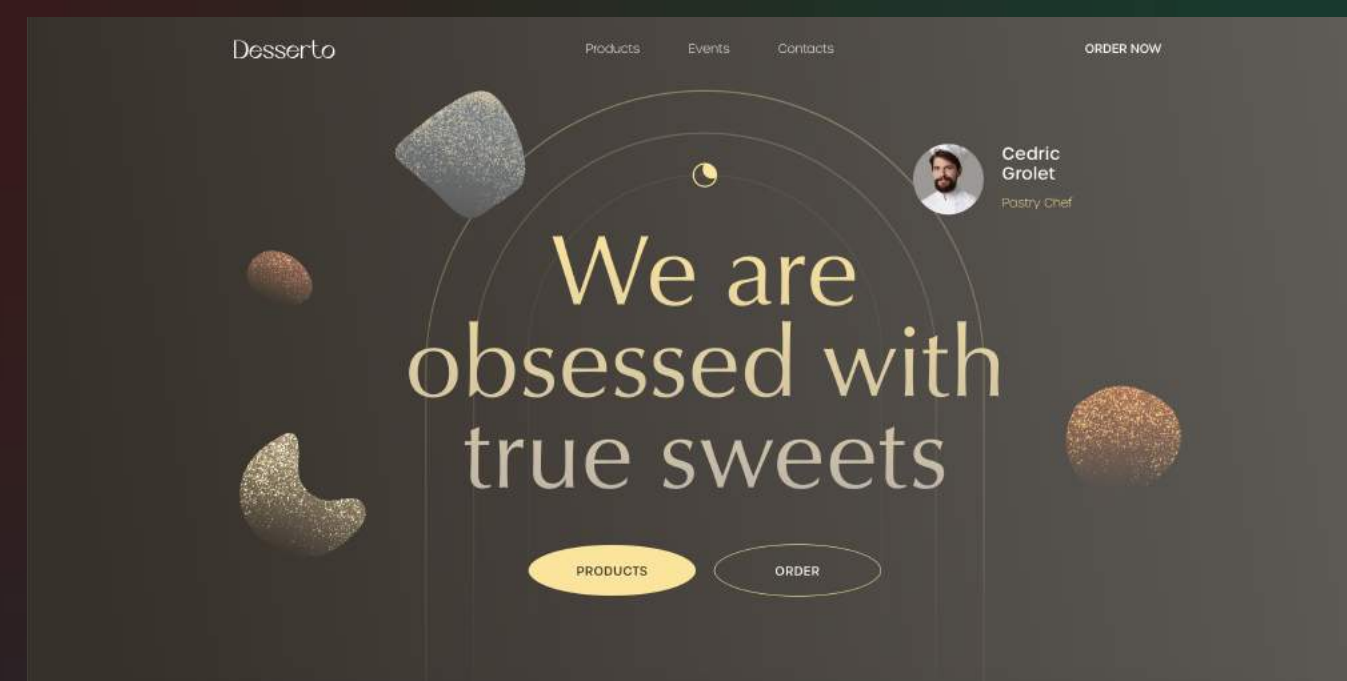
Mixing shit up

Combining serif and san serif fonts is seeing an uptick and we're not just talking about your run of the mill font pairings. Think more like mixing food ingredients but with fonts instead, and you're making an engaging headline.

You lost me. What does my casserole recipe have to do with typography?

Its a good way to add emphasis to key words within a headline

Creates visual intrigue as users are expecting to see the same font style throughout a sentence

Doesn't have to be a combination of a serif and sans-serif to have the same effect
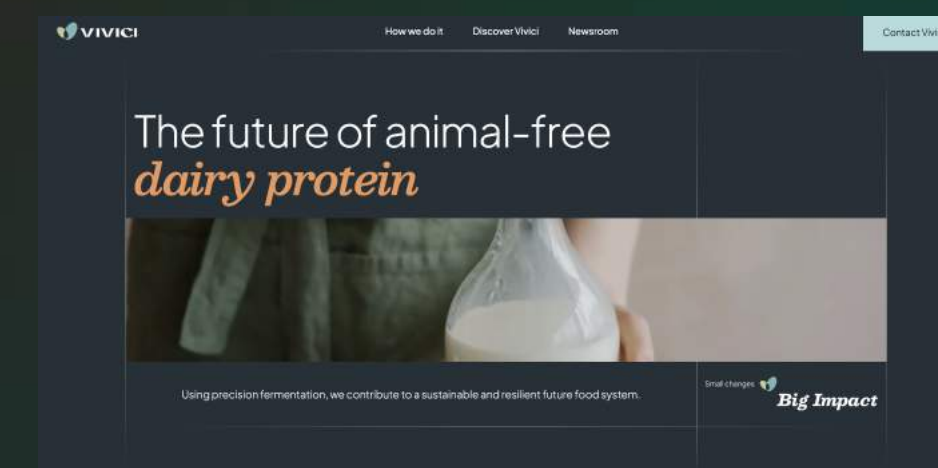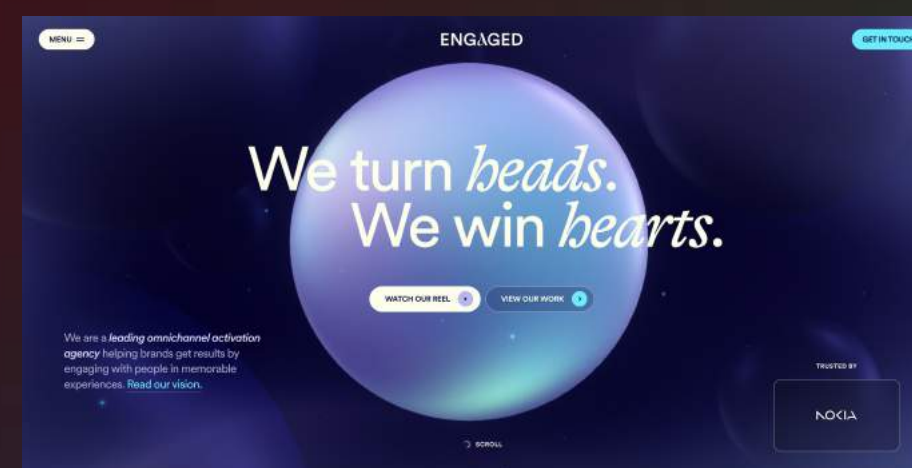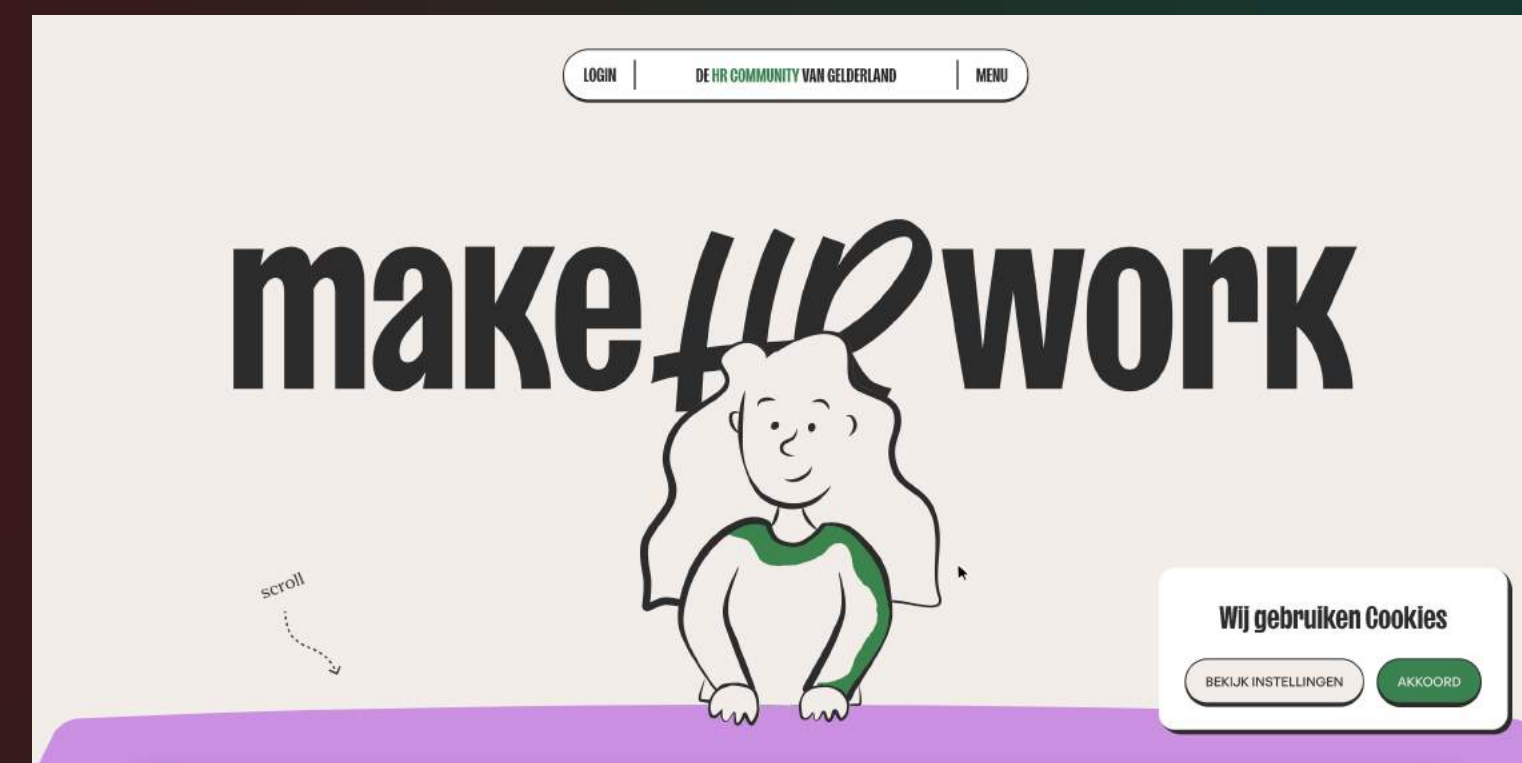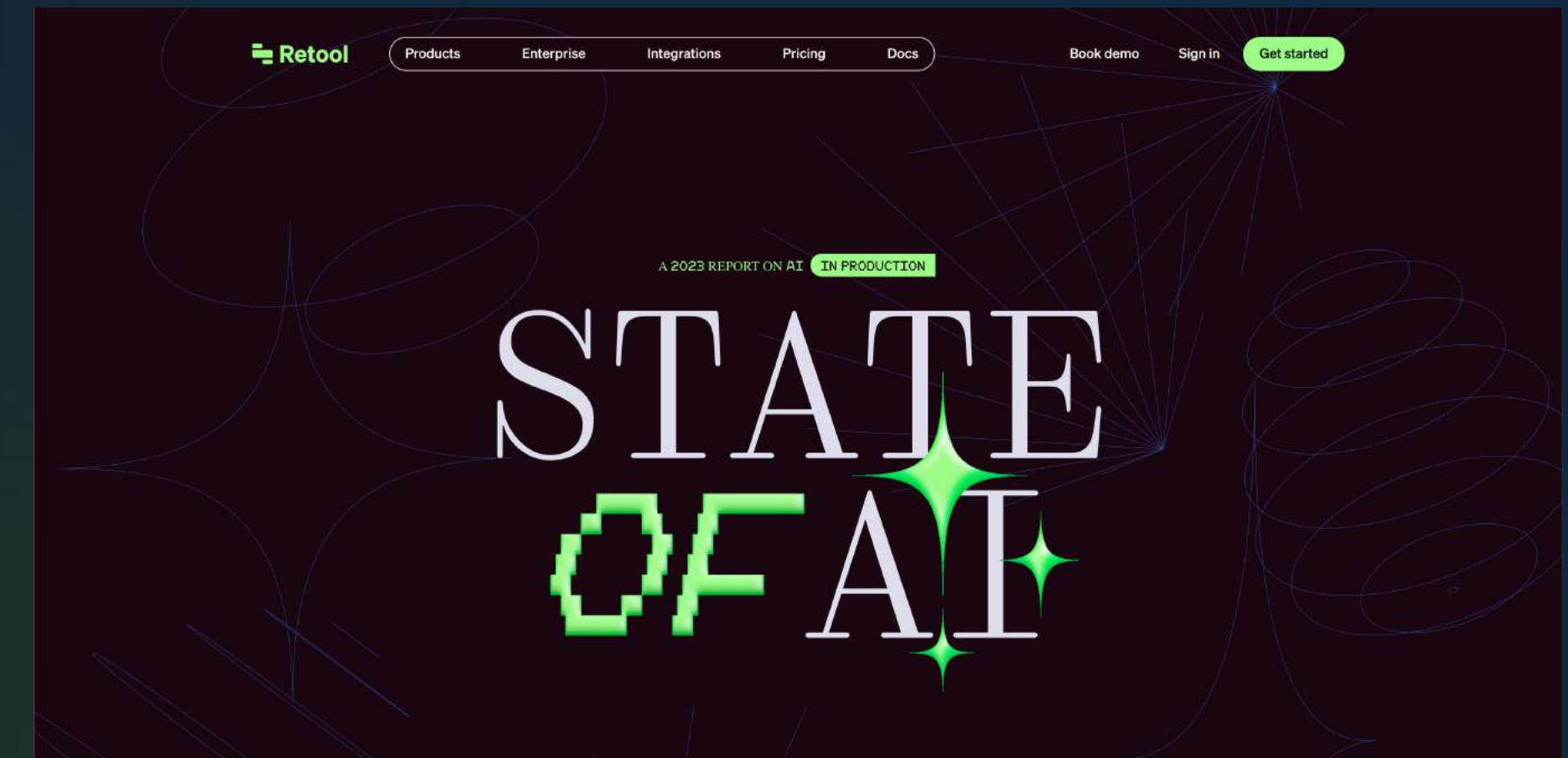
Typefaces took Ozempic

Big bold text still has its place. You've seen it multiple times in this report already. What is happening across the net is a shift to lighter and thinner font weights.

But what if I am stuck in my ways and feel the need to use big and bold styles all over the place?

Big and bold typefaces can come across as aggressive and shouty

Thinner typefaces are more forgiving for longer character counts

In most cases it is more legible
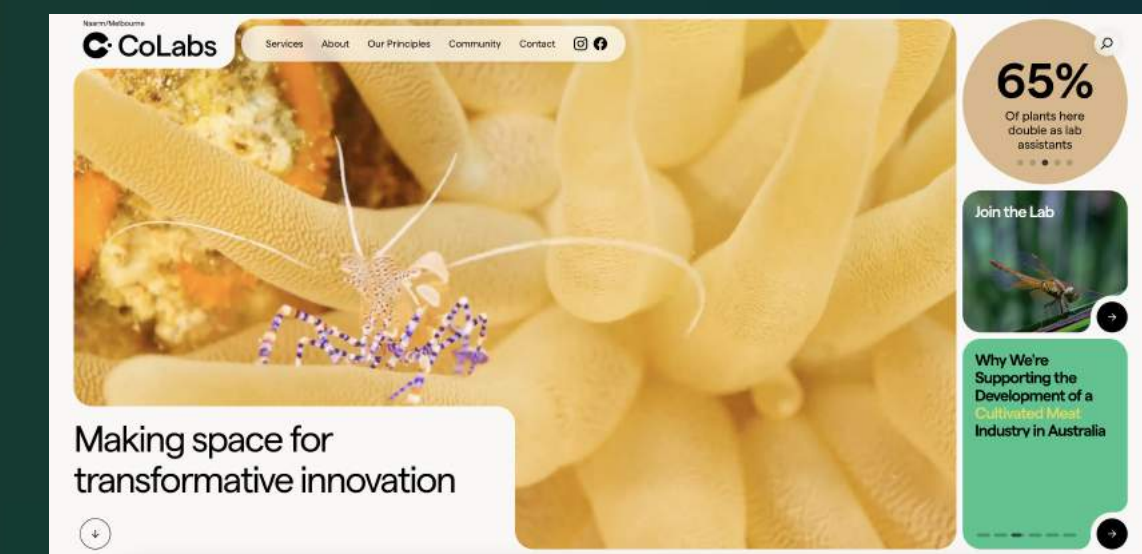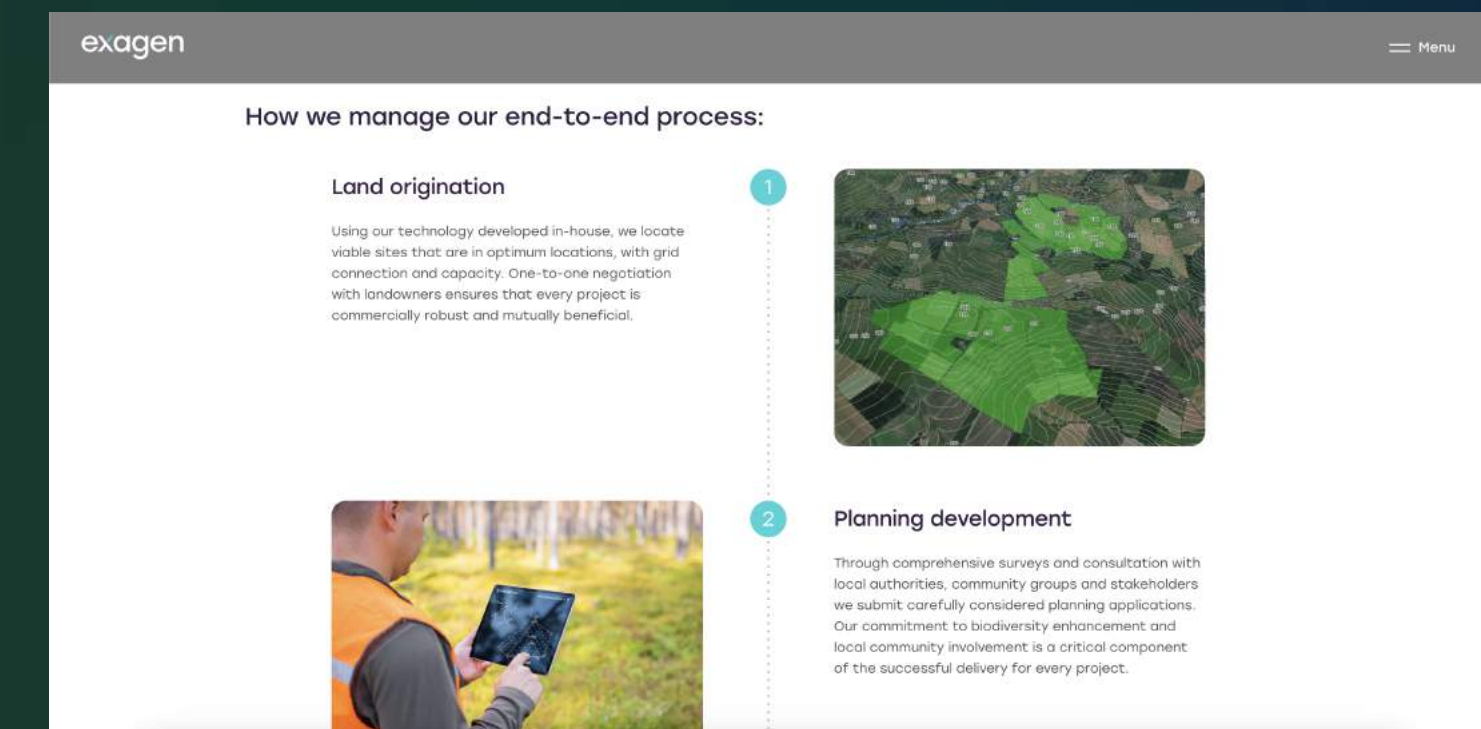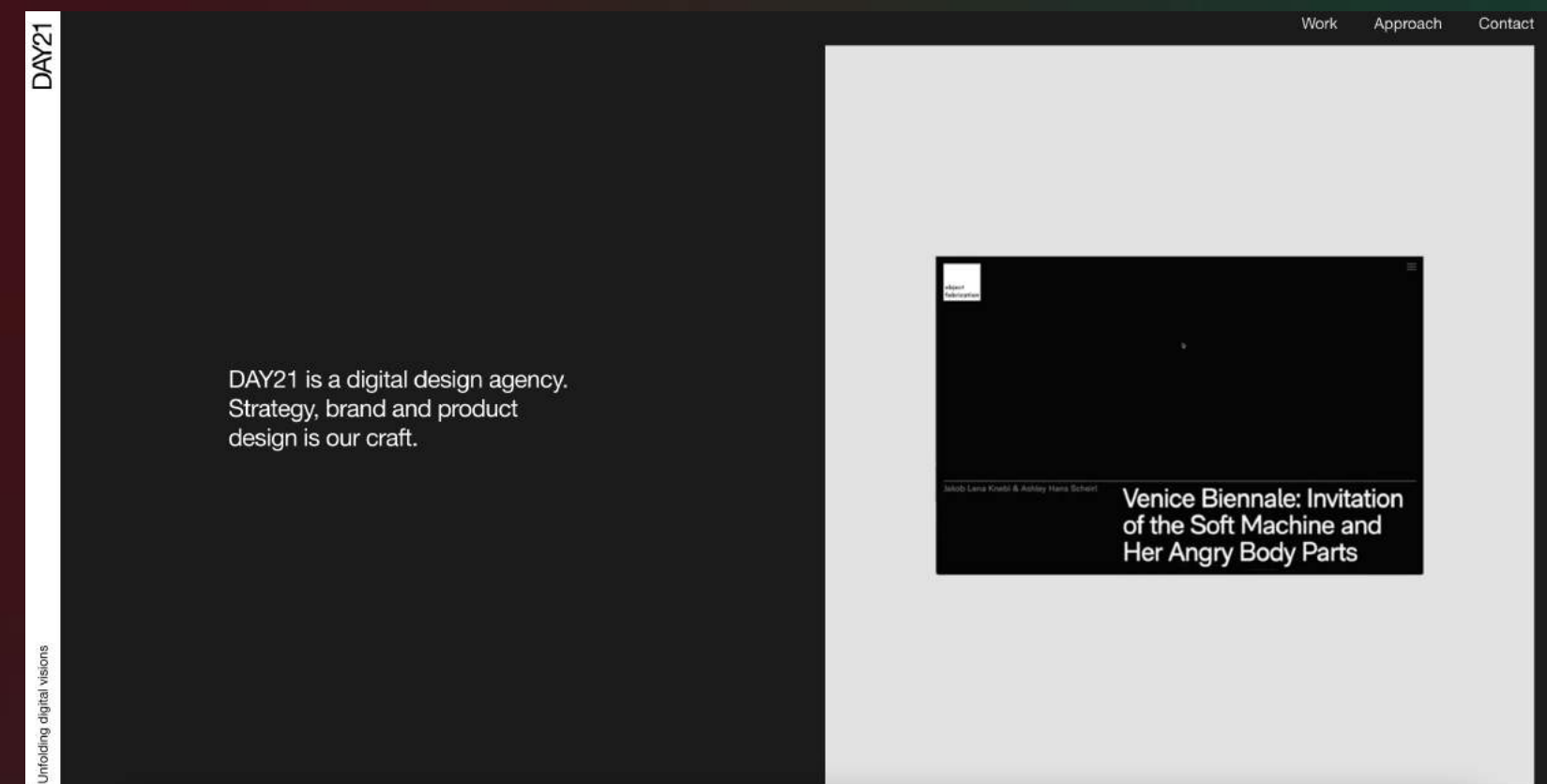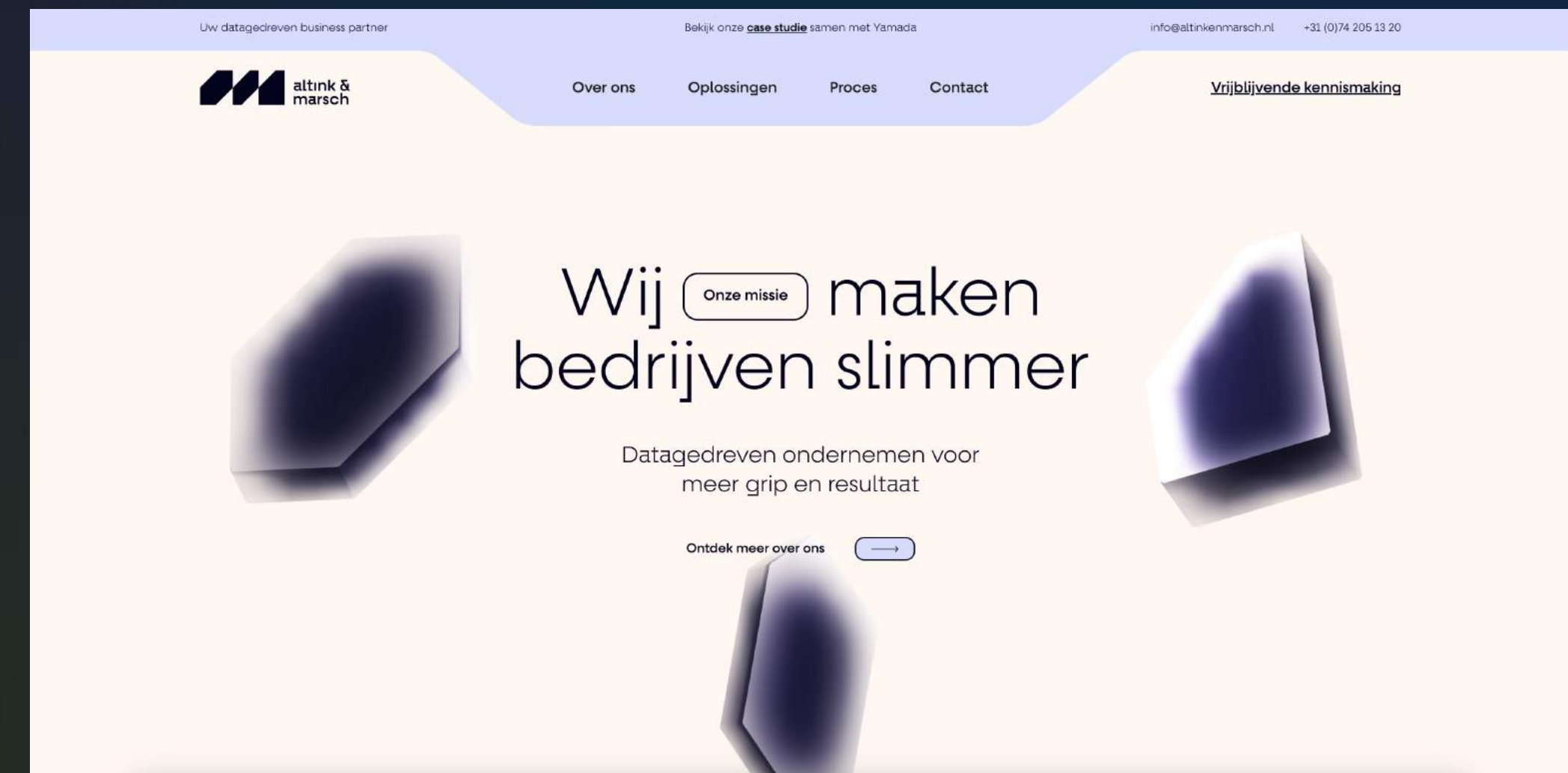
For crying out loud, SENTENCE CASE!

There has been countless research and studies on this. As humans we are taught to read a certain way. That means the easiest way for users to ingest your information is to use sentence case.

I'm sorry for yelling earlier. Let me fill you in.

There's a lot of information on your website; let's make things as easy as possible for our users to read and digest things

All caps and even title case at times can come across as shouting

Depending on how long your messaging is, title case and all caps can become very illegible

Sentence case is more conversational. You want to talk to your customers, not be a robot. Unless you are a robot?
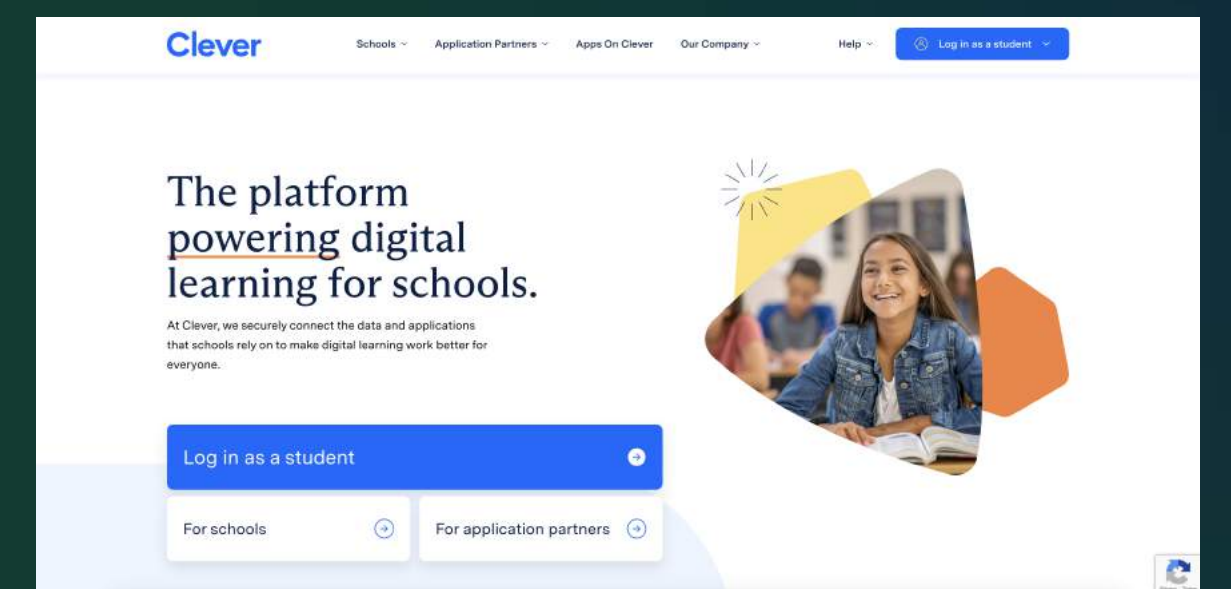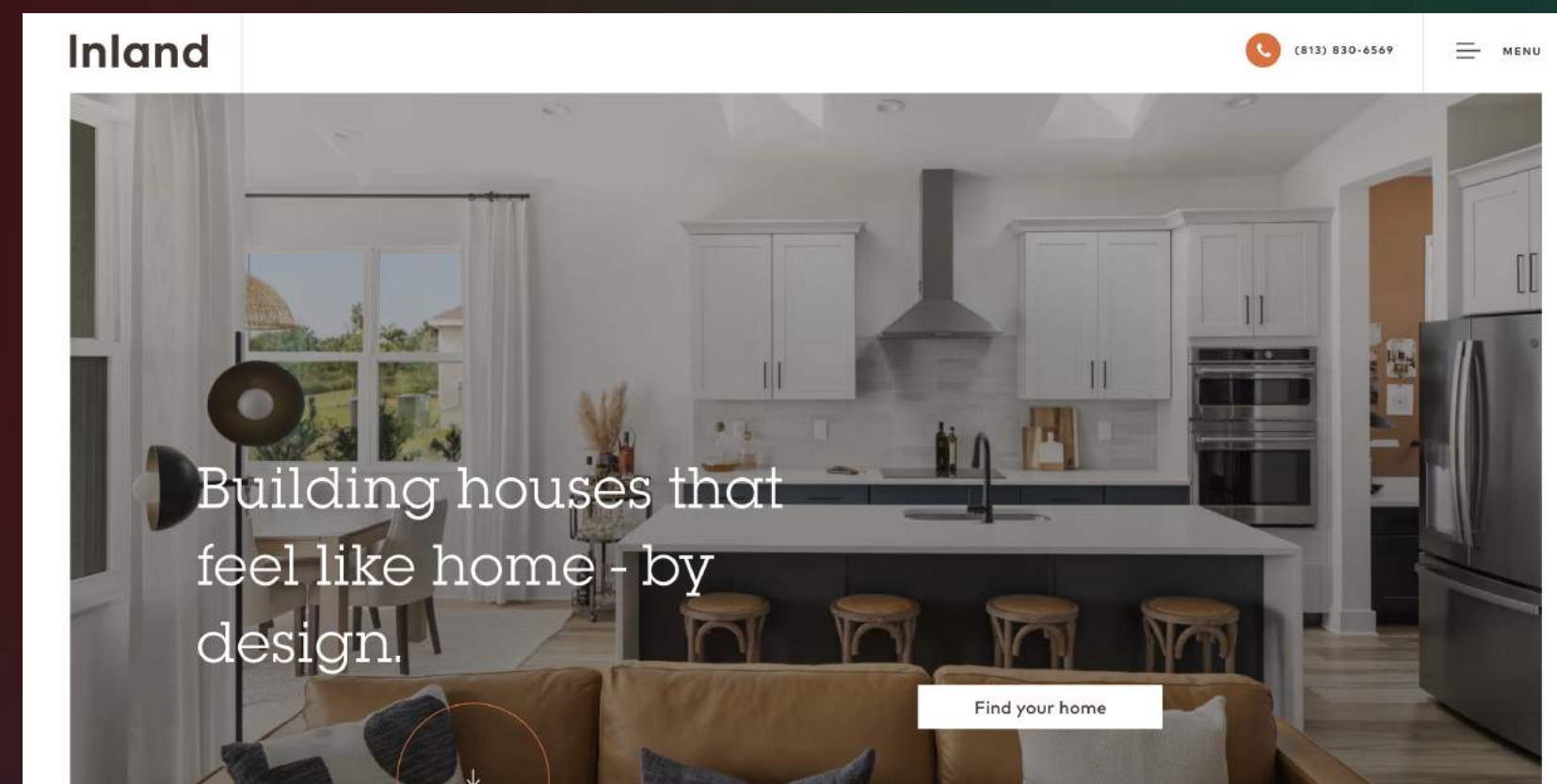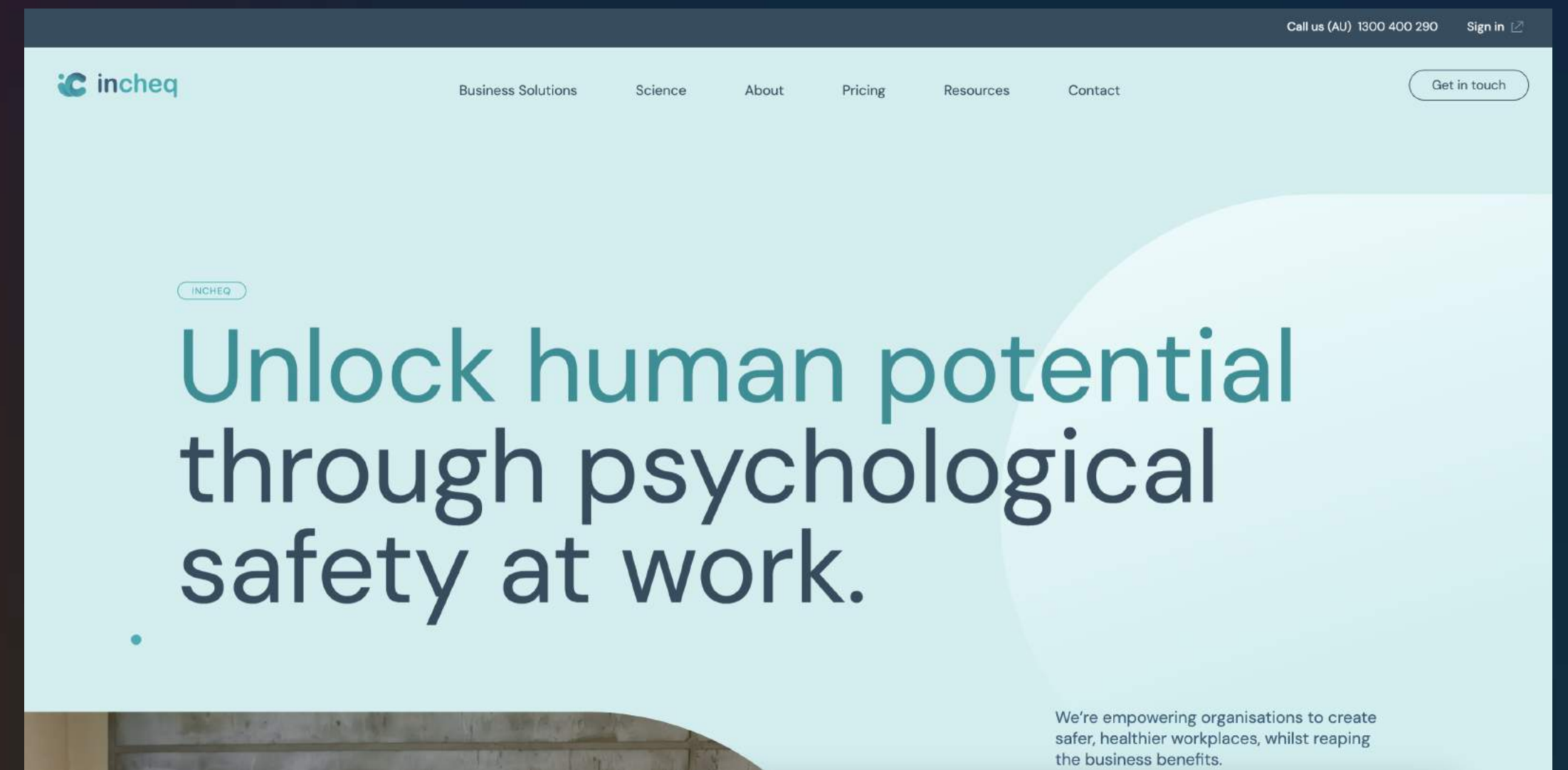
Dwayne "The Rock" Johnson eyebrows

This is the one you're most curious about, isn't it? Could you smell what was cooking? It's sub-headlines. That's what's cooking. Add some context to your website sections while still creating engaging headlines. Everyone else is.

Give your designs the People's Elbow into 2024

Feature more emotion and thought-provoking headlines while using these smaller "eyebrow" style sub-headlines to provide context

These make sections clear and purposeful
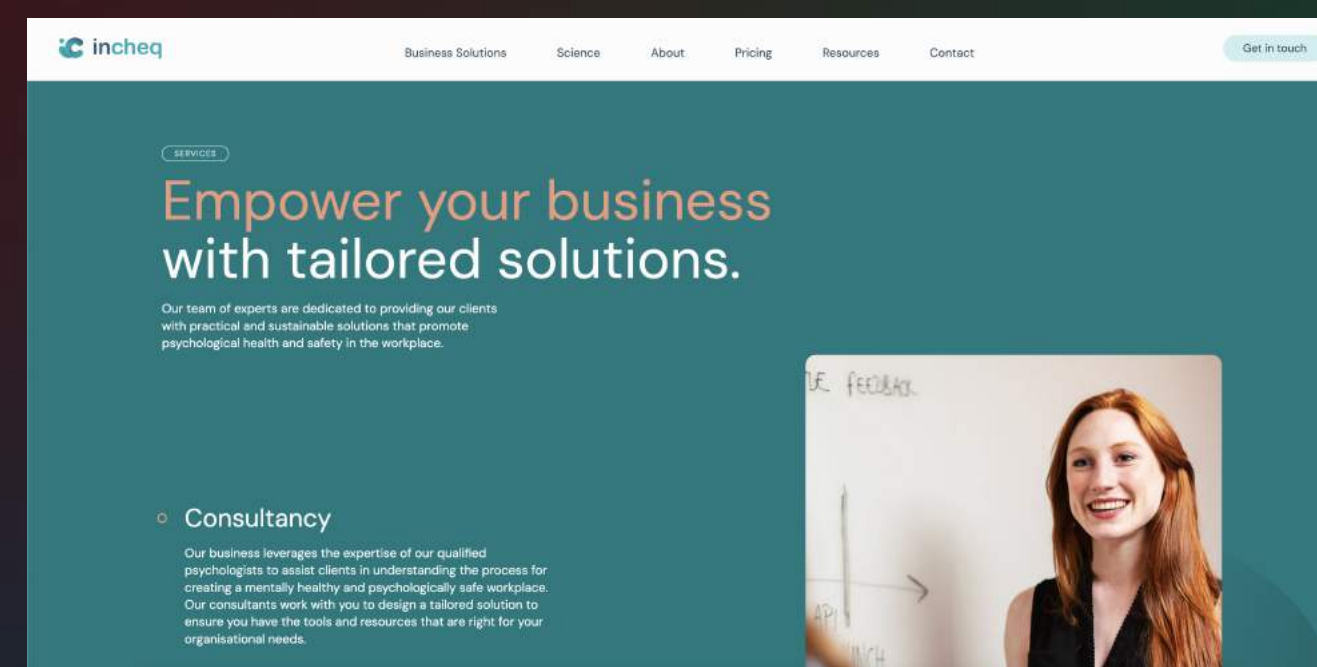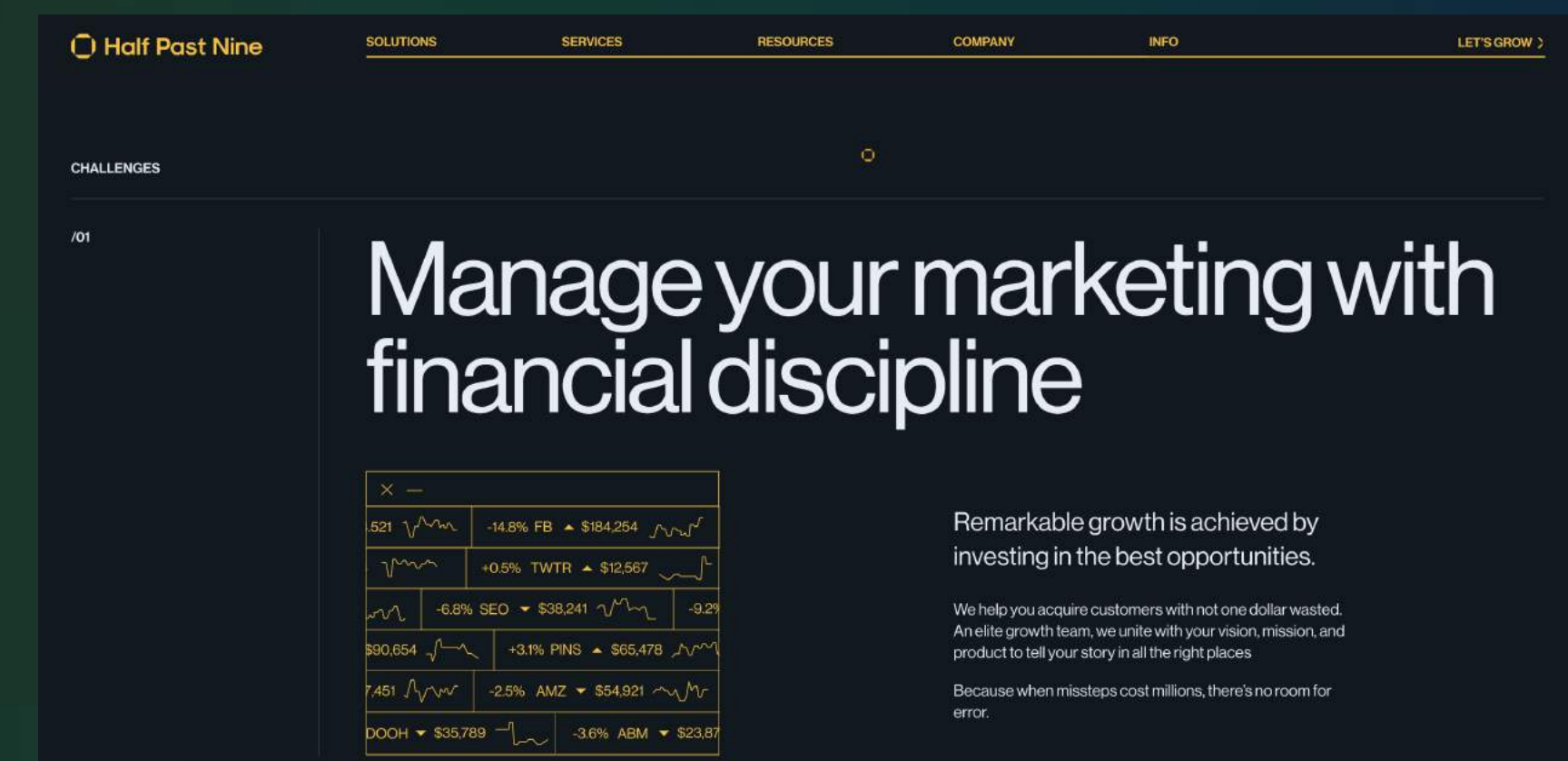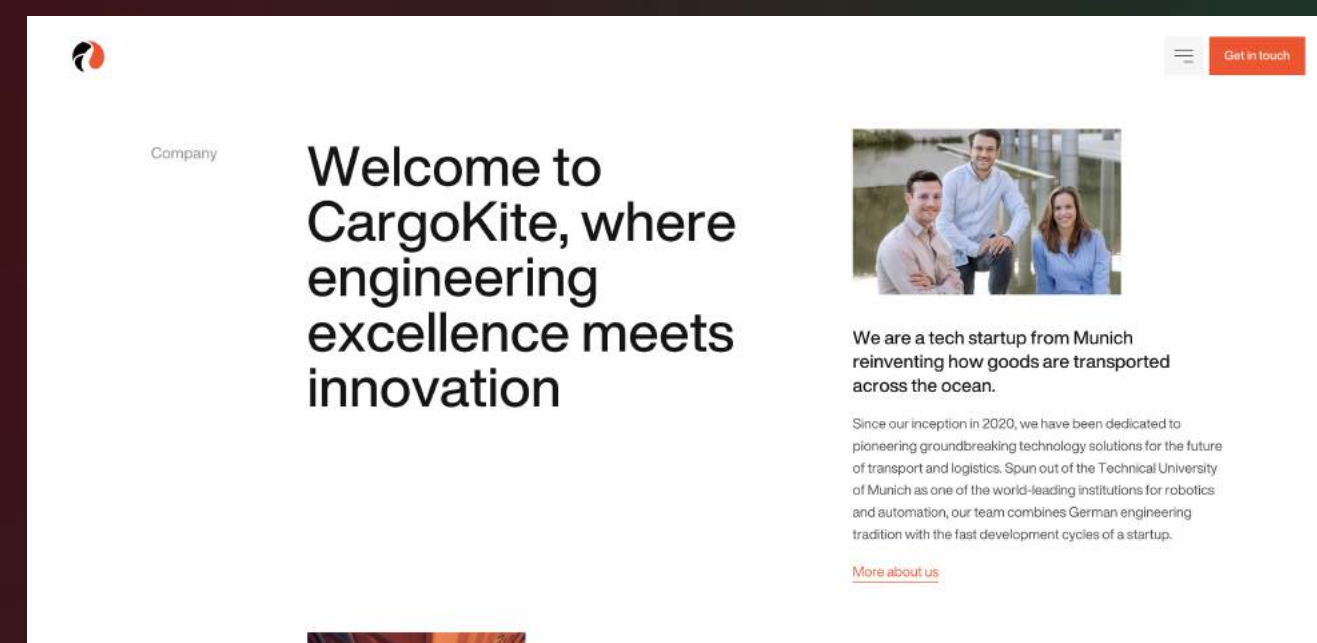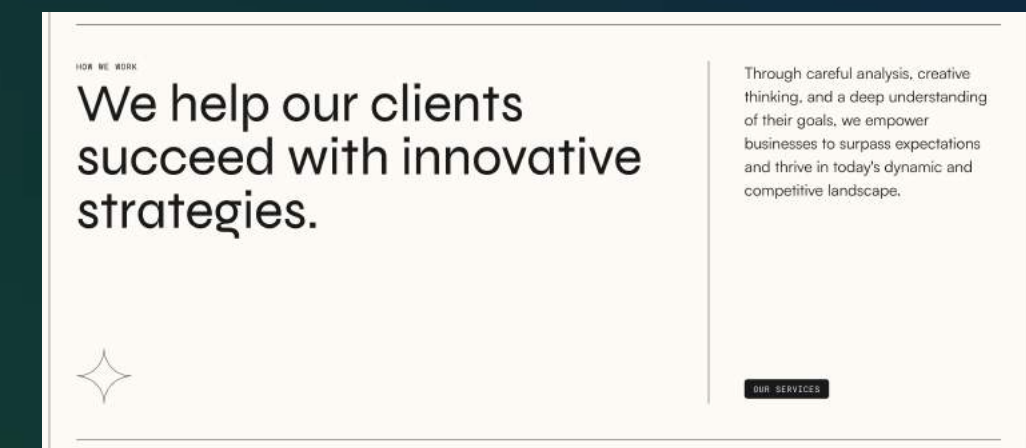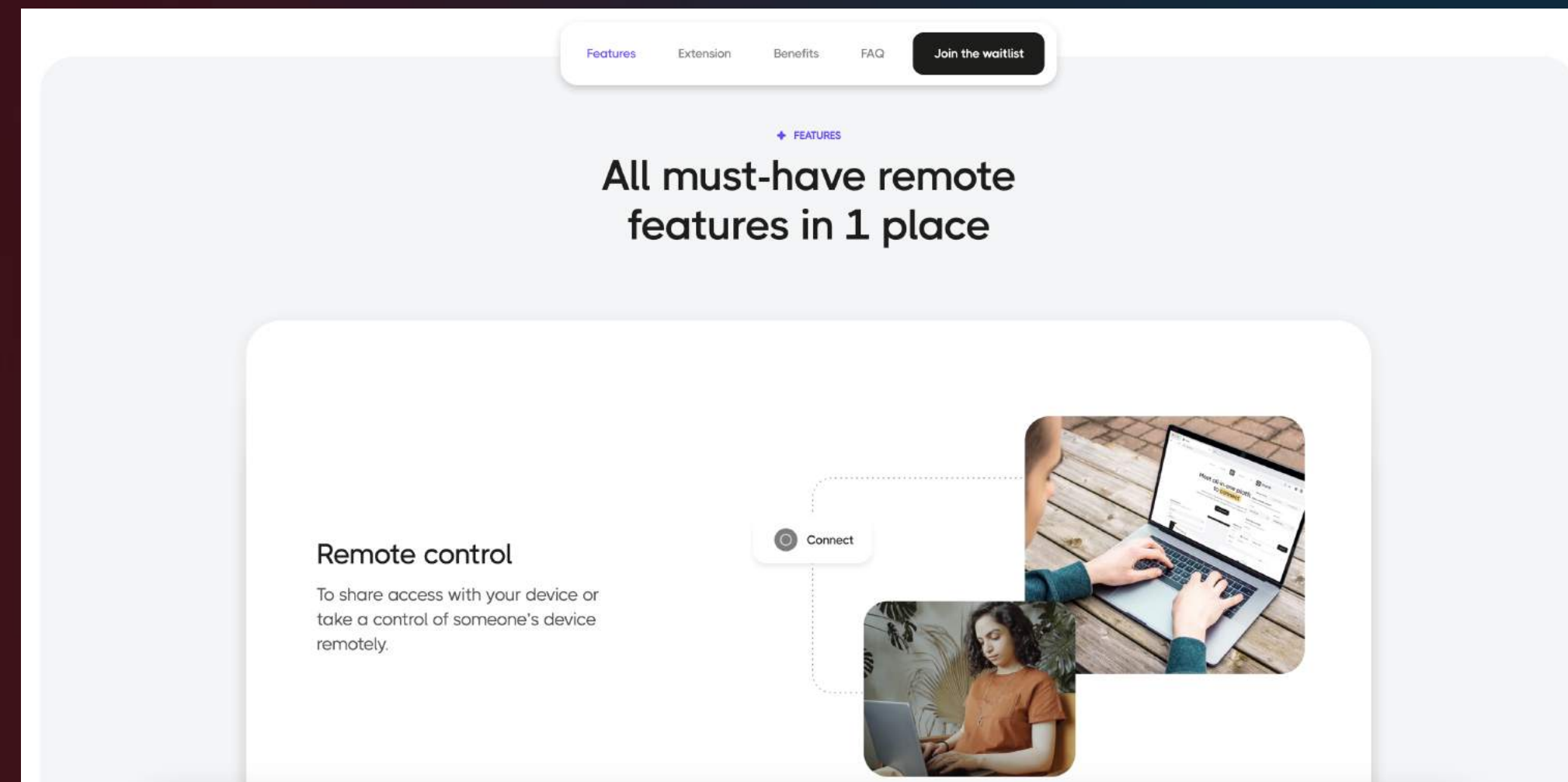
Thank you for reading

By no means is this the end all be all of trends for 2024. We can't see into the future. It's just some main themes we've been noticing.

Let's make some kick ass websites this coming year.