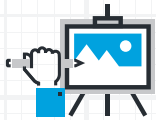


# DIGITAL DESIGN TRENDS YOU NEED TO USE in 2017

Many factors influence the latest digital design trends; from new design instruments and software, to new design approaches. It's tough keeping up with the Joneses'. Here are our 7 observations to guide your email creative, website design, or digital endeavours for an 'oh-so-2017' moment.



## 1

### PHOTOS & ILLUSTRATION

Mix hand-drawn elements with image-rich photography for a fun and visually intriguing layout.



## 2

### INTERACTIVE ELEMENTS

Hotspots, highlighting, rollover images, carousels and more! Ditch the static images and get creative with interactive and engaging elements.



## 3

### CARD/TILE LAYOUTS

Create an image-rich and organized layout with card design. Take a page from Pinterest with a symmetrical layout; guide your viewers through visual cues that entice a click or an action.



## 4

### BREAKING THE GRID

Colour outside the lines by breaking the "golden-ratio" and work outside the grid. Add unique accents and interaction animations and effects to make it engaging and highly appealing.



## 5

### DATA-DRIVEN ANALYTICS

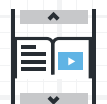
Let the numbers guide your design decisions. Know your audience, what they need, and when they need it, with KPIs and analytical reporting.



## 6

### EXTENDED TYPOGRAPHY

Mix your fonts and typography to increase your CTA's, and the urgency to take action.



## 7

### STORYTELLING THROUGH SCROLLING

If most emails are opened on mobile, then make it an enjoyable experience with scrollable content. Once you have grabbed the reader's attention, drive them to take action with other types of content throughout.

For more information, read the full post [here](#).

