ID12
the 2012 trends in interactive design
hi, my name is Petra Sell

german designer living in Belgium
design director @prophetsagency
follow me on twitter or behance
get more details on linkedin
links in this pres:
2012 design trends

emerging trends in 2011
emerging trends in 2011

multiple device thinking
Responsiveness Design
FLOW FESTIVAL 8.-12.8.2012

FLOW FESTIVAL RELEASES FIRST ACTS AND 2012 DATES

Flow Festival announced the first artists on the 2012 line up. Icelandic superstar Björk will make one of her rare appearances at Flow on Sunday. Festival proceedings kick off on Wednesday 8 August when Bon
emerging trends in 2011

flash steps aside
IN 24 SECONDS OF UPLOADS TO YOUTUBE, ONE FULL DAY ELAPSES, AND THE NYAN CAT SAYS “NYAN” OVER 345,600 TIMES.

1 DAY OF VIDEO

campaign sites fully animated in css
we will no longer continue to develop Flash Player in the browser to work with new mobile device configurations (...) for Android and BlackBerry PlayBook.

ADOBE press release
emerging trends in 2011

this is not an arial
KITCHEN SINK STUDIOS® INC. | COMPANY | WORK | HISTORY | SERVICES | SOCIAL | CONTACT

P. 602 258 3150

828
NORTH THIRD STREET
PHOENIX, AZ
85004-2032

WRITTEN INQUIRIES MAY BE SENT TO
info@kitchensinkstudios.com

TELEPHONE
602.258.3150

GOOGLE MAPS

WE LOVE TO
MEET NEW PEOPLE
drink

mad about webfonts
Dentsu Network

is the most future-obsessed agency network in the world.

We are always on, always current.

JANUARY 23
Ad Age honors mcgarrybowen with 2011 Agency Of The Year

JANUARY 23
Ad Age honors 360i as Top Standout Agency
emerging trends in 2011

parallaxed
parallax goes mainstream
 THAT WAS THE BEGINNING OF THE END... CARNAGE!
emerging trends in 2011

infographics
5 animated infographics are the new infographics
How many slaves work for you?

What? Slaves work for me? Find out Take the survey
emerging trends in 2011
onepager deluxe
Nest knows you.

By now, Nest has made a schedule for your home. One-off temperature changes won't confuse it, but change the temperature a couple of days in a row and Nest will catch on and adjust its schedule. Lower the temperature two Mondays in a row and Nest will remember for next week.
SELECTED PROJECTS

Lavazza 20 Calendars

Looking back at the Lavazza Calendars, an annual calendar for the past 20 years. The extra-special 2012 edition features work by 12 world-famous photographers.

HTML5, JQUERY, PHP, MYSQL, XML, AJAX, OBJECTIVE-C
2011

view case study

expandable content
2012 design trends
way to go in 2012
content is king,
users are queens

way to go in 2012
Designers are no longer designing for the device, they are designing for the experience.

COURTNEY BOYD MYERS, Features Editor of the next web
editorial design experience on ipad
The iPad, A Year Later

I was asked a number of times recently to write about my experiences with the iPad. I set out to write a short something on what it has done for me since having one around and how that use has evolved over time but the writing sort of took off without me. For such a simple device it certainly took a fair amount of thought to focus in on what has made it great. I decided to also use this space to go ahead and talk some about the apps that see the most use.
MEGALOOP on Snow - 1000fps - Super Slow Motion

by WOOProductions
3 days ago
Discover the MAS

Welcome to the new must-see museum in Antwerp. With numerous collections and a temporary exhibition with absolute masterpieces from renowned museums in Antwerp. Come inside, take in the atmosphere and experience the MAS!
way to go in 2012

less is more
**Path**

The smart journal that helps you share life with the ones you love.

Get the app

Available for iPhone & Android

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Learn More
way to go in 2012

apps redefining
the web
apps inspire the web
way to go in 2012
useful, custom
and pretty
registration as convenient as possible
form informs function
16 PIXELS

FOR BODY COPY. ANYTHING LESS IS A COSTLY MISTAKE

I KNOW WHAT YOU'RE THINKING. “Did he just say 16 pixels? For body copy? Obnoxiously big! 12 pixels is ideal for most websites.”

I'd like to persuade you otherwise.

As usability expert Oliver Reichenstein says in “The 100% Easy-2-Read Standard”:

“[16 pixels] is not big. It’s the text size browsers display by default. It’s the text size browsers were intended to display… It looks big at first, but once you use it you quickly realize why all browser makers chose this as the default text size.

In this article, I’ll explain why 16 pixels should generally be the minimum size for body copy in modern Web design. If I
Let's put an end to this low-contrast, light gray nonsense and use typography for its purpose:

**MAKING TEXT READABLE.**

AGREE? LET'S CHANGE THE WORLD TOGETHER!
With more companies and startups placing high importance on design and usability the web will only continue to get better and more user-friendly.

RYAN ESSMAKER, design entrepreneur
design sells more than ever
upgrade your body as design object
Beautiful project management for the modern freelancer

TAKE OUR 14 DAY FREE TRIAL THEN $10 A MONTH
5

even google realizes that

way to go in 2012
no more function over form (even google got it)
you can’t just be geeky anymore, you have to be beautiful too.

BRAD MCCARTY, Managing Editor the next web
Related Queries

Explore the different ways people searched for Adele in 2011.

- adele lyrics
  Rising Search (27%)
- someone like you
  Rising Search (23%)
- adele rolling
  Rising Search (17%)
- 21 adele
  Rising Search (7%)
- adele rain
  Rising Search (5%)
UI experience x 2000

---

Thanks,

Dan

http://geeklimit.com
way to go in 2012

bookmarking gets visual
is ‘pin it’ the new ‘like it’?
if everything is important, then nothing is important.

What Successful Products T... skull chair

skull chair

Carl Kleiner

IKEA_finskapinnar_rec_0015...
2012 design trends

technological progress
technological progress
animate
funky css3 shapes and animations
A project is vital.
What is vital is simple.
A PROJECT IS SIMPLE!

ART DIRECTION / HOLISTIC
We have an interest in media, the mysterious alliance between the message, the tool and graphic design.

ORGANIZED SYSTEM / SYSTEMIC
On projects on architecture that stabilize and win that energizes.

ADVANCED TECHNOLOGY / ORGANIC
Whether if you are at your desk, on the train or drinking a coffee, we adapt our tools at your own pace.
All our innovations folded into one.

Imagine all of Sony’s expertise folded to fit perfectly in your hand. A tablet that streams 10 million songs and downloads the latest movies from Sony Entertainment Network, is a PlayStation™ certified device and acts as your universal remote control. All on our most fluid touch-screen ever.
technological progress

flash is the new niche
and sometimes flash is just right
technological progress
challenge the site flow
technological progress

custom fonts are mainstream
In 2009 John Paulson earned $4.9 billion.

On average, over $13 million a day.

Years would it take you to earn the same.

In the time you've been here, John would have made...

$3,231

Know many people who make $555,900 an hour?
LIGATURES

Like people, letters don’t always get along if you put them close together. Unlike people, the type designer may solve his problem by welding the two letters together. Ligatures improve spacing and texture.

Elfish → Elfish

EXAMPLES

fjords flock by when fickle figs quiz frank.

How affably daft fibbing zebras flip.

Quick fjords suffice woven flax raffles!

THE CODE

/* use ligatures automatically */

.ligatures {
  text-rendering: optimizeLegibility;
  -moz-font-feature-settings: "liga" 1;
  -ms-font-feature-settings: "liga" 1;
}
technological progress
web GL
web GL experiments
web GL commercial use
technological progress

API

mash ups
instagram, my favourite app
Little Printer lives in your home, bringing you news, puzzles and gossip from friends. Use your smartphone to set up subscriptions and Little Printer will gather them together to create a timely, beautiful mini-newspaper.

Pre-orders for Little Printer will open in 2012, when it launches as a ‘beta’ product. Join the mailing list to be the first to get the news.
technological progress

responsive web design 2.0
Simply using responsive design to make full site accessible on mobile devices results in substandard UX.

JAKOB NIELSEN, UI expert
associate devices with purpose:
I want to check (mobile),
I want to manage (desktop),
I want to immerse (tablet).

WHITNEY HESS, UX Designer
RESS: Responsive Design + Server Side Components
2012 design trends

so what you really need to do
what you really need to do

Acknowledge and embrace unpredictability
Google Wave is now read-only, and will be turned off permanently on 30 April 2012.
beta testing (the geeks in us love it)
**A NEW WAY TO**

**Fund & Follow Creativity**

**PROJECT OF THE DAY**

Many cities have visual aesthetics that suit them. You may not think Chattanooga, Tennessee would be one of them, but a team of enterprising civilians are setting out to change that through the Chatype project, which will establish a typeface for the city.

**COMICS**

If you've ever wanted to read about a dinosaur with a beaver tail and his best friend Bill Murray, you are in luck as Marcos Perez's *Carl's Large Story* is just that! After 7 years online, Marcos is ready to publish a Carl compendium. He'll even crochet a Carl for you!

**FUND DESIGN PROJECTS**

   - by Chatype
   - Jeremy Dooley and Robbie De Villiers team up to create a typeface family with extensive style sets exclusively for Chattanooga.
   - Chattanooga, TN
   - 28% funded, $2,801 pledged, 24 days left.

2. Carl's Large Story!
   - by Marcos Perez
   - Rock 'n' Roll Sprites! Thugly Clowns! Vampires! Mysticals! All in this full-length adventure of an awesome dinosaur with a beaver tail.
   - Cleveland, OH
   - 100% funded, $1,802 pledged, 17 days left.

3. Order-Stick!
   - Rich Burlew
   - Rich Burlew has been drawing his popular stick figure webcomic since 2003 and self-publishing print editions ever since.

**FEATURED IN**

what you really need to do

process

mix
rethink the workflow

booooring

yessssssss!
This past year, I’ve led more working sessions, had more discussions, simplified more wireframes, edited more collaborative Google docs, responded to more Basecamp posts, written more stories, and spent less time in Photoshop and Illustrator than I ever have before. I’m a better designer for it.

DAN MALL, DD Big Spaceship
what you really need to do

Use your instinct
Emotion is at the heart of every decision we make. ... We do what feels right, we go with our gut.

AARON WALTER, lead designer Mail Chimp
Das Wesen der Tafel.

capture the soul of the product
read about it
users tell us so much about themselves through their repeated use of our product and we haven’t done enough work to create customized content experiences for them as a result of all of that intel.

WHITNEY HESS, UX Designer
Introducing Timeline
Tell your life story with a new kind of profile.
felton talks about FB timeline

Designers Behind Facebook Timeline: 5 Keys To Creating A UI With Soul

NICK FELTON AND JOEY FLYNN SAY THAT WHEN CREATING A PAGE TO TELL SOMEONE'S LIFE STORY, YOU HAVE TO THROW OUT THE UI RULEBOOK AND STUDY HOW PEOPLE RECOUNT MEMORIES.

For most of computing history, interfaces have been about function. Word processing programs help you compose documents. Banking websites help you make transactions. Sites like Flickr help you display and share photographs.

But Facebook’s Timeline (the new version of the user profile which is slated to be released to the general public “in the next few weeks”) wanted to do something more: It wanted to convey a feeling. Two feelings, actually: The feeling of telling someone your life story, and the feeling of
This year designers have a chance to actively nudge the world in any direction they like.

CAMERON KOCZON, gimmebar
Design is on a roll. Client services are experiencing a major uptick in demand, seasoned design professionals are abandoning client work in favor of entrepreneurship, and designer-co-founded startups such as Kickstarter and Airbnb are taking center stage. It's becoming increasingly difficult to ignore the fact that design has a massive role to play in the evolution of the web and the next generation of web products.

This has not gone unnoticed in the startup world. Nearly every CEO and VC I've met in the last six months is on a wild hunt for designers. This demand is a powerful tool: it can be used to get more selective with clients, bring design to new markets, and get higher rates—or, it can be used to take aim at something bigger.

"The internet, at this time in history, is the greatest client assignment of all time. It's offering you a blank check and asking you to come up with something fascinating"
keep looking, don’t settle.

STEVE JOBS
2012 design trends
the future is beautiful
enjoy!
The Future of webdesign
What I learned in 2011 and my predictions for 2012
What I Learned About the Web in 2011
An Important Time for Design
Future friendly
nice to meet you!

Petra Sell
Design Director at prophets.be
@volpelino