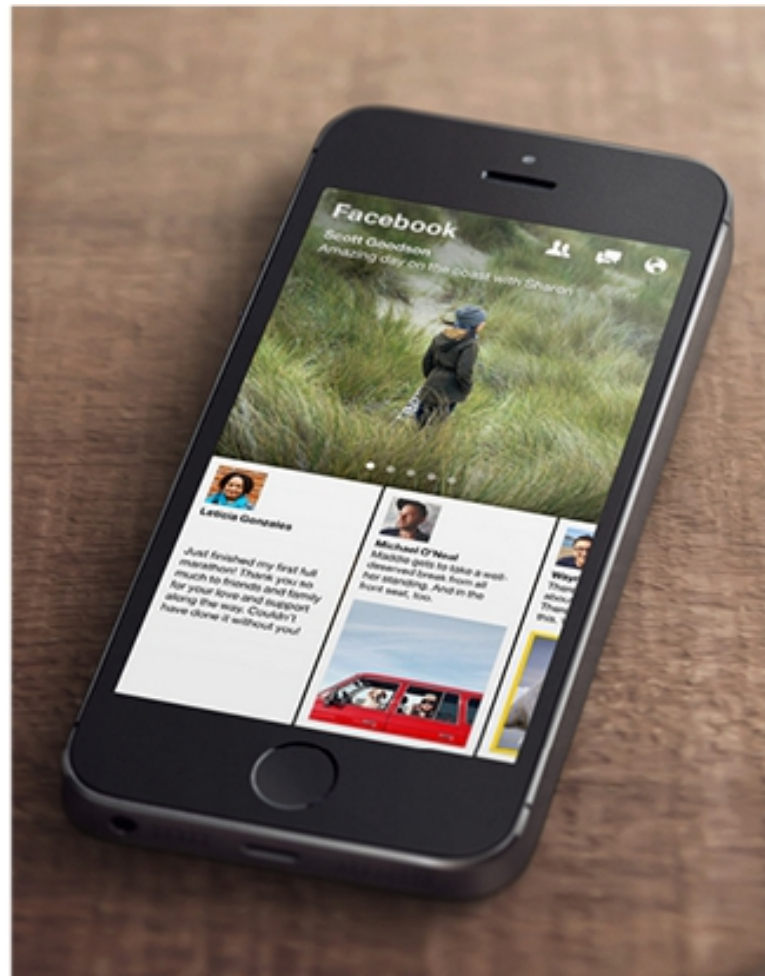


# Mobile UX Design Trends




# Approaches to Architecture & Experience

# Device-Agnostic Designs




# Design Patterns

Intro Stories Explore Share

 Share  Tweet  Email

# Introducing Paper

Explore and share stories from friends and the world around you.

 Download Paper

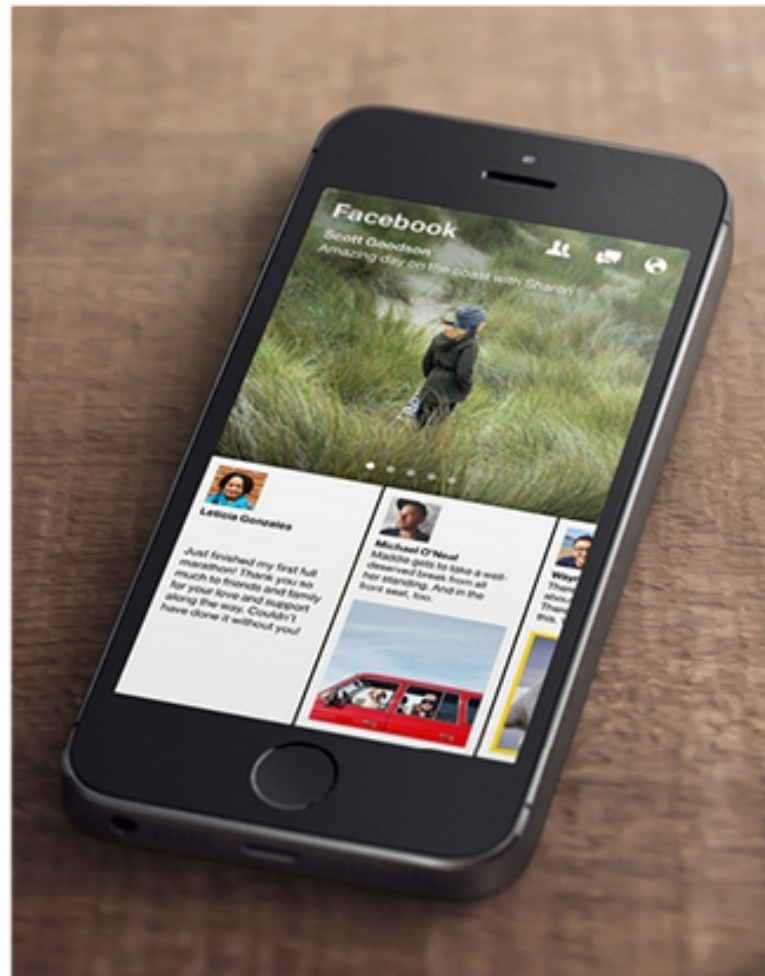


# Responsive Design









# Performance Centric Design

# Light Apps



今年5月8日是可口可乐第128个生日，  
适逢我们重返中国大陆35年。  
每瓶可口可乐是快乐、是感动，  
让我们来重温一起分享快乐的那些年。



1886

药剂师约翰·彭伯顿首创可口可乐，  
快乐之旅由此启程。

Coca-Cola®



\$1  
dollar

1899

阿萨·坎德勒以1美元的价格将瓶权出售，  
瓶装可口可乐从此诞生，畅爽随时随地。

# Live Updating

# Cloud Connection and Collaboration

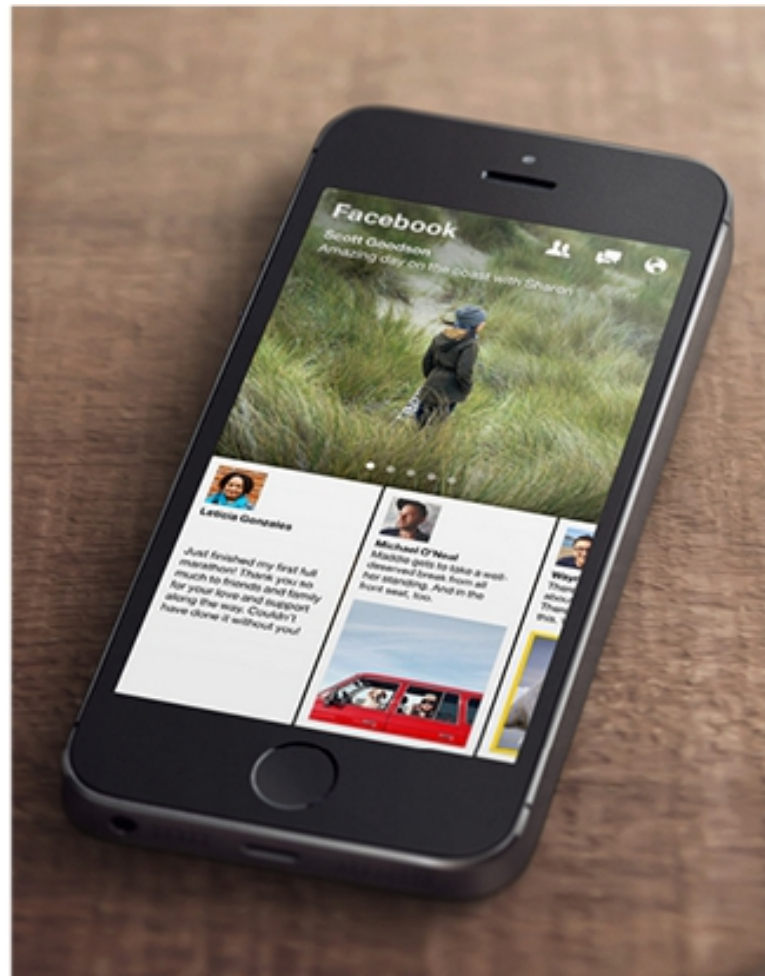
# Geo-Location Features

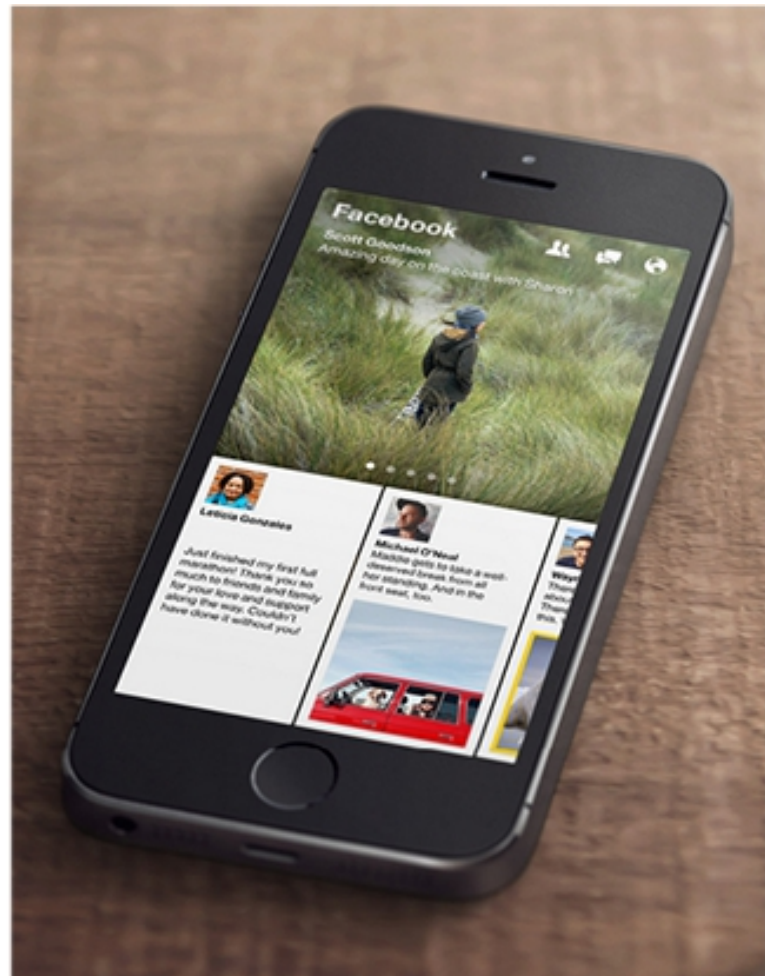


# Leveraged Services and API Employment

# Interactions & Content

# Content First and Hidden Menus





# Personalization & Customization

# Gesture-Based Interaction



# Large Images & Video

# Modular Design

# Social Sharing

# Visual Design Trends

# Flat Design

Clean and Simple

# Big Images & The Blur Effect

# Ghost Buttons



# Skeuomorphism

# Skeuominimalism

# Animations & Transition Effects

# Infographics

# Typography

Choose a font style  
that matches  
the brand's character.

# Font Pairing

# Why Use Trends?



# Practice Exercise

Find applications that have a flat design, and, identify which elements qualify as the flat style and why.

# Practice Exercise

Consider how you can employ some of these trends into your real or practice project.