



Shakuro Design Agency Publishes New Blog Post of 2022 Design Trends

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Shakuro Ink, a digital design and development agency, has released a new blog post titled UI/UX Design Trends of 2022 You Need To Catch Up To. The blog post details a number of trends in UI and UX design that will be important for designers to be aware of as they transition into the new year of 2022. With many designers forced to sit at home, the article suggests, they have been able to innovate and design to a much greater extent to avoid the ennui of a seemingly endless house arrest. This means there are a number of upcoming trends which this blog post can help people learn about so they are better prepared for the future.

The first trend detailed by the new blog post from design agency Shakuro Ink is 'scrollytelling'. Scrollytelling uses the scroll function, which is common to both desktop browsers and mobile phones, to tell a story with scroll illustrations, snippets of text, and other elements, which appear the more a viewer scrolls on the page. This style of storytelling allows for a more immersive experience, with viewers able to feel like an active participant in the story, because they have to act to read more, and will enjoy making the dynamic texts and other elements appear on their screen. When users are excited about making text appear on their screen, they are also far more likely to actually read that text than if they are required to click through confusing menus or scroll through walls of static text to access content. The user only has to scroll to reveal more

information, or in some cases just tap on their phone screen, which is a simple strategy that eliminates choice paralysis, where users can't decide what to do.

The blog post from Shakuro Ink also advises that digital designers find ways to display data in creative and informative ways, which can help the user both see the facts and understand the meaning of them. Data visualization is an important design skill, because, while a good visualization can inform people and make them more likely and able to engage with the data, a poorly designed data visualization can, at best, distract viewers from the message a designer is trying to communicate, and, at its worst, mislead and misinform people through design tricks and visual lies. Making data digestible and understandable through quality visualization design can help viewers understand complex information and engage with it without the hassle of trying to read through a bunch of scattered numbers. There are many ways to display data, including charts and graphs, illustrations, and infographics, which can be static or interactive, or even scrollytelling, to help people understand complex and interconnected sets of data.

There are many more tips like these in the new blog post from Shakuro Ink, a digital design agency, that can help readers understand how to best use design to their advantage. The article includes tips on designing useful infographics, and ways a company or organization can know if they need to build a mobile app in addition to their mobile website. The post considers a number of use cases for building an app, such as a need for features, or increased engagement from users on mobile phones. The blog post also mentions 3D design, which has become more and more popular over the past few years, but requires high performance systems to run, because they are much more resource intensive to run than photos or even videos. Finally, they emphasize the importance of paying attention to details while designing websites and other digital applications, because small things can make a large difference where design is concerned.

The company that published this new blog post, Shakuro Ink, makes websites, apps, and more, as a web and mobile design and development agency. There is much more information available at the company's website, <https://shakuro.com>, for anyone who is interested in learning more about how they use these trends and the foundational principles of design to make great products for their clients.

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For more information about Shakuro Ink, contact the company here: Shakuro Ink Oleg Z+79780238200ozavialov@shakuro.com 2030 155th Pl NE, Unit A711, Bellevue, WA 98007

Shakuro Ink

We are a web and mobile design development agency. Making websites and apps, creating brand identities, and launching startups. Our goal is to help companies build relationships with their customers online through great design and technical performance.

Website: <https://shakuro.com>

Email: ozavialov@shakuro.com

Phone: +79780238200



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