# Article information:

2023 visual design trends guide  
<https://uxdesign.cc/2023-visual-design-trends-guide-82e84f09cbdf>

# Article summary:

1. Motion design is becoming increasingly popular, with micro-interactions and complex animations being used to keep users engaged.

2. Clean, minimal design is timeless and can be used to create a modern digital product.

3. Multicolor soft gradients, high contrast/monochrome, dark futuristic/cosmic UI, and real-life materials imitation are all popular trends in 2023 visual design.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article provides an overview of the current trends in 2023 visual design, which is useful for designers looking to stay up-to-date with the latest developments in the industry. The article does provide some examples of products that use these trends, however it does not provide any evidence or research to back up its claims about the popularity of these trends or their effectiveness in engaging users. Additionally, there is no discussion of potential risks associated with using these trends or how they may be misused by designers. Furthermore, the article does not explore any counterarguments or alternative approaches to visual design that may be more effective than those discussed in the article. As such, while this article provides a useful overview of current trends in visual design, it should not be taken as an authoritative source on the subject due to its lack of evidence and exploration of alternative perspectives.

# Topics for further research:

* Visual design best practices
* Visual design research
* Visual design risks
* Alternative visual design approaches
* User engagement strategies
* Misuse of visual design trends

# Report location:

<https://www.fullpicture.app/item/7f32d692c97a9b5b462c41b0de0e27ea>