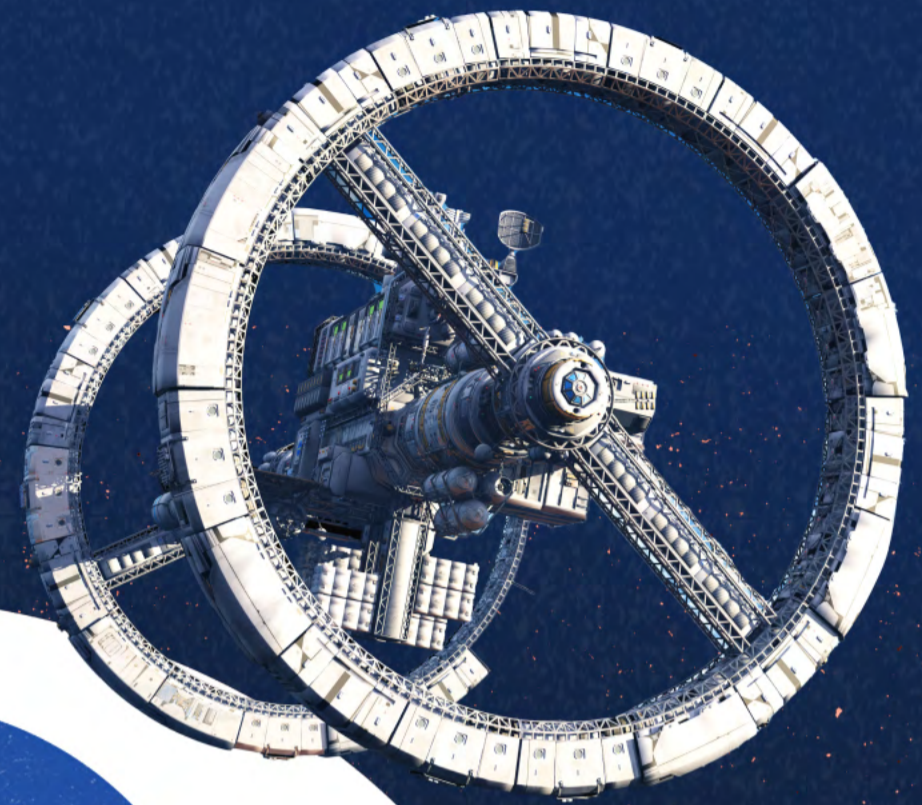
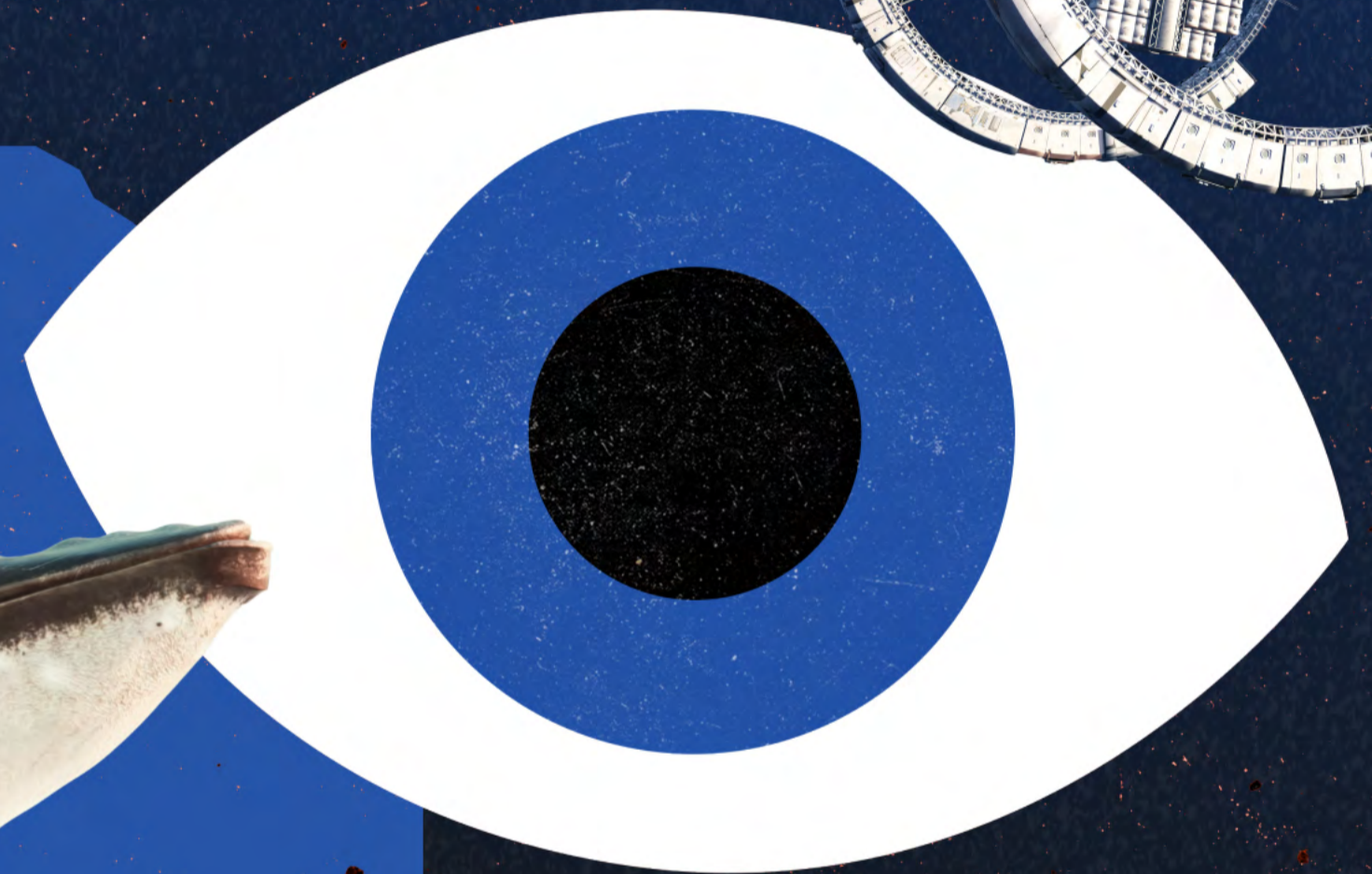


# creative



*Unfolding reality*





# Design Trends 2024 Report

Science and mythology state that the world once emerged from chaos. This trend has continued to repeat itself ever since. In 2024, the world seems ready for order after years of turbulence and escapism, with content creators being at the forefront of rethinking the past and crafting future concepts.

Some will look for answers in the vibrant street culture of the 70s-90s and family heritage, while others will dive into emerging online aesthetics. Some will reject gender conformity in photography, while others will move toward the basics of text-only communication.

To help you navigate ever-changing tendencies in the design world, we analyzed the booming searches and artistic approaches of 40 million creatives in our community and collaborated with industry experts—all to deliver you a first-hand trend report.

Dive in to explore the insights!

## All trends



Back to the streets

3



A way with words

7



Core wave

11



Retro yet timeless

15



Personality, not gender

19



The dimensions game

23



Life, work, hybrid

27





# Back to the STREET

Re-explore graffiti-covered urban jungles to add a touch of street style to your projects

## Trends analytics\*



**500%**

Screen printing t-shirt



**200%**

Graffiti wallpaper



**125%**

Diverse community

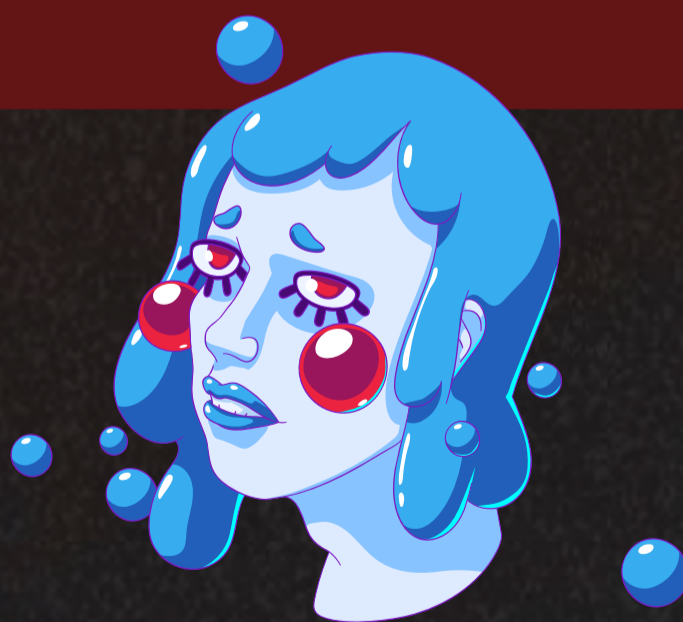
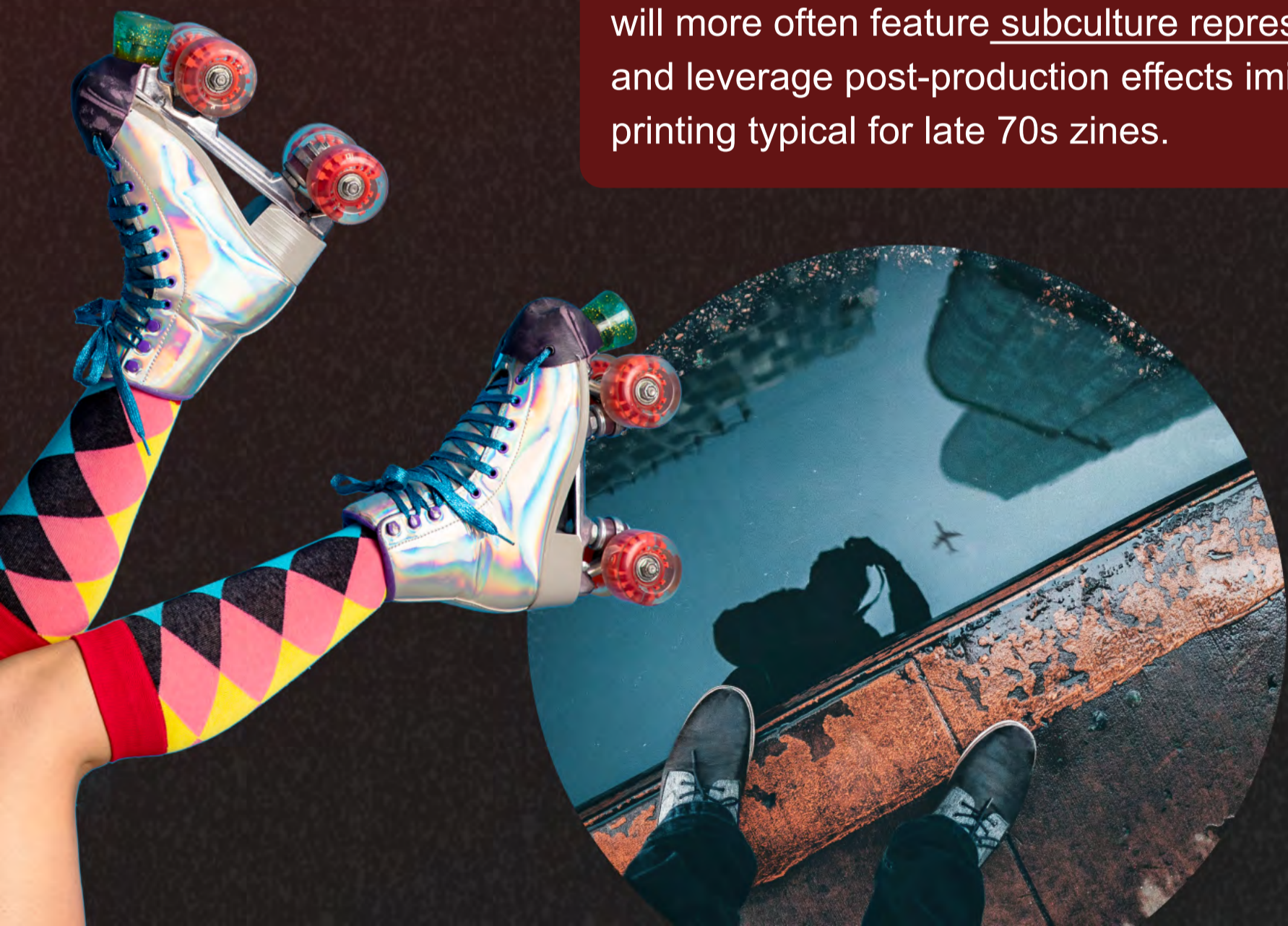
\*Here's how trend-related search requests have grown in the past year.



# Back to the "STREET"

Overwhelmed by the remote-first lifestyle, Millennials—the most solvent and concurrently the last generation that enjoyed the outdoors during their childhoods—are becoming increasingly interested in what's going on outside their city apartments. They buy more outdoor workout clothes, attend city-format festivals, and strive to feel like they're part of an urban community by cultivating an "If you know, you know" mentality and supporting local brands.

With a new wave of global interest in street culture—from hip-hop to skateboarding—integral elements of urban aesthetics, such as graffiti lettering, solid fills, and bold-outlined cartoonish characters will seep into brand designs. At the same time, creative campaigns will more often feature subculture representatives in DIY locations and leverage post-production effects imitating VHS noise or grainy printing typical for late 70s zines.

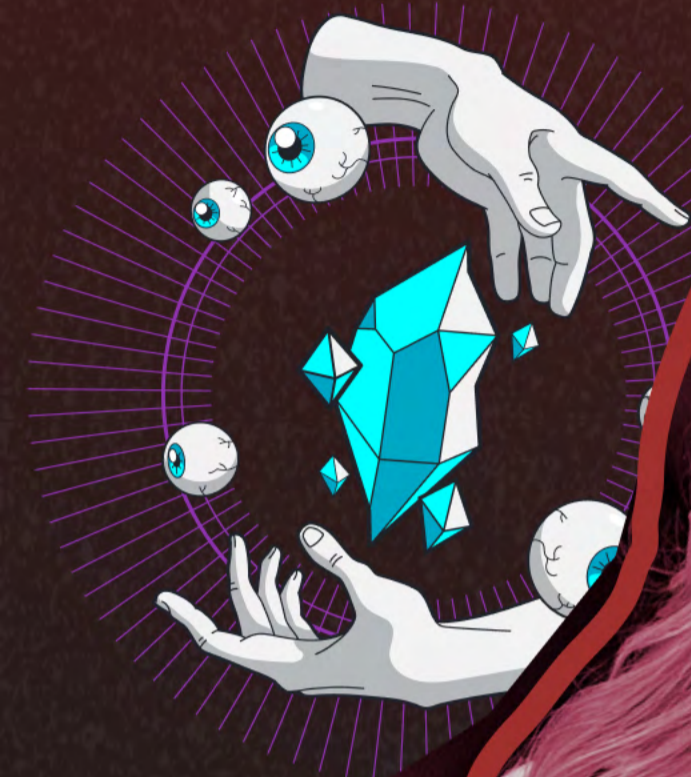




## Expert opinion

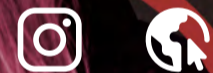


BE STRONG



**Tina Touli**

creative director & graphic communication designer



Effective design hits the sweet spot when complexity enhances the message and engages the viewer without sacrificing readability. This ensures the design is both informative and visually compelling. Some of the current typography trends include 3D typography, graffiti lettering, kinetic typography, minimalism, and atmospheric type.

Strengthening a marketing or artistic message through word-based design is an art in itself, and there are several key strategies. First, well-considered and thoughtfully chosen typefaces, or even custom typography. Second, experimenting with typography pairings to inject personality into a design.

Graffiti-style typography can be also used to tell a story or convey emotions with fonts that match the mood of a message. Additionally, textures and colors play a vital role in reinforcing a message's emotional impact, as they can evoke specific feelings and associations.





# Back to the STREET

## Explore content collections on Depositphotos

Download hand-picked files featuring the trend.



Image collection



Music & SFX collection



Video collection



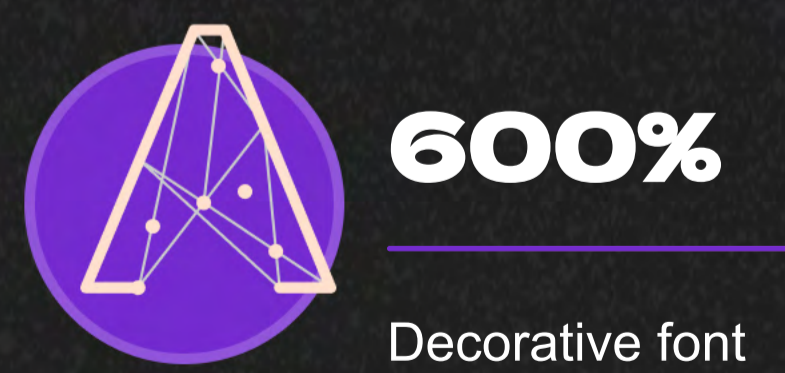


# A way with

# WORDS

How do you streamline the messages shared through your designs? First rule: get rid of everything but text

## Trends analytics\*



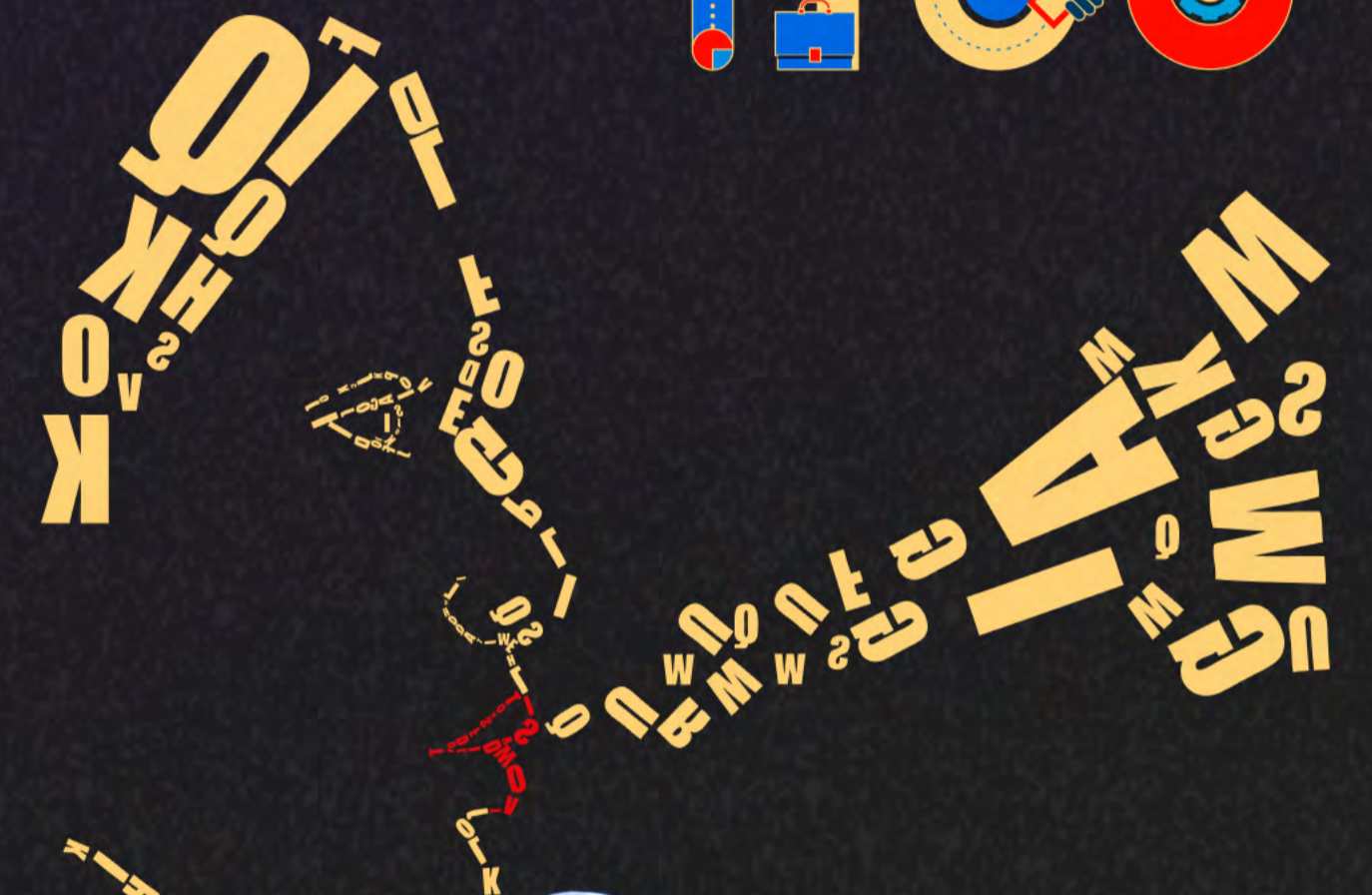
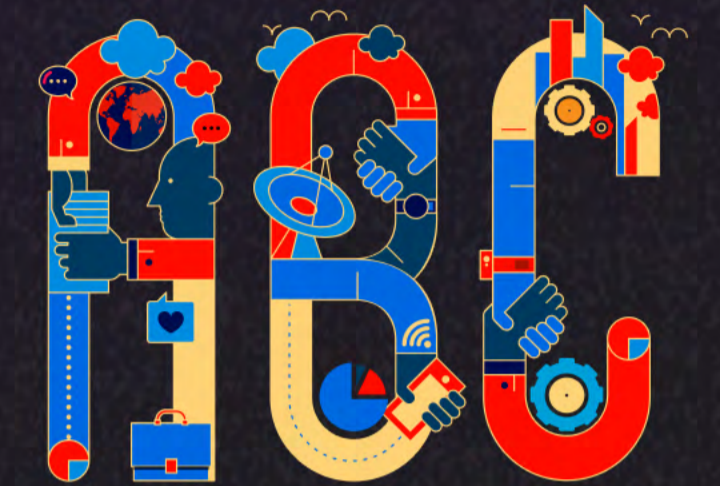
\*Here's how trend-related search requests have grown in the past year.



# A way with Words

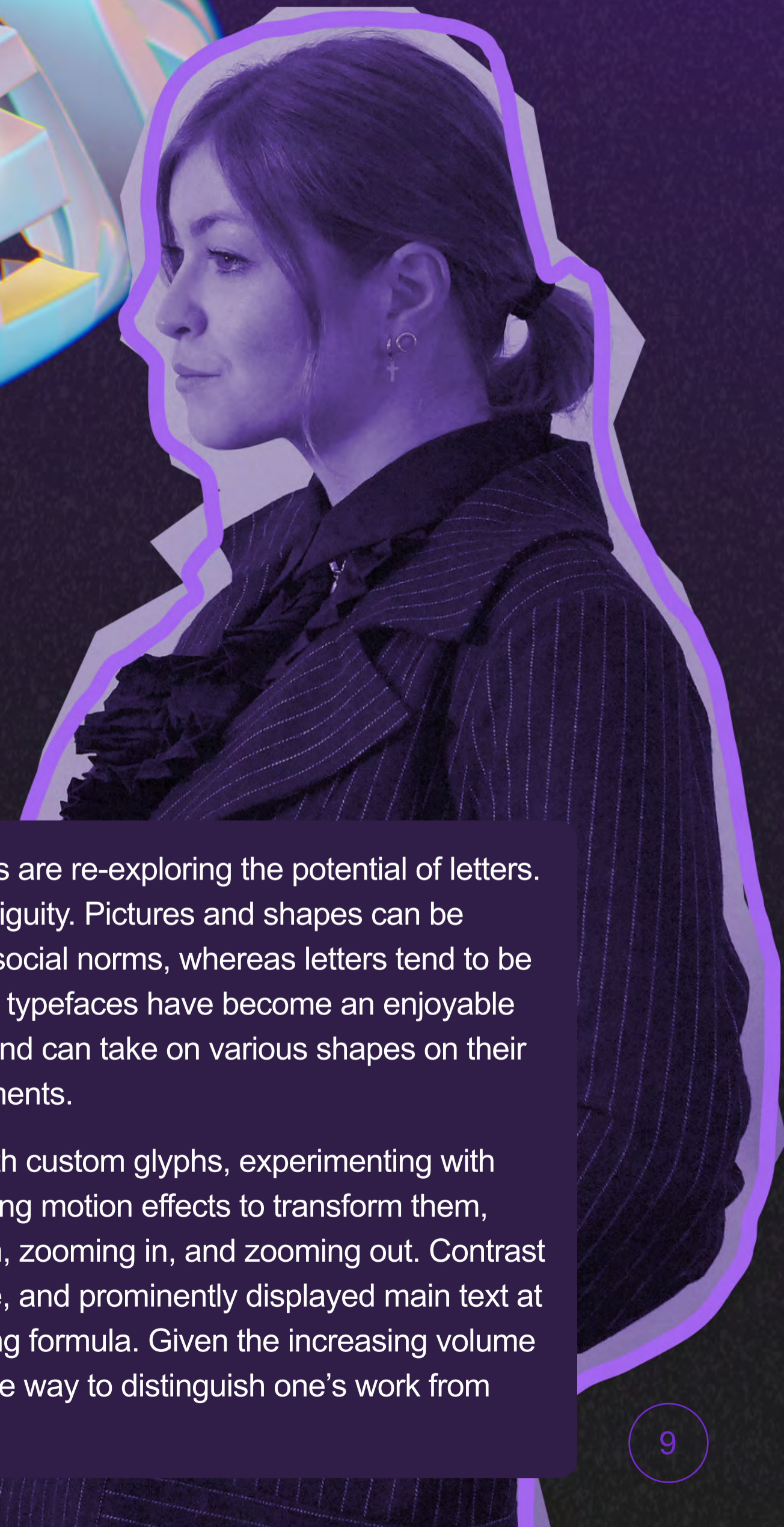
Although multimedia tech continues to evolve, 68% of online experiences begin with keyword searches, and text-based chatbots remain as primary communication tools for users. With TikTok—a visual-first platform—introducing text-only format, anti-branding is gaining momentum in packaging and website design. This hints at transparent text communication being a successful way to evoke trust and simplify message perception.

In 2024, we'll spot more experiments with enlarged vintage letters and handwriting that reinforce messages by emphasizing and visually decoding their key parts. In turn, contrasting typeface combinations—including readable Sans Serifs paired with themed ones like pixel fonts—will be widely used to set the right atmosphere and intrigue audiences. In addition, animated fonts are likely to revive—with glowing, shimmering, and melting letters becoming hypnotizing messages in themselves.





## Expert opinion



### Wedzika

artist & graphic designer, member of Alliance Graphique Internationale



There are two crucial reasons why designers are re-exploring the potential of letters. Firstly, it is to communicate without any ambiguity. Pictures and shapes can be interpreted differently based on culture and social norms, whereas letters tend to be more precise and straightforward. Secondly, typefaces have become an enjoyable aspect. Letters often resemble illustrations and can take on various shapes on their own, eliminating the need for additional elements.

Designers are opting for bold typography with custom glyphs, experimenting with unexpected shapes and forms. They are using motion effects to transform them, employing techniques like distortion, rotation, zooming in, and zooming out. Contrast between elements remains a popular choice, and prominently displayed main text at the top of a website continues to be a winning formula. Given the increasing volume of information, this remains the most effective way to distinguish one's work from other static projects.



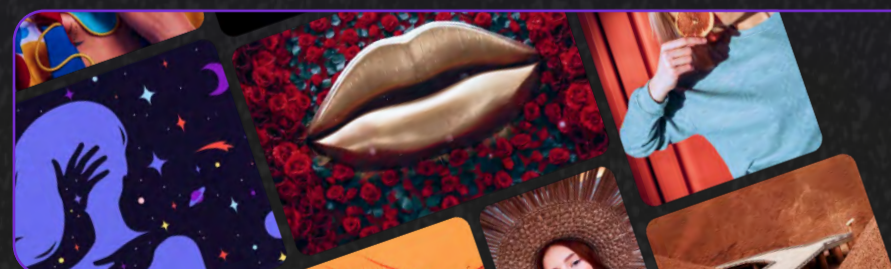
# A way with WORDS

## Explore content collections on Depositphotos

Download hand-picked files featuring the trend.



Image collection



Need stock files for your business? Request a custom solution.

[Request Now](#)

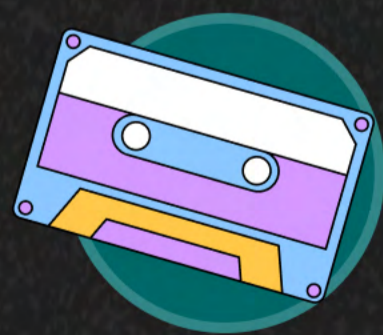




# CORE wave

Time for brands to jump into the colorful whirlpool of modern online aesthetics! Pick one to refresh your image and boost awareness

## Trends analytics\*



**687%**

Y2K



**267%**

Fairycore



**200%**

Vaporwave

\*Here's how trend-related search requests have grown in the past year.



# CORE wave

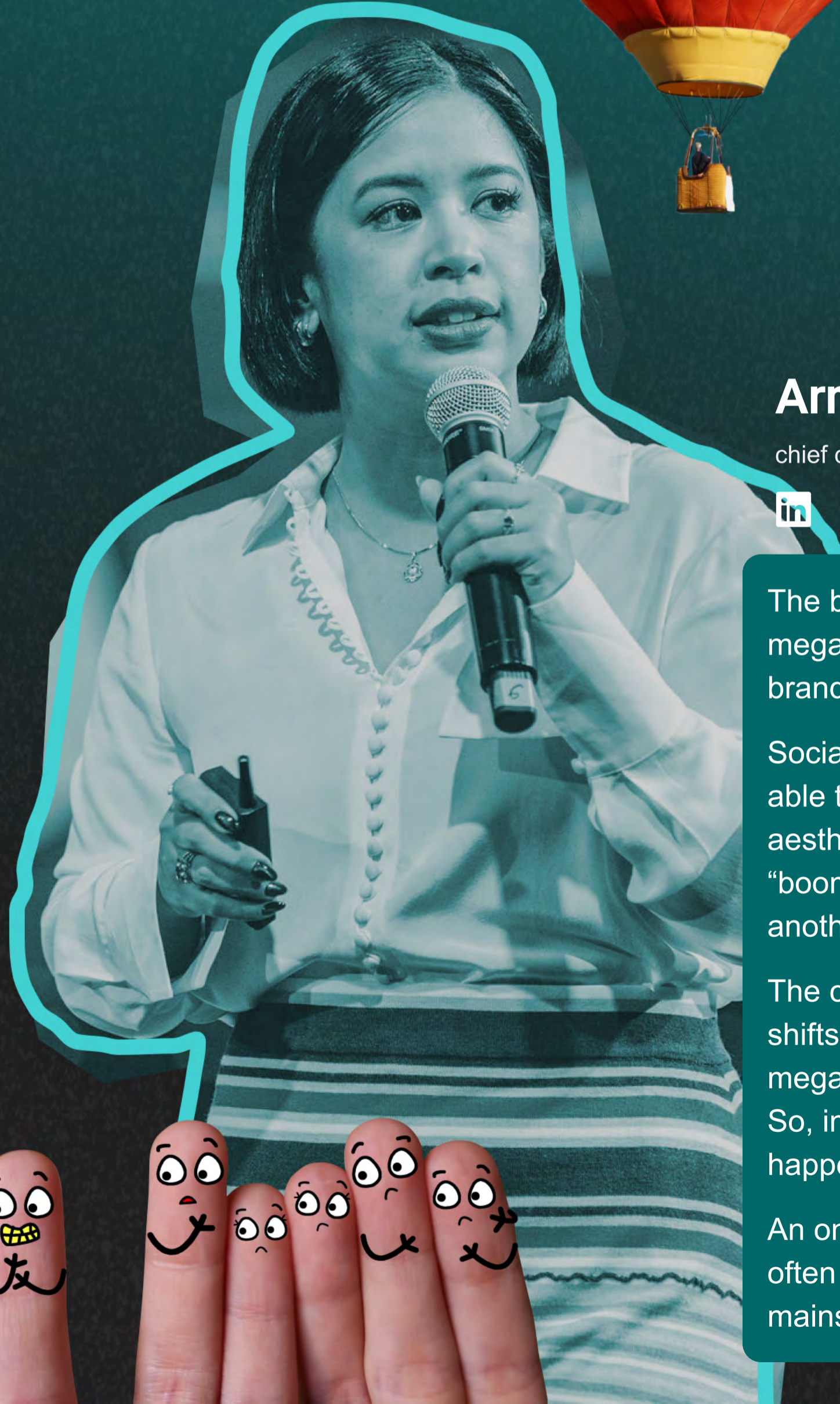
In turbulent times, clear categories, frameworks, and rules give many a sense of control, including content creators. Have you noticed how various aesthetics are booming online, from Cottagecore to Animecore, Retrofuturism, and many more? With Gen Z being the most avid social media group, they tend to be at the forefront of making aesthetics a part of their lives and spreading them to wider audiences.

When a “-core” becomes a hashtag trend, it’s time for brands to enter the game. Their core-specific content shows customers the following: they are part of the same community, they are not afraid of branding twists, and they are open to self-irony. Modern aesthetics are based on recognizable visual details peculiar to a certain decade, fictional story, or lifestyle. Besides, “cores” are adjusted to palettes, visual effects, and music. A bright example is Barbiecore, which includes pink shades, bright colors, Dollie Script, and attributes like cabriolets and California-dream housing.





## Expert opinion



### Armida Ascano

chief content officer & head futurist at Trend Hunter

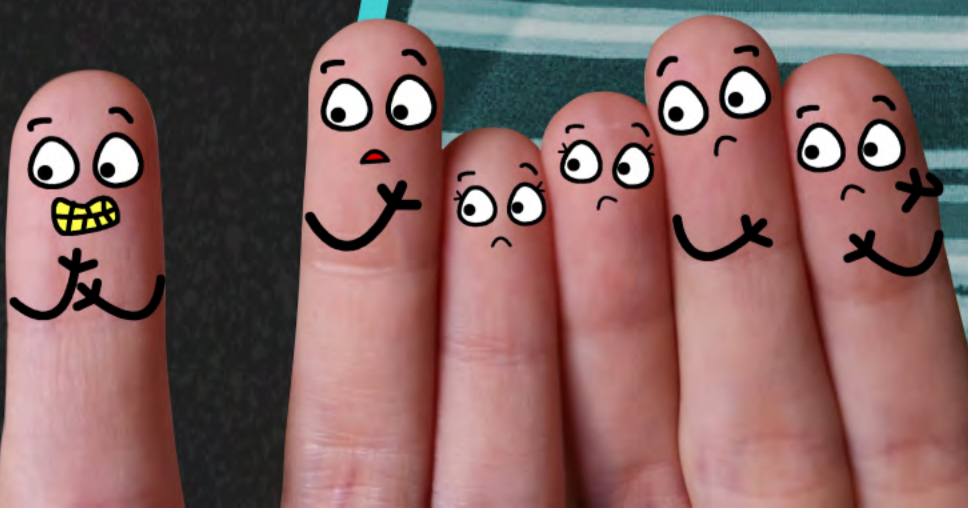


The best strategy to employ when choosing aesthetics to experiment with is to consider the megatrend of Tribalism, which is about the consumer's desire to belong. As a strategy, it pushes brands to check which aesthetics are most relevant to their target consumer.

Social media caters to a shorter attention span, which in turn shortens trend cycles. One used to be able to predict dominant aesthetic trends based on a 20-year, nostalgia-driven cycle. Now, many aesthetic trends can be extremely popular for very short periods of time. However, many of the "booming aesthetics" we see now are long-lasting aesthetics discovered by new groups, then given another name. For better or for worse, these aesthetics are not new, but rather new to them.

The core element to pay attention to is how aesthetics are driven by consumer behavior and societal shifts. For example, the rise of Cottagecore during the pandemic was a result of the Naturality megatrend, where people desire a return to simple, nature-driven elements as an escape from chaos. So, in order to understand how best to use emerging aesthetics, we have to understand why they're happening and who they're resonating with most.

An online aesthetic that we'll see more of in 2024 is a rise in modest clothing. Aesthetic trends are often backlashes: In 2022 and 2023, we saw a return to the body-conscious Y2K aesthetic, and mainstream modesty will emerge in direct opposition to this.





## Explore content collections on Depositphotos

Browse collections for the top 3 aesthetics here, and find the ultimate -core explainer on our blog!



Weirdcore collection



Barbiecore collection



Cottagecore collection

## From Barbiecore to Spacecore:

A Complete Guide to the Most Popular Aesthetics with 16 Thematic Collections

[Read Article](#)





# YET *Retro* TIMELESS

Truly valuable things do not require a loud introduction; the real magic lies in family heirlooms and community traditions

## Trends analytics\*



**600%**

Equestrian icons



**338%**

Classical guitar



**200%**

Antique shop

\*Here's how trend-related search requests have grown in the past year.



# YET *Retro* TIMELESS

Year after year, TikTok's billion-user community sets hundreds of trends in motion, with a few of them traveling beyond social media. Among the top ones in 2023 were #oldmoney, with its hashtag surpassing 10 billion views, and "quiet luxury," which peaked on Google as Gen Y, X, and Z sought solid ground in old, time-honored ideas.

The fascination with this aesthetic goes beyond a "stealth wealth" tribute to luxury. It includes a desire to challenge consumerism by harmoniously integrating vintage details into our modern life and blurring boundaries between the present and the past. That's why muted and earthy colors, toned-down logos, custom 20th-century-style fonts, time traces on objects, and traditional ornaments are a go-to for photography-based campaigns; they evoke a pleasant sense of belonging to a powerful culture.



depositphotos





# Expert opinion



**Elena Bazu**

lifestyle photographer & artist



Old money-inspired aesthetics can bring nostalgia or even add value to brands. But it's essential to be careful, as it might not suit every audience.

If you choose it, consistency is key. Photographers can use rich, warm tones such as gold, burgundy, and deep greens to create a sense of opulence and luxury. Designers can go with classical fonts, combining regular and italic ones; old posters and newspapers can be a source of inspiration too. Antique furniture and vintage clothing can help create the right mood in frames. Color grading is helpful too—this can be a Kodak 400 film look or more brown tones.

Use real antique, original typography, and natural colors. For instance, an antique chair will have way better texture than a replica with a vintage-effect painting on it. And while looking for references on social media, it's better to follow people or photographers behind all "quiet luxury" style visuals. Search for equestrians or original Barbour catalogs. The options for inspiration are infinite.





# YET *Retro* TIMELESS

## Explore content collections on Depositphotos

Download hand-picked files featuring the trend.



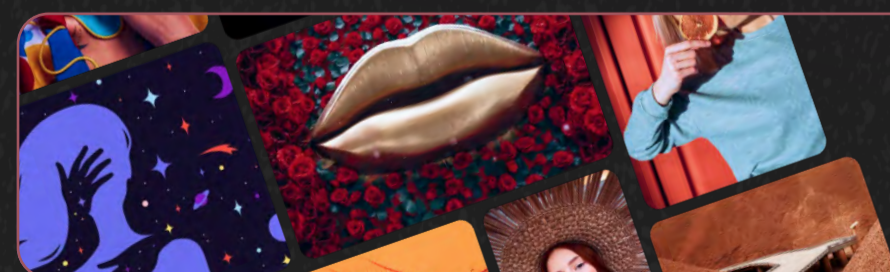
Image collection



Music & SFX collection



Video collection



Download files on custom terms! Request a personalized solution for businesses

[Request Now](#)





# Personality, not gender

Beauty is genderless—allow the heroes of your campaigns to express their true-selves and inspire others

## Trends analytics\*



**300%**

Agender



**450%**

Inclusive leadership



**200%**

Unconventional

\*Here's how trend-related search requests have grown in the past year.



# Personality, not gender

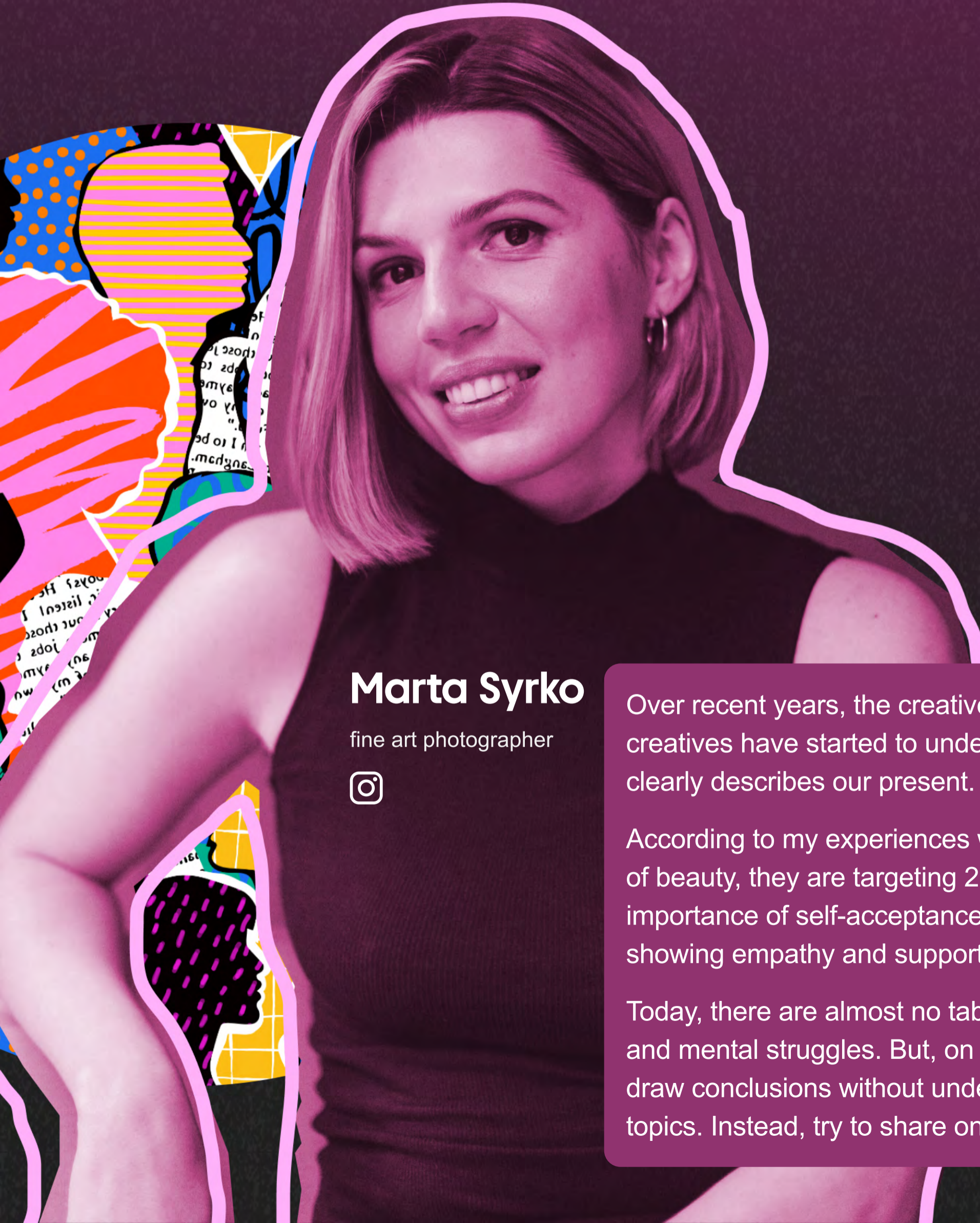
Gender identity as a tool to promote goods or tell stories is dramatically losing its significance in fashion, marketing, and on social media. Bright and unique personalities, regardless of their gender, are what audiences would like to see and discover. Currently, one in four TikTok users refuse to indicate their gender, apparel brands are investing in unisex collections with a wide range of sizes, and the beauty industry is exploding with genderless projects and products.

In the near future, we'll spot less gender-attached symbolism in design, with more creators generating universal visual solutions based on audience values, psychological portraits, and equality. Gender parity in promotional images will also increase. For example, we'll see people of various genders in the same poses and outfits, all showing similar emotions to the camera. Another tendency will concern the sole representation of models in the frame, where content creators will emphasize their emotional states, unique beauty, and backgrounds by using expressive poses, extravagant outfits, and accessories.





## Expert opinion



**Marta Syrko**

fine art photographer



Over recent years, the creative industry's notion of beauty has turned upside down. Brands and creatives have started to understand that there are no standards for beauty. The word 'diversity' clearly describes our present.

According to my experiences with brands, when it comes to fine art portraits depicting the diversity of beauty, they are targeting 25-35-year-olds; an emphasis is often put on social issues such as the importance of self-acceptance. While shooting, I also try to make models feel comfortable by showing empathy and support.

Today, there are almost no taboo topics in society, and people are freely talking about their physical and mental struggles. But, on the contrary, cancel culture is intensifying: People tend to judge and draw conclusions without understanding context. Therefore, you should not hype controversial topics. Instead, try to share one's personal story. Storytelling always works out for the better.



Personality,  
not gender

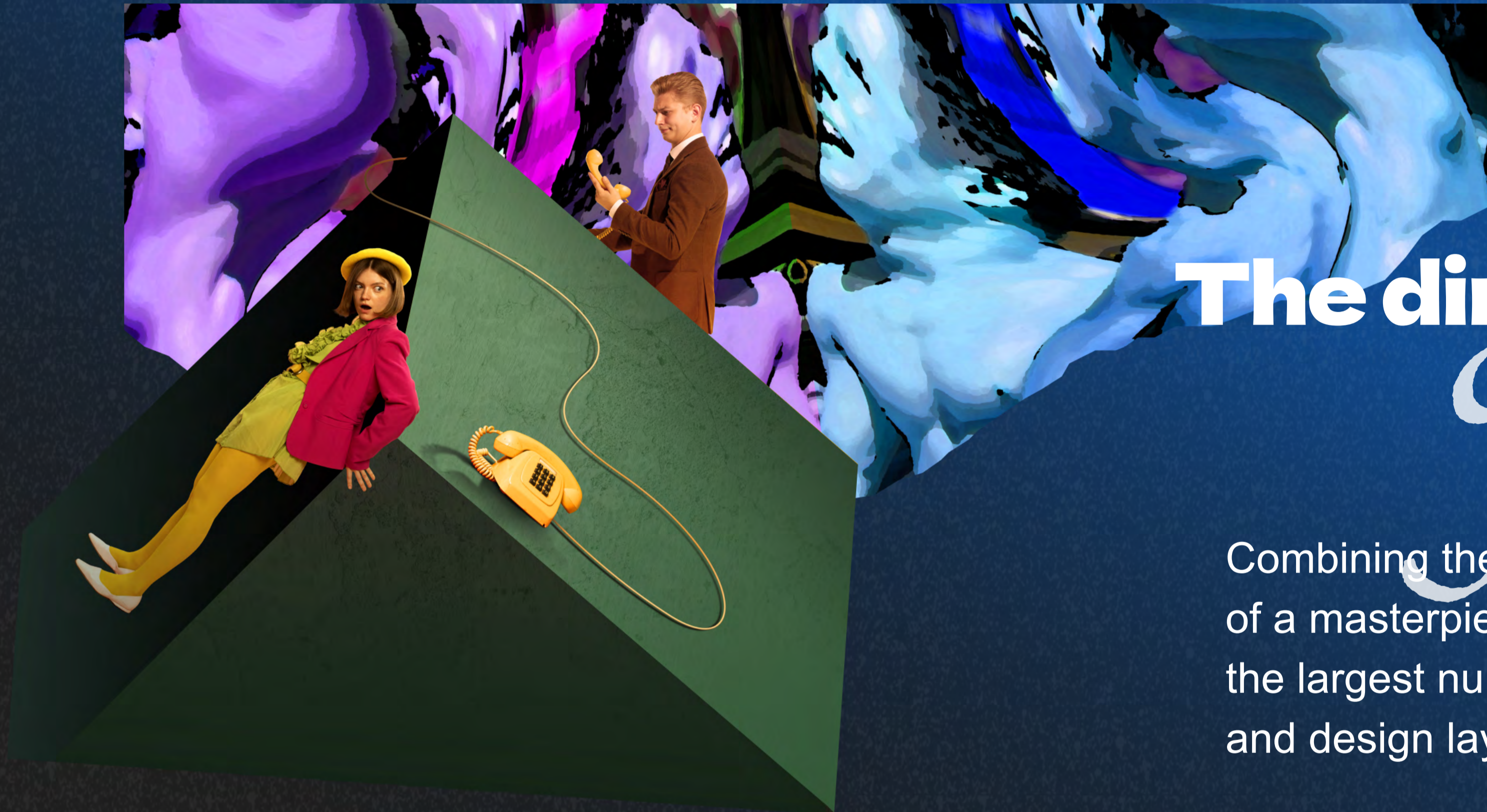
## Explore content collections on Depositphotos

Download hand-picked files featuring the trend.



Image collection





# The dimensions game

Combining the incompatible is a sign of a masterpiece. The competition for the largest number of visual allusions and design layers has officially begun

## Trends analytics\*



**383%**

Vector illustration



**200%**

Interactive elements



**190%**

Collage template

\*Here's how trend-related search requests have grown in the past year.



# The dimensions game

Our pursuit of additional dopamine was reflected in maximalist trends such as Blast of Joy in 2023. Now, they are ready to take on a new, more complex meaning. Inspired by the metamodernist movement, brands are launching campaigns that experiment with the audience's perception and feature the duality of various narratives. Some of them take us on tour through world-recognized artworks, while others create innovative product combinations that allow us to assemble items with our own hands.

Collages, unexpected multi-layering and multi-dimensionality, rapid changes to viewer emotion, and a combination of styles and concepts are the main characteristics of this trend. To embrace chaos, combine 3D and 2D, illustrations, patterns, and photos to overlap and connect visual stories! Use as many ready-made materials as possible to create order in chaos or chaos in order.





## Expert opinion



### Rogier Vijverberg

founder of the digital street art collective JIMMY and chief creative Hero at SuperHeroes Agency



Digital street art is a relatively new development on social media, influenced by the democratization of creative software and hardware. What could only be done by Hollywood-level studios in the past is now in the hands of young creators all over the world. Fractals, fluids, soft bodies, particles, all sorts of simulations—you name it. In digital street art, anything is possible. The world is your canvas, and since it's a big world out there, there is still so much to discover.

The best start for developing visual storytelling based on reality switches and style blends is to literally go out into the streets and start to imagine. If you have basic level knowledge of 3D and motion design, start to experiment. Learn how to motion track your video, start mapping, and bring your imagination to life by simply playing around.

We approach work with an emphasis on narrative and imagination, making sure that it is not only captivating but also has a clear message. The wonder and surprise come from the artist's creativity, style, and techniques, but also in capturing the video footage. It needs to feel like you stumbled upon it—as if it reveals itself to you on the spot.





# The dimensions game

## Explore content collections on Depositphotos

Download hand-picked files featuring the trend.



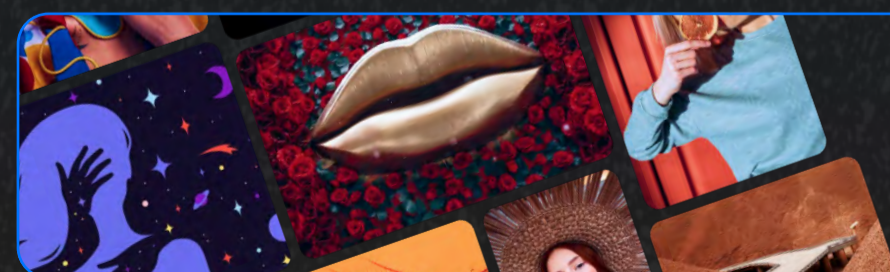
Image collection



Music & SFX collection



Video collection



The best content prices & terms come with custom business plans

[Request Solution](#)





# Life, work, hybrid

The office era is over, but a home workplace doesn't seem to fit everyone. Will brands help audiences deal with work-related anxieties and dreams?

## Trends analytics\*



**500%**

Virtual collaboration



**233%**

Flexible schedule



**200%**

Modern office

\*Here's how trend-related search requests have grown in the past year.



# Life, work, hybrid

The three states: living, working, and harmonizing both. 2024 will be marked by discussions about workplaces, tools, and routines to make people at work not just efficient, but also happy. Branded projects like The Underdog and institutions such as the Workers Arts and Heritage Centre are already conceptualizing the future of work—and doing so with a dose of humor. However, the final word rests with consumers, who share their work setups no less proudly than gym images.



A desk with an ocean view, an office with a yoga studio and concert venue, coffee by subscription at a laptop-friendly café, and meetings co-workers can join from their country house. Depicting the diversity of pleasurable work approaches is a good way to demonstrate shared values with your audience. In particular, the desire to not compromise on comfort or aesthetics in any activity or setting. To maximize your positive impression, pair visuals depicting diverse yet human-centered workplaces with soft and warm palettes.





# Expert opinion



## Elena Bauer

digital designer & researcher at [Remote Futures](#)



With home offices and hybrid work models, the private space has officially (re)gained the role of a workplace. There is a sense of virtual connectedness via high-tech digital devices, but also more abstract depictions of the virtual space. Extensive equipment ensures comfort and productivity, while plants are allowed to grow more freely as a way to invite the natural world back inside.

There seem to be two strategies of visualizing work/life balance in 2024. One is to cherish free time outside of work, maximizing productivity but keeping the time at work short—the use of visuals often underlines the dichotomy. The other strategy includes merging work and life through an ideal workplace setup, workationing, or care for family during the day, with visuals conveying mindfulness, coziness, and calmness.

We try to shape the way we work to serve our perception of what life should be, and the visual language reflects that. Offices and shared workspaces have to “fit” everyone. Unfortunately for many people, this means their needs are not fully met. Personalized home offices show a diversity of styles and tell personal stories. Illustration has been used a lot in recent years, and while it is great at conveying abstract concepts, overly optimistic corporate styles have been falling out of favor. Perhaps, soon, we will see messier, true-to-life visuals, since real work/life balance requires us to accept a bit of chaos.





# Life, work, hybrid

## Explore content collections on Depositphotos

Download hand-picked files featuring the trend.



Image collection



Music & SFX collection



Video collection



# Afterword

Creative Trends 2024 is a report you are welcome to come back to throughout the year, whether you're looking for a creative spark, ways to align with your audience, trending palettes for your next campaign, or ready-to-use assets to visualize concepts. If you need specific insights on graphic design, marketing, and seasonal color trends—keep an eye on the [Depositphotos Blog](#), where we cover all of these topics in detail.

**Find images from this report in our big Creative Trends 2024 collection!**

[Explore collection](#)

**Follow Depositphotos**

