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# Creative Trends 2024

Insights Guide



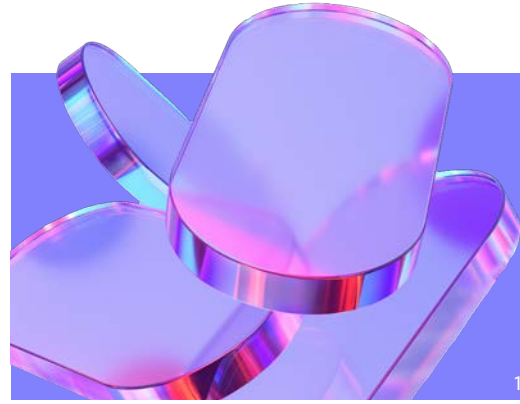
1. Ivan Haidutski/Stocksy | 636082430  
2. Akela - from alp to alp/Stocksy | 360014423



# Maximize your creative impact:

## Introducing the Creative Trends of 2024

Get ready to tap into the upcoming year's biggest trends. This year, we've harnessed the expertise of Adobe's Creative Cloud communities to identify the biggest creative trends on the horizon for 2024. Developed through extensive research using internal and external data, the Adobe Creative Trends Report presents the four most compelling styles and themes for the year ahead. Find video, visual, design, and AI-generated content in each of the curated collections to make the trends your own.



Fluid and flowing visuals soothe the senses in the **Calming Rhythms** trend.



Reconnect with a sense of awe and enchantment in the **Wonder and Joy** trend.



2D and 3D elements merge in the multiverse of the **Dynamic Dimensions** trend.



Discover contemporary interpretations of vintage styles in **The New Nostalgia** trend.

# Innovation and inspiration.

The creative landscape mirrors the world we live in. As today's world is defined by disruption and rapid changes, trends and the tools used in the creative process must adapt quickly and accordingly.

Amidst so much change, consumers around the world are prioritizing balance in all aspects of their lives. It is no surprise that the creative insights for 2024 present a balance of speed and sustainability, highlighting techniques and visuals that will not only excite and delight your customers but also offer elements of relaxation and respite to counter the frantic pace of daily life.

In the 2024 Creative Trends Report, you'll find 2D and 3D worlds delightfully converging, AI-generated visuals conjuring fantastical worlds, as well as simple, beautiful imagery that brings us back to everyday moments of wonder.

*Brenda Milis*  
*Principal of Consumer and Creative Insights*



# Calming Rhythms

1

## Fluid and flowing forms soothe the senses and support emotional balance.

With mental and emotional health now a global priority, these soothing and rhythmic visuals have a calming effect and are being used by a growing number of brands and companies in workplaces, retail spaces, outdoor installations, social platforms, and apps across all regions.

Calming Rhythms visuals can vary from simple abstract and repetitive backgrounds to slowly shifting and transforming forms, often set to relaxing sounds and music.

Explore the Calming Rhythms collection →

# 912.6 billion

views on TikTok of #asmr inspired fluid and relaxing visuals paired with sonic elements support the mainstream pursuit of finding relief and balance across all demographics, making a shifting world soothingly immersive rather than unsettling.<sup>1</sup>



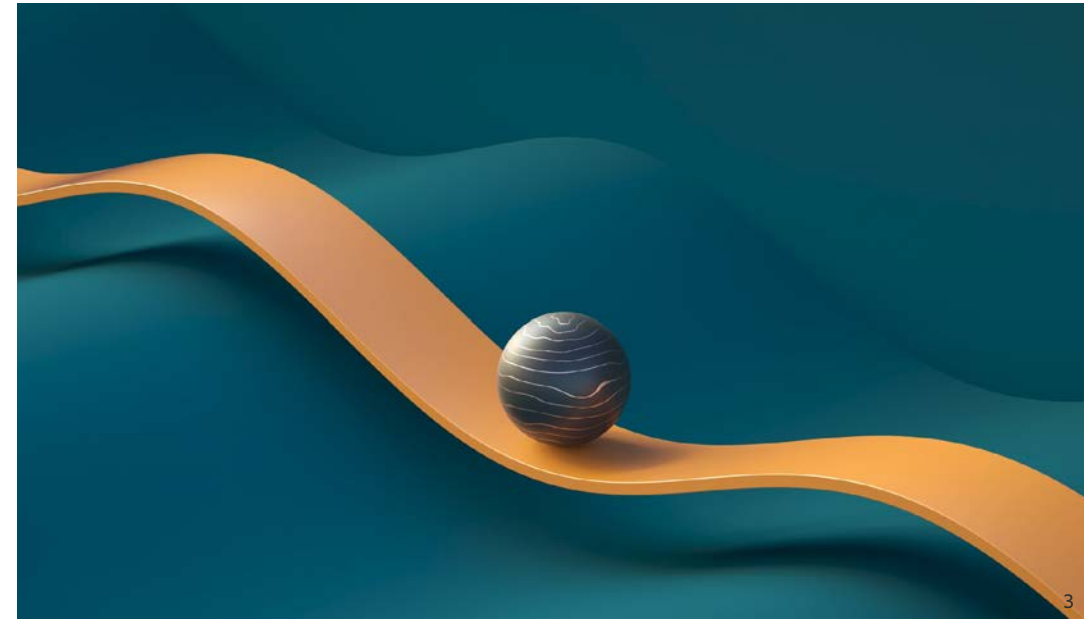


78%

of consumers say wellness is a priority when traveling for leisure and are planning to spend more on healing travel experiences. Hospitality companies are embracing their role as wellbeing providers, expanding services for mental and emotional health.<sup>2</sup>

90

electronic billboards in Times Square synchronized to stream a color-based visual meditative experience designed by digital artist Krista Kim, whose aim is to use technology to stage collective experiences of healing, wellbeing, and decompression in 2022.<sup>3</sup>



### *Trend Takeaways:*

- Video clips and design assets that create graphic silhouettes or catch the light can create relaxing, fluid visuals that also elevate your creative projects.
- Add soothing and rhythmic emotion to your creative project with the right music. Choose from a curated collection or try our new Find Similar feature on **Adobe Stock Audio** → for your social posts, videos, and podcasts.



# Wonder and Joy

1. Teri Hofford | 604484388, 2. Eigens | 301399059

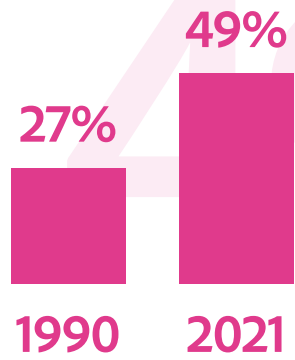


## Reconnecting with profound and positive emotional states.

Consumers are craving visuals that inspire a sense of awe, joy, and enchantment as a coping mechanism in today's challenging macroeconomic environment.

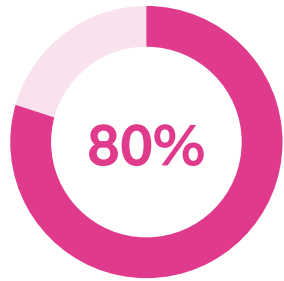
The Wonder and Joy trend spans all types of brand messaging and experiences: From simple pleasures, being a 'kidult', to full-blown luxury travel and experiences, and AI-generated fantasy environments.

Explore the Wonder and Joy collection →

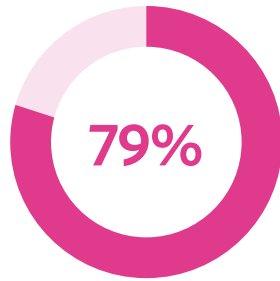


There's been a sharp decline in friendships over the past three decades: **49%** of Americans in 2021 reported having three or fewer close friends, compared to **27%** in 1990. The number who had no close friends at all quadrupled over the same period.<sup>4</sup>

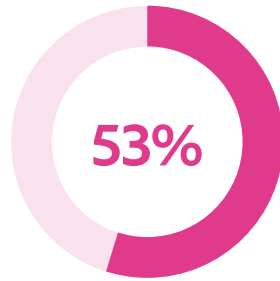




Health

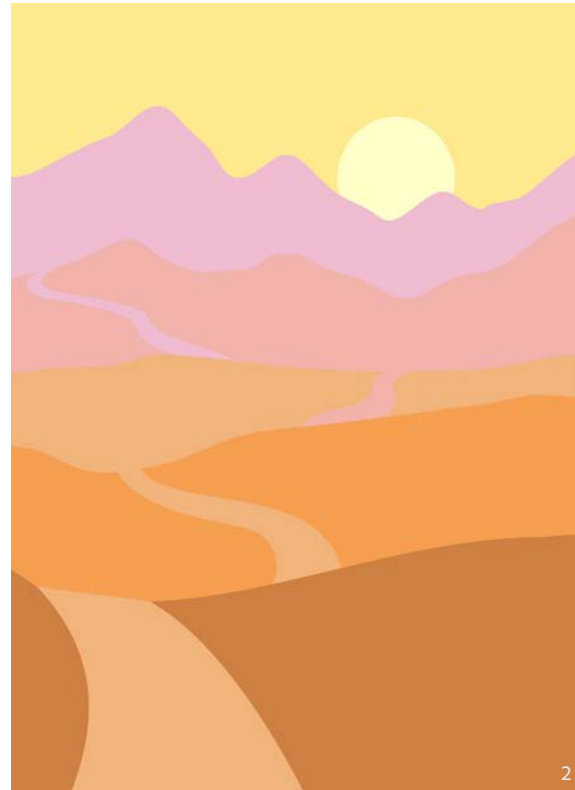
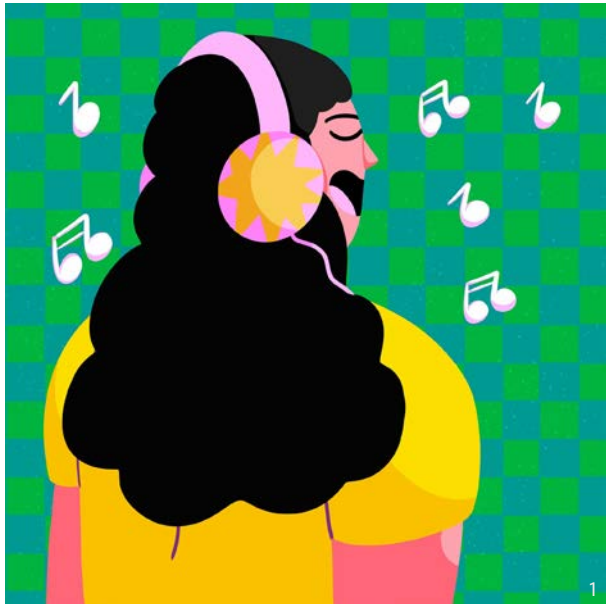


Personal Connections



Experiences

The Happiness Report showed **80%** of people said they are prioritizing health to make them happy, **79%** are focusing on personal connections, and **53%** are interested in experiences to gain happiness.<sup>5</sup>





## Trend Takeaways:

- Firefly is the new family of creative **generative AI** → models coming to Adobe products, focusing initially on image and text effect generation. Firefly will offer new ways to ideate, create, and communicate while significantly improving creative workflows.
- This **short guide** → helps you to write effective prompts, which are critical because they are instructions given to AI, influencing the quality and relevance of its responses. Write descriptive prompts to generate extraordinary and vibrant images — if you don't like the results, reword your prompt to get closer to what you want.



# Dynamic Dimensions

## Where all dimensions and types of content seamlessly merge.

Thanks to the multiverse and the continued rise of gaming, VR, and AR, it has become common for multiple asset types and dimensions to inhabit a world in motion together. In the Dynamic Dimensions trend, 2D and 3D elements playfully mingle and merge. Stand-out features include video, music, and illustrations — this trend encourages a swarm of elements to blend to create an impactful visual experience.

Explore the Dynamic Dimensions collection →

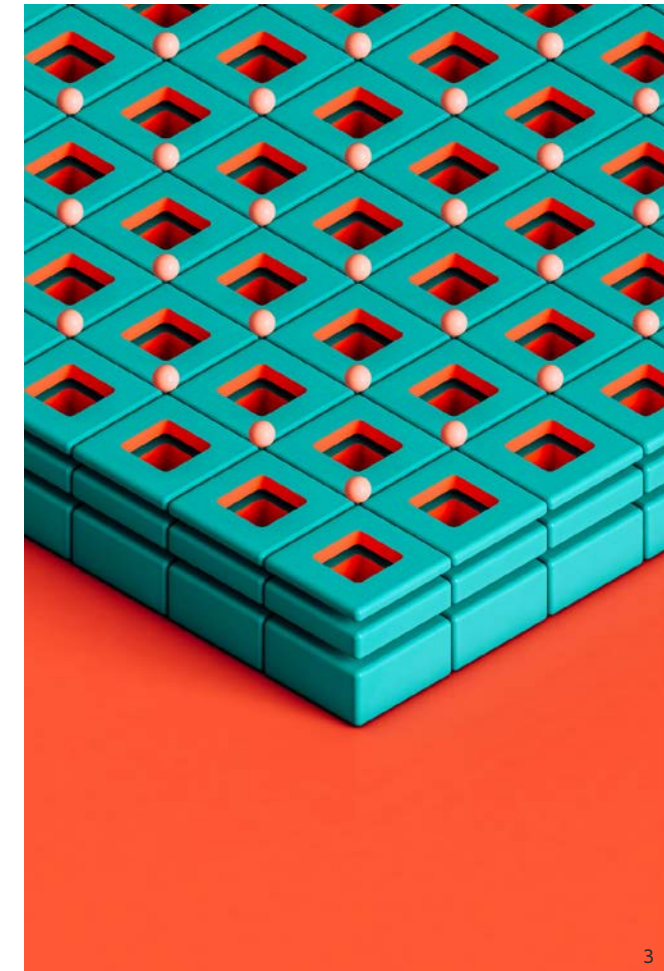
# 70%

of youths express their emotions externally by posting online, going to therapy sessions, or engaging in mindful activities. In 2024, young people's attitudes towards vulnerability will evolve, as they normalize emotional expression and mental health issues online and off.<sup>6</sup>





**72%**  
of adults aged 18-25 years old have been inspired to take up a new hobby as a direct result of watching clips on social media networks.<sup>7</sup>



### Trend Takeaways:

- Save time with Adobe Stock video templates. Following our commitment to help creatives tell their stories, we've integrated new Adobe Premiere Pro and After Effects templates with our existing motion graphics offering. Immerse yourself in the world of Adobe video templates, this [landing page](#) → lets you explore the vast selection.
- Adobe announced new innovations, including [Text-Based Editing](#) →, [Automated Color Tone-Mapping](#) → in [Adobe Premiere Pro](#) →, and [Adobe After Effects](#) → celebrated its 30 years. We've also expanded [Frame.io](#) → to enable photography and PDF document reviews, giving decentralized marketing teams a unified and intuitive cloud hub for collaborating on assets.

# The New Nostalgia



1

1. Haydiddle | 582528495, 2. Amir | 608808234



## Discover contemporary interpretations of vintage styles.

What began as a fascination with 90's and aughts styles, design, and technology, has grown into a deep dive into all eras, re-envisioning and reinterpreting vintage lifestyles and settings with plenty of creative license throughout, particularly with AI-generated hyper-realistic renderings of past periods.

Explore The New Nostalgia collection →

# 50%

of Gen Z in the US, UK, Canada, and Australia, want to disconnect from their phones. Some have already started to invest in healthier digital habits: 30% of US Gen Z set themselves screen time limits in 2022; others are taking more drastic measures.<sup>8</sup>





# 2.1 billion

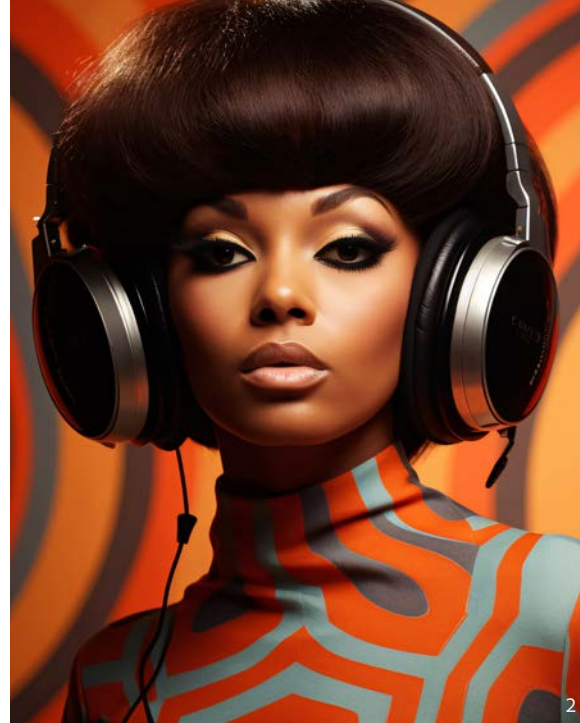
views on TikTok of “Digital Camera”, showing young people are choosing cost-friendly relics of the past that provide a familiar grainy, lower-quality image.<sup>9</sup>

# 67%

of Gen Z in the US believe technology makes us feel more detached from the real world, while more than half (58%) agree with the statement: “I feel like technology distracts me from living a more interesting life.”<sup>10</sup>

1. Audrey Shtecinjo/Stocksy | 486643553, 2. Juan Moyano/Stocksy | 504567826, 3. Soeren | 592999630



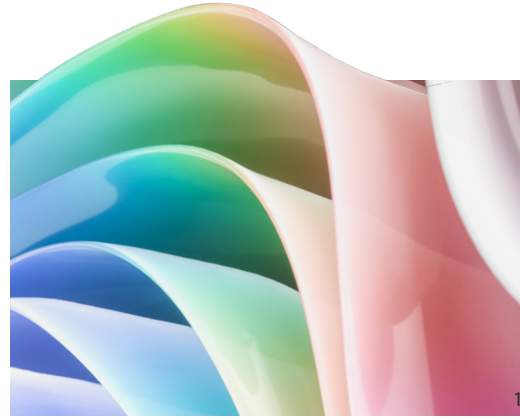


### *Trend Takeaways:*

- With **Adobe Express** → you can now build campaigns quickly and generate the versions you need for all your social channels. Want to experiment with future-retro? Express helps you create designs and automatically sizes them, meaning you can spend more time designing and less time on repetitive tasks.
- Do you want to create your vision of new nostalgia? Now, you can generate anything you can think of in **Adobe Firefly** → with Text to Image. Add details to your prompt and see what you can create, try it out by typing "pixelart synthwave astronaut, drinking a cup of tea, in a kitchen". The more details, the closer to your vision, so you can get to your final version faster.

# Curated Collections

Explore curated trend collections on Adobe Stock.



Calming Rhythms →



Wonder and Joy →



Dynamic Dimensions →



The New Nostalgia →

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*\*Enterprises have the opportunity to obtain an IP indemnity from Adobe for content generated by select Firefly-powered workflows under certain Adobe offers. Terms will apply.*



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