

Infographic: Top 10 design trends

We travelled the globe via the internet to ask some of our favorite creatives what design trends they think are heating up and which ones have gone cold. Here's what they had to say.

Top 10

HOT or NOT DESIGN TRENDS

2014

We asked creatives around the globe to weigh in on what's **hot** and what's **not** for 2014. The resounding response was that simplicity is king, even as we're introduced to more and more complex devices, platforms and channels than ever before. From flat design to reigned-in parallax scrolling to 5-second social media videos, think of simple design as the yin to technology's yang.

👍 SIMPLICITY

👎 COMPLEXITY



MICHELE MARIANI
ECD,
Armando Testa
Milan, Italy

“The products surrounding us are also becoming increasingly intelligent, and the platforms, channels, tools and devices available are multiplying. Faced with this huge quantity of information and messages, it will be important to communicate clearly, succinctly and with visual clarity. Simplicity will undoubtedly be the most powerful tool for expressing the highest level of sophistication.”

FLAT DESIGN 👍

3D/SKEUMORPHIC DESIGN 👎

“Hopefully we see better ‘flatness’ than we did this year. Many screen and app designs have applied flat shapes and solid colors with such fervor that they created layout, rhythm and usability issues. The many screens and wearable tech gizmos will require us to design clever and connected experiences.”



TIM BÜSING
Creative Director,
Reactive
Sydney, Australia

👍 IMPROVED PARALLAX SCROLLING

👎 OLD PARALLAX SCROLLING



ARTHUR CAREY
Designer,
YCN Studio (Young Creative Network)
London, UK

“Over the past few years parallax scrolling has become a very popular tool enlivening the delivery of content on the web. More and more we will see this used in a restrained way — with more of a ‘light touch.’”

5-7 SECOND STORYTELLING 👍

LONG SOCIAL MEDIA VIDEOS 👎

“The biggest social media trend will be 5-7 second storytelling — clickable videos, Vine, and animated Gifs all use small pieces of moving media to tell a story quickly.”



REBECCA SWIFT
Head of Creative Planning,
iStock
London, UK

👍 LOGOS WITH DEPTH

👎 OVERLY SIMPLIFIED LOGOS



SIMON ERDMANN
Jr. Art Director,
serviceplan one
Munich, Germany

“The increasing simplification in logo (re-) design is overused. In many cases this leads to a loss of brand sovereignty.”

REAL MODELS 👍

EXCESSIVE RETOUCHING 👎

“I believe there is a trend in portraying reality more. We know models are meant to help to sell products...but the imagery of normal, real people also sells and can enhance public affinity with the brand.”



ALEXANDRE RAVAGNANI
ECD,
F.biz
São Paulo, Brazil

👍 DIGITAL INNOVATION

👎 TRADITIONAL VS. DIGITAL DIVIDE



ROGER MACEDO
Partner & ECD,
DLKTSN
São Paulo, Brazil

“The Brazilian advertising industry is becoming more and more mature, focusing on what is really relevant to consumers, not just on what wins awards. Advertising needs to change to adapt to a market that has already changed.”

3D PRINTING 👍

OFF-SET PRINTING 👎

“New forms, designs and patterns by 3D printer will be gain more popularity in 2014.”



TOMOYUKI SHUDO
Executive Presentation Designer,
Gekko Production Inc.
Tokyo, Japan

👍 CREATIVE INSPIRATION

👎 CREATIVE STAGNATION



FABIO ISSAO
Strategic Design Director,
Mandalah
São Paulo, Brazil

“We need to invest in knowledge about ourselves, about the world we live in, about the role of creativity on this planet. This knowledge will help us transform reality into something closer to what we dream of.”

TREND LISTS 👍

BECOMING JADED 👎

“I don't believe in design trends being overused. The issue is around timing; if you're using an aesthetic, design or idea that people are sick of, you're not doing your job. However, I think creatives get jaded with new design styles way before the general population, so I'd say feel free to overuse more. People like consistency.”



ADAM FERRIER
Chief Strategy Officer,
CumminsRoss
Sydney, Australia