

LOOK / 2015 VISUAL TRENDS AHEAD

Words: Corbis Creative Research
Images: Corbis

Trend. Trending. On-trend. All you really want to know is: what's hot right now? Whether it's fashion, architecture or even how we communicate (hello, emoji!), knowing what's hot—or what's going to be—is a huge part of creating compelling content that people notice, remember and ultimately, share.

Read on for a heads up on the future of visuals—a taste of the trends we have identified as the ones that will underpin and inspire the best creative you will see in the next two to five years.



IMAGE IDs

Barista / 42-53783081
Creative professionals / 42-59358702
Skimboarder / 42-68704825
Longboard at dusk / 42-66174431

Creation & Collaboration

In contrast to everyone's increased amount of daily screen time—or maybe because of it—the renewed interest in a DIY aesthetic shows no signs of slowing. As people build careers out of hobbies and smaller-scale entrepreneurs cash in on their creations, artisanal craftsmanship and a handcrafted vibe add a more analogue attitude to imagery.

A soaring creative class, coupled with a new generation in the workforce, signals a shift in the way leading companies do business. A culture of creativity and innovation is leading the way, with collaboration valued over competition and knowledge shared for mutual benefit.



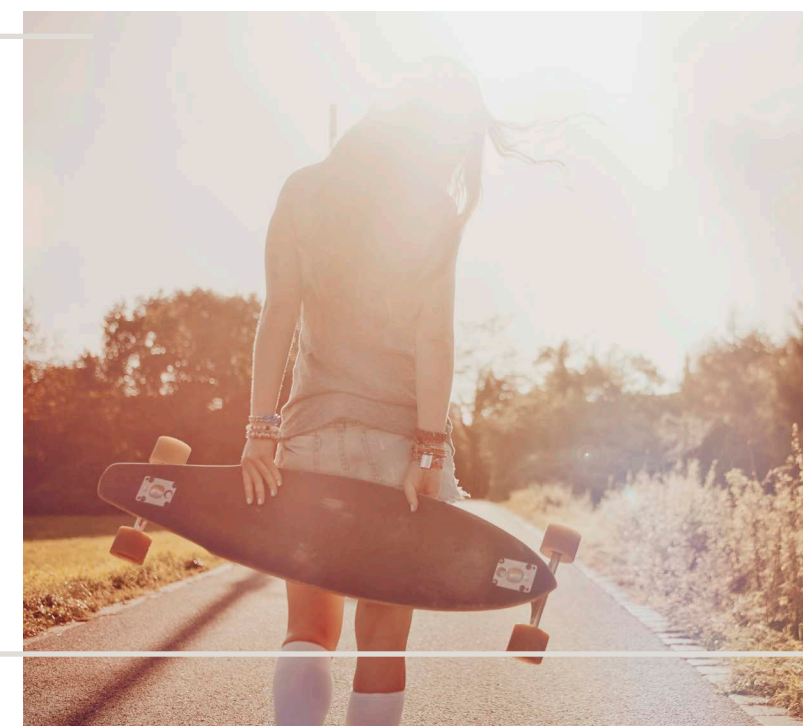
Spectacle

Living in such a connected world, it's not surprising that people would rather spend on an incredible experience instead of something materialistic. They want to immerse themselves in unique excursions—to travel beyond the expected and discover something extraordinary—and be inspired by what they see.

Adventure travel is one of the fastest growing travel segments worldwide. Urban exploration is also on the rise, as people scour cities in search of distinctive buildings and structures that are just as fascinating as natural landscapes. Less-traditional sports are gaining attention too as people seek out new and exciting ways to stay fit.

Storytelling

Evocative images have become instrumental in breaking through digital clutter and the warmth of the human experience stands out more than ever. People are drawn to rich layered visuals with an authentic narrative they can quickly understand and relate to, often with a detailed view or unique perspective on life.





Pure & Simple

As photo- and video-based platforms continue to dominate the social media scene, there's increased scepticism of images that are overly staged or "too perfect." People crave, even demand, authenticity from their content, going as far as calling out celebrities if there's even a hint of retouching. We want our stars to be aspirational *and* accessible, and they have reacted by allowing peeks into their real lives, flaws and all, so fans feel more connected.

This embrace of a more stripped-down aesthetic is also evident in photos that celebrating subjects that might have been considered ordinary or uninteresting in the past. Images of simple moments and relatable slices of life are permeating our culture, as candid and real become the new visual ideal.



Whimsy

Cute puppies. A plate of colourful macarons. The first blooms of spring. There's a reason images like these are shared over and over again on social media: they make people smile. Today, moments of genuine happiness, humour and charm carry more value than personal wealth or possessions and people are responding by taking time to appreciate the little things they might have overlooked before.

There's also a revival of embellishment and ornamentation as whimsical elements experience a surge in popularity. Things that surprise and delight—think quirky, cute and unexpected—add infectious appeal and create images that effortlessly stand out.



IMAGE IDs

Roadtrip / 42-59729820

Inflatable toys / 42-68996723

Father & daughter / 42-71977829

Expecting couple / 42-66184328

Fluidity

The look of the world is changing. There's a fluidity permeating today's culture that transcends many aspects of society. Traditional depictions of age, gender and family are experiencing a sea change as we define a new future. While women strive for empowerment and equality in the workplace, the modern male is gaining recognition as vital part of the family. There's a shift towards a multi-dimensional concept of gender that eschews any single definition.

Traditional career tracks are also in flux as people embark upon second or third professions, providing a greater sense of satisfaction and self-actualisation. As yesterday's social norms are expanded and tested, there's an expression of freedom and acceptance of a wider variety of cultures and lifestyles.

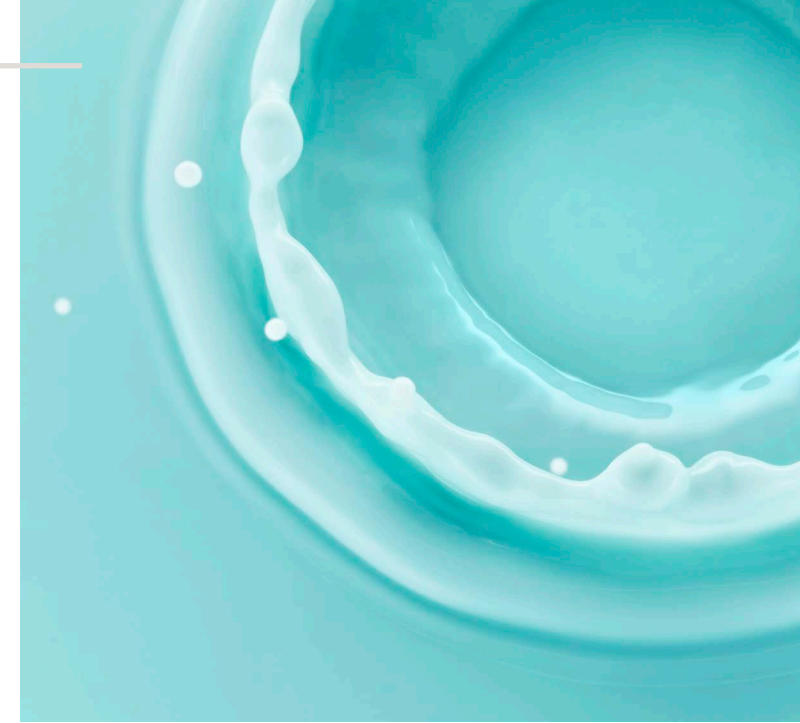




Colours, Shapes & Patterns

There's no denying we live in a visually saturated world. The advent of the internet and the subsequent overwhelming popularity of social media means on any given day we're likely to be bombarded with hundreds of images. The question is how do we create visuals that will stand out amidst the clutter?

Geometric shapes and patterns provide an eye-catching structure that makes these shots truly stand out. Inspired equally by maths, science and art, this kind of photography expresses a totally modern aesthetic while paying homage to past eras like Pop Art and Psychedelia. Unexpected colour combinations grab attention, while geometric patterns juxtaposed with organic and natural scenes create an unforgettable contrast that can be incredibly breathtaking.



Optimism

There's an irrepressible wave of optimism that's making an impact in visuals right now. People want to revel in the little moments with feel-good photos and images that celebrate the lighter side of life, whether it's time spent with friends and loved ones or a peaceful experience in nature.

As young adults come of age, they're bringing with them an unfettered attitude and life perspective that embraces positive change and triumphs personal expression. Moments are savoured and saved (and shared) as people—regardless of age—appreciate and enjoy life to the fullest.

IMAGE IDs

Woman in surf / 42-69326658
Superhero play / 42-70027671
Water drop / 42-67250724
Canyon / 42-65715730



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In their never-ending quest for the most zeitgeist-worthy imagery, the Corbis Creative Research team pores over thousands of pieces of visual content from around the world and distils it all down to bite-size bits of information to will help you find the perfect visuals for whatever project you're working on.

Want to know what other visual trends we think will be huge? Find more at blog.corbis.com.