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ADOBE CREATIVE VISUAL REPORT FORECASTS INNOVATIVE AND INSPIRATIONAL TRENDS WILL DOMINATE IN 2024

- **Calming Rhythms, Wonder and Joy, Dynamic Dimensions and The New Nostalgia are the emerging global creative trends set to make the biggest impact in 2024.**
- **Generative AI is ushering in a new era of creativity for everyone, opening up even more opportunities for consumers to experiment, play and reimagine how creativity comes to life.**
- **Adobe's annual trends report shows that consumers are prioritizing balance in all aspects of their lives, with trends representing elements of both speed and relaxation.**

SAN JOSE, Calif. – Today, Adobe (Nasdaq: ADBE) announced the [2024 Adobe Creative Trends Report](#) which showcases the trending visual styles and themes that are set to scale in demand and make a creative impact throughout 2024. Adobe has always been at the forefront of creativity, and for the seventh consecutive year, examined emerging creative styles, cultural themes, consumer patterns, technology advancements and stock industry data globally to identify four design trends and aesthetics that will dominate digital content and influence photography, videography, social media content, blogs and more—in 2024 they are 'Calming Rhythms,' 'Wonder and Joy,' 'Dynamic Dimensions' and 'The New Nostalgia.'

In today's world, defined by disruption and rapid demand for content and creativity, consumers are turning to technology to bring their creativity and ideas to life in new ways. And with transformative technology like generative AI, anyone, regardless of skill level, has the ability to instantly create designs to their style and taste and easily bring their ideas to life.

Consumers' desire to experiment, play and reimagine how creativity comes to life is reflected throughout this year's 2024 Adobe Creative Trends Report, bringing together 2D and 3D worlds and in the popularity of both fantastical AI-generated visuals and simple, beautiful images that create a sense of wonder.

"As we head into a new year, the creative landscape mirrors our disruptive, rapidly changing world," said Brenda Milis, Principal of Consumer and Creative Insights at Adobe. "This year's creative trends are especially indicative of how both creators and consumers are craving visuals that inspire and reflect the endless possibilities of the imagination."

Explore the four Adobe Creative Trends for 2024:

Calming Rhythms

With mental and emotional health now a global priority, 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 moving forms, often accompanied by relaxing sounds and music. This trend is often associated with ASMR content, which features 912.6 billion views on TikTok with [#asmr](#), and typically includes relaxing visuals paired with sonic elements, supporting the pursuit of finding relief and balance. Add soothing rhythmic emotion to any creative project with the

right music – [try the new 'Find Similar' feature](#) on **Adobe Stock Audio** for social posts, videos and podcasts.

Wonder and Joy

Consumers are responding to visuals that inspire a sense of awe, joy and enchantment as a coping mechanism in today's challenging macroeconomic environment. [Wonder and Joy](#) spans all types of brand messaging and experiences – from simple pleasures including being a 'kidult,' to luxury travel and experiences and AI-generated imaginative environments. According to the [2022 Happiness Report](#), 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. Creators can use [Adobe Firefly](#), the family of creative generative AI models designed to be safe for commercial use, to [dream, have fun and express themselves](#) by generating anything they can imagine with simple text prompts.

Dynamic Dimensions

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. [Dynamic Dimensions](#) is inspired by elements that blend and create an impactful visual experience, with 2D and 3D elements merging together through video, music and illustrations. According to the Adobe Creative Trends Report, in 2024, young people's attitudes toward vulnerability will evolve, as they normalize emotional express and mental health issues both on and offline. [Consumers can immerse themselves](#) in Dynamic Dimensions, using new **Adobe Premiere Pro** and **After Effects** templates with existing motion graphics.

The New Nostalgia

What began as a fascination with '90s 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. [The New Nostalgia](#) trend mixes the consumer appreciation for vintage style with a contemporary interpretation and flair. [With 50% of Gen Z in the US, UK, Canada and Australia](#) wanting to disconnect from their phones, they are turning to choosing cost-friendly relics and hobbies of the past, including [digital camera photography](#), that make them feel more connected and less detached from the real world. Creators can check out **Adobe Express**, [the new AI-first all-in-one content creativity app](#), to quickly and easily design and experiment with the future-retro trend, choosing from thousands of templates.

Find out more about the 2024 Adobe Creative Trends [here](#).

Adobe offers the most comprehensive portfolio of products and services across every creative category—including imaging, photography, design, video, 3D and immersive—unleashing creativity for all. For more information, visit www.adobe.com.

Methodology

To identify trends growing in commercial relevance and consumer engagement, Adobe has harnessed the expertise of its Creative Cloud communities to identify the biggest creative trends on the horizon for 2024. The report is developed through extensive research using internal and external data. In addition, Adobe Stock conducts interviews across all sectors to consistently identify industry and brand-specific visual needs which support evolving trend findings.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com.

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