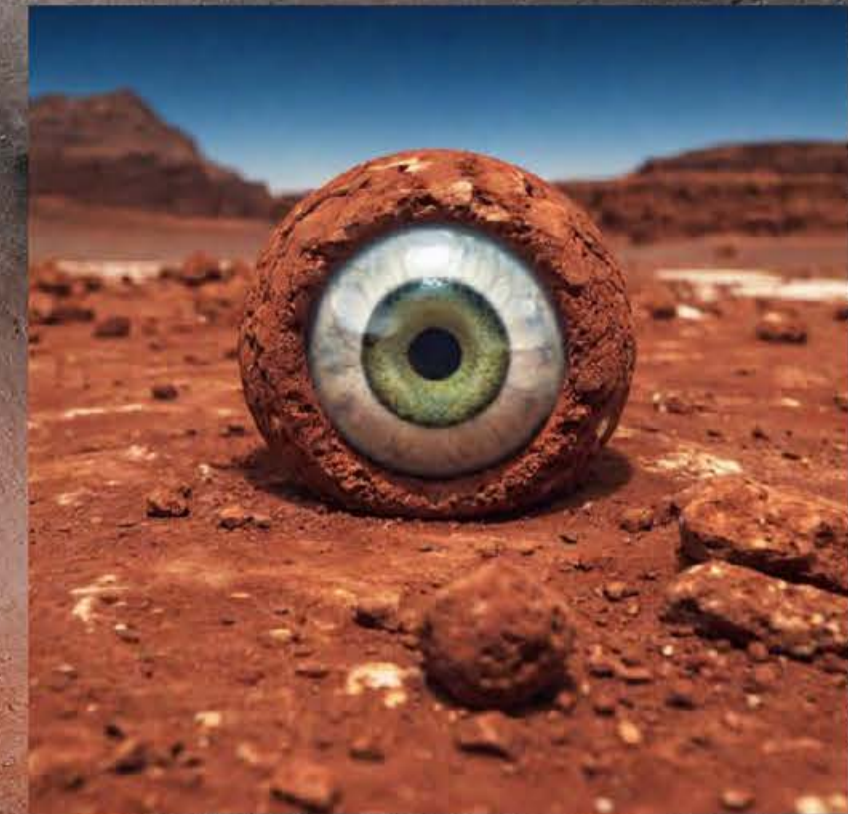depositphotos

Creative Trends 2025
Elevated Perspectives

The coming year will be full of hyperjumps between eras, philosophies, and artistic movements in the creative industry. High-tech, ultra-contemporary art will coexist with ancient and traditional Wabi-Sabi. Noir-inspired stories will go hand in hand with hypersentimentalism, which depicts everyday life in warm, light colors. TikTok will bring the "friendly chaos" aesthetic to the table, while advances in AI technology will pave the way for projects that mix fantasy and reality. Finally, we will try to put the puzzle pieces together—by observing the world from a bird's eye view.

At Depositphotos, we explored the search requests of 41M+ customers in our 300M+ file library. We studied the rapidly changing marketing and creativity landscape, and spoke to leading experts in these fields. As a result, seven creative trends emerged, each followed by analytics, expert comment, and tailored content collections for your projects.

All trends

The new contemporary 1

1

Mix, match, transform, add layers! Drive inspiration from ultra-contemporary art and resonate with users by steering away from the mundane.

Trends analytics*

Here's how trend searches increased over the past 12 months.

surrealism painting

mixed media collage

+500%

+75%

blue gradient

+75%

Ultra-contemporary artists, often active on social media, have become role models for many. Boldly mixing mediums, matching diverse styles, and addressing daily issues in their works, they break down the aura of elitism surrounding art. Following the trend, brands of different sizes started feeling more confident about using the sophisticated yet relatable aesthetic in their campaigns, attracting additional attention from customers worldwide.

To integrate the ultra-contemporary style in your brand communication, utilize visuals that feature fluid forms and otherworldly elements over realistic backgrounds. Gradients based on rare colors, unexpected texture combinations, and inverted photos will also give your campaign the right, edgy vibe. For inspiration, turn to the recent Field of Fake ad by Body Armor, where real-life objects transform into something fantastic, or Pinterest's campaign featuring blended CGI and real-life props.
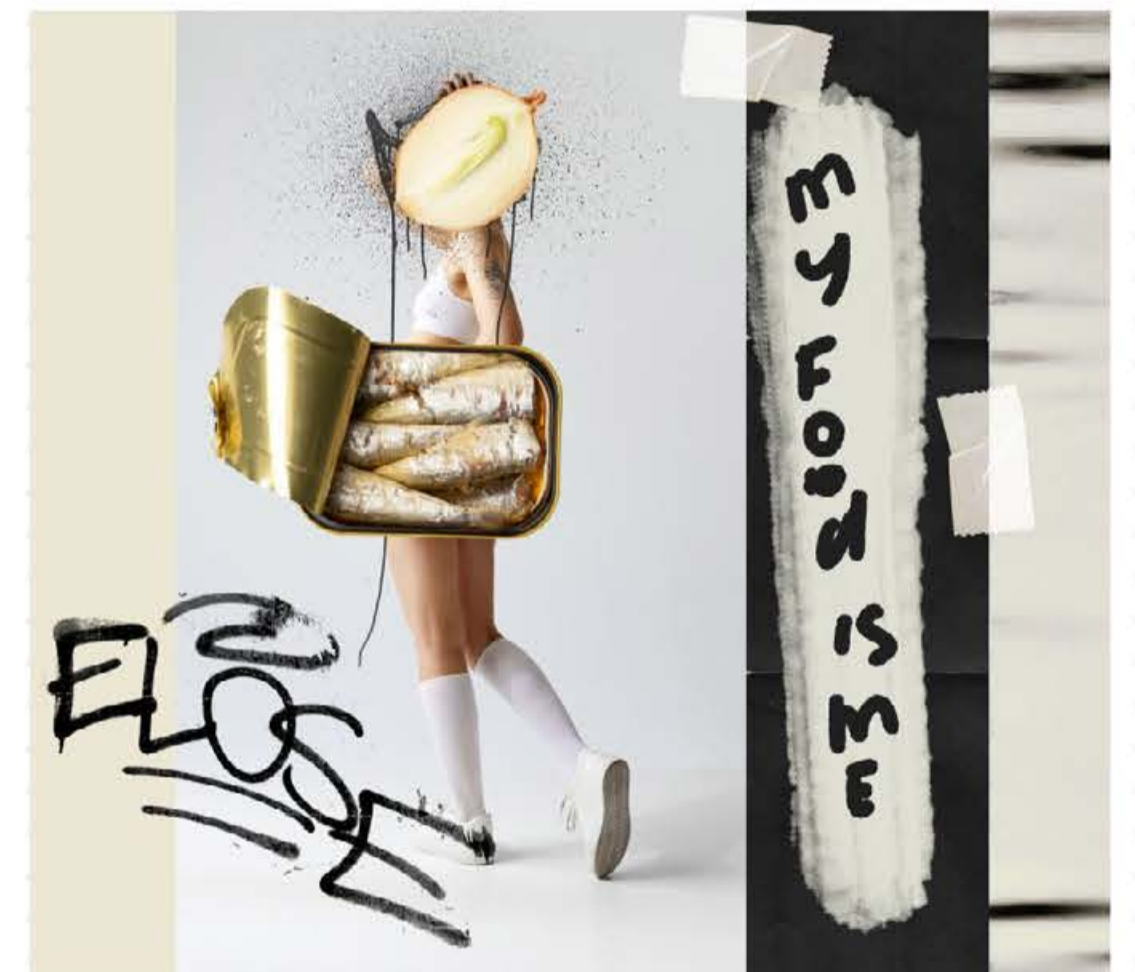
Explore content collections on Depositphotos

Download hand-picked files following the trend.

Image collection

Music & SFX collection

Video collection

1

Expert opinion

Martin Zarian

Brand Builder & Co-founder at Factory 39 (Cyprus)

factory39.io   martinzarian.com

"The goal of branding and marketing is differentiation, and ultra-contemporary visual communication can be a powerful tool to achieve that.

The audience most responsive to ultra-contemporary visuals are Millennials and Gen Z, often found in big cities or innovative, artistic hubs like London, Berlin, or Hong Kong. These generations are typically professionals in creative, tech-driven, or entrepreneurial fields. They value innovation, authenticity, and self-expression and are naturally drawn to visuals that break conventions and challenge the norm. What attracts them is the fresh, bold, and experimental nature of ultra-contemporary design, which speaks to their desire for something unique, forward-thinking, and culturally relevant.

This audience is also highly attuned to brands that feel closer to them and reflect their personal values. Ultra-contemporary visuals, with their striking and often disruptive elements, resonate deeply with their need for individuality as well as a connection to larger cultural conversations."
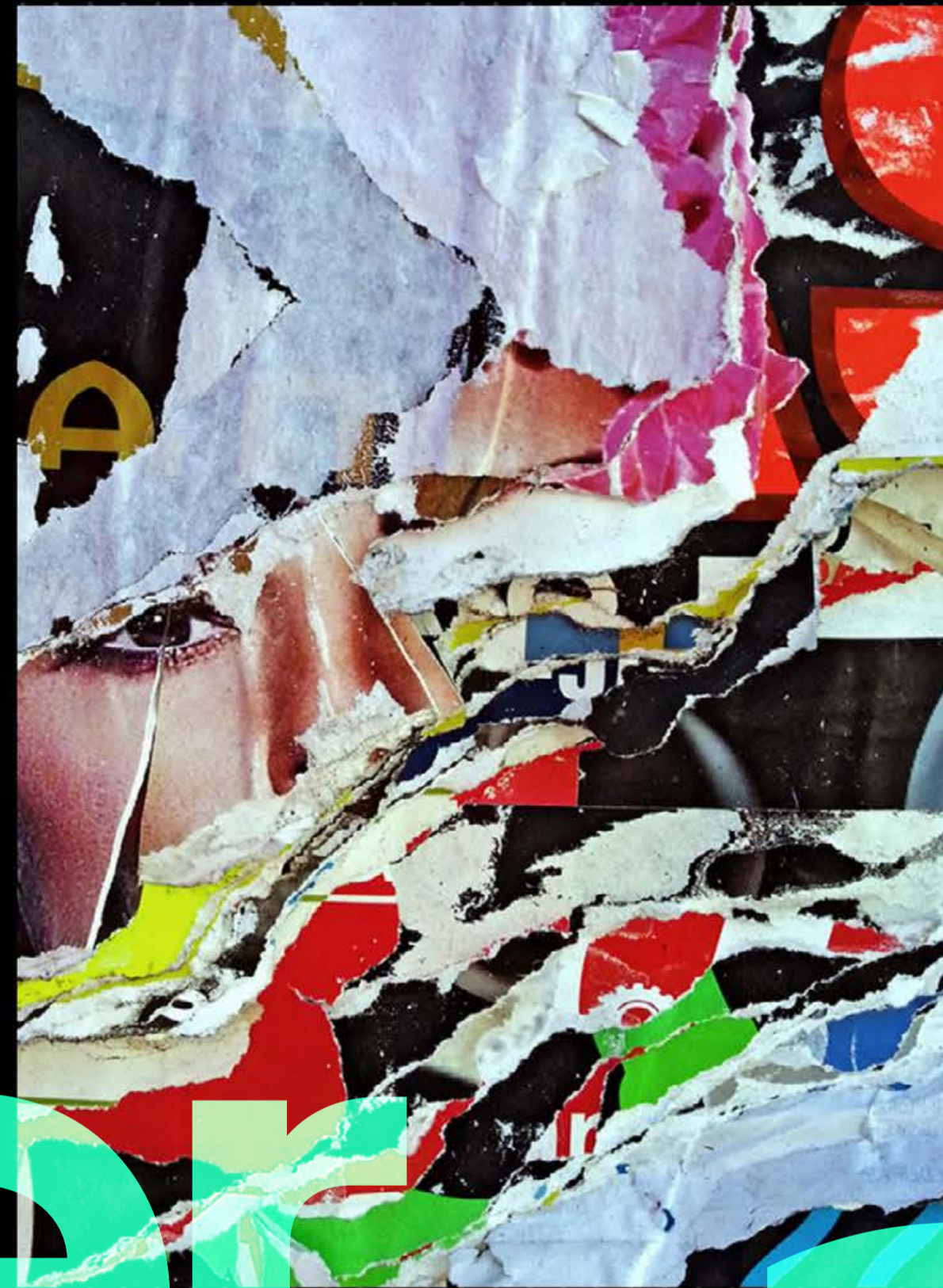
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Clutter
core

2

2

Turn chaotic mood board drafts into key visuals for your next Gen Z campaign.

Trends analytics*

Here's how trend searches increased over the past 12 months.

maximalist

sentimental items

eclectic interior design

+200%

+203%

+175%

TikTok is increasingly becoming the birthplace of trends. After the #oldmoney boom, #cluttercore is taking over social media with more than 35M new weekly posts. The trend was set in motion by Gen Z, who wanted to celebrate the value of interior items that make their places unique and authentic. Eventually, the cluttercore movement grew into a global online rebellion against minimalism, introducing the "friendly chaos" aesthetic to the visual communication industry.

Be it a multilayered composition on an urban poster; a maximalist video featuring a dozen products at once, like in the DoorDash Super Bowl ad; electropop background music; or chaotic, colorful backgrounds with versatile details, like in the YouTube Lounge at Coachella—all featured items are carefully selected to create a nostalgic mood for a particular audience. To make your campaigns even more relatable, opt for contrasting warm and bright colors, as well as compositions with multiple visual dominants such as vintage objects, plants, or books.
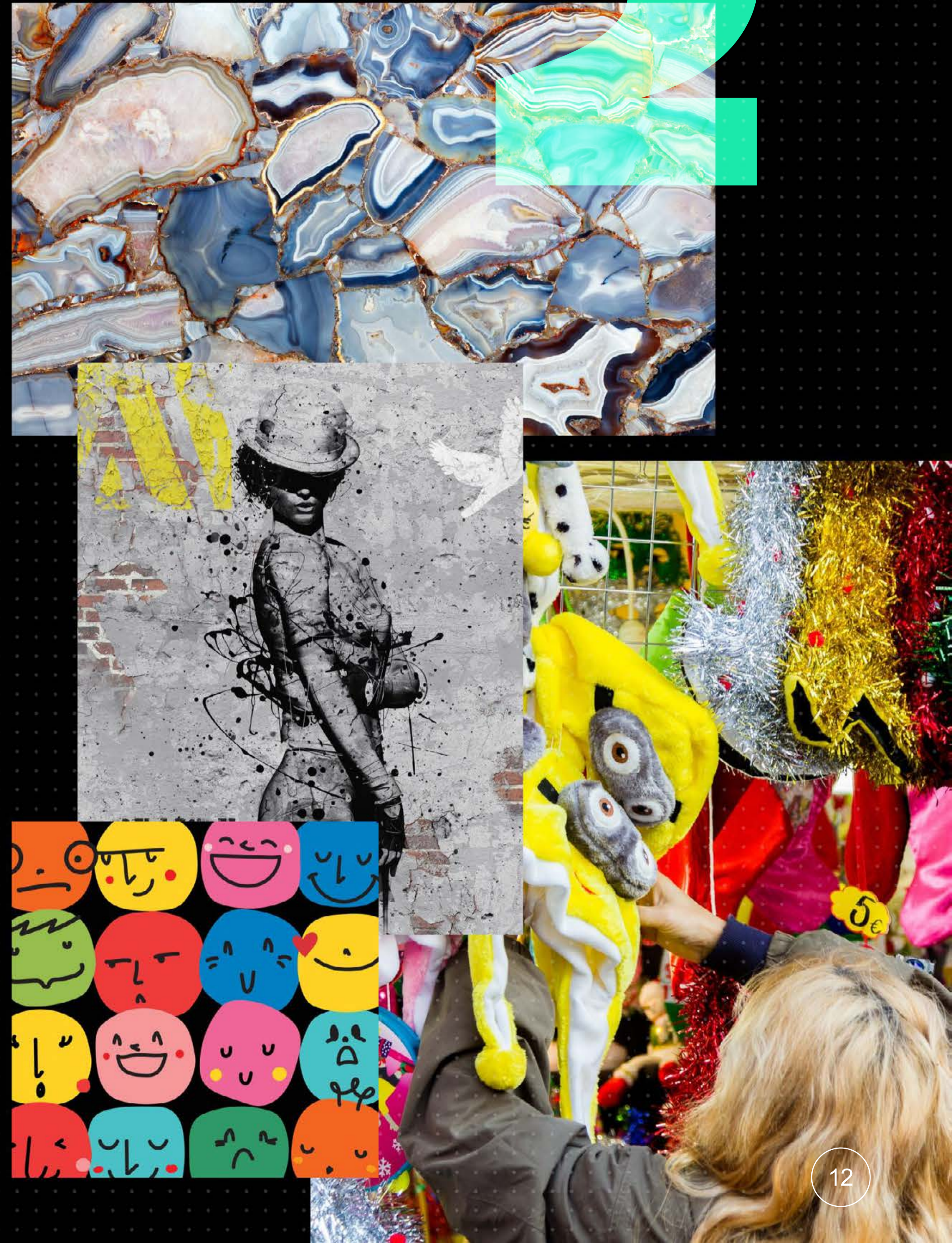
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Image collection

Music & SFX collection

Video collection

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Expert opinion

Sam Wilkes

Creative Director at Vault49 (USA)

vault49.com

2

"In summer 2024, the term "Brat" emerged in pop culture to represent a rebellious, unapologetically bold, and playful spirit — celebrating individuality and a carefree attitude that plays right into Gen Z. As cluttercore is all about combining lots of different visual elements together in a playful way, I see it as a visual representation of that Gen Z spirit of individuality. The "Brat" ethos has inspired brands to break free from category norms, create their own rules, and amplify their unique identities.

To achieve "friendly chaos" in your designs, understand what is true to your brand and where you have the flexibility to explore. It's about loving what you already own, and then embracing the parts of your brand that invite play and reimagination. Bringing in new elements – whether they are images, icons, textures, patterns, or type—will add layers to your storytelling, adding a sense of discovery that welcomes new audiences in to explore.

Fashion is embracing eclectic maximalism, led by TikTok influencers like Sara Camposarcone, who makes cluttercore look effortless. Big brands have caught on, using eye-catching graphics and playful twists in their campaigns. More broadly, we've seen lots of rebrands taking a sticker approach to their graphic language. From sodas to snacks to supermarkets, this approach is cluttercore 101."

14
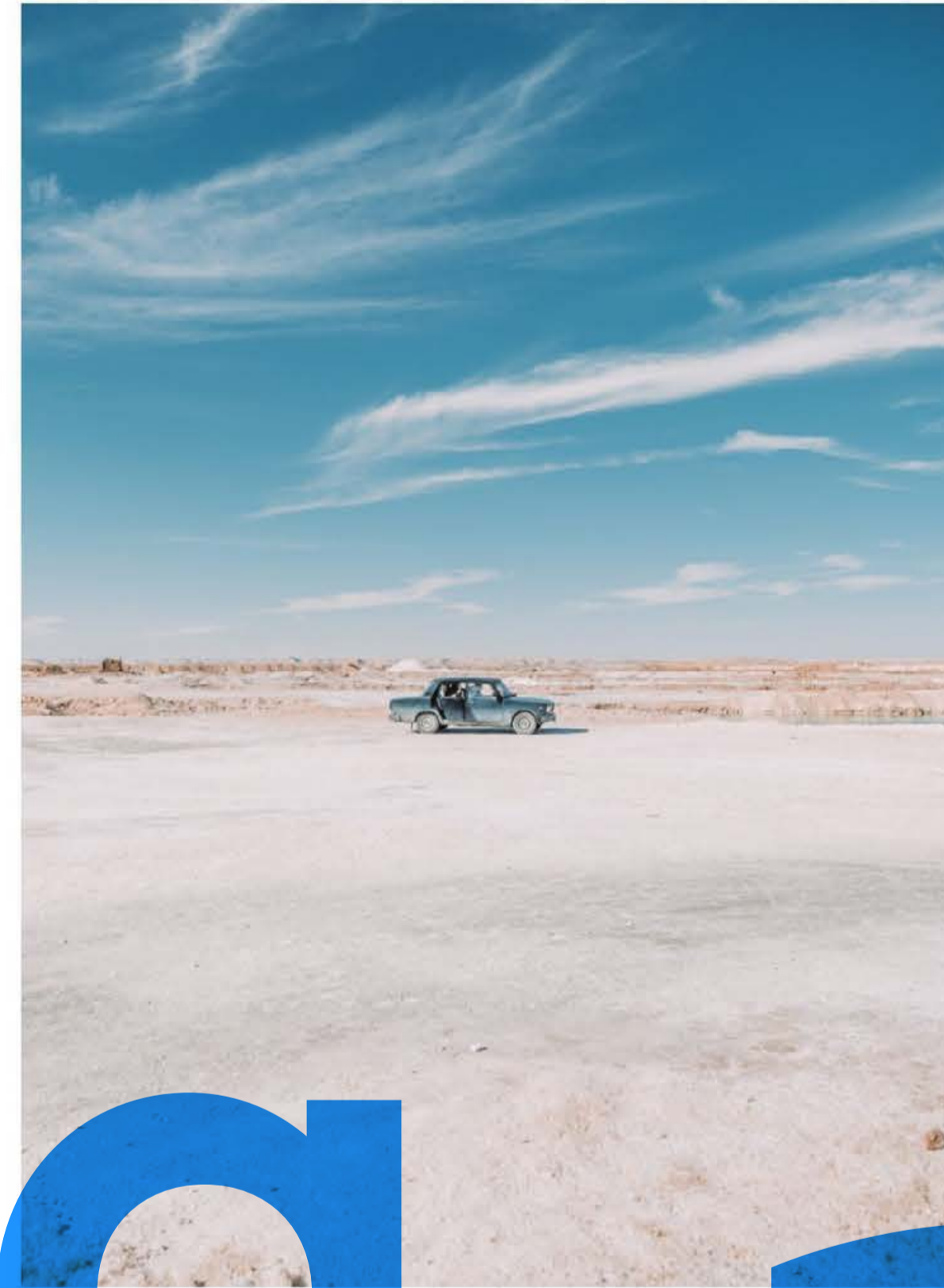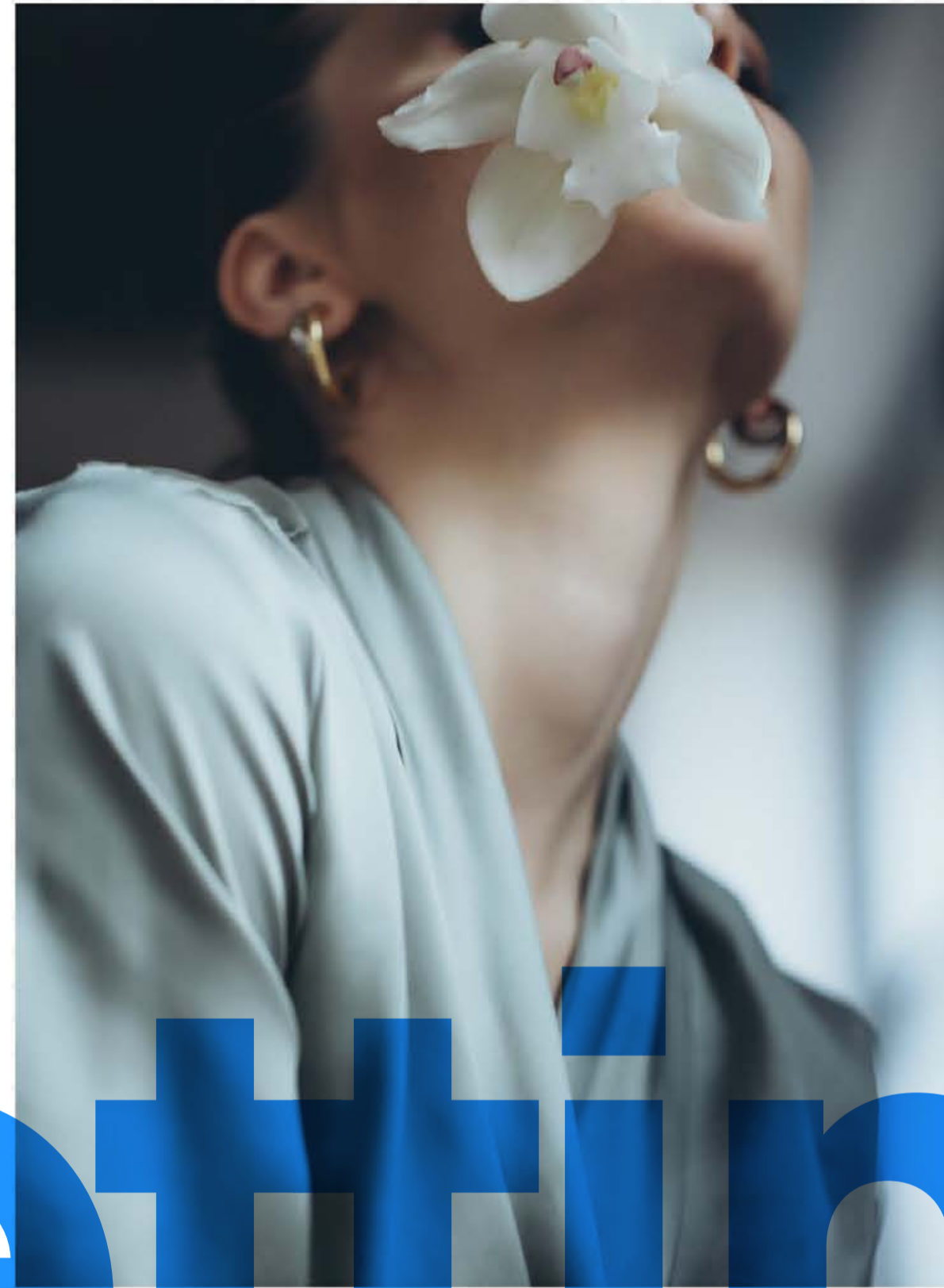
Getting sentimental

3

3

Transform everyday moments into heartwarming narratives by equally appreciating laughs and tears.

Trends analytics*

Here's how trend searches increased over the past 12 months.

romanticism art

lifestyle

romantic couple hugging

+178%

+150%

+115%

The demand for narratives with a focus on people's real-life experiences and inner transformations is gaining momentum in marketing. Influenced by the popularity of movies such as "Inside Out 2" and "Perfect Days", both addressing the topic of emotional fulfillment, companies and content creators are striving to contribute to the global discussion with their campaigns. For instance, Uber Eats' NFL ad shows sports fans experiencing delight and wonder, while Dove's Self-Esteem project raises awareness of female beauty concerns. In both cases, products barely appear in the frame, giving the spotlight to customers and their feelings.

Whether in ads, campaigns, or social media posts, the trend's key elements are focused on depicting diverse emotional states that people experience during their lives. From excitement to sorrow, or happiness and sadness—using closeups in photography and videography will help brands and content creators highlight the depth and authenticity of their message. Instrumental music, including classical and jazz, will help you create an intimate atmosphere. With nostalgic or dreamy moods being central in sentimental narratives, soft and warm-colored post-production and a light sepia effect will elevate your visuals and make them more relatable to audiences.
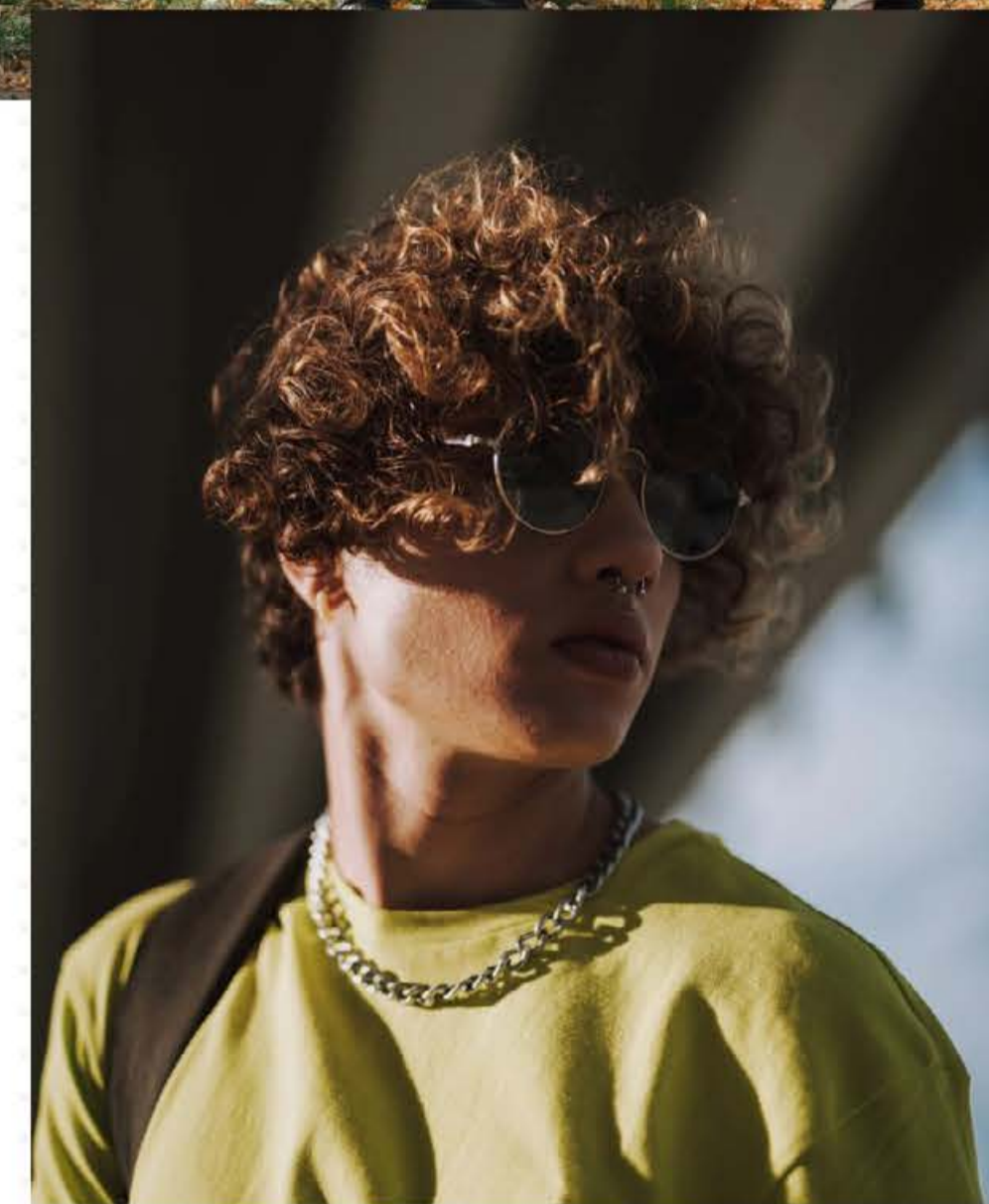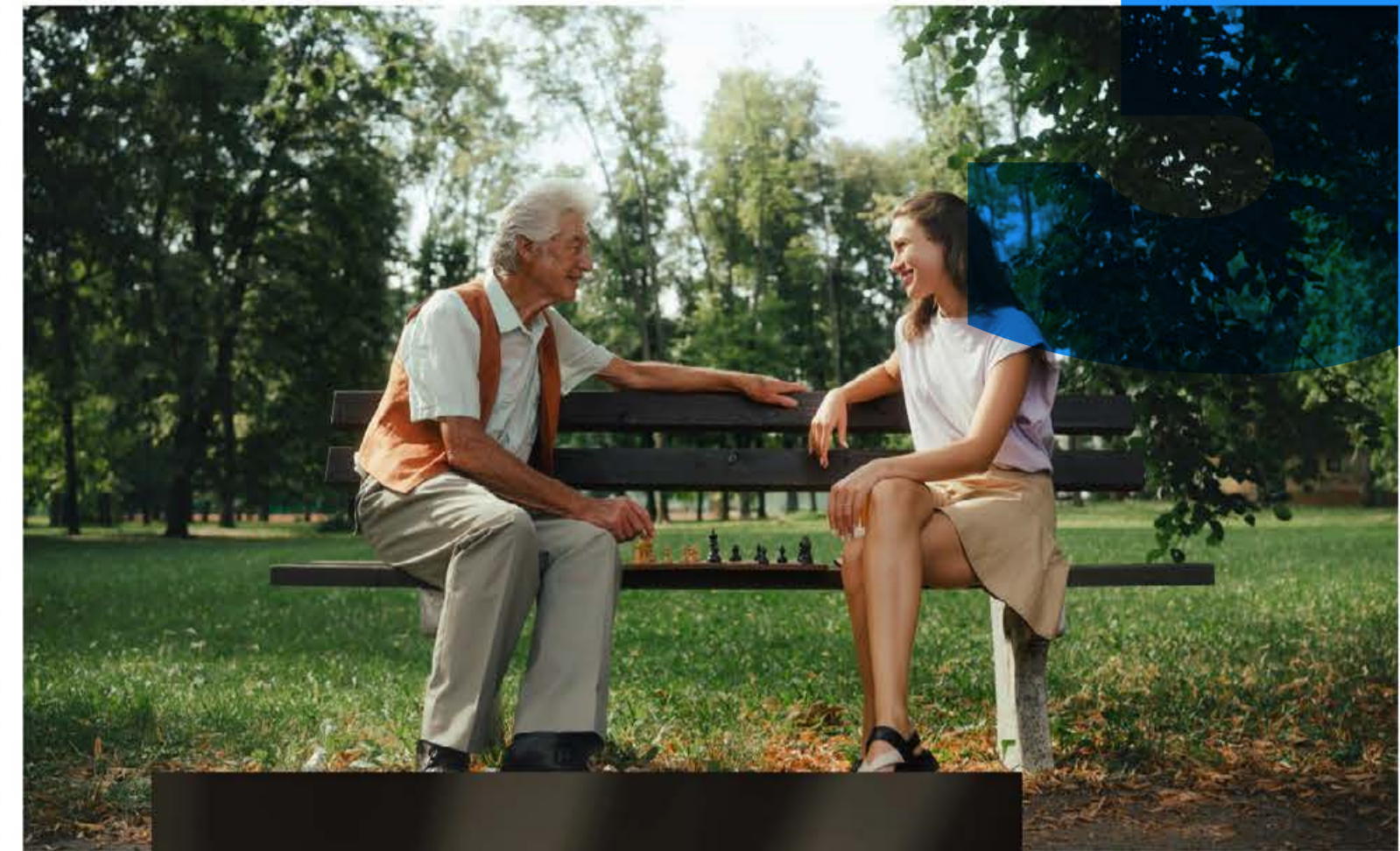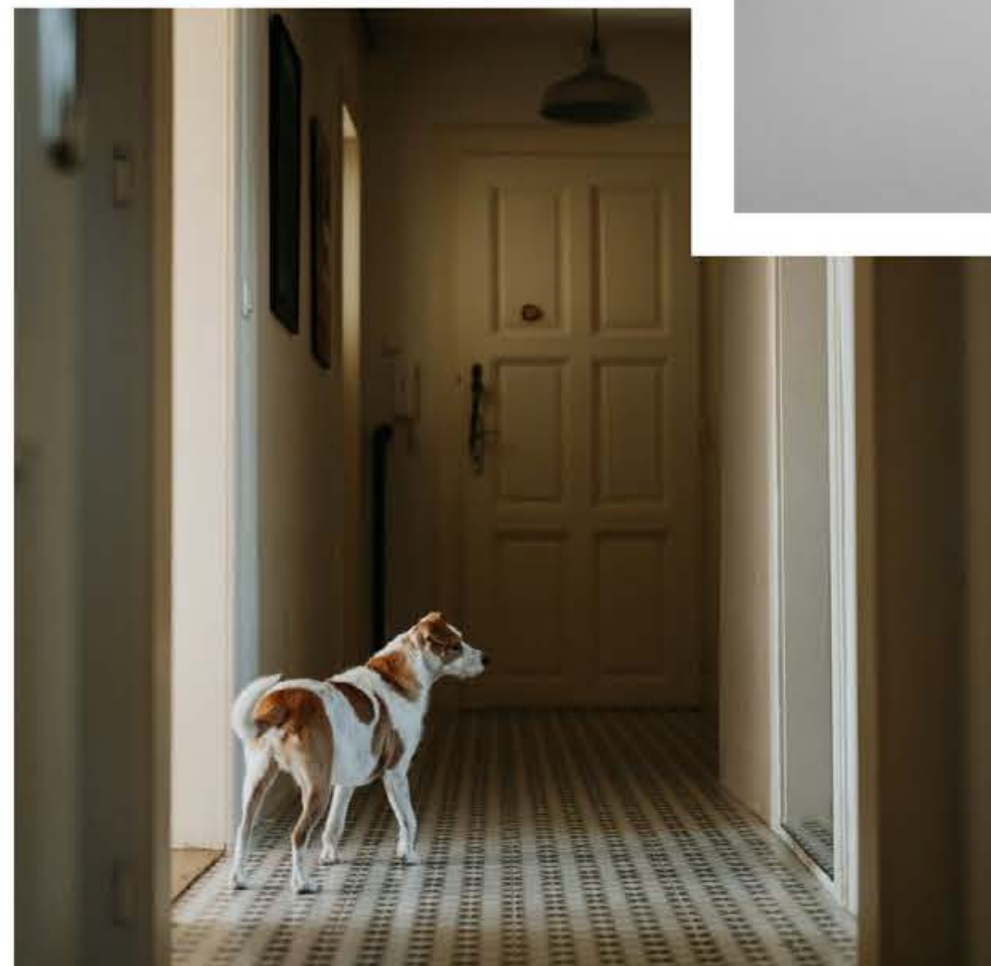
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Image collection

Music & SFX collection

Video collection

3

Expert opinion

Lucas Yu

Associate Creative Director at Superside (Portugal)

lucasyu.work

"Hypersentimentalism is surfacing in brand marketing because it connects on a level that AI-generated content struggles to reach: the personal, the intimate, the human. Brands that lean into hypersentimentalism, with its focus on micro-communities and real connections, have found the sweet spot. It's not about perfection—it's about relatability. Customers feel like they're part of a story rather than just another number in a data set.
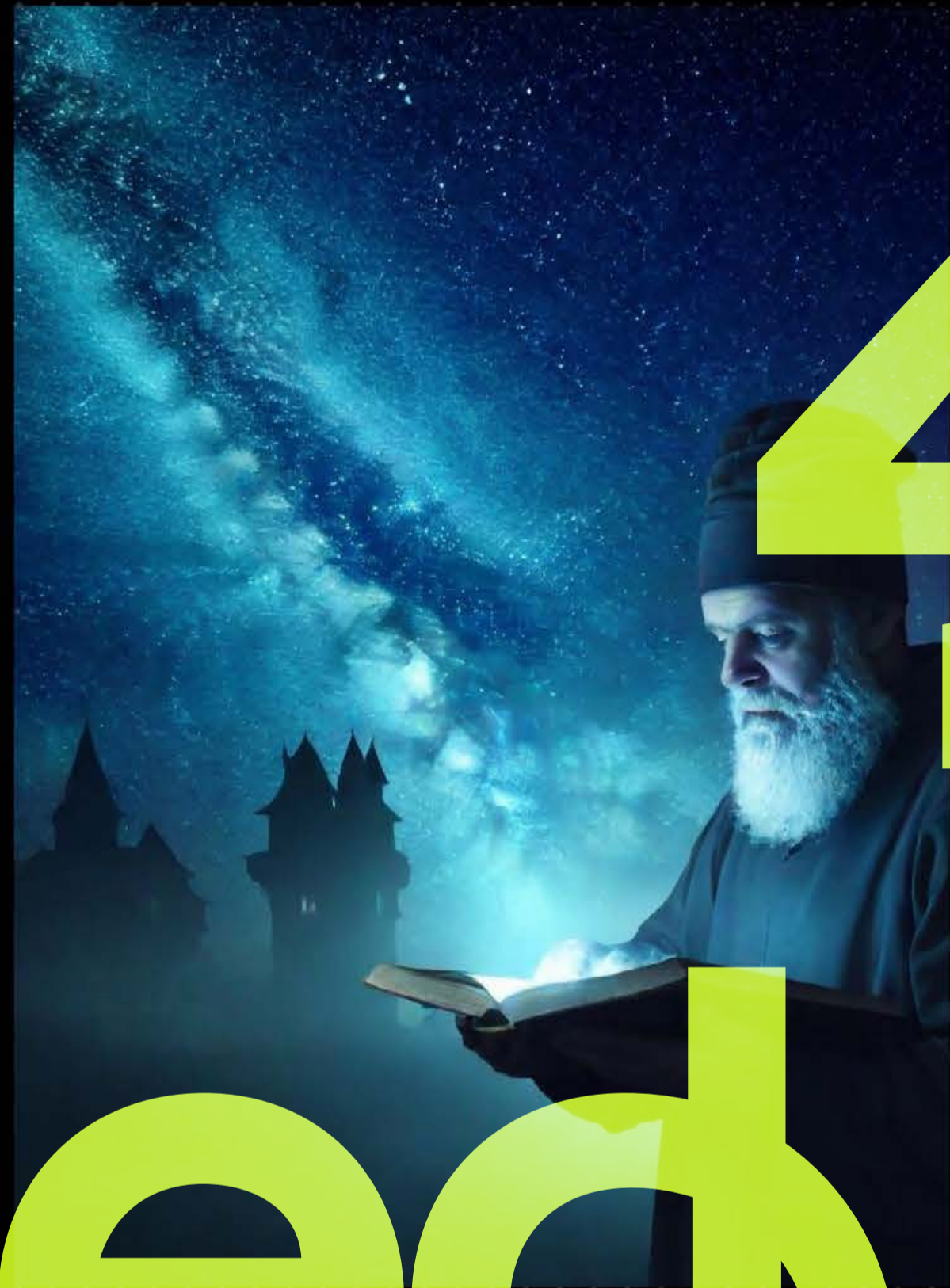
The visuals of hypersentimentalism are those sketches and ideas you're feeling a bit too afraid to take out from the drawer—raw, intimate, and deeply personal. They capture real moments: the imperfect, the unfiltered. Think of portraits of real people who bring a story to life. Focus on soft, nostalgic tones and natural settings that bring warmth and familiarity.

Brands that build their identities around communities and personal experiences stand to gain the most from the trend. Lifestyle brands are a natural fit. Luxury brands that leverage craftsmanship can also tap into this, where every product tells a personal story. Even SaaS companies can leverage hypersentimentalism by showcasing how their tools foster collaboration and human connection, reminding customers that there is a person with real emotions behind every piece of technology."

AI-fueled *art*

4

4

Eclectic, complex, and highly detailed—let AI art symbolize your brand's forward-thinking approach.

Trends analytics*

Here's how trend searches increased over the past 12 months.

AI art

dreamy abstract


+350%

+1575%

fantasy landscape

+466%

High-quality generative AI has become accessible for brands of any size, stimulating the rapid development of distinctive aesthetics and its adoption in marketing. In campaigns such as the fashion show by Motorola or Mango's promo entirely created with AI—we see overly realistic, emotionally neutral imagery paired with futuristic concepts. In turn, the reimagined Bible story introduced during the 2024 Super Bowl is an excellent example of how AI can help mix contexts and styles within one project for artistic purposes.

To contribute to the growing trend of creating ads with a distinctive AI-inspired aesthetic, experiment with tools like AI Image Generator. Include words like "conceptual art piece", "a photorealistic image of…", and "turquoise colors, cute, isometric" in your prompts to get trending visuals. Add references to a specific style, too—for example "3D Disney style render of a child", "red dragon under the stormy sky by sam robinson, in the style of tatiana suarez, indonesian". You can also get playful with your request. For example, let the image generator combine a fantasy world with artifacts dating back to a recognizable historical period. Let your creative juices flow.
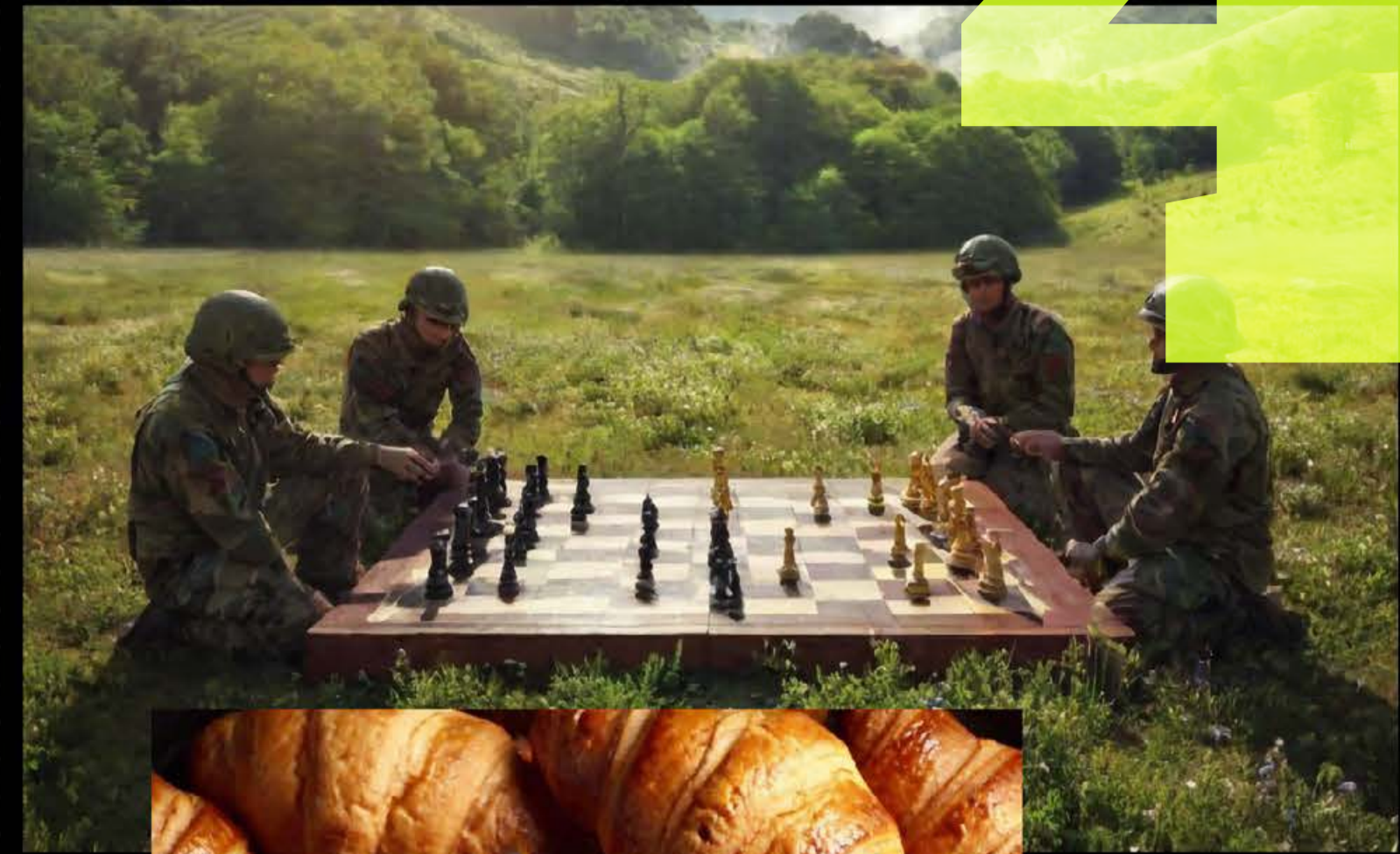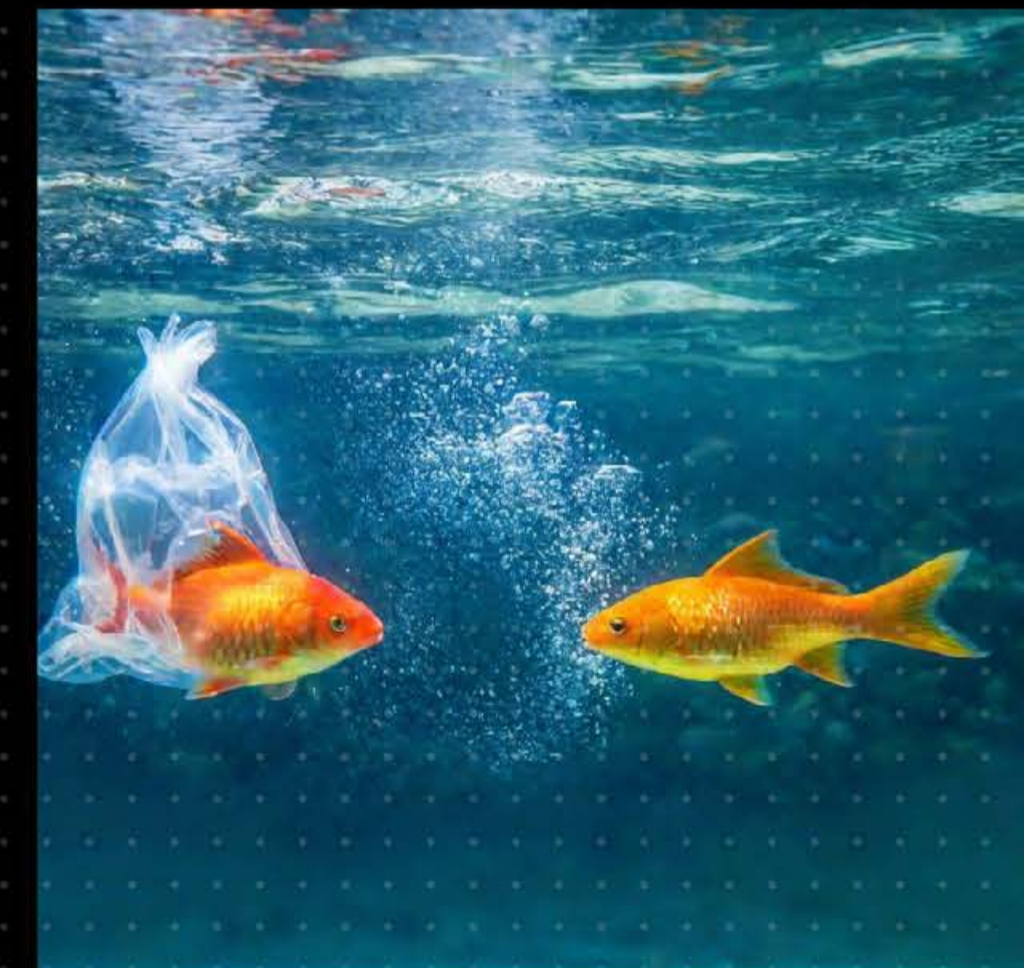
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Image collection

Generate unique images

4

Expert opinion

"AI technology has effectively lowered the skill barrier for creating aesthetic and beautiful brand art, making it accessible to more than just top-tier illustrators. With it, one can tap into trends like hyperrealism, dreamy surrealism, nostalgic retrofuturism, glitch art, and cyberpunk vibes. However, AI isn't limited to producing dreamy aesthetics. While some early generative platforms leaned toward these styles due to their training data, others, like Bria, emphasize lifelike, realistic imagery that can be nearly indistinguishable from photography.

In AI art specifically—works crafted with an artistic touch to evoke emotion and aesthetic appeal—there's more behind the scenes. Generative AI often applies foundational aesthetic principles, like the rule of thirds, composition, and color theory, guiding the creation to ensure balanced, visually engaging outcomes. With these built-in principles, brands can produce compelling art that aligns with their identity, connects deeply with audiences, and is experimental."

Yoav Herstein

Vice President of Creative at Bria (Israel)

bria.ai in

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5

Crafted
harmony

5

Create environments where your clients are content with less in a way that feels like more.

Trends analytics*

Here's how trend searches increased over the past 12 months.

copper patina

Eastern philosophy

transience

+66%

+70%

+125%

Asian philosophies, such as Wabi-Sabi and Ikigai, are gaining a new wave of popularity, offering audiences a calm, optimistic, and rather unconventional outlook on daily life. The aesthetics of simplicity, slow living, and naturalness is becoming a welcoming alternative to overly polished advertising and the rush for success promoted by social media. To keep up with the trend, companies are focusing on various strategies: Some brands, such as Seletti, directly refer to Japanese traditions in their products; others, like Cornetto, develop their own East-meets-West aesthetics, and more.

Craftsmanship, a minimalistic approach, and stories behind companies or their products serve as essential components of the emerging trend. Its visual manifestations include images of hand-made clay, fabric, wood, and copper patina items, as well as Kintsugi-inspired patterns. Consider using grounded and light color palettes, airy compositions, and filters that imitate risograph prints to add a traditional Japanese touch to your designs. The best accompaniment to your visuals is music created with flutes, lutes, and wind instruments, as well as natural sounds like sea surf or leaf rustle.

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Image collection

Music & SFX collection

Video collection

5

Expert opinion

Ez Blaine

Chief Creative Officer at Huge (USA)

hugeinc.com/ez-blaine

"In our world of perfectly curated Instagram feeds and sleek digital everything, there's something deeply refreshing about Wabi-Sabi's embrace of the imperfect. The authenticity of natural materials, wear and tear, and simple beauty resonate with creators and consumers, offering a genuine connection in their virtual day-to-day lives. Plus, as sustainability has become a constant conversation, Wabi-Sabi's appreciation for natural materials and timeworn objects makes sense.

This style is perfect for brands that help people create experiences or meaningful spaces. However, any brand that wants to tell a compelling story about slowing down and appreciating life's subtle moments of tranquility will find a connection with Eastern aesthetics. The key is to engage your audience with a narrative that builds an identity around mindfulness, sustainability, or artisanal craftsmanship and to enhance rather than hide the natural quirks and flaws that make things real, human, and a little wonky."

Embracing the dark

6

6

Show acknowledgment to those feeling uncertain about the future and encourage them to see the light ahead.

Trends analytics*

Here's how trend searches increased over the past 12 months.

noir

midnight sky

smudged makeup

+155%

+557%

+300%

In 2025, brands will shift the mood of their communication from dazzling joy to dark mysticism to resonate with customers that might feel gloomy or uncertain about the future ahead. However, this trend is not about plunging into pessimism—it highlights the importance of finding purpose in the hard times and using them to facilitate our way to a brighter future. And while campaigns such as Born to Steal: Yours, Mine will resemble post-ironic noir films, other brands will tell stories with an emphasis on challenges and failures. Take Under Armour's Forever Is Made Now as another great example.

The aesthetic taps into the topic of transition—from dark to light or from bad to good—which is reflected in violet "before-the-dawn" color palettes. The trend combines elements of various "dark" art genres, from images of people hiding their faces in deep sharp shadows to grunge industrial backdrops and chaotic compositions, as in punk zines. Such designs will feature desaturated colors, rough-grained typography, vintage effects and refer to iconic gothic, hard rock, and post-apocalyptic art masterpieces. To reinforce associations, add sound effects and music in these styles.

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6

Expert opinion

Tito Gouveia

Art Director at Leo Burnett (Portugal)

jtitogouveia.com

"The moody, weathered, dirty, and worn-out grungy feel reflects our times, the insecurity of information, and the widespread feeling of uncertainty and revolt. It's still the same old grunge of the 90s, with high-contrast dark and light visuals. It doesn't matter if the palette revolves around black or white; what matters is the texture and the displacement of shapes, making everything visually disturbing. Recent aesthetic upgrades with modern techniques matched with pictures with a flash blast, grainy motion blur, and weird desaturation.

Grunge is more appealing to Gen Z, who brought it back into the scene. They're passionate thrifters who would rather have a fun experience acquiring things that have a history. And millennials are drawn to the grunge mostly for nostalgia.

Almost any brand can adopt this style. A good example is "The F***ing Car" by Monks, an excellent campaign for the Netflix series "Sex Education". It brings to life the teenage grungy 90s vibes and embodies the rebellious nature of grunge, the raw expression of feelings, and the imperfection."
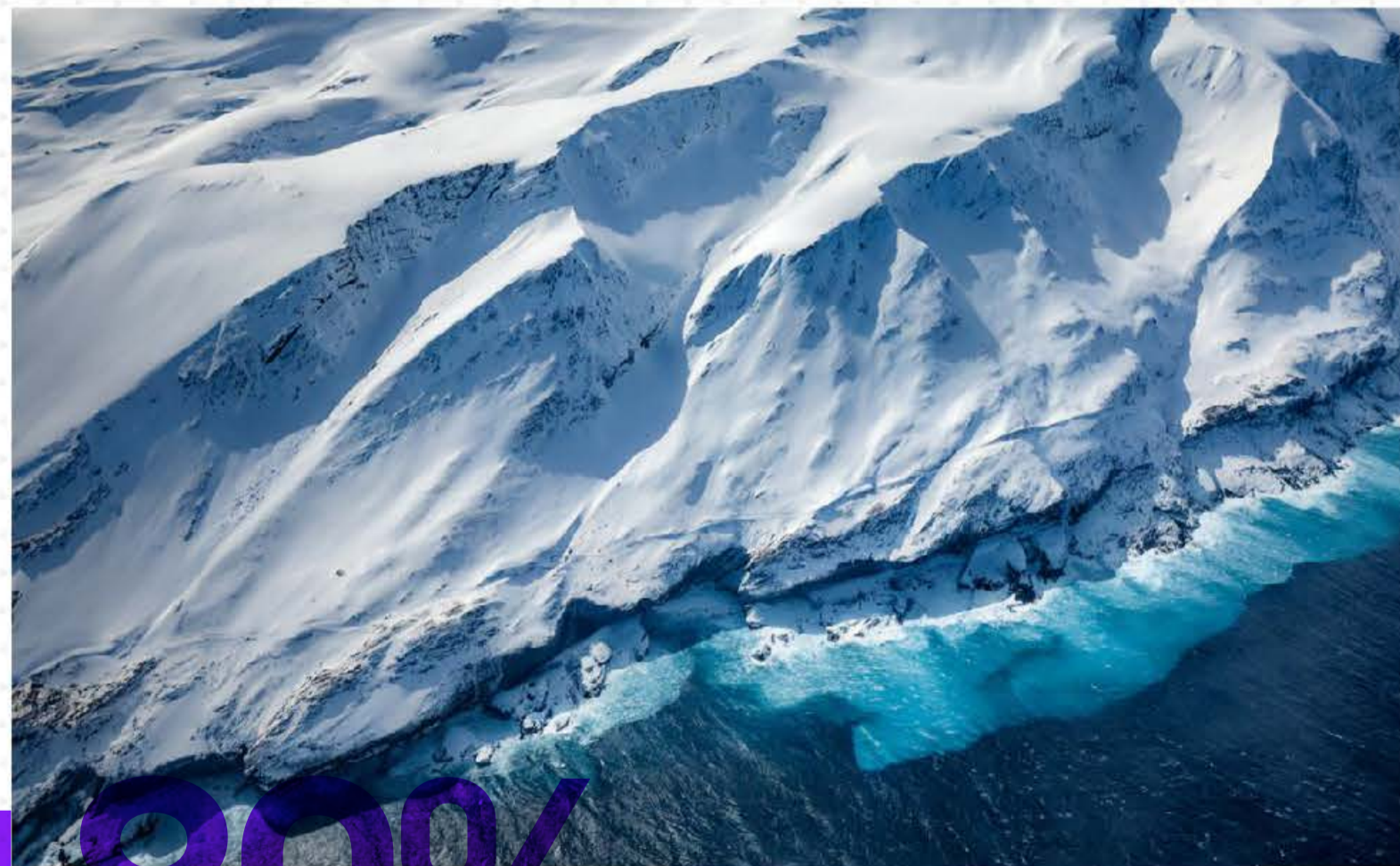
35

look
from above

7

7

Elevate your brand's perspective and show the world in a way that allows each detail to unfold and tell a story.

Trends analytics*

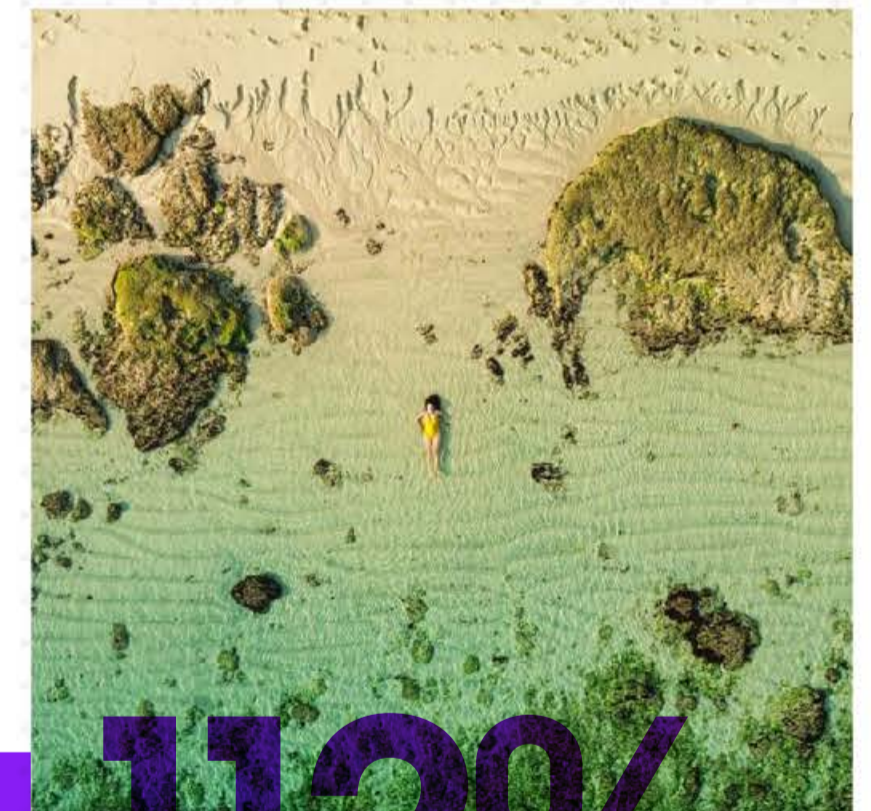Here's how trend searches increased over the past 12 months.

space HDRI

world map detailed

aerial view beach

+80%

+184%

**+112%**

7

During times of rapid change in science, politics, technology, and other spheres, keeping an eye on the bigger picture helps provide better perspective and context. Following in the footsteps of reporters who adopted drone photography, marketing creatives are resorting to shooting angles "from above" to present products or scenes in full transparency. Check out works by Annie Leibovitz, who shot for Vogue, as well as Michael Kors' ads with models in horizontal poses.

To make your brand's visual communication stand out, opt for visuals that depict objects or models from upper points, photos with expansive compositions, maps, and plans. To achieve the helicopter view effect in your projects, choose aerial landscape shots, urban videos with a zoom effect, and high-depth macro photography depicting subjects in detail.
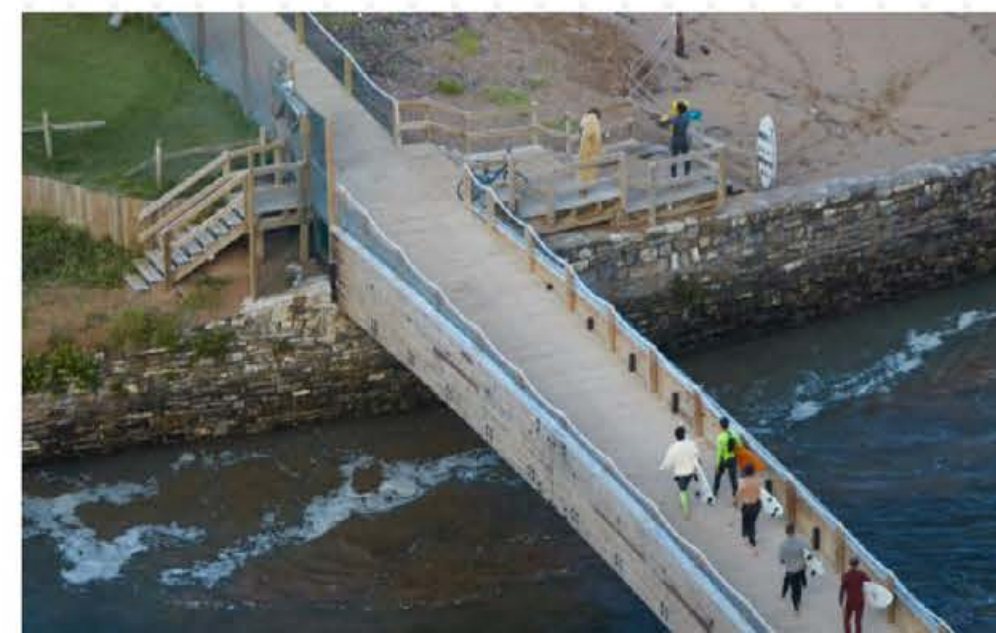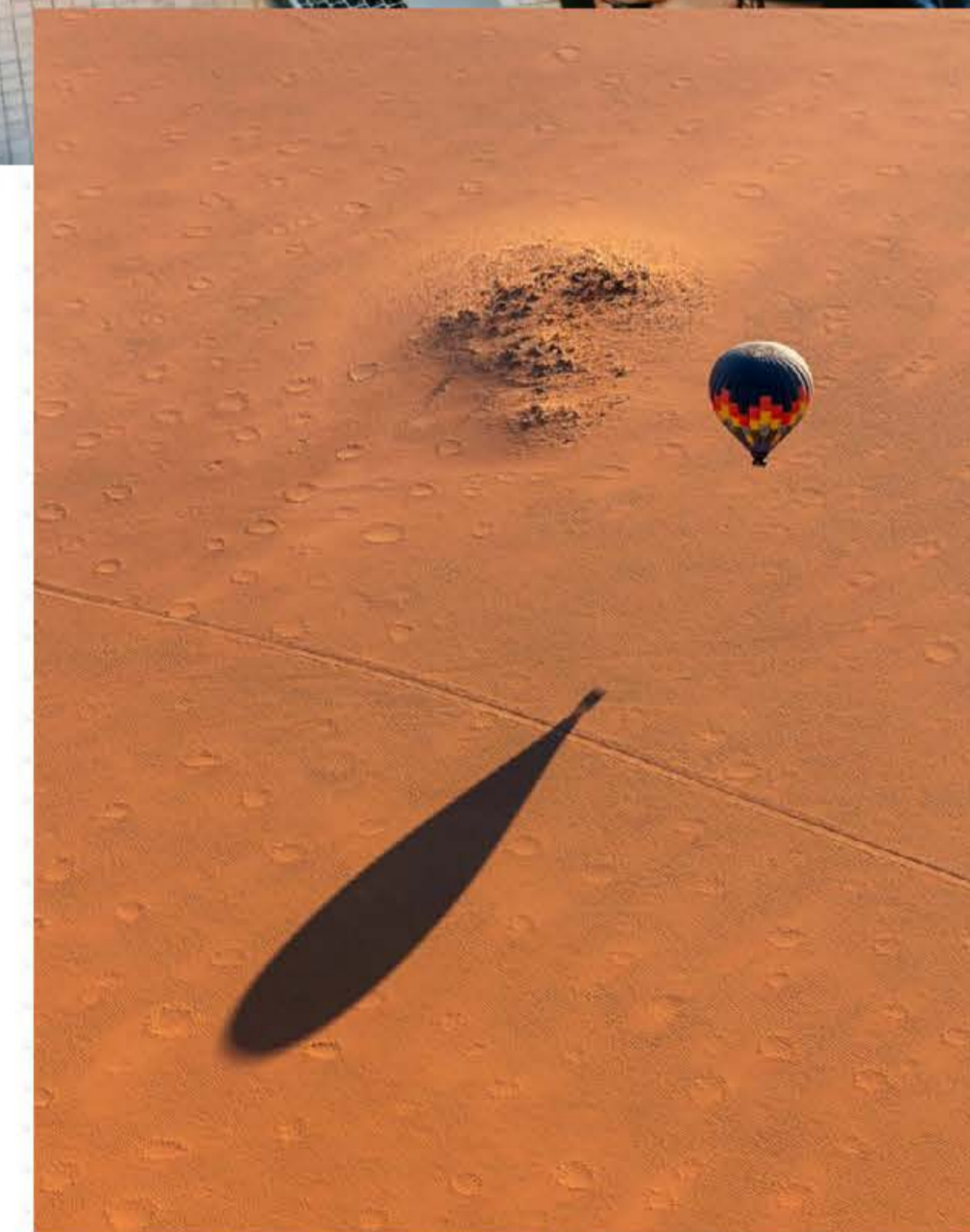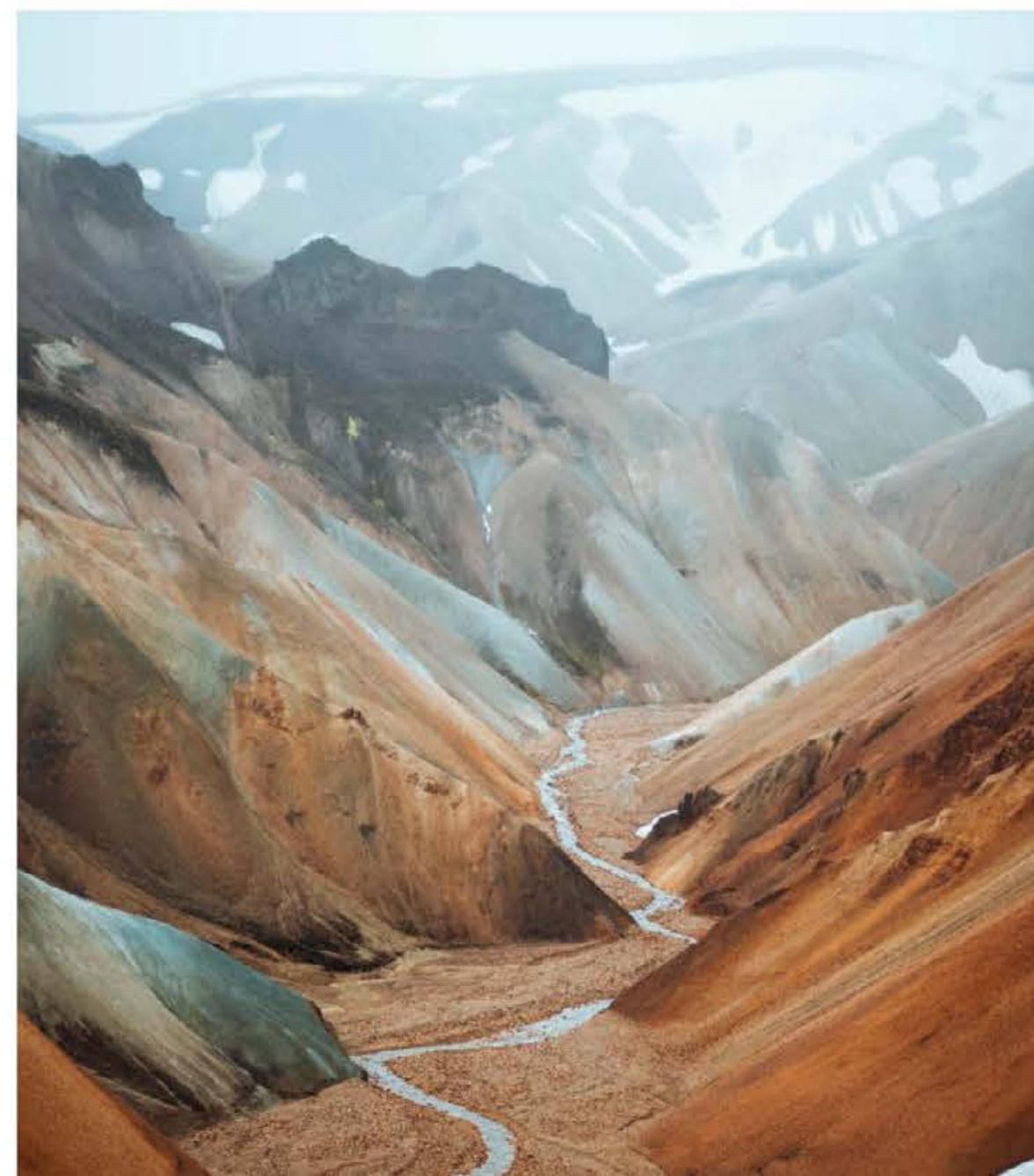
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Image collection

Video collection

39

7

Expert opinion

"The aerial vantage point provides the perfect overview. It instills a sense of wonder and majesty, tempting what's in store or summarizing everything we experienced, hitting a final crescendo. Digging deeper, floating the audience above it all can be spiritual and freeing. It opens the door to surreal and hair-raising moments.

A look from above grants a fresh perspective on a product. Capturing a kaleidoscopic array of perfectly arranged shapes and colors livens up any ad. And an overhead reveal of your subject in context can twist a narrative or set emotions free. The question is less about "What type of spots?" and more about "Where in any spot will this elevate the storytelling?"

We've seen the full acceptance of drone photography across media, making the creative space primed for innovation. Audiences are keeping up with evolving technology, so dynamic creative direction and adventurous campaign perspectives that push the limits of their understanding of reality are a must. This is even more license to tell your story in whatever wild style is required."

Macauley Johnson

Creative Director at Scholar (USA)

macj.tv   helloscholar.com

40

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