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## Resourceful Designer Episode 333: 2024 Design Trends By Freepik

In this episode, I wanna talk about design trends. Specifically, I wanna talk about a trend report that FreePik has released. Now if you're not familiar with Free Pick, Free Pick is a website at [freepick.com](https://freepick.com). They offer high quality photos, videos, vectors, Photoshop files, Illustrator files, icons, and so much more. And as the name suggests, you can get these things for free. Now there is a pricing structure if you wanna get access to more or better things, But you are allowed a certain number of free downloads every month, so check them out at [freepick.com](https://freepick.com).

Now I will say Free Pick is the one who actually reached out to me via email and asked me if I would be willing to discuss their new 2024 trends report on my podcast. And I had a look, and I thought, oh, this is really interesting. And I said, sure. I'll do this. Now for full transparency, They are not compensating me in any way. I am not being paid. I am not getting anything for free. They just asked if I would be willing to do it.

And I thought this is a good idea, so I decided to do it. Now I wanna say something about trends. First of all, I've never been one to pay too much attention to trends, what's trending, what, people are doing. I will use other designs as inspiration, but I don't know if the ones that I look at or, quote, unquote, steal ideas from our trendy or not. It's not something I've ever really paid attention to. Now the other thing about, trend reports, especially this one here from FreePik, is, you know, I kind of scratch my head at the validity of it. Now if you're familiar with Logo Lounge from [logo lounge.com](https://logolounge.com), Logo Lounge puts out a logo trend report every year. Now that one I really enjoy because if you're not familiar, Logo Lounge is a deposit or a repository of logos.

And every year, they put out a book, and thousands and thousands of logos get submitted in the hopes that they would be put into the book. It's a big honor to have your logos in one of their volumes. Well, through all these submissions, They put out a yearly report to say what the trends are, what they've seen. And they have the data to back this up. They look at all the logos that they've received, and they say, well, look. There's a lot of logos that use things like, say, some of the past trends were speech bubbles. There's a lot of logos that have some sort of speech bubble in them, or there's a lot of logos that have a three d effect to them, or there's a lot of logos that have curvy lines, almost like snake like lines through them. And they have The data to back up these trends that they're putting out because they can see that, oh, we've received x amount of logos, and this percentage of them had this on it, So there's a trend.

You know, designers from across the world are are doing this. So that's a trend that we're seeing. And, again, they look at the year before. So they'll say this is the trend we saw in the previous year. Now what FreePik is doing is they're predicting trends for the year to come. They're saying these are the trends that are gonna influence design in 2024, and I don't know how you can do that. I don't know. They don't specify.

They don't tell you what sort of data they have backing this stuff up. I don't know if they have Something that is indicating that these are gonna be the trends. They they don't tell you. So, you know, it's one of those things I kind of look at and I go, they're very interesting. I've looked through all these trends, and they Mark very interesting. Some of them are really nice. I really like them, but I'm not sure that they can actually predict That, oh, this is what designers are gonna be doing, or more designers are gonna be leaning this way in 2024. That may just be me.

Maybe they do have some scientific way of figuring this out. But as far as I know, I still scratch my head and go, how do

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you know what I and my other fellow designers out there are gonna be doing this year? I don't think you can. Anyways, if you wanna follow along with this report, I'll include a link in the show notes for this. So if you're on your podcast app, just look at the show notes that are there, or look on the website at [resourcefuldesigner.com/episodes/333](https://resourcefuldesigner.com/episodes/333). Or you just visit [freepik.com](https://freepik.com), and that's [freepik.com/visual hyphen trends hyphen 2024](https://freepik.com/visual-hyphen-trends-hyphen-2024). And you can follow along with the report and get a visual for what I'm talking about because I'm gonna try to explain what some of these trends Mark, but some of them, you really need to see to understand. So let's start off with the very first one, and that's florals and botanicals. So they say that there's gonna be a lot more of nature in design this coming year.

Especially tied with soft tones and pastel colors, They say it's the perfect combination for flowers, leaves, plants, and all that, you know, florals and botanical stuff. And whether it's in photography or illustration or whatever. And they anticipate that there's gonna be florals used as Accent pieces as border, as background imagery, and as main imagery in designs. Now personally, I'm not a very flowery type person. I don't design or I've rarely design using flowers or as they put, botanicals. I have done it in the past, but it's not my go to. I'm not comfortable. Even though I can do it, I'm just not comfortable.

Doesn't doesn't feel natural. I have to really think about how to place the flowers Not so I don't anticipate this would be any sort of trend that I will follow, but, yeah, we'll see. But that's the first one. Oh, by the way, there's 15 trends I'm going through here. So that was the 1st trend is florals and botanicals. The 2nd trend, and this one here is 1 you almost have to see it to understand it, is hollow abstract three d shapes. So what they're describing here is just random Three-dimensional shapes used in design that have a when they call it holographic touch to it, so it's almost like luminescent the way the The coloring is on it. It it almost looks like, you know, the 3 d image is wrapped in colorful cellophane or something like that.

It gives it a very futuristic type look, and this is very interesting. Again, you almost have to see this one to understand it. And I could see how this would be an interesting design choice, But it would have to have its purpose. Like, it's not something you can just throw on there for for no reason. You would have well, sorry. I know with design, you never throw anything on there for no reason, but there would have to be, like, an actual purpose, I think, to doing something like this. And, personally, I'm I'm just looking at the examples. Like, they give a a couple of examples of things, and I don't know if it's something I would use.

I like it. I really like the way it looks. I just in my mind, I'm having a hard time figuring out how I would incorporate this into any sort of design. But that may just be me. I know there's some other designers out there, possibly you, who could really embrace this sort of thing. Now the third Visual trend that they anticipate for 2024 is liquid three d fonts. And, you know, what I I think this is funny. What they're showing here as examples is letters or words that made to look like you know, they're made out of water or they're made out of chocolate or they're made out of lava or, you know, just three d effects to them.

And I find this one funny because I remember this trend from years ago. If this is the same thing when Photoshop first introduced their bevel the the ability to bevel something with a button. Next thing you know, everywhere you looked, there was type that was beveled. You know, beveled, embossed. It has a sheen on it. Well, that's exactly what this is. It's just 3 d fonts. It's the the wording on your design made to look three-dimensional.

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Now, yes, we can do a lot more now than what we were able to do back then when Photoshop first introduced that. But it just it's funny to me because, you know, a lot of these trends, They they seem to repeat. They're things that we've seen before, and they're coming back. Well, they anticipate this. But when I look at it, I still think of this as a tired trend depending on how you do it. I'm looking at some of the examples. They have one here where it's the word blood written in red, and It looks to me like it's just a plain old Photoshop, you know, red type that was added a a bevel to it. And because I was around when This trend was very popular.

Got to the point where it became almost a joke that everything had a bevel on it. I have a hard time thinking that this is a trend that'll take off again. Now, again, I may be wrong. And maybe to a younger designer who wasn't around when that Trend became oversaturated. They may see this and think, wow. This is really something I wanna embrace. And I'm not saying there's anything wrong with it. Actually, I really like the way it looks.

Is just personally, I'd be a little bit hesitant on the use of this because of my experience in the past when this became too oversaturated where Every design around had some sort of bevel or emboss. Now they do talk about 3 d, so Cotes not just embossing and in beveling. They they have some 3 d shapes to them, and that part is interesting. And I'd be curious to see how that goes. But But that's also something I've been seeing over the years, so I don't know if it's just gonna be more in 2024, if that's what they're saying. But, anyways Now the 4th trend is vibrant, bright colors. And they're talking about how people will be using vibrant, bright colors to instill emotion in the design. It's a very positive, upbeat imagery to have all these bright colors.

And I don't discount that, but what I think is this is not an upcoming trend. I don't think that, You know, bright colors and design was something that was ever out of trend. Put it that way. I mean, it's not as trendy as it was back in the eighties where everywhere you looked was neon. But I just think every year, I'm thinking back over the years, and I think I've always seen bright colors used in design. Now maybe that's just part of the trend. It just means that it's gonna continue, and that's possible. But this is definitely one I can embrace.

I know how to design with bright colors. So, hey, Hey. I may be following this trend in 2024. Now trend number 5 is grainy gradients. And I actually like this one because I've been doing this for years. I love a good gradient in something, And I love adding grain to the grading. I think it gives it so much character. In fact, back I I again, I'm talking about back in the Des.

Back when back in my day. No. Back, before, whenever we would calculate a gradient and just computers and printers weren't as sophisticated as they are now. We had to be careful with gradients because if you didn't calculate we actually had to calculate. Do math. Yeah. Imagine that. We have to do math and figure out, okay, if we did a gradient from 60% to down to 30% and the gradient was Three inches long or whatever centimeters long, then that was possible.

But if we made it a little bit longer, if we made it 4 inches, then, oh, we're gonna get banding

Wayne:

in it. And banding is when the

gradient isn't smooth. Like, you see, it starts fading fading fading. And all of a sudden, you kind of almost see a line across

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it where The fading stops and then picks up again, and it it really looks bad on a gradient. Well, that was the way we used to do it. We had to calculate everything that we were doing. But the way to compensate that or one way to compensate for that was to add grain to your gradient. So if you added grain, then those bandings would almost disappear. You were able to eliminate them with the grain.

So I've been doing this for years, and I I still do this on a regular basis because I just love the look of grain in a gradient. So this trend, I could definitely get on board with. But to me, it's not a trend. It's something I've always been doing. And if you wanna know how I usually go about do it, I when I Create a gradient in, say, Photoshop. I just add noise, but I add a monochromatic noise so that it doesn't really affect the the colors of the the blend. If you just add regular noise, it adds all sorts of extra colors in there. But if you add monochromatic noise, then it just adds a grain to it.

And depending on the intensity and, sometimes I'll do it on a separate layer and change the opacity and all that, it can create some really cool effects. So this is one trend that I really do like. Now visual trend number 6 is collages where you take Multiple images and cut them up and piece them together to create something new. Now I can say that, first of all, I love This design, I love looking at it. I love trying to decipher it. I love trying to figure out how the designer put it together. What did they do? How did they come up with this idea? Where do images end and other images start or different pieces within? I love doing that, and yet it's not something I feel comfortable doing. I just don't think, my mind works It's well enough to put a collage in this sense together.

There are much better designers at doing this, at taking all sorts of different elements and combining them into the same piece. Elements that you would think wouldn't work well together, and they make them work seamlessly with textures and pictures and fonts and, you know, some stuff looks like it's torn and just put on top. Again, I love this design style. It's just not something I feel comfortable. I don't think I have this the I was gonna say the talent. No. I do have the talent to do it. It's just, it's just not the way my mind works.

It would take me a long time to come up with something, and this is the type of design that I would constantly be second guessing myself. You know? Is this look right, or Should I do this, or should should I choose that, or or do something differently? So even though I love this one, the collage idea, I don't think it's something that I will be doing this year. Now trend number 7 is three d effect. And the example they're showing here is just, you know, things that are three-dimensional three-dimensional illustrations. So they're made to look Like, you know, you have a little picture of a house. Well, it's a house in three Des, or you have a little picture like a character instead of just having a two d drawing of a character. Sure. Now your character is in three dimension.

And I think with the introduction of AI in, you know, the becoming part of our toolbox, I can see 3 d becoming much more used because even myself, I've done it where I've asked for AI to create an image, and I said make me a 3 d image, and I've used it in design. So, you know, where it used to be, I I need an illustration of, Say a dog. Well, now it's like, give me a 3 d illustration of a dog, and you get this cute little three d model of a dog that you can use in the design. And they also talk about 3 d letters. Like, you know, we're gonna start seeing more and more things like the example they're showing here is, You know, letters made out to look like balloons. So they're three-dimensional in that sense where they look like balloons that are floating there, and you have a shadow in the background and all that. So, again, with the advance in AI and it becoming more and more used by designers as part of their regular toolkit, I can see this trend really taking effect. So this is one that yes.

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And but, I mean, I think anybody could have anticipated this because of the advances in the AI. The three d stuff, you know, generated by AI is just gonna become more and more popular. Now what I hope is that it doesn't happen like other trends. Like, remember when I talked about the beveling and all that in Photoshop? I just hope it doesn't come to the point where everywhere you look, it starts to look the same and has all this three d look to it. In which case, the trend may be going back to 2 d stuff. Now trend number 8 is 3 d glow. And this all this one is 3 d elements that we created in the previous one, but they're just colored to create this kind of glow effect to them. You know, adding vibrant colors and extra shine and that sort of stuff to make those 3 d images glow or stand out.

And the example they're using is stuff that almost like neon lights or, you know, water or liquid with, like, bright colors, so that sort of thing. Again, if you can get access to this report, at the link that I told you, take a look at these things and get a feel for what I'm talking about. So three d glow is the 8th trend on their list. Now trend number 9 is Art Nouveau. And I find this one funny because Art Nouveau is first of all, it's been around for decades decades, this style, and it's the type of trend that pops up every few years. It just becomes popular because it's so beautiful. You know, whether it's using it as decoration in your design, whether it's using it as frames or borders or, a lot of illustrations of people done in an Art Nouveau style. It's a lot of smooth flowing lines with natural type motifs.

It's very elegant, but it's been around for years. And this is a trend that, you know, it's one of those things you could put on any trend report, and you think, yeah, because it's gonna pop up. I think every year, I see people doing stuff in this style, and it's one of those styles that'll last the, you know, test of time. I think that's the way you say it. Now this is another one. Even though I love it, it's not something I've gone to. I have done stuff in the past that you could say is, you know, Art Nouveau look ish, but it's not my go to. You know, it would almost be like a client would have to ask for something in the Art Nouveau style for me to actually do it.

You know, it's not something that just pops into my mind. It's like, oh, I'm gonna do it in this style. I'll probably think of something else to do before I'll take this one just because it's not a style I'm very comfortable working in even though I'm capable of it, but I can see this one picking up because, as I said, it's been around for ages. And every few years, it just seems like it's almost like it's a trend that trends every couple of years. Now trend number 10 is old engraving, and I really like this one. It's a very vintage look. You know, it's almost like 17th, 18th century type things where you have, like, engravings or woodcut elements and that sort of stuff. They see that making a comeback for this year.

You know, it's very nostalgic. It looks like you know, it's a type of thing that when you see this design, it almost looks established. You see a company that designs their logo in this style or a flyer in this style. Even if it's a brand new company, you look at it and you think, wow. You know, this looks established. This company has been around because of the look. Now this style does remind me. When I first got into the design industry in, I got in in '89, so, you know, late eighties, early nineties.

Back then, like, when I worked at the print shop, Clip Art came in these large catalogs. Like, when I'm talking large, I'm talking you know, we used to get these binders that were roughly about 3 feet wide by 2 feet tall. And they had these big pages on them, and you just flip through the pages. And it had hundreds and hundreds of these little images, which was our clip art back then. And a lot of them, when I look at these styles, that reminds me back then where we would flip through, and there would be, oh, there's a little picture of a maybe a little cherub done in, like, a woodcut, or there's a



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little corner element to do for a frame and where there's a nice little flower and and they're most of them are illustration style, again, like, you know, engraving. So they look almost like their x type look, and, it's very reminiscent of back then. That's the way a lot of the clip art looked. So I love it just because, you know, it's part of my roots, and I could see using this.

It's the type of thing that has to be used well, in my opinion. You have to have a feel, and, as I mentioned, it's almost like because it's a vintage look, you almost have to add it to a vintage design. I'm not saying you can't use this style, this old engraving look in something modern, but I, personally, I think it lends well to something that looks vintage. I could see myself using this one. Now trend number 11 is groovy cartoon. And, the way I can explain this one is think of the old I don't know if you've ever seen the the footage of the drive in theater. If you don't know what that is, it's a movie theater that you actually watch in your car. You drive in.

You park in a parking lot, and there's this giant screen in front of you, and you watch the movie. Well, before the movie, they would have these little cartoons, and it would show, like, you know, a little chocolate bar or a little hot Des with arms and legs. Well, that's kind of the impression I'm getting with this groovy cartoon, even the examples that they're showing. Like, they have an example here where they have a slice of pizza, A hamburger, a taco, and a doughnut, and they all have arms and legs and eyes and a mouth and that. So it's very kind of, As they say, groovy cartoons. It's very retro style, like old 50, 60 style cartoonist with very fun images, bright Colors, a lot of black and white as well. So I'm not an illustrator, so I don't think I would be drawing anything like this. But I could actually see myself using some of these in a design.

I think they would be a lot of fun. It would take the right design to do it, but I can see some some use for this. As for it trending, I don't know. Like, again, I don't understand how they come up with these. These are the trends that were gonna happen this year. I don't know how many designers are gonna think, oh, you know what? I think groovy cartoon is the way to go on this one. But it is very interesting, and I really like the way they look. Now trend number 12 is chrome effect.

And this was another one that took me back because I remember years years ago, Along the same times when we started doing bevel in type and bevel and stuff in Photoshop, chrome effect was another one because there was a filter you can add to something in Photoshop, actually, there still is, where you can turn something and make it look like chrome. So this is not the 1st time. Now with the benefit today of, you know, three d stuff and especially with the introduction of AI, You can create some beautiful things with this chrome effect. Now when I say chrome, it doesn't necessarily have to be that, you know, silver that, you know, chrome that you would see on an, a vintage, an old car bumper type thing. It can be all sorts of different colors. Like, you can have chrome effects using pastel colors or bright colors, But it's just that shini-ness. You know, it almost looks like whatever it is is made out of metal, and it can be an illustration and stuff Like that, but it has that glow to it that you would see off of of metal or, you know, when you you spill something oily and it has that kind of rainbow sheen to it, that sort of thing. That's a chrome effect as well.

So they say that this is gonna pick up. There's gonna be more of this this year, but I've I've seen this come and go over the years many, many times. I don't think it ever left. I mean, I don't think any trend has ever truly left as long as somebody out there is doing it. But this is an interesting one, and I can actually see myself using this. I've done it before in the past. And every once in a while, I I love a met metal or metallic effect to a design. Although I Des, my go to is kind of a brushed steel type look as opposed to a chrome type look, but I could see myself using this one.

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Now trend number 13 is glass morphism. And this one is really hard to describe. The best way to describe it is as if your item that you're designing or elements of your design are made of a translucent glass. So not a clear glass, but a translucent. So it makes everything a little bit blurry, but stuff shines through it. So you can see what's behind it. I've used this on websites. You know, if you have, like, say, a background image and you wanna put type on it and, so you've got your hero image and The type just you know, it's it's a little hard to read.

I'll add a box behind the type, and I'll make that box a little translucent. So you can see the background through it, but it's blurry a little bit. And the the colors are are muted a little bit so that the type on top can read better. So this is one I've used before. And some of the examples they're showing are icons where, you know, the colors behind them will show up or, just many different design elements where, As I said, it looks almost like it's a frosted glass so that you can see the design element from behind it, and you can incorporate this into your design. Now I I like this one. I've used it before, and I don't know if it's something that's gonna pick up more. I mean, I seem to see this a lot, Especially in the web design world, I see this a lot.

It's a great way whenever you have type on top of a a busy background. It's a great way to get that type to stand out. So, you know, whether I would call it a trend, I don't know. They they're calling it a trend. I don't know if I would, but I could see this picking up steam in, in this year. So anyways. Now the 14th trend. And this one, I I don't really get very much.

It's called Neo Brutalism. And what they're saying is it's a design that's very bold and fearless using Big chunks of solid colors, strong shapes, very bold elements, but still have a modern flare to it. Now this is 1 when I looked at the trends, I kinda went, you know, I could see this happening. But in my mind, Being I don't know if you wanna call me traditional just because of my time in the industry. I personally look at this at this style, and I find it a little amateurish. Like, even the examples that they give, it's like you know, there's certain things, like, I'm looking at one of the examples right now, And I'm seeing so many things that I would improve on that design just because of, you know, things not lining up properly or not following a, you know, a good hierarchy. So to me, unless it's just the examples that they're giving, I'm not impressed with this trend. I can understand doing bold elements, big strong colors, solid colors, and all that.

And maybe it's just the examples that they they're showing. But anytime I see something in this style or sorry. I shouldn't say anytime. There's some times where this style works really, really well. But there's a lot of times When I see something in the style, I just look at it, and I go, you know, there's there's things that could have been done better with this. So anyways. And that brings us to our final. And I think this one free pick, I'm gonna call you out on this one.

There's a little bit of a cop out. Their final trend of the year is to use Peach fuzz, which is Pantone's color of the year. Now I don't know if you're familiar with this. It's, well, peach fuzz color. So it's It's a very muted peachy orangish color, and, I don't know. I don't know if this is really gonna happen. Maybe if you look at the fashion world, I don't know how well the fashion world follows the Pantone color of the year trend. But I know that a lot of designers when the trend was where the color was first announced.

A lot of them made fun of it and, like, said, I'm not gonna use this. And I personally, I don't see any reason for me to use this color. So I think they just threw this 1 in because it was Pantone's color of the year. I don't actually see this becoming a trend, at least in the design world. Maybe in the fashion industry or something like that. Maybe. I don't know. I don't follow that industry.

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But as far as design goes and websites and all that stuff, I don't see this color picking up very much. Anyways, those are the 15 trends that Free Pick is predicting will hit it off in 2024. Now I would love for you to take a look at this thing and let me know. Send me an email at feedback at resourceful designer.com. Let me know what you think of these trends. Are there any that I said I didn't think would work that you think would be really great or that you do on a regular basis? Like, I mentioned the Klars thing which I don't do. Well, there's some designers. They specialize in that.

Are you one of those people? Let me know. Let me see some of your work. I love looking at other designers. And that's the thing. You know? Even though I don't do something or, it's not a style I like working in, even styles that I don't like, I can still appreciate them. You know, I've never been a fan of, you know, the grunge style design. But I can look at the design and really appreciate, you know, the effort that was put into the it, the the work, the the way things were done, Even though it's not a style I particularly care for, and it's definitely not a style I would be comfortable trying to design in. In fact, I've Turn the client down before because they wanted that sort of style, and I told them it's like, that's not something I'm comfortable with.

I don't care for that style very much. I I don't know. Like, Whatever I design would not look as good as somebody who is more familiar and more comfortable with that style that they can design, so I recommended that they go find somebody else. But I would love to know. Take a look at the report, and let me know what you thought of it. And as I said, the whole trend thing, I love that FreePik is doing this. I mean, it brings attention to them. It it gave me a talking point.

It it maybe it'll get you talking on things. So, I mean, it was very valuable to for them to do that, and I can appreciate that. But I still have a hard time thinking that, okay. You can predict that this is what designers are gonna do this coming year. I mean, personally, I may just not do any of these out of spite. Like, I don't know. It's like I may say, okay. Well, this was supposed to be a trend.

Well, if that's The case. You know, I don't wanna be trendy. I don't wanna be a designer that's following the trends and doing everything that everybody else is doing. I wanna be different. So maybe I'll I'll purposely avoid some of these at this point. Anyways, that's it. That's all I had to say. I wanted to share this report for you.