iStock visual trends

Infographic: 2014 visual trends

Another year came and went in a blur of Helvetica and hipsters, — so before you blink and miss 2014, grab a coffee, sit back and check out these top visual design trends to expect in the coming year.

· Top ·

VISUAL DESIGN
TRENDS

for 2014

Every creative wants to make something original that stands out, but knowing which visual themes and tools are trending, and then putting your own spin on them, is a great way to keep your work fresh (even when you haven't left the office in a week and aren't so fresh yourself). Here are some of the top visual trends to look out for in 2014. Also, look out for the witches.

1 DIVERSE WOMEN
Bring on real women of all shapes, races and ages that don't fit a cookie-cutter mold.

2 HANDS-ON DADS
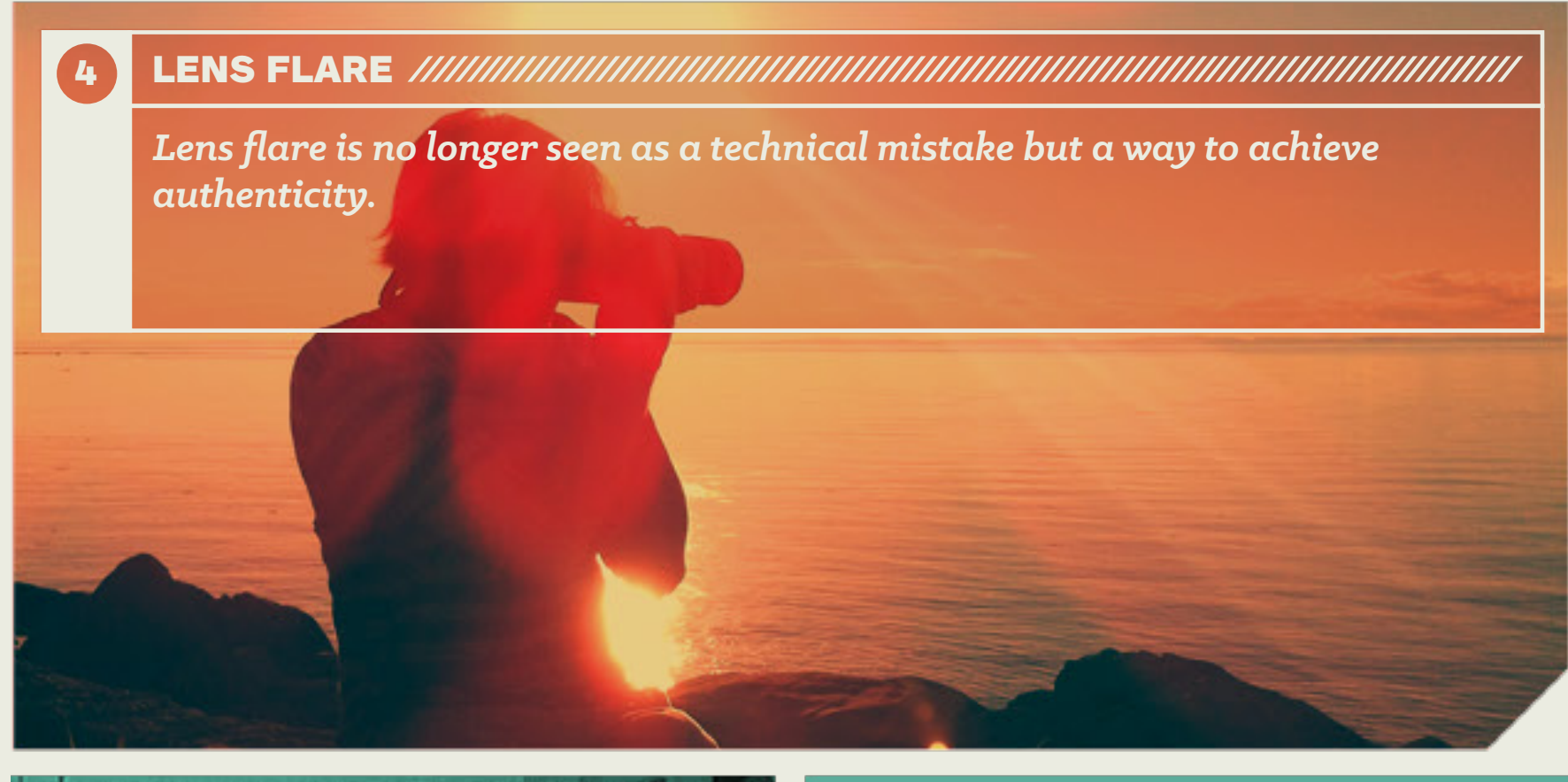Take away the briefcase and we see a real-life dad who gets dirty with his kids.

3 BEARDS
That old itchy stubble will grow into beards full of wisdom & masculinity (& crumbs).
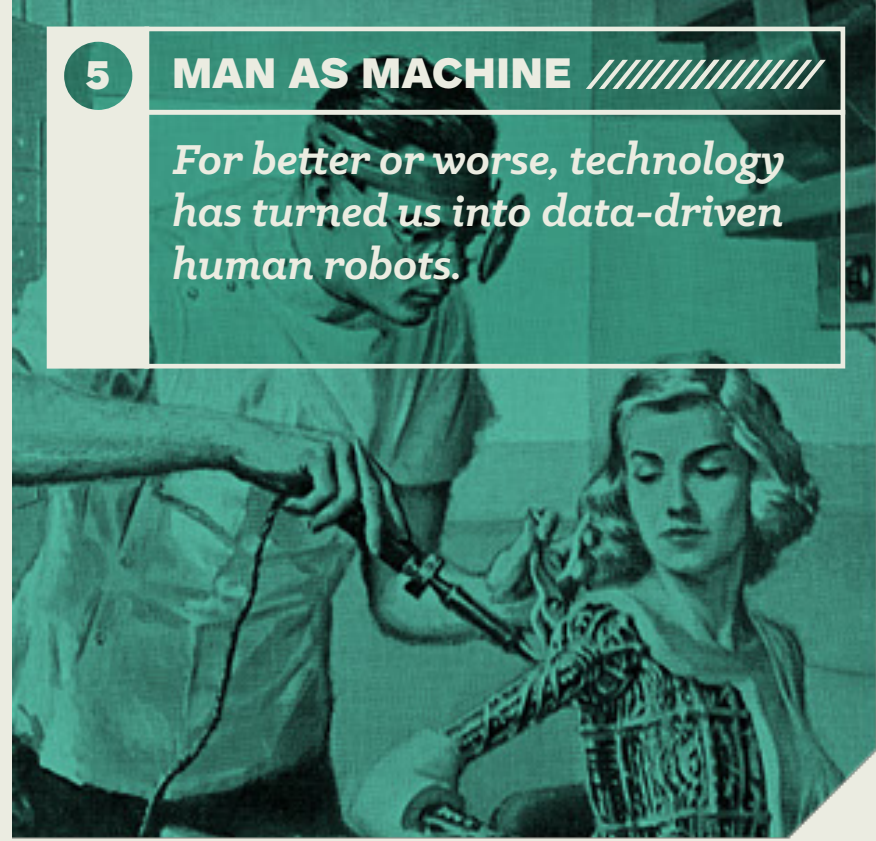
4 LENS FLARE
Lens flare is no longer seen as a technical mistake but a way to achieve authenticity.

5 MAN AS MACHINE
For better or worse, technology has turned us into data-driven human robots.

6 CAMERAS WE WEAR
Technology, of all things, will help us capture and share real life as it happens.

7 MULTI-RACIAL MODELS
Models with multiple ethnicities are the new faces of global advertising.

8 2014 FIFA WORLD CUP™
World Cup mania will rival any religion for largest following in 2014.

9 WITCHES (BYE BYE, VAMPIRES)
Witches are the new pop-culture queens, lighting up the silver screen and runways in 2014.

10 HANDCRAFTED VECTORS
Sketchy, hand-drawn illustrations remind us there was an artist in the process.

11 INSTAGRAMMY FOOD SHOTS
We trust food that looks like it was shot with a friend's iPhone and posted online. #yum

12 EXPERIENCES OVER THINGS
1. Mix together flour, milk & eggs and you have a skill for life. / 2. Paddle, lift & ride and you have an experience for life. / 3. Pack a sleeping bag, axe & beans and you have stories for life.

13 CREATIVE COLLABORATION
Collaboration trumps competition because two heads really are better than one.