We travelled the globe via the internet to ask some of our favorite creatives what design trends they think are heating up and which ones have gone cold. Here's what they had to say.

**SIMPLICITY vs COMPLEXITY**

- **SIMPLICITY**
  - The products we are seeing are becoming less intimidating, in their design. Shapes, colors and materials are now more visible and ideal.
  - We are seeing a return to raw and visible simplicity. Simplicity will probably be a trend for the next few years.

- **COMPLEXITY**
  - Many of the lesser known trends are becoming more popular, such as 3D printing.

**FLAT DESIGN vs 3D/SKEUMORPHIC DESIGN**

- **FLAT DESIGN**
  - Over the past few years, parallax scrolling has been used extensively in the delivery of content on the web. More and more we will see this used in a restrained way — with more of a ‘light touch.’

- **3D/SKEUMORPHIC DESIGN**
  - The trend of portraying reality more. We know models are meant to help sell products, but the imagery of normal, real people can also enhance public affinity with the brand.

**IMPROVED PARALLAX SCROLLING vs OLD PARALLAX SCROLLING**

- **IMPROVED PARALLAX SCROLLING**
  - The increasing simplification in logos is overused. In many cases this leads to a loss of brand sovereignty.

- **OLD PARALLAX SCROLLING**
  - The Brazilian advertising industry is becoming more and more mature, focusing on what is really relevant to consumers, not just on what wins awards. Advertising needs to change to adapt to a market that has already changed.

**5-7 SECOND STORYTELLING vs LONG SOCIAL MEDIA VIDEOS**

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**LOGOS WITH DEPTH vs OVERLY SIMPLIFIED LOGOS**

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**DIGITAL INNOVATION vs TRADITIONAL VS. DIGITAL GESTALTS**

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**CREATIVE INSPIRATION vs CREATIVE STAGNATION**

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**TREND LISTS vs BECOMING JADED**

- **TREND LISTS**
  - We asked creatives around the globe to weigh in on what's hot and what's not for 2014. The resounding response was that simplicity is king, even as we're introduced to more and more complex devices, platforms and channels than ever before. From flat design to reigned-in parallax scrolling to 5-second social media videos, think of simple design as the yin to technology's yang.

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**REAL MODELS vs EXCESSIVE RETOUCHING**

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**PRINTING vs OFF-SET PRINTING**

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