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Visual Trends
2018

Masculinity Undone

Second Renaissance

Conceptual Realism

Our global team of creative researchers, art directors, and visual experts analyzed imagery in advertising and pop culture, consumer behaviors, and our own data—from 1 billion searches and 400 million image downloads on gettyimages.com—to forecast three defining visual trends of 2018.

SECOND RENAISSANCE

Adding modern perspective to classical themes

Renaissance art is new again with Second Renaissance, where artists with iPhones are creating pictures that evoke a feeling of classic art. Portraiture harks back to imagery from bygone eras, paying homage with subdued palettes and luxurious fabrics that resemble paintings. This Renaissance, however, is also about providing new perspectives and championing diversity.

USE IMAGERY FROM THIS TREND TO:

• Stand out by featuring repurposed classic visual themes to tell your story

• Excite your audience by pairing the familiar with the unexpected

• Drive positive change through images that have gravity and credibility

See the Second Renaissance ▶

CONCEPTUAL REALISM

Showcasing reality in unexpected ways

Conceptual Realism was born out of evolving long-term visual trends, new technology, and the public's current skepticism to take things at face value. Consumers are craving imagery that looks real, even if the idea behind the imagery is farfetched. In response, photographers are creating more conceptual images executed in a realist style. The key is to bring a sense of attainability and relatability to the images, while maintaining a level of absurdity that adds intrigue.

USE IMAGERY FROM THIS TREND TO:

• Connect with today's consumer with visual content that is relatable—in unexpected ways

• Make memorable statements by highlighting absurdity in everyday life

• Take advantage of a resurgence in the popularity of imperfect imagery

See Conceptual Realism ▶

MASCULINITY UNDONE

Repicturing what it means to be a man

Men, much like women, are often portrayed as stereotypes in the media—from the jock to the TV dad to the lazy man. With Masculinity Undone, the antiquated concept of masculinity is fading away. We see a movement toward a complex, gentle, and emotional side of men—breaking away from the standard-issue male visual identity in advertising and communications.

USE IMAGERY FROM THIS TREND TO:

• Go beyond expectations of how men and women are portrayed in visual storytelling

• Attract the growing number of men who are responding to empathetic and authentic visuals

• Move on from the dated male stereotypes of the past

See Masculinity Undone ▶

Visual Trends 2018

For more on the 2018 trends, evolving micro trends, and the artists behind them, **download the full Creative in Focus book** ▶
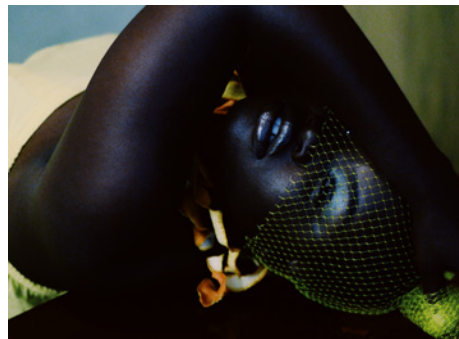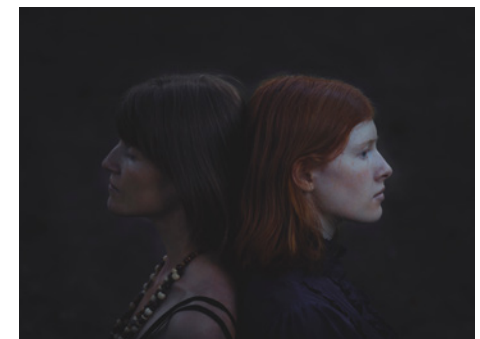
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SECOND RENAISSANCE

+344%
increase in searches for "Gen Z"

+157%
increase in searches for "Painted Portrait"

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CONCEPTUAL REALISM

+329%
increase in searches
for "Unique Concept"

+186%
increase in searches
for "Luxury Abstract"

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MASCULINITY UNDONE

+53% increase in searches for "Gay Dads"
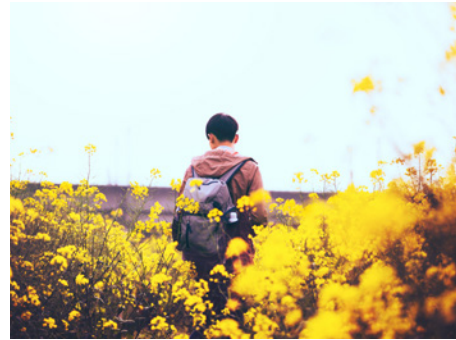
+60% increase in searches for "Single Father"

+126% increase in searches for "Man Meditation"

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