

Creative Trends Report by Shutterstock Defines Visual Design in 2017

January 30, 2017

Data gathered from millions of searches and downloads forecast global emerging trends

NEW YORK, Jan. 30, 2017 /PRNewswire/ -- [Shutterstock, Inc.](#) (NYSE:[SSTK](#)), a leading global provider of imagery and music, today released its [2017 Creative Trends Report](#) driven by global customer download and search data collected over the past year. Analyzed by our team of data scientists, creative professionals, and content reviewers, the report determines trends that will influence creative direction and design aesthetics in 2017 across images, videos, and music.



Billions of searches within Shutterstock's collection of over 100 million images help determine the top performing global, cultural, design, and visual trends around the world. The report also identifies the percentage increase in searches over the last year for each keyword. Shutterstock's customers include designers, marketers, filmmakers, and bloggers whose download choices and search behaviors help forecast the trends in the advertising, film, and media industries.

This year's predictions showcase a stark contrast – between the real world and the digital world, between nature and technology, and between the past and the future.

The 2017 global trends based on image searches include:

- **White Texture:** up 482% from the previous year. Adding a 3D feel, this trend can be sharp, intricate, or reflect the patterns found in nature.
- **Emojis:** up 328% from the previous year. A truly global form of communication, emojis transcend language.
- **Halftone:** up 225% from the previous year. Evoking newsprint, analog TV, and pop art, the beauty of halftone lies in its imperfection.
- **Head-Up Display:** up 135% from the previous year. A sleek dashboard style, with at-a-glance measurements and numbers.

"Our annual Creative Trends report is much anticipated by creative professionals all over the world, as they seek visual inspiration and direction for the year ahead," said Shutterstock's Chief Marketing Officer, Jeff Weiser. "This year, they point to a conflict between nature and technology with design features like 'Glitch' creating a dystopian feel while 'Organic Texture' illustrates the desire for more raw and natural patterns. We look forward to seeing how our customers and contributors apply these trends to aesthetically enhance their stories in 2017."

Explore the [2017 Creative Trends Report here](#).

About Shutterstock, Inc.

Shutterstock, Inc. (NYSE: [SSTK](#)), directly and through its group subsidiaries, is a leading global provider of [high-quality licensed photographs](#), [vectors](#), [illustrations](#), [videos](#) and [music](#) to businesses, marketing agencies and media organizations around the world. Working with its growing community of over 160,000 contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 100 million images and more than 5 million video clips available.

Headquartered in New York City, with offices in Amsterdam, Berlin, Chicago, Dallas, Denver, London, Los Angeles, Montreal, Paris, San Francisco, and Silicon Valley, Shutterstock has customers in more than 150 countries. The company also owns [Bigstock](#), a value-oriented stock media agency;

Offset, a [high-end image collection](#); PremiumBeat a curated [royalty-free music](#) library; Rex Features, a premier source of [editorial images](#) for the world's media; and Webdam, a cloud-based [digital asset management service](#) for businesses.

For more information, please visit www.shutterstock.com, and follow Shutterstock on [Twitter](#) or [Facebook](#).

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