

# Cultural Daily

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## Speculative Design and Other Graphic Design Trends of 2024

Our Friends · Tuesday, July 30th, 2024

In today's media-driven culture, it's hard to overstate how important visual artists are. From filmmaking and advertising to web design and social media, graphic designers play a crucial role in shaping our everyday experiences.

But where do visual creators get their inspiration from? This article will explore some of the latest trends in graphic design, including speculative media design. On top of that, you'll find tips on how to apply these design trends to your creative projects. Read on to learn more!

### What is speculative design?

Speculative design is a creative practice that involves developing hypothetical or speculative scenarios of the future through the design of objects, systems, and environments. All in order to explore the social, cultural, and ethical implications of new and emerging technologies.

The goal of this practice is the opposite of presenting design ideas that are based on making money. Instead, speculative design aims to find and debate important problems based on the potential future impact of technology, culture, and societal progress on our lives.

### Speculative design examples

#### “I Wanna Deliver a Shark” by Ai Hasegawa

One of the most vivid speculative design examples is explored on the [Depositphotos blog](#). There, you can read about Ai Hasegawa, who ponders a future where women can give birth to endangered species. Hasegawa's project “I Wanna Deliver a Shark” addresses the issue of human reproduction in an era of overpopulation and environmental crisis.

#### “Margins of Migration: Speculative Museum” by a group of Indian visual artists

Another interesting speculative design project explores the possibility of migration to Mars. The “[Margins of Migration: Speculative Museum](#)” project envisions a museum in 2160 that documents the history of mankind and space travel.

### 5 top graphic design trends of 2024

## 70's nostalgia

One of the latest graphic design trends, 70's nostalgia, made a powerful comeback in 2024. In need of the simplicity of older times, designers now embrace 70's nostalgia and a sense of carefree living.

This year, meet faded color palettes, grainy textures, retro fonts, and funky patterns reminiscent of the disco era. See how creators will bet on checkers, florals, and geometric shapes to add a touch of retro flair to their visuals.

**How to use the trend:** take halftone, vintage-inspired images and combine them with bold, psychedelic colors to create a groovy effect. Pair these visuals with retro typography and throw in some funky patterns to fully embrace the 70's nostalgia trend.



## Speculative media design

Speculative media design is a hot trend in graphic design, even though it stands out among other trends in the graphic design industry. It is all about creating designs that imagine future possibilities and scenarios, often incorporating elements of science fiction and fantasy. Speculative design can take the form of interactive experiences, visual narratives, and prototypes.

Aspiring graphic designers can use speculative design to push the boundaries of their creativity and capture the attention of potential clients. At the same time, design agencies, large businesses, and brands can utilize it to demonstrate their forward-thinking approach and stand out from the competition.

**How to use the trend:** draw attention to important societal topics, such as environmental sustainability, future foods, the future of work, and technological advancements by creating thought-provoking design projects.

## Childlike graphics

Another big graphic design trend is all about doodles, childlike illustrations, and crayon-covered



designs. Through bubbly fonts and shapes, designers will try to combine 2000's nostalgia with a modern aesthetic and create dynamic visuals.

**How to use the trend:** apply iridescent color schemes, pastel pinks, and metallic silver to your designs. Incorporate bold 3D elements and bubblegum aesthetics for a playful feel. Keep background colors simple to allow the bold elements to stand out.

**Final**

**thoughts**



As technology continues to advance, some speed up and fantasize about future possibilities, while others slow down, reminiscing about the past. This phenomenon is evident in the 2024 graphic design trends, where forward-thinking creators experiment with speculative media design, and retro-loving designers embrace vintage aesthetics. Which team are you on?

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