Presentation Design Trends

2024

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1.
Minimalism & White Space

Presentations in 2024 are embracing the minimalism approach. This trend focuses on sleek, clean designs with ample white space, and minimal text. We expect to see the effective use of whitespace, to ensure balance and enhance visual appeal. The emphasis will be on simplicity, allowing visuals to efficiently convey the message.

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2.

Dynamic & Expressive Typography

Typography is more than just text, and it will be making a visual statement in 2024 presentations taking centre stage. Bold, custom, and attention-grabbing typography are being used to highlight key points or create visual hierarchy.

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3.
Vibrant & Gradient Colours

Vibrant, high-contrast colour schemes and gradients will be in the spotlight in 2024. Presenters are moving away from traditional colour palettes and embracing bold, unconventional combinations to evoke emotions and captivate audiences. We can expect to see a new trend of using gradient colours for backgrounds and shapes.
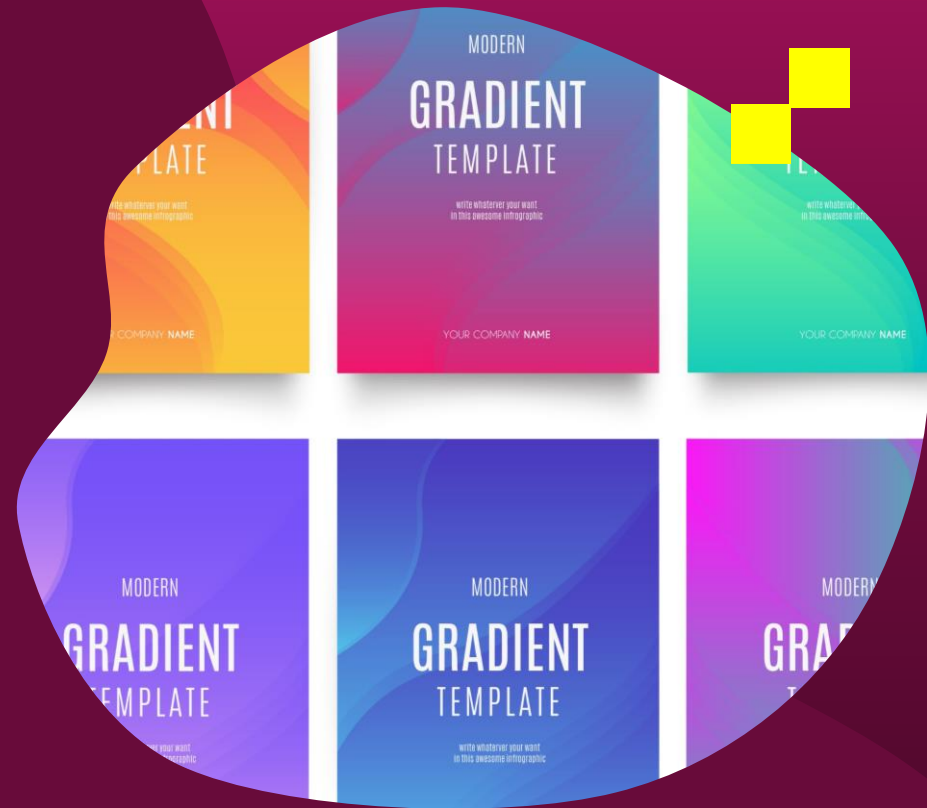
4.
Dark Mode

Dark mode presentations are gaining popularity for their visual sophistication and improved readability, reducing eye strain and enhancing contrast.
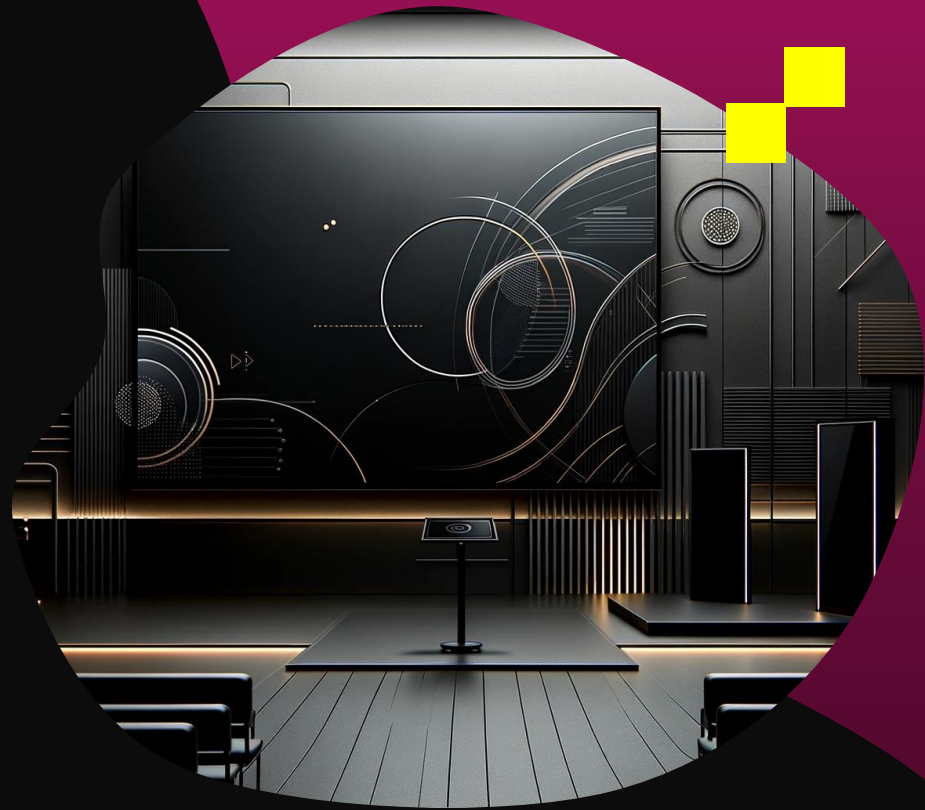
5.
Video-First Approach

Presentations are becoming more immersive with the integration of multimedia elements. Videos, animations, 3D graphics, and interactive elements are enhancing storytelling and engagement. Incorporating video elements is increasingly popular, this includes customer testimonials, product demos, and animated data visualisations.

6.

Custom Illustrations for Branding

Personalised branding is becoming important, with custom illustrations being used to convey brand personality and create a unique identity within presentations.

7.

AI-Generated Images

With the rise of generative art, AI-generated visuals are being incorporated to reflect the role of technology in design and enrich presentations.

8.

Sustainability and Eco-Friendly Design

With a growing focus on sustainability, presentations in 2024 are incorporating eco-friendly design elements. Earthy tones, organic shapes, and visuals that reflect nature are being used to convey messages related to environmental consciousness and responsibility.

9.

Storytelling through Data Visualisation

Using data-visualisation in presentations helps to craft compelling stories. Infographics, charts, and graphs are not only informative but also visually appealing, making complex information more accessible and engaging. There's a shift towards making infographics and charts interactive.

Need an 'on trend' presentation?

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