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iStock visual trends

# Infographic: State of modern creativity



Finally, an infographic that understands. Nod along (and feel vindicated) as you peruse the stats you've long felt to be true but never seen proven with cold, hard data. If you're a creative, this one's for you.

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# STUDY: CREATIVITY UNDER THREAT. NO TIME TO TALK ABOUT IT.

Being creative hasn't gotten any easier in the "always on" digital world. It demands more assets and better, standout creative all in less time and with tighter budgets. A new study of creative industry professionals\* shows creativity under threat. The good news is you're not alone. So, prop open your eyelids, hit snooze on that meeting request and learn about the others out there who have been asked to make a black and white ad "more colorful."

## BREAKING: MOJO MISSING.



1 in 2 Creatives believe the industry has stagnated or grown less creative in the last 10 years



A quarter (23%) spend less than two hours of their day doing creative work

## TOP 3 CREATIVE HURDLES NAMED. OTHERS VIE FOR POSITION.



1/ LACK OF INSPIRATION



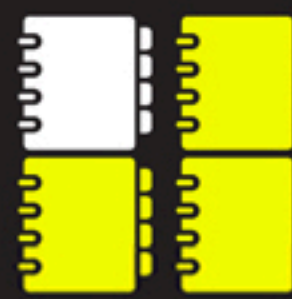
2/ LACK OF FUNDING



3/ LACK OF TIME



60% had "great ideas" in the last year, but not enough time or support to complete their masterpieces



3 in 4 that have time constraints believe they are stuck in a rut and have too many competing priorities to make time for reflection

If creatives have time and fewer priorities, they are almost 50% more likely to be inspired at work



TOP EYEROLL MOMENT: "MAKE THE BLACK DARKER"

## BREAKING: CREATIVES WANT TO CREATE.



71% believe new tools and technologies have enabled more creativity at work



Creatives seek artistic opportunities outside of work; 51% say they're photographers in spare time

# STUDY: FISH SWIM FARTHER WHEN REMOVED FROM BOWL.

## TOP 5 PLACES CREATIVE THOUGHTS ARE BORN



CONSUMING MEDIA (TV, MAGAZINE, MUSIC)



IN THE OFFICE



IN TRANSIT (DURING COMMUTE)



IN THE SHOWER OR BATH



WHILE WORKING OUT

TOP EYEROLL MOMENT: "MAKE THIS AD 15% FUNNIER"

## TOP 5 SOURCES OF INSPIRATION



MUSIC



TRAVEL



FRIENDS/FAMILY



CO-WORKERS



CAFFEINE

## 10 THINGS CLIENTS ASKED THAT YOU WISH THEY HADN'T

"MAKE IT VIRAL."

"CAN YOU WORK FOR FREE?"

"DUMB IT DOWN."

"JAZZ IT UP."

"MAKE A LOGO OUT OF AN EAGLE CARRYING A VACUUM CLEANER."

"CREATE A FISH TANK FULL OF WATER WITH MALE MODELS SWIMMING IN IT. IN SPEEDOS."

"FIND EYELASHES FOR A LARGE FIBERGLASS GIRAFFE."

"PHOTOGRAPH A CLIENT NAKED."

"FILM THE BACKSIDE OF A COW SWINGING ITS TAIL."

"TRY TO THINK LIKE A WOMAN."

\*iStock commissioned KRC Research to survey 404 creative professionals across the US and UK about the state of creativity.



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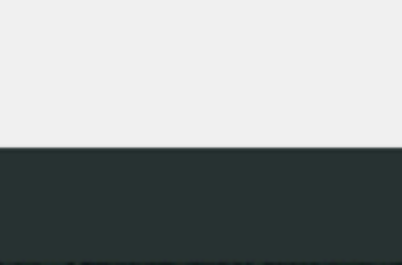
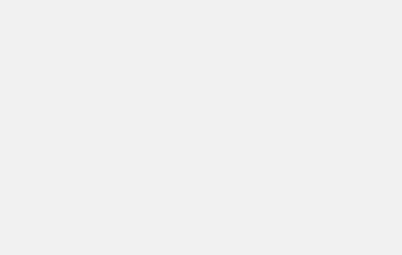
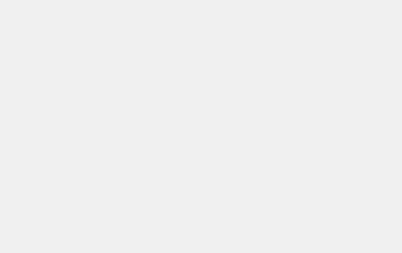
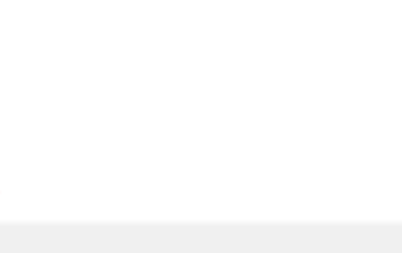
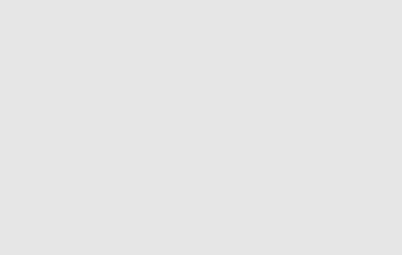
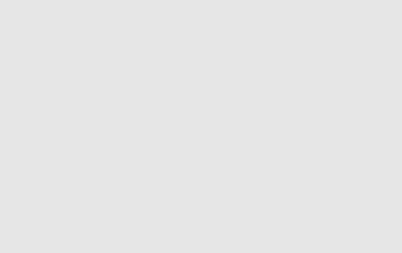
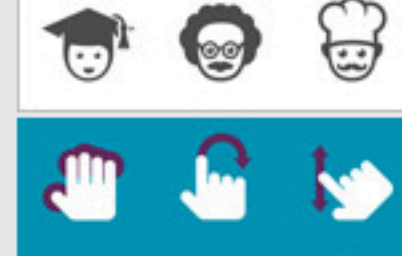
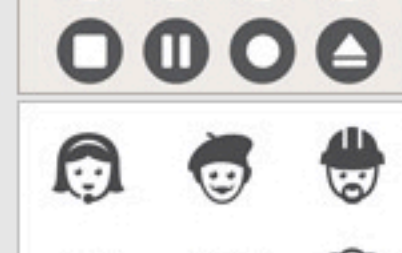
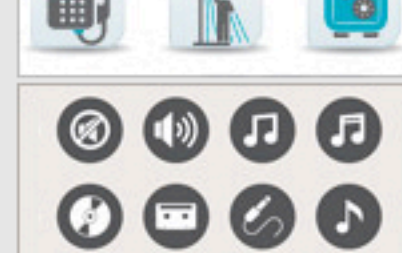
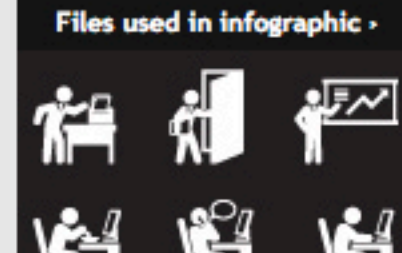
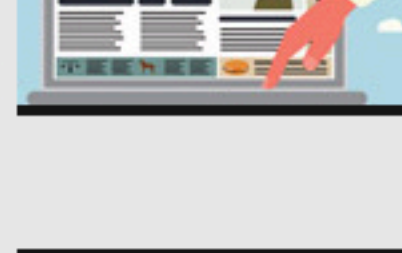
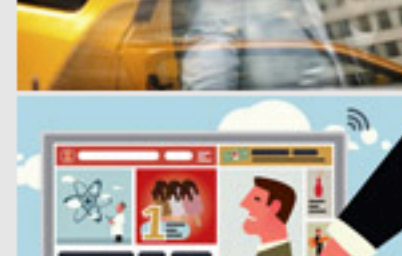
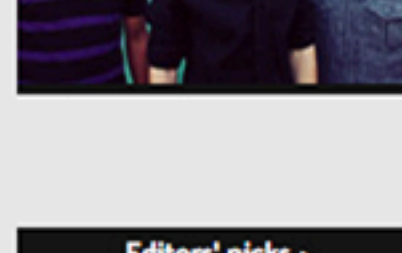
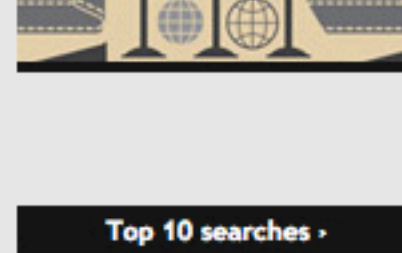
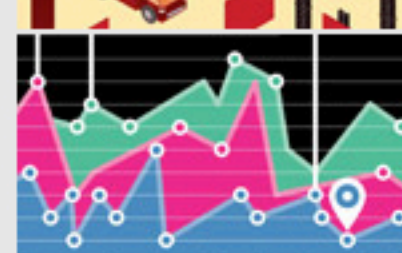
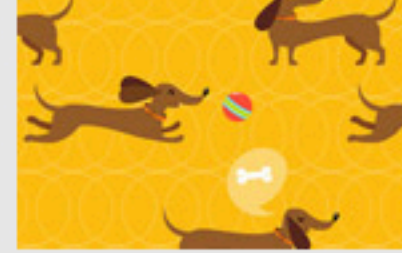
A strange tour through the designer's mind. >



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#### Designer's toolbox



### Source

We commissioned KRC to conduct a survey of 404 creatives across the US and UK from August 15 through August 24th, 2013.

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