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# 2021 Creative Trends

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# 2021 Creative Trends

## Introduction

The challenges and changes of 2020 require creative solutions. Our Creative Trends forecast offers themes of comfort, connection, and wellbeing for your projects in the upcoming year.

Strategic tools and insights enable creatives to stay ahead of the curve, confidently plan or pivot projects and campaigns, and evolve branding to ensure marketplace appeal in 2021.

In addition, we are pleased to offer a new category in our annual Creative Trends: the Audio Trends forecast, highlighting sonic styles created with mainstream application in mind.

## Index

### Visual Trends

Compassionate Collective	03
Mood Boosting Color	05
Comfort Zone	07
Breath of Fresh Air	09

### Design Trends

Back to Bauhaus	11
Vintage Vaporwave	13
Austere Romanticism	15
Psych Out	17

### Motion Trends

Handheld	19
Media Replacement	21
Transformative Transitions	23
Gradient	25

### Audio Trends

Global Rhythm, Pod Tracks , Electric Spectrum	27
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Visual Trend:

# Compassionate Collective

Visual Trend:

## Compassionate Collective

Supporting brands that share and demonstrate consumers' values has gained momentum. The impact of Covid-19, and activism calling to end systemic racism and social inequities, has further prompted the prioritization of civic responsibility.

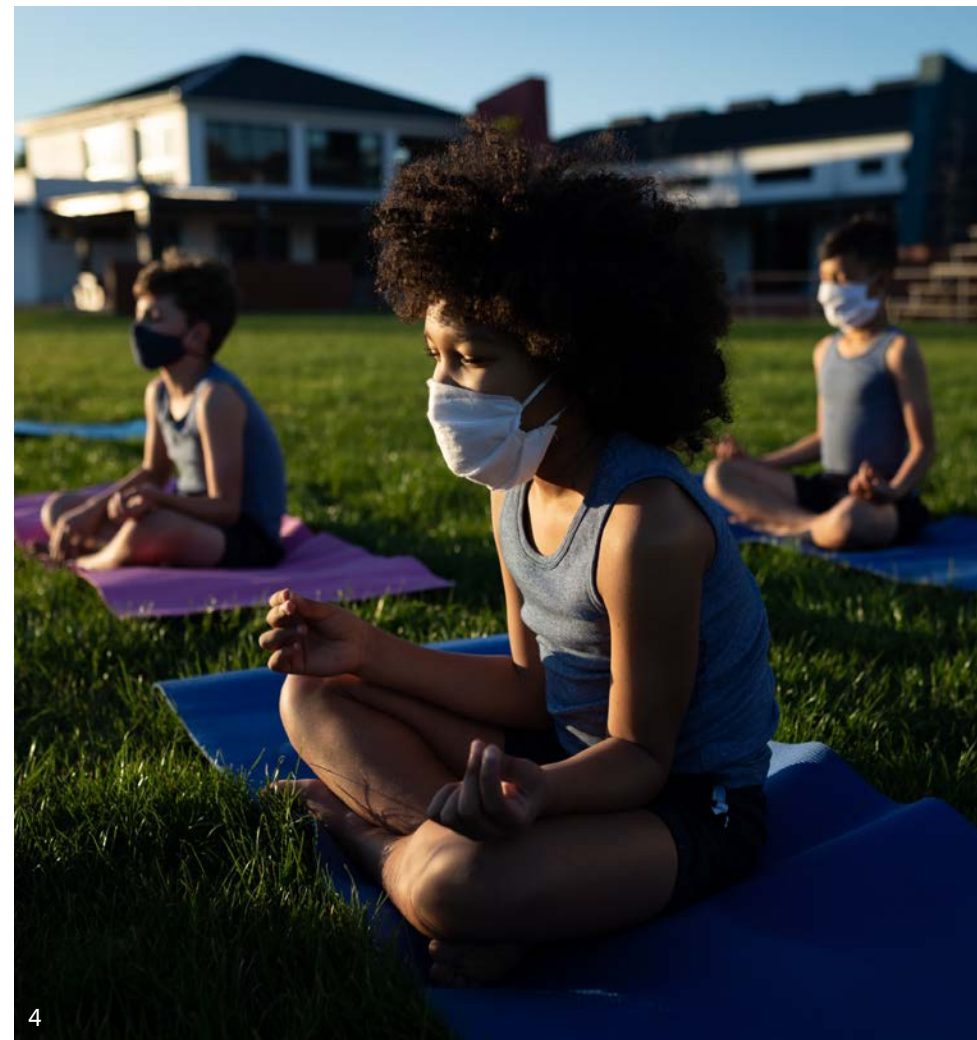
**Compassionate Collective** expresses these priorities by providing concepts of connection, strength, and empathy.

The effects of social movements around the world and our strong emotions are rippling through visual culture, making this a potent, heartfelt, and growing source of inspiration.

||| [See the full gallery here](#)

### Adobe Artists:

- 1 - Trevor Adeline - Caia Image | 315228359
- 2 - Oleksii Syrotkin - Stocksy | 388886373
- 3 - Colin Anderson - Stocksy | 369134443
- 4 - Wavebreak Media | 378380379
- 5 - Aleksandra Jankovic - Stocksy | 369092800
- 6 - Ivan Gener - Stocksy | 384856744





Visual Trend:

# Mood Boosting Color

Visual Trend:

## Mood Boosting Color

The power of color is nothing new, but it's exactly what we need right now. Bright, saturated colors have the psychological effect of improving our mood, giving us energy, and making us feel more alive.

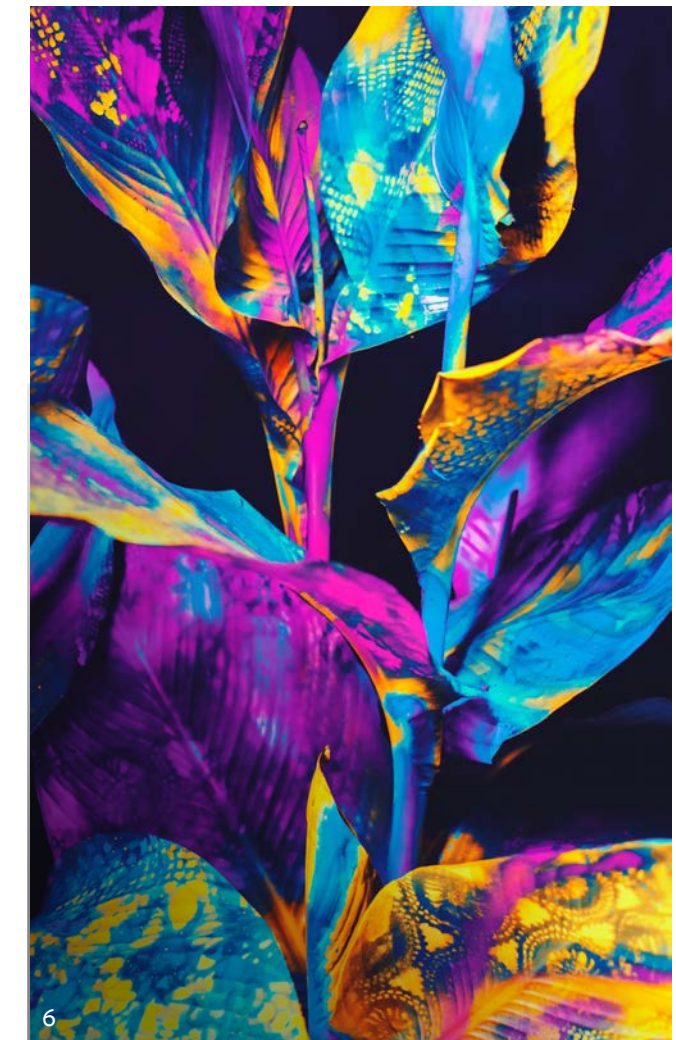
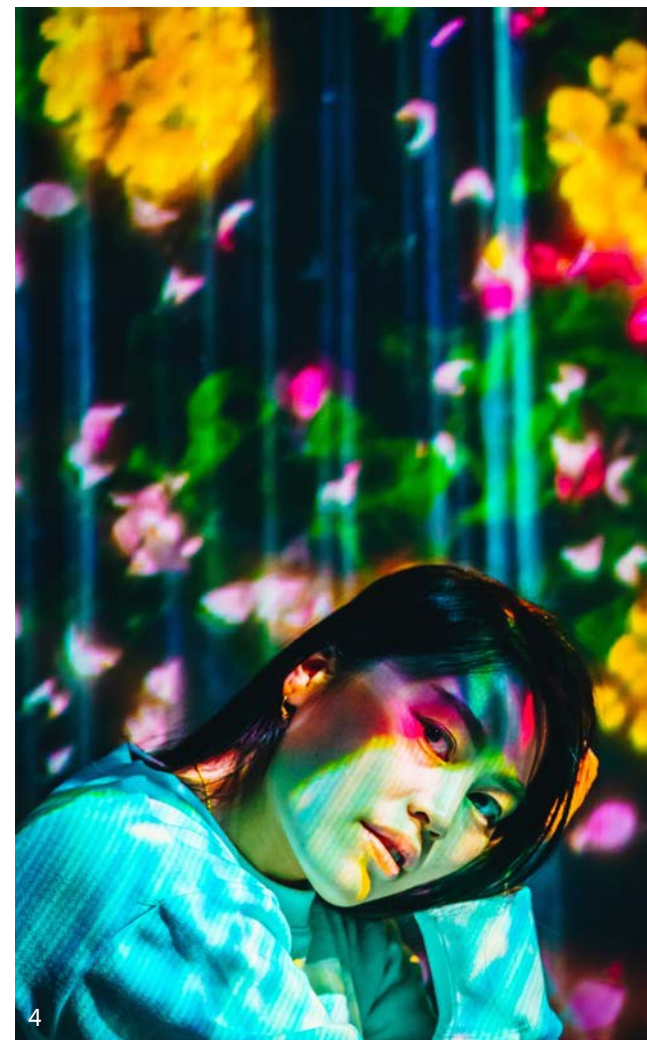
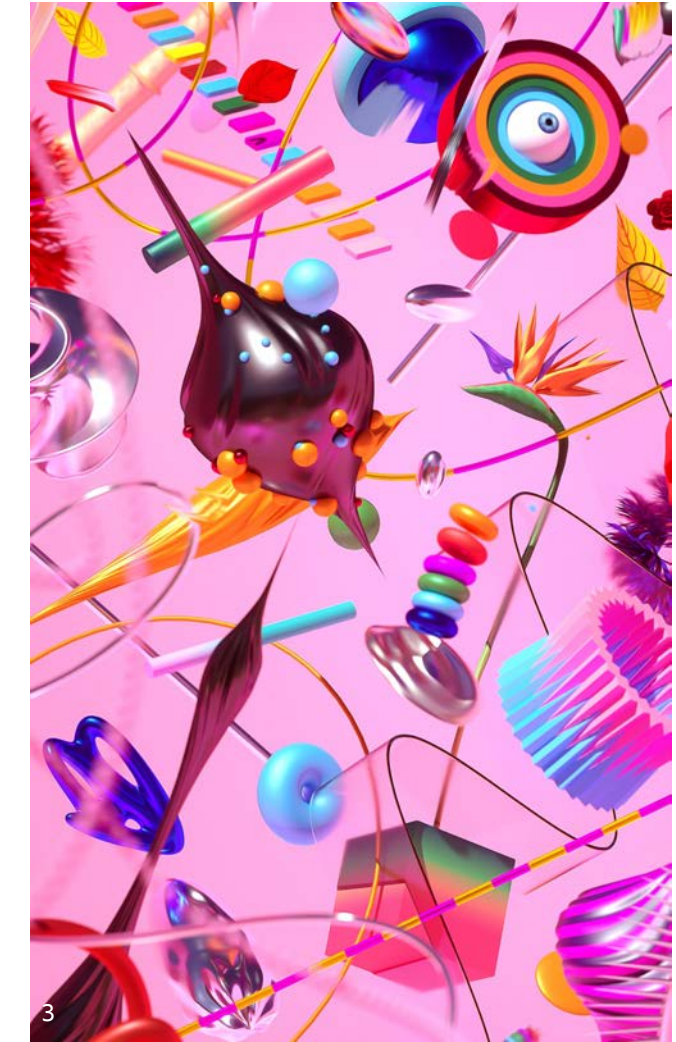
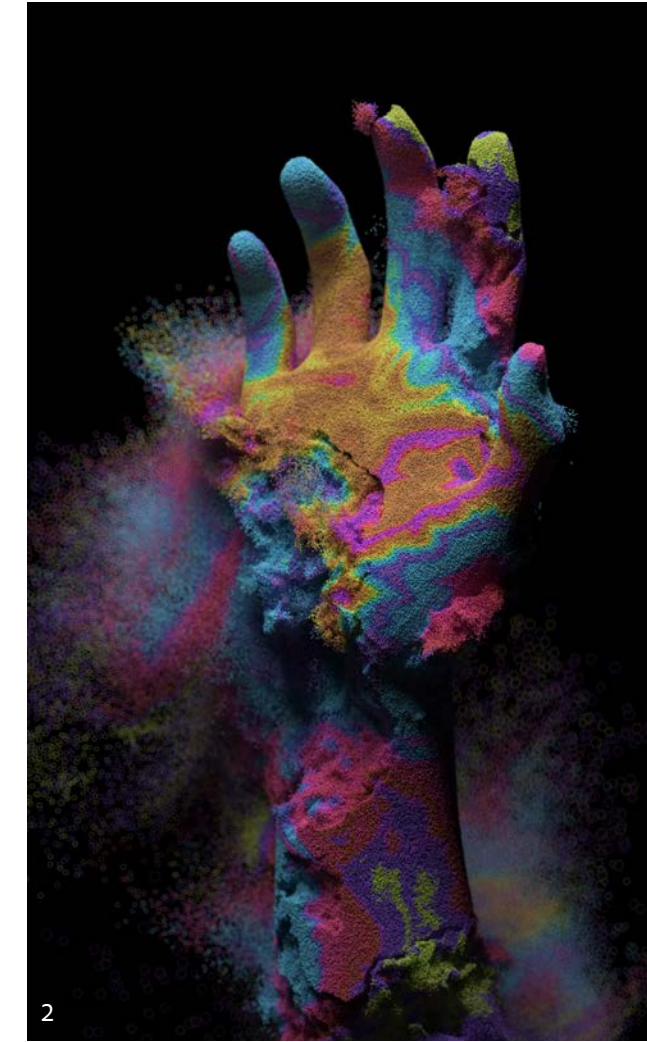
Communities are leveraging color's surprise and delight through local programs like PubliColor and Project Color Corps. These programs repaint public areas in bright hues, uplifting emotions in unexpected places.

The **Mood Boosting Color** visual trend is also being used by many BIPOC artists and activists to express a feeling of joy and power that is strong while still retaining a sense of playfulness.<sup>1</sup>

||| [See the full gallery here](#)

### Adobe Artists:

- 1 - Josephine Rais | 332621229
- 2 - Dario Veruari - AvantForm | 379953284
- 3 - Luke & Morgan Choice - AvantForm | 379953165
- 4 - Duangtip Yengsalunpaisal - EyeEm | 318157381
- 5 - VISTA by Westend61 | 354352949
- 6 - Wizemark - Stocksy | 382253501



<sup>1</sup> VSCO. Announcing #BlackJoyMatters. <https://vsco.co/vsco/journal/announcing-blackjoymatters>



Visual Trend:

# Comfort Zone

Visual Trend:  
**Comfort Zone**

Home has shifted from a place of rest to the center of our family and social lives. With the global pandemic, this trend enveloped everyone.

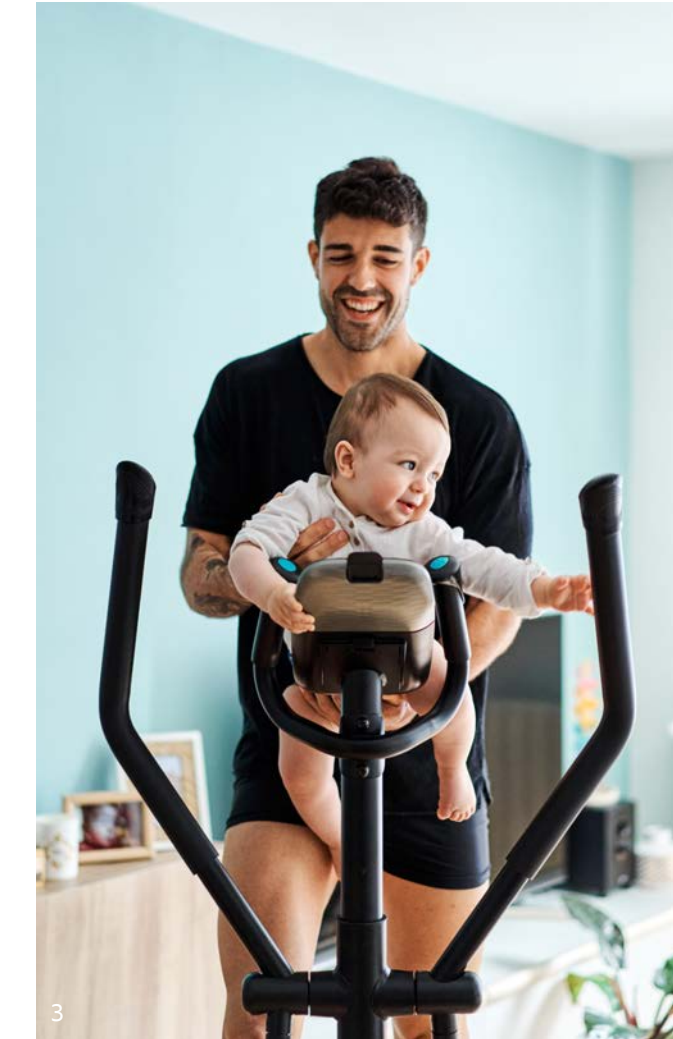
According to a recent McKinsey report, 80% of people surveyed enjoy working from home. While bringing the office and all other pursuits to our homes is described as draining, it has encouraged us to structure spaces and routines to create activities for different times of day.

That's why in 2021, we'll see much more of the visual trend we've dubbed **Comfort Zone** throughout every type of campaign and creative visual. Because as we slowly return to life outside our homes, we can continue the routines and rituals that bring us comfort.

||| [See the full gallery here](#)

**Adobe Artists:**

- 1 - Hemant Mehta | 329712314
- 2 - Stratford Productions | 388252300
- 3 - Sergio Marcos - Stocksy | 380738388
- 4 - IKON Images | 360444484
- 5 - Floraldeco | 390501872
- 6 - Ndabcreativity | 390336271







Visual Trend:


# Breath of Fresh Air

Visual Trend:  
**Breath  
of Fresh Air**

When quarantining began in the spring of 2020, #cottagecore was poised for engagement as consumers fantasized about the outdoors and nature-based living. Today, celebrating nature has come to mean reveling in the novelty of simply going outside.

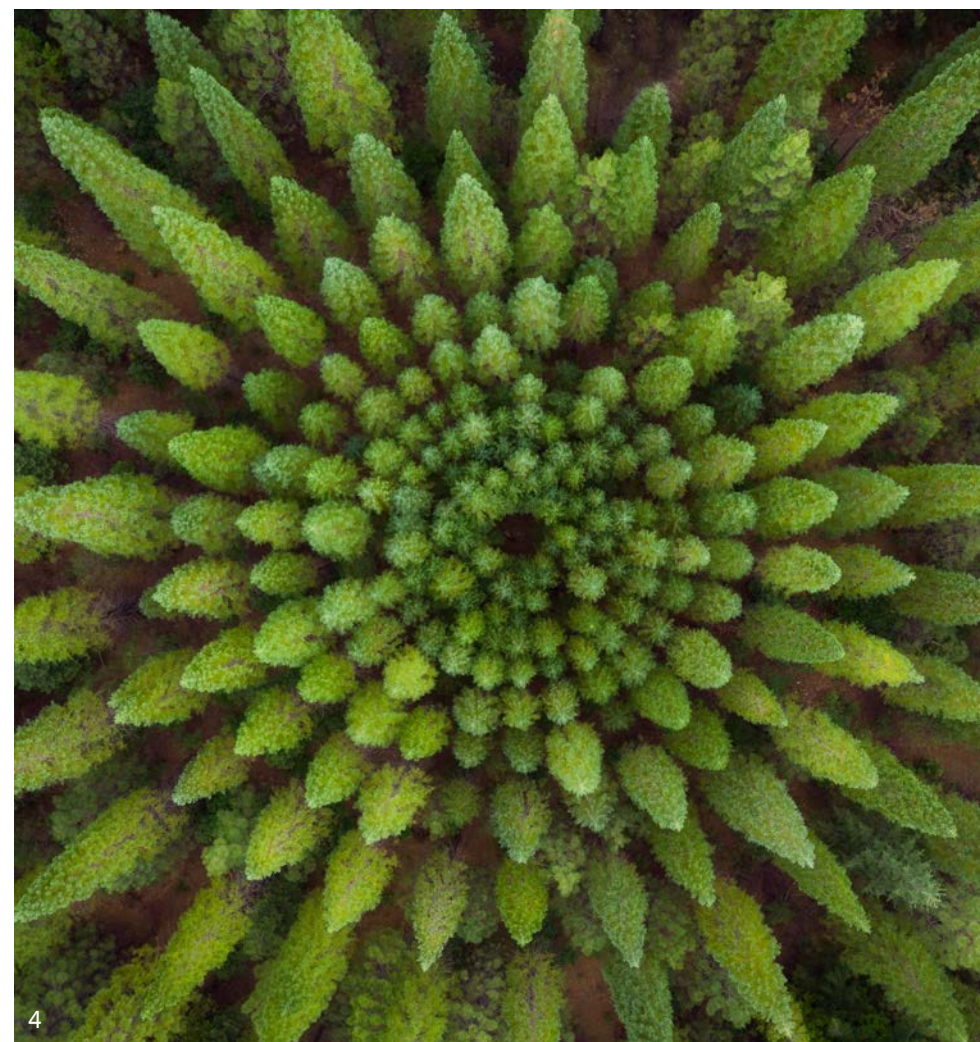
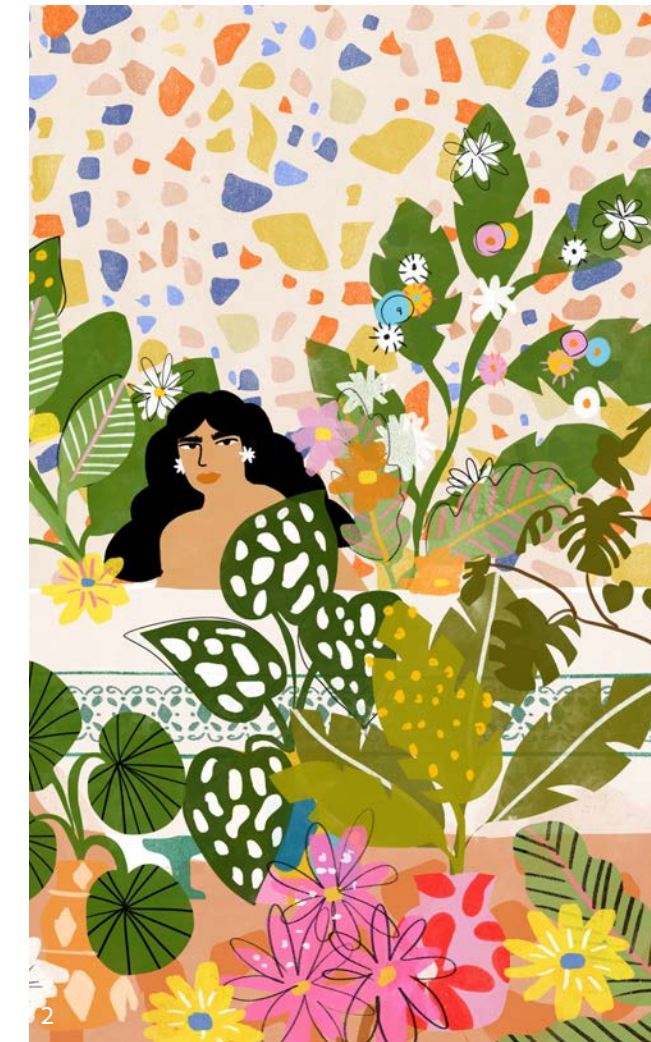
Our need for nature and the outdoors has become a high priority, and brands responded with visual content accordingly.

This need catalyzes our visual trend, **Breath of Fresh Air**, offering relief from the restrictions of indoor living and evolving responses around climate change, the environment, and sustainability.

 [See the full gallery here](#)

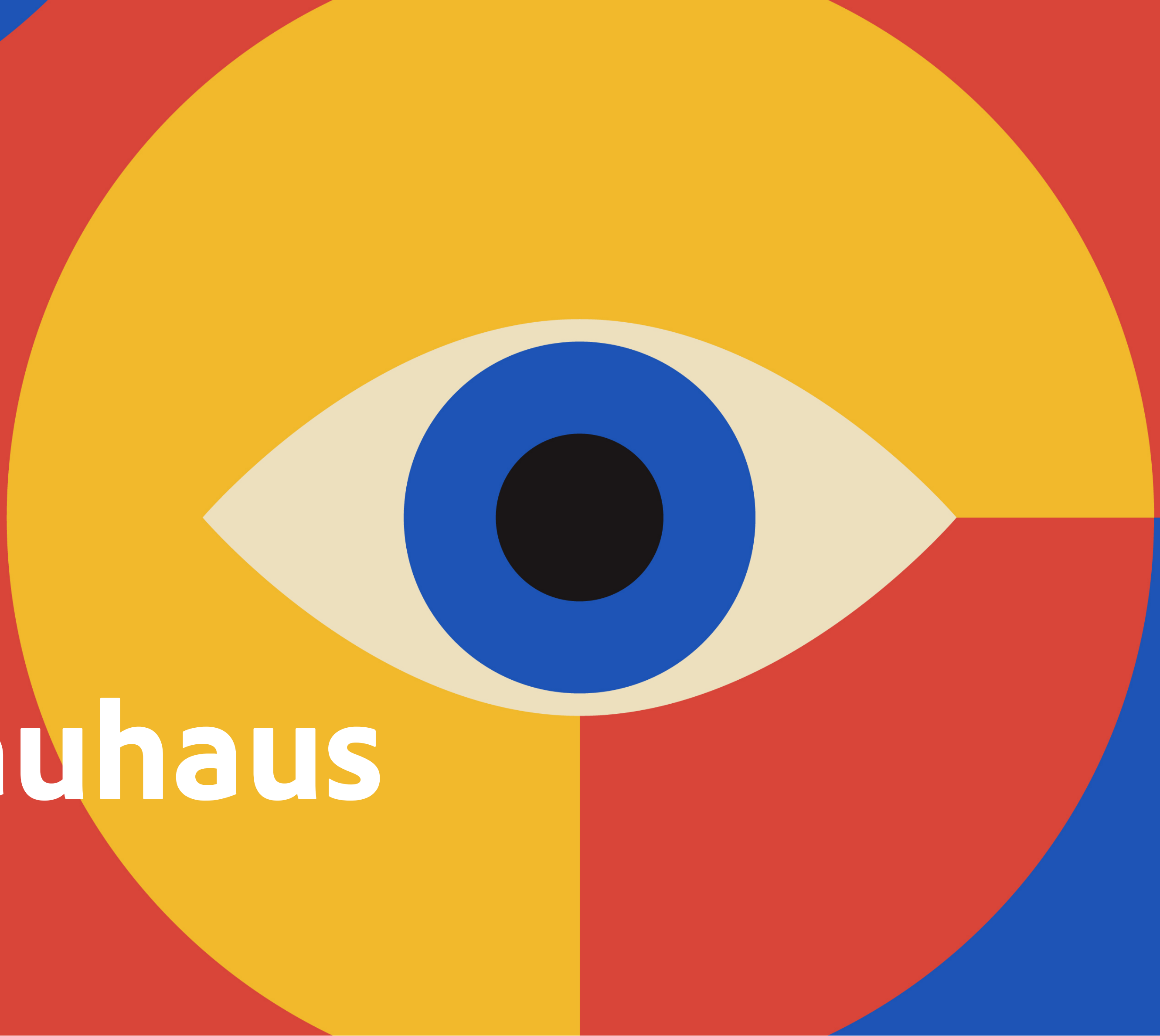
**Adobe Artists:**

- 1 - Westend61 | 351353639
- 2 - Alja | 385255350
- 3 - Bisual Studio - Stocksy | 371253951
- 4 - Tandem Stock | 385814529
- 5 - Nabi Tang - Stocksy | 270677305
- 6 - Lucas Ottone - Stocksy | 390211199



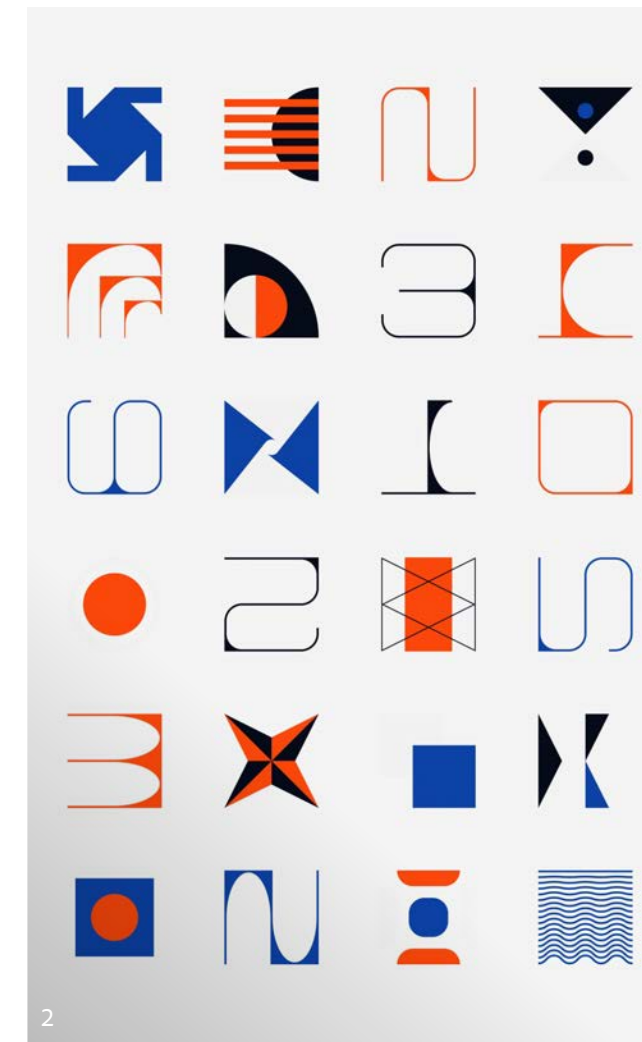
Design Trend:

# Back to Bauhaus



Design Trend:  
**Back to Bauhaus**

Bauhaus design provides an inspiration for an updated return to form and craft, with balanced layouts and graphics that create powerful, direct messaging. This trend includes a return to fundamentals with clean, geometric shapes, strong yet harmonious elements, and vibrant primary colors.



See the full gallery here

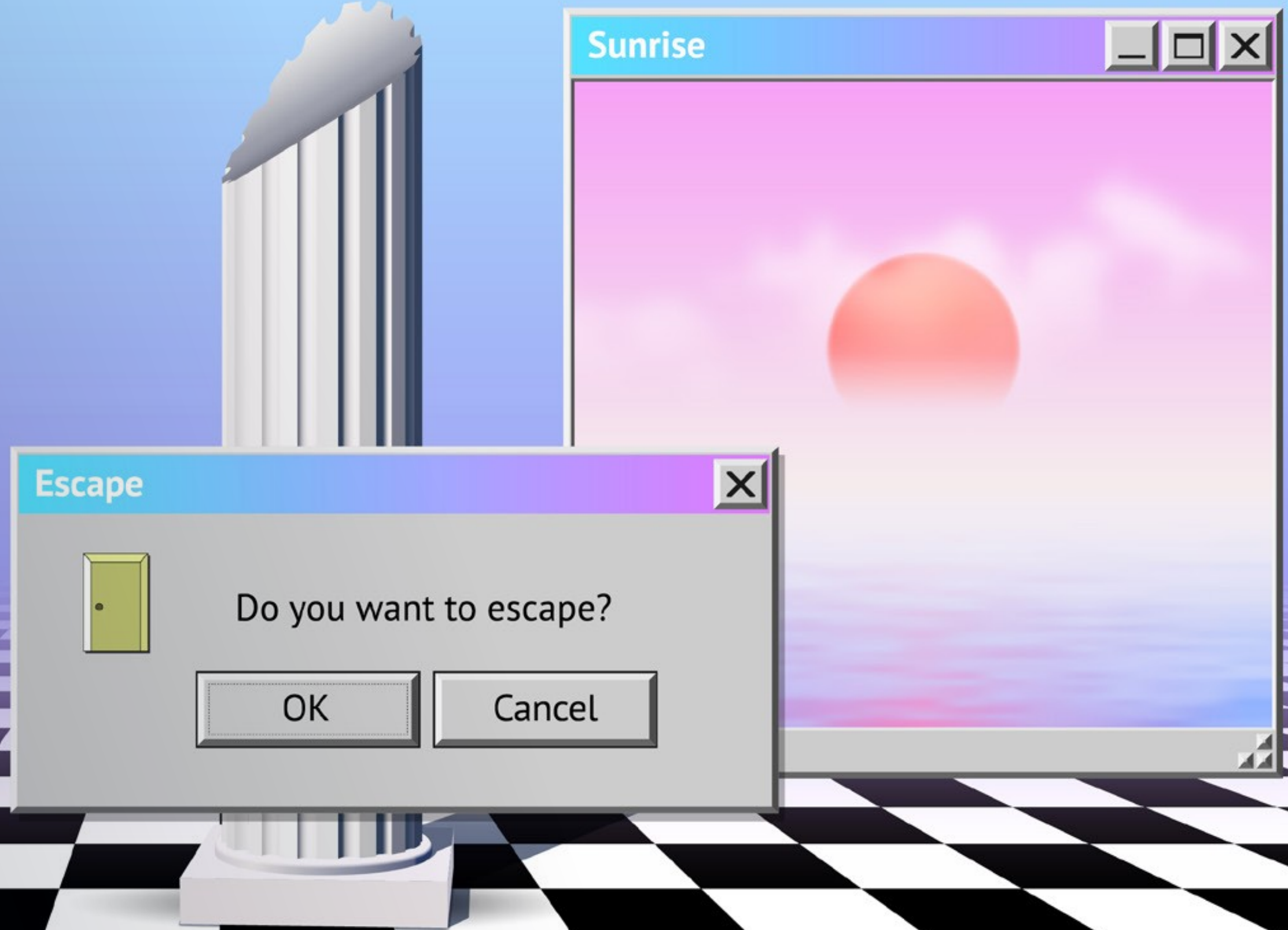
**Adobe Artists:**

- 1 - Blackcatstudio | 381688411
- 2 - Norm Form | 354425446
- 3 - X10 | 341785981
- 4 - Wavebreak Media | 246052516
- 5 - Alexandre | 377943464
- 6 - Norm Form | 376374237



Visual Trend:

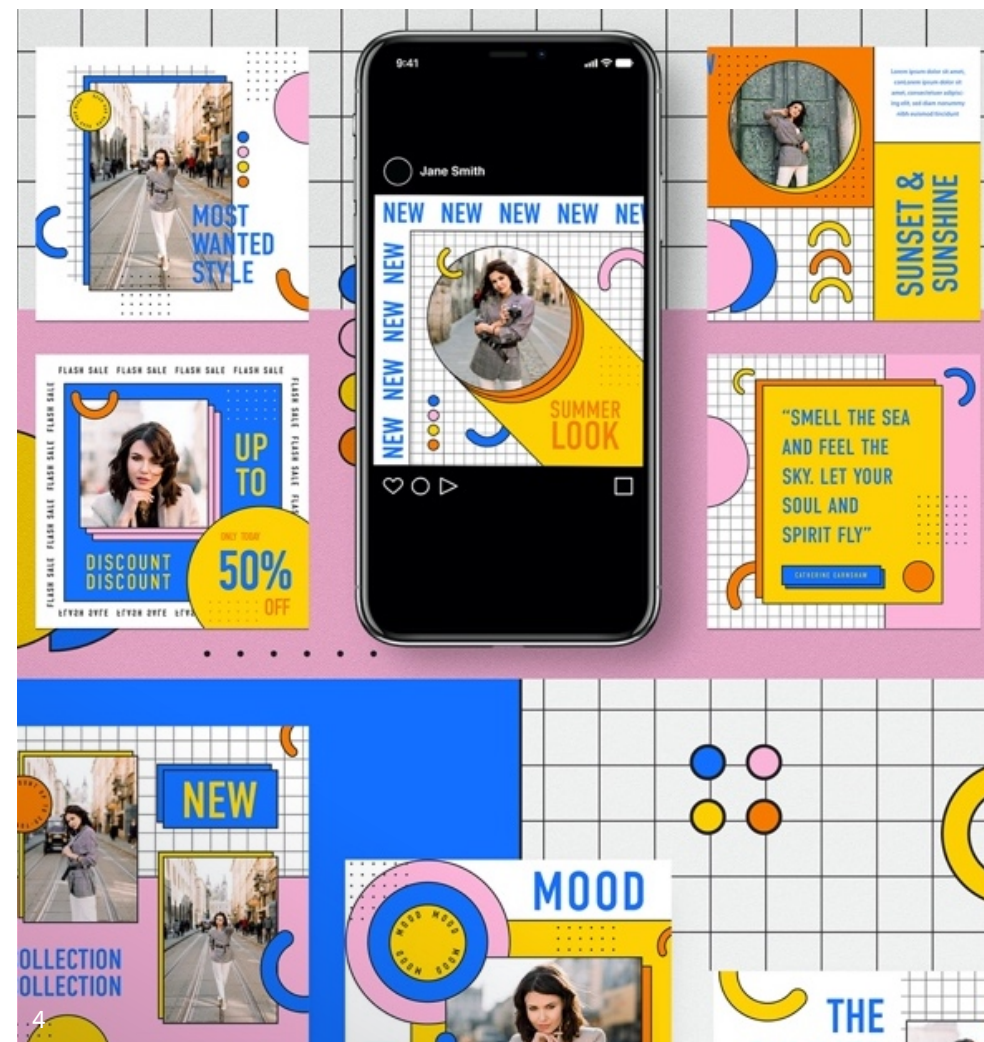
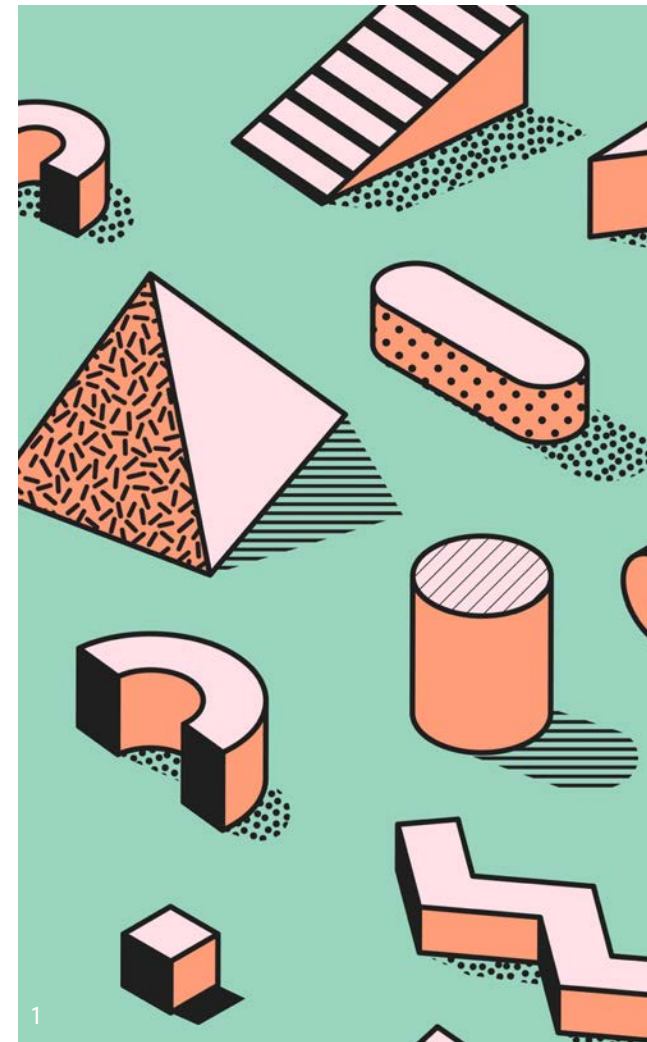
# Vintage Vaporware



Design Trend:  
**Vintage**  
**Vaporwave**

A visual love letter to 1990s internet, Vintage Vaporwave mixes pop art and outlined sticker graphics, bright pastels matched with neutral tones, and lo-fi design elements. Checkers and grids, random tiling of pattern elements, and cheeky cartoons keep these designs full of movement.

||| [See the full gallery here](#)



**Adobe Artists:**

- 1 - Ivector | 181251246
- 2 - Guuver | 368066690
- 3 - Bosotochka | 247996443
- 4 - Graphicook Studio | 352983946
- 5 - Wavebreak Media | 342498354
- 6 - Moldavanov | 381426392



Design Trend:

# Austere Romanticism

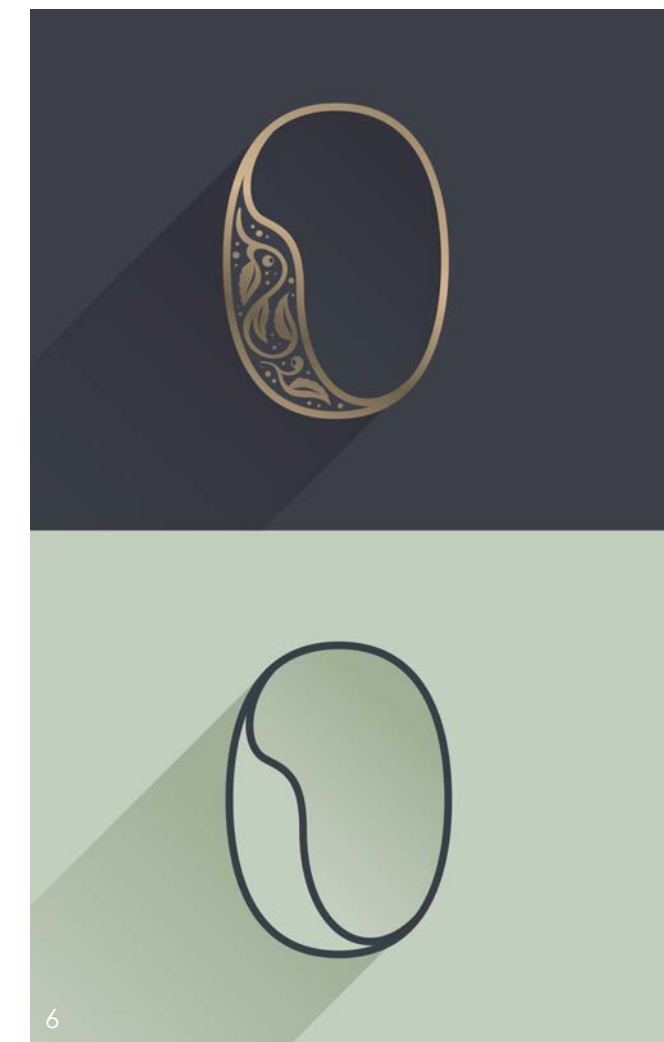
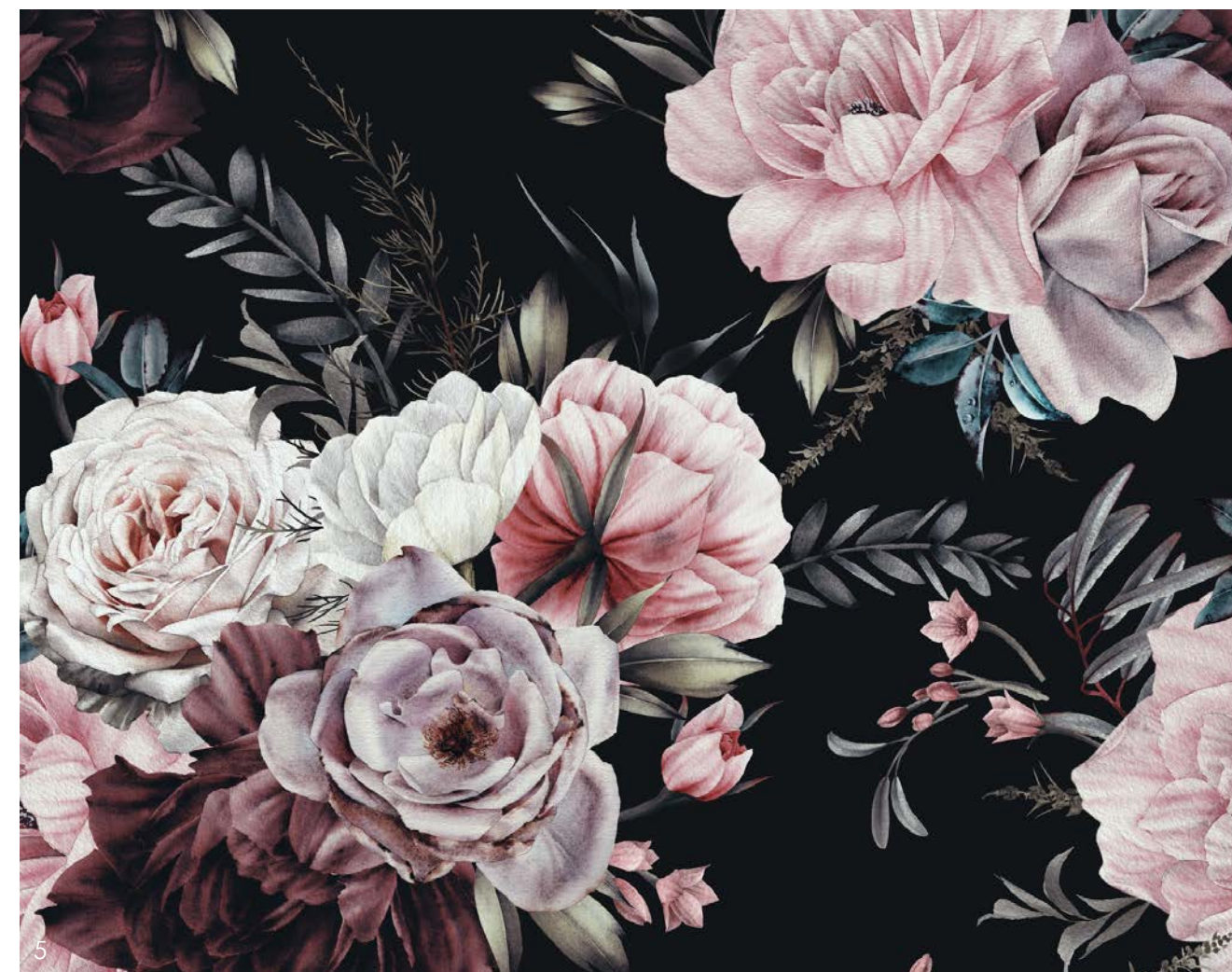
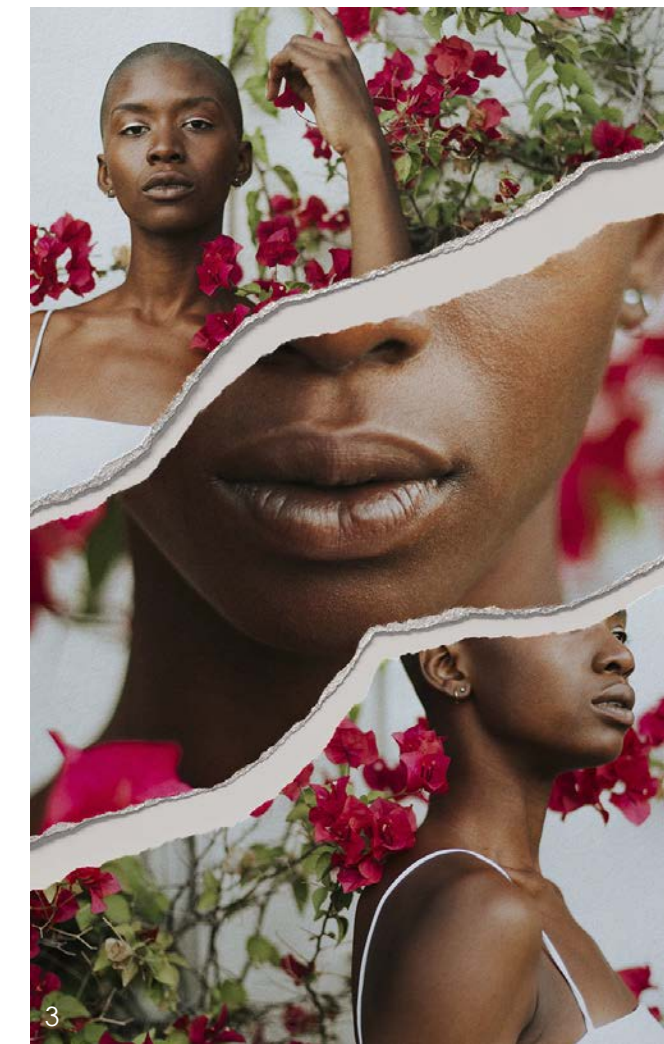
Design Trend:  
**Austere  
Romanticism**

Pastoral dreams meet restrained theatricality in Austere Romanticism. In part a response to how quarantine sees us longing for time spent outdoors, these designs offer a Victorian-tinged take on the beauty of nature with a minimal, modern edge.

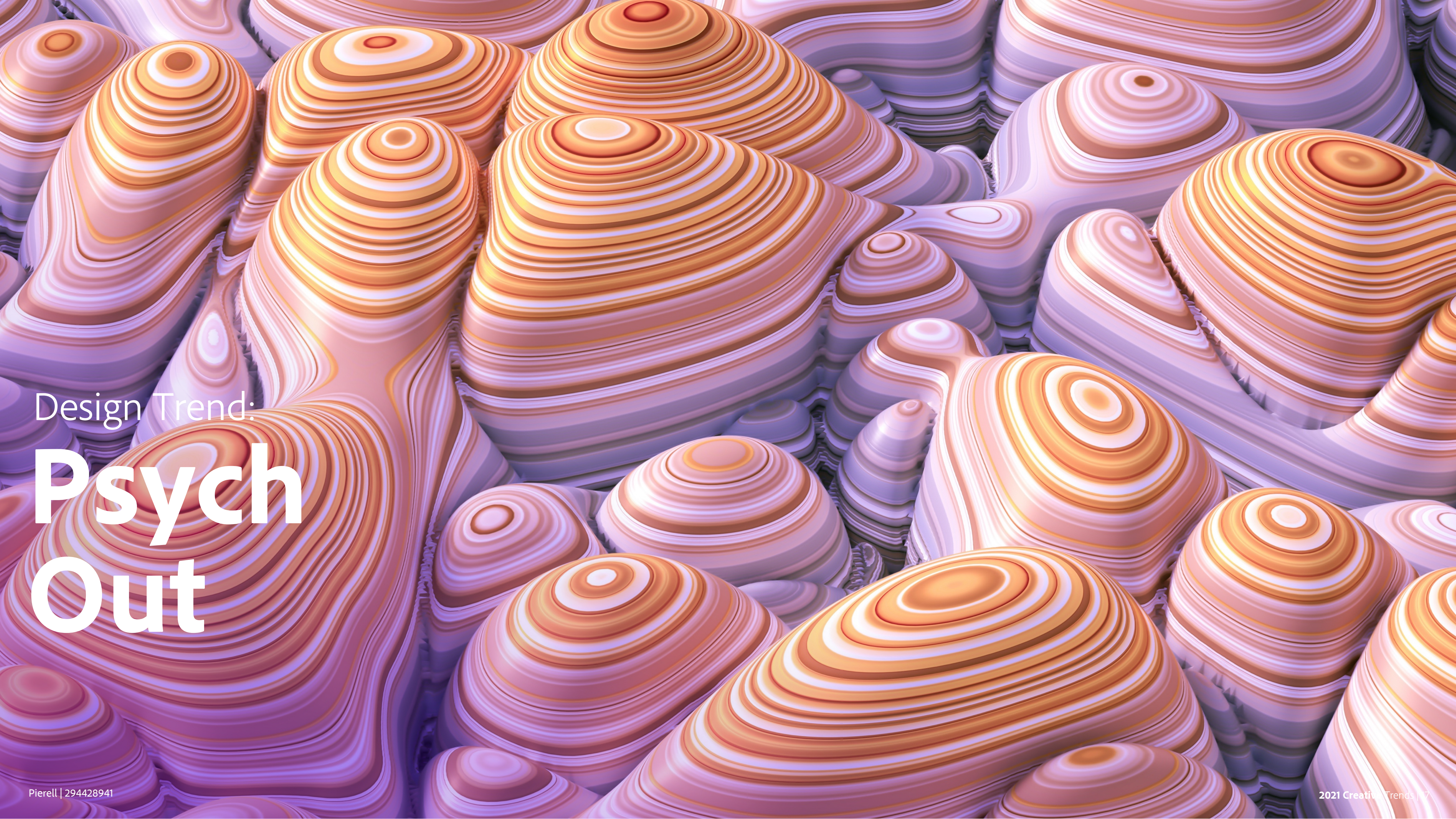
[See the full gallery here](#)

**Adobe Artists:**

- 1 - Orangeberry | 368498572
- 2 - Artjafara | 379501027
- 3 - More Profesh | 299389639
- 4 - More Profes | 273752380
- 5 - Ola-la | 361407615
- 6 - Kaer\_fstock | 367015796







Design Trend:

# Psych Out

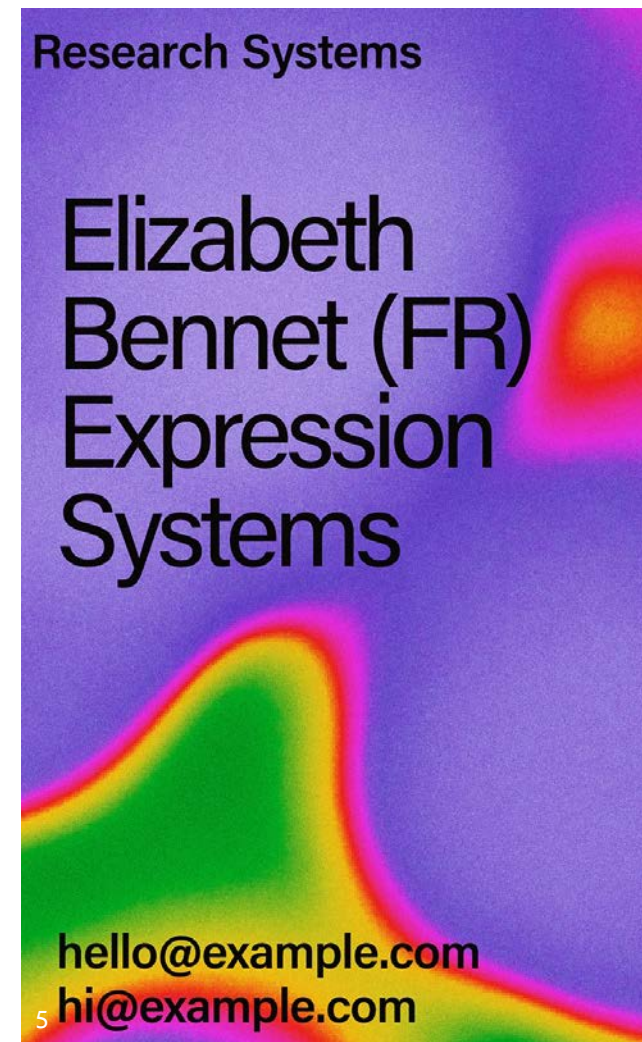
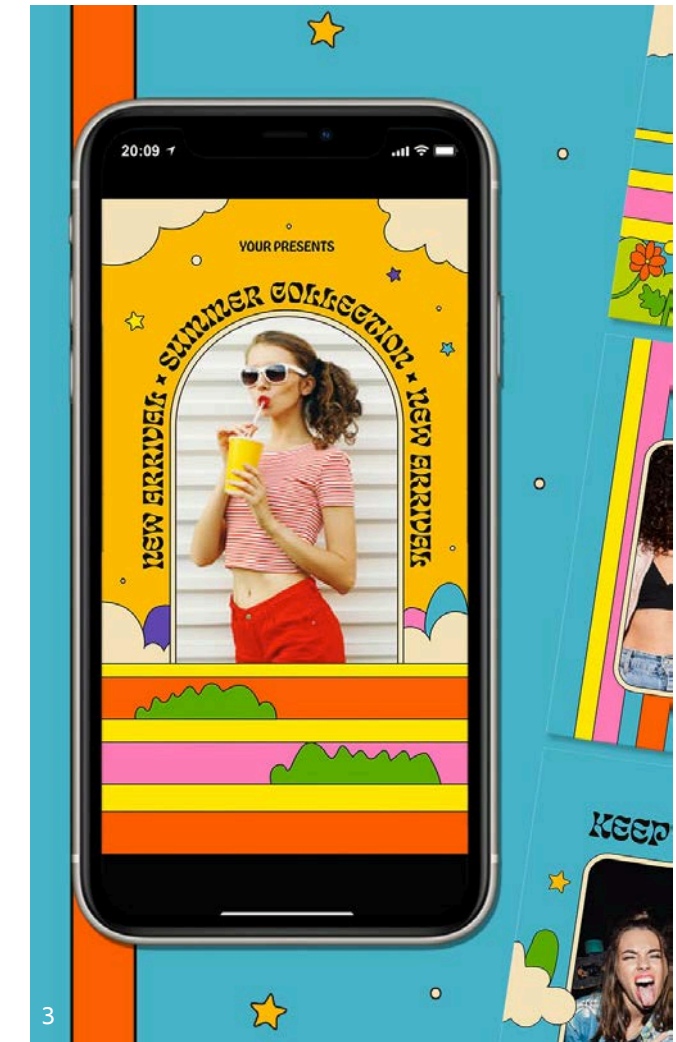
Design Trend:  
**Psych  
Out**

With design roots in the psychedelic 1970s and the Art Nouveau movement, the Psych Out design trend is funky, escapist, and bold. Expansive shapes, curvaceous forms and typefaces, and dreamy illustrations are updated with iridescent gradients and unexpectedly earthy color palettes.

||| [See the full gallery here](#)

**Adobe Artists:**

- 1 - Bravissimos | 295224814
- 2 - Wavebreak Media | 378183794
- 3 - Aiyari Graphic | 359478474
- 4 - Nadezhda | 310890144
- 5 - The Royal Studio | 383125294
- 6 - Tosca | 270612885






Motion Trend:

# Handheld

Motion Trend:

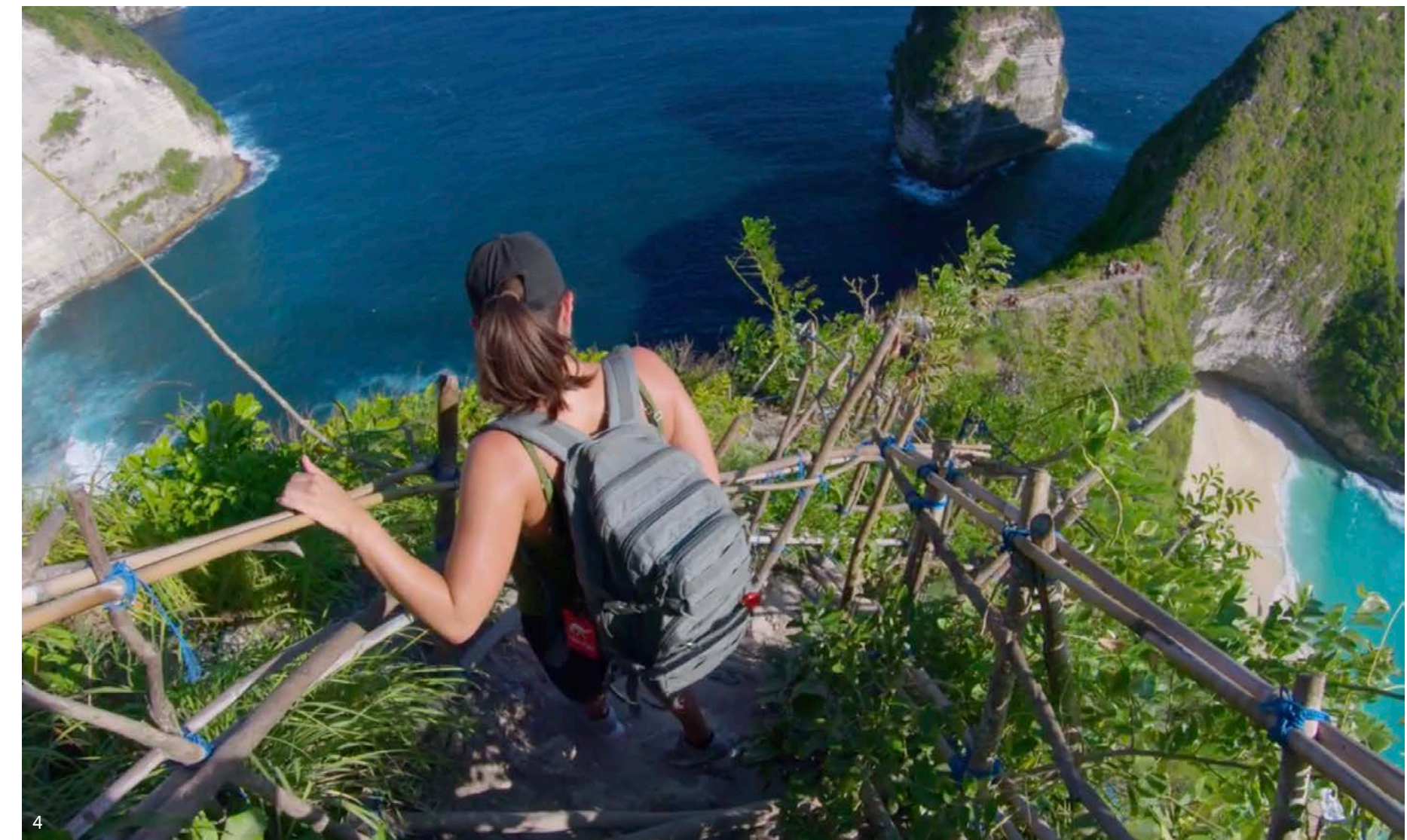
## Handheld

As COVID-19 challenged creatives and drove budget cuts and cancellations for shoots, brands embraced a video trend that's been on the rise for a while now: true user generated content (UGC), and the DIY look of content created in the moment. Handheld footage and the UGC aesthetic have been dominant across industries, and we'll see it everywhere in 2021.

 [See the full gallery here](#)

### Adobe Artists:

- 1 - Jacob Lund | 334751990
- 2 - Andriy Nekrasov | 84914873
- 3 - 4K Productions | 291381341
- 4 - Blackboxguild | 210805001



Motion Trend:

# Media


# Replacement



Motion Trend:

## Media Replacement

Media Replacement — the ability to add swappable images and video to motion graphics — has dramatically lowered the barrier to entry for creating complex motion pieces. Video editors, social media creators, and knowledge workers are creating professional-quality videos with motion templates, increasing production value and communication, and making videos come to life.

 [See the full gallery here](#)

### Adobe Artists:

- 1 - Wavebreak Media | 302491226
- 2 - JacGeorge Media | 363911178
- 3 - Wavebreak Media | 360095195
- 4 - Enchanted Studios | 363614186




Motion Trend:

# Transformative Transitions

Motion Trend:

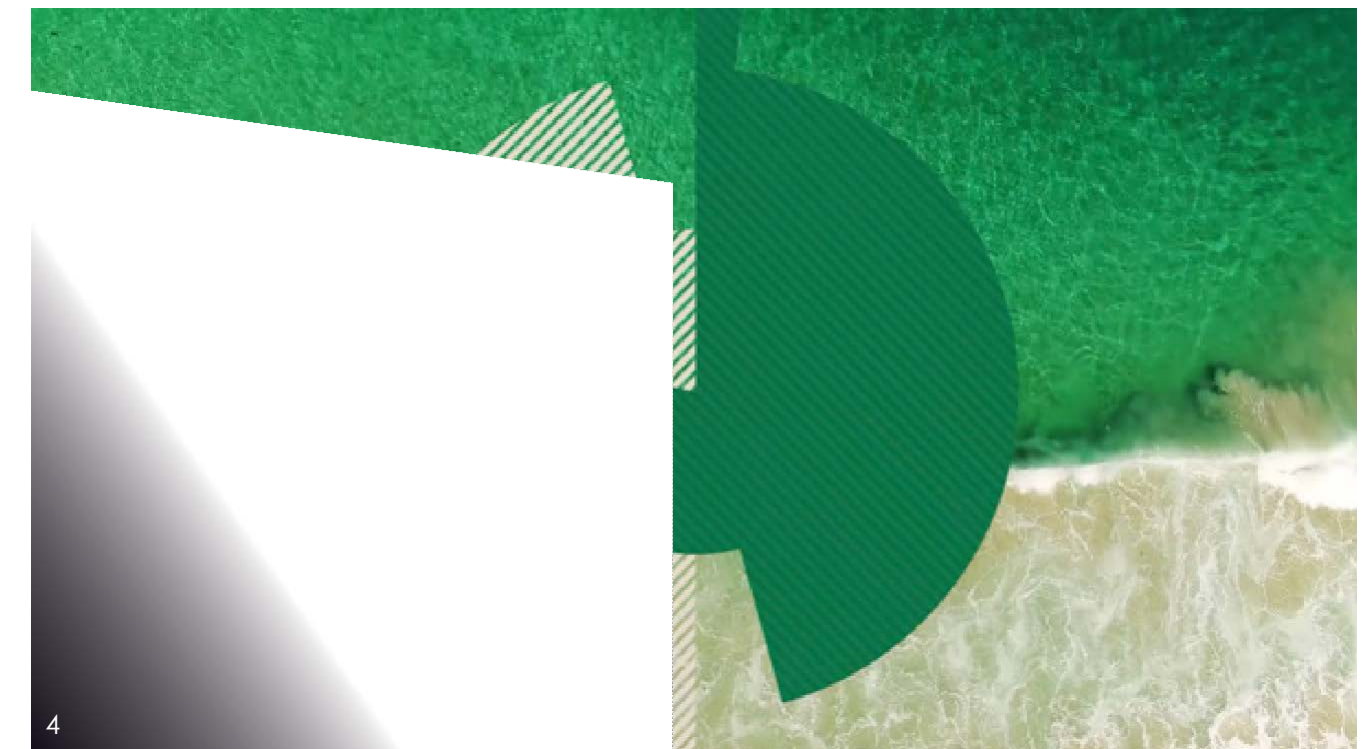
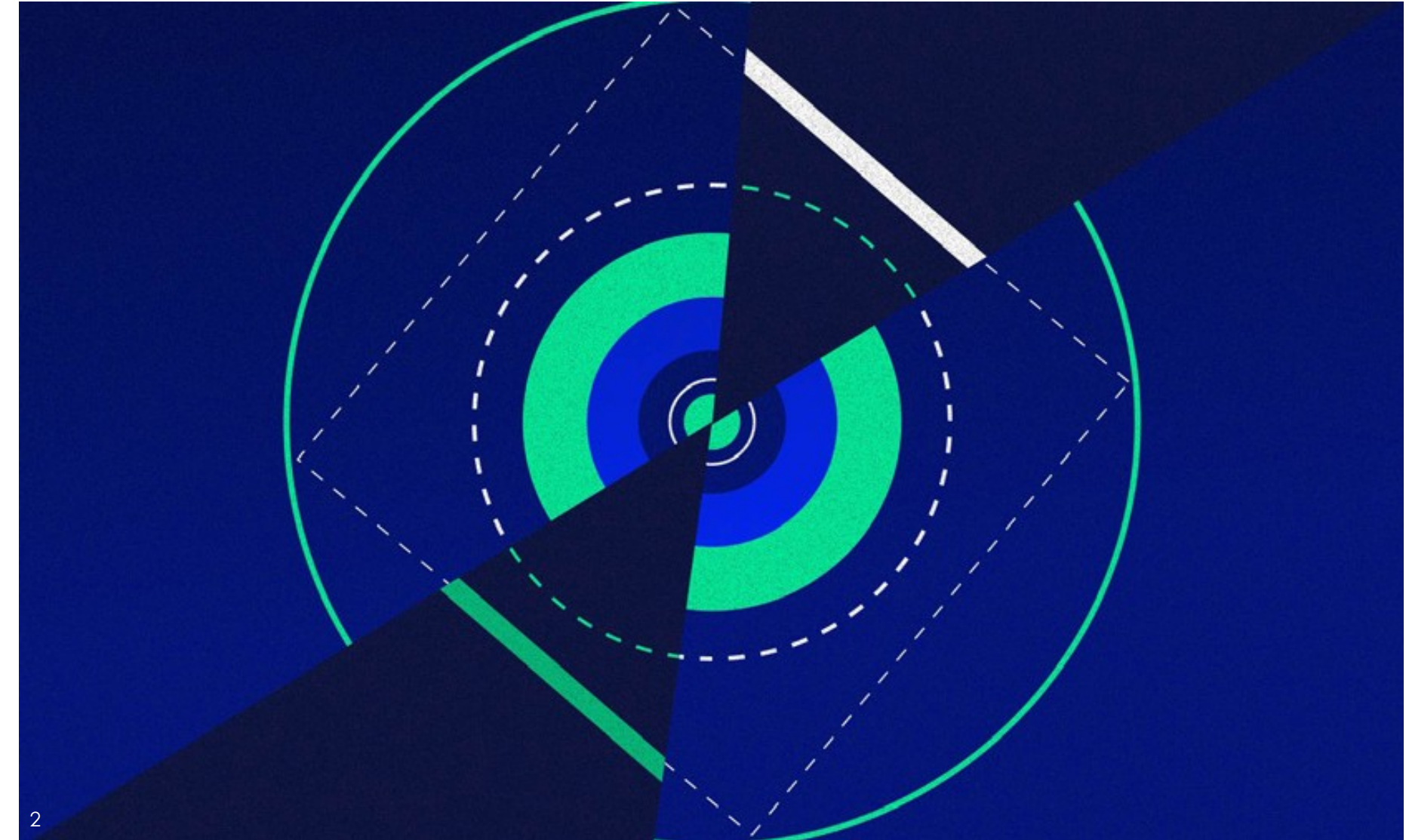
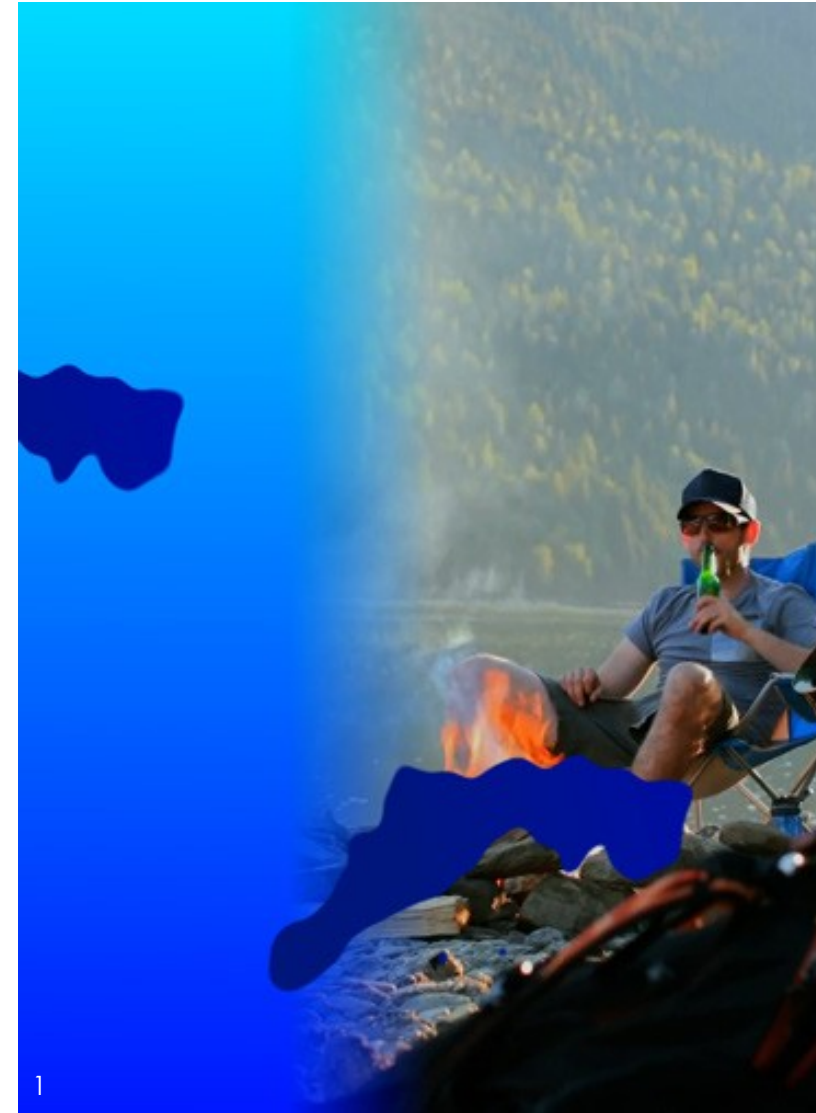
## Transformative Transitions

To communicate more effectively and capture attention, creators are incorporating seamless transitions and graphical elements into videos to bring them to life. Colorful transitions draw the eye powerfully from one scene to the next or reveal titles and logos within a commercial. While the use of animated transitions and overlays is not new, the fresh incarnations and popularity of these techniques is notable.

 [See the full gallery here](#)

### Adobe Artists:

- 1 - Wavebreak Media | 388112535
- 2 - Joana Correia Motion | 214288016
- 3 - Vikiyo | 380725419
- 4 - Wavebreak Media | 280476859






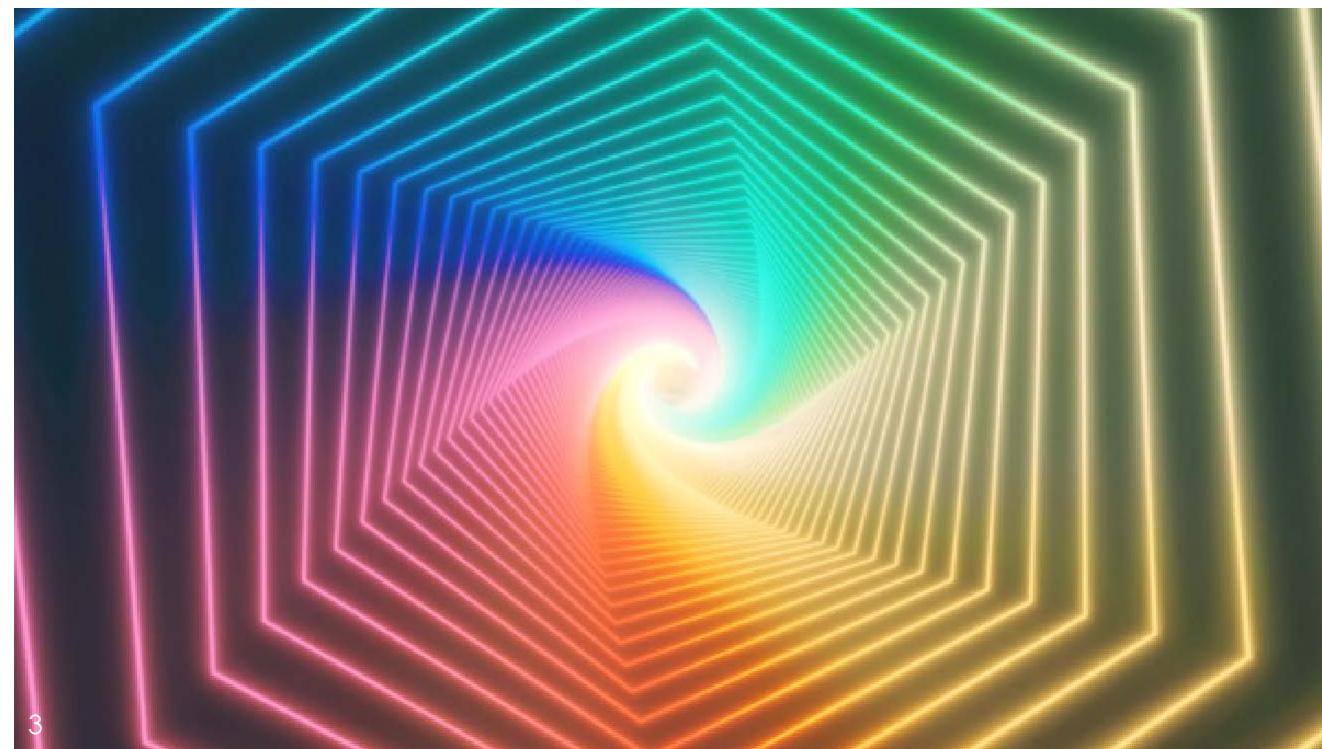
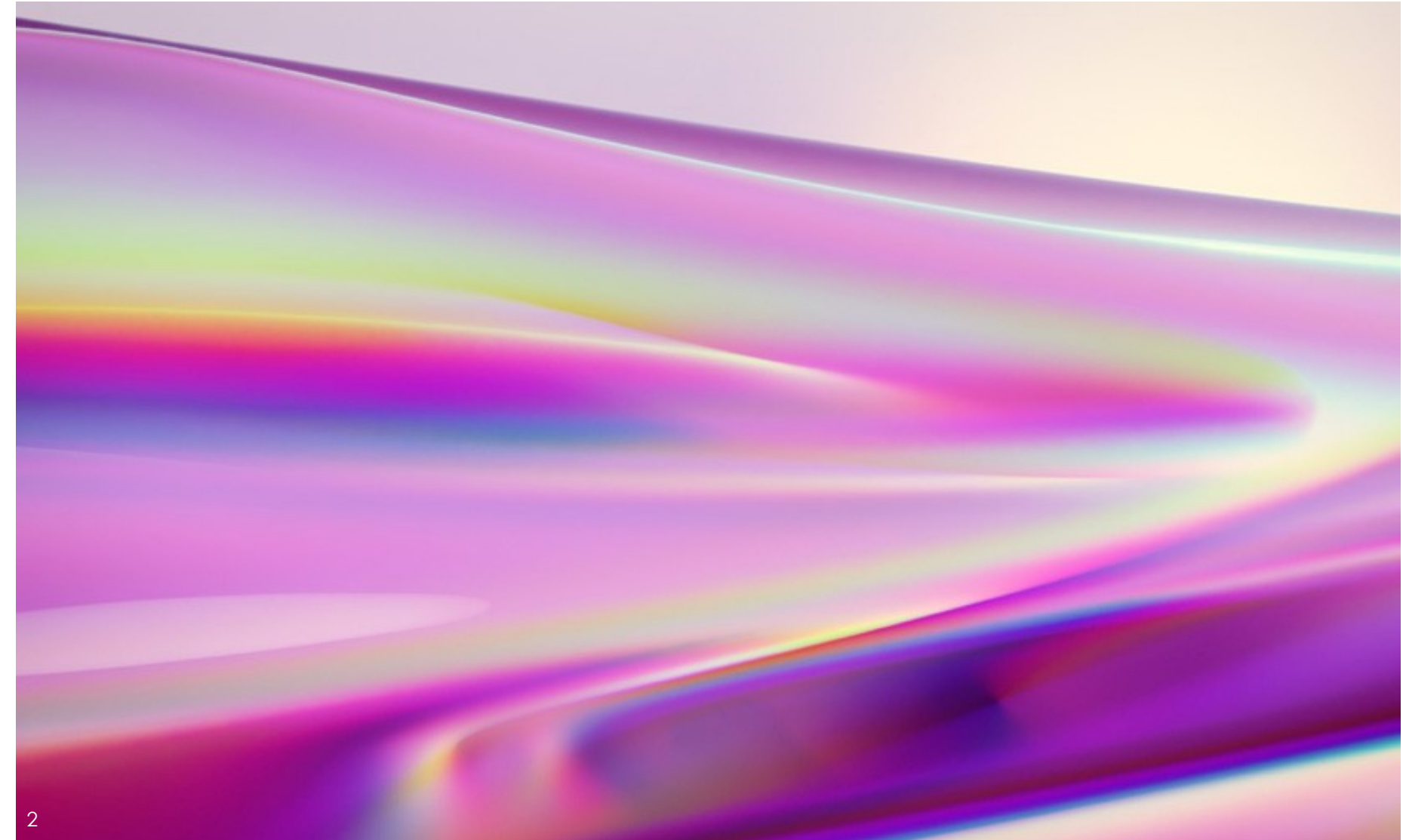
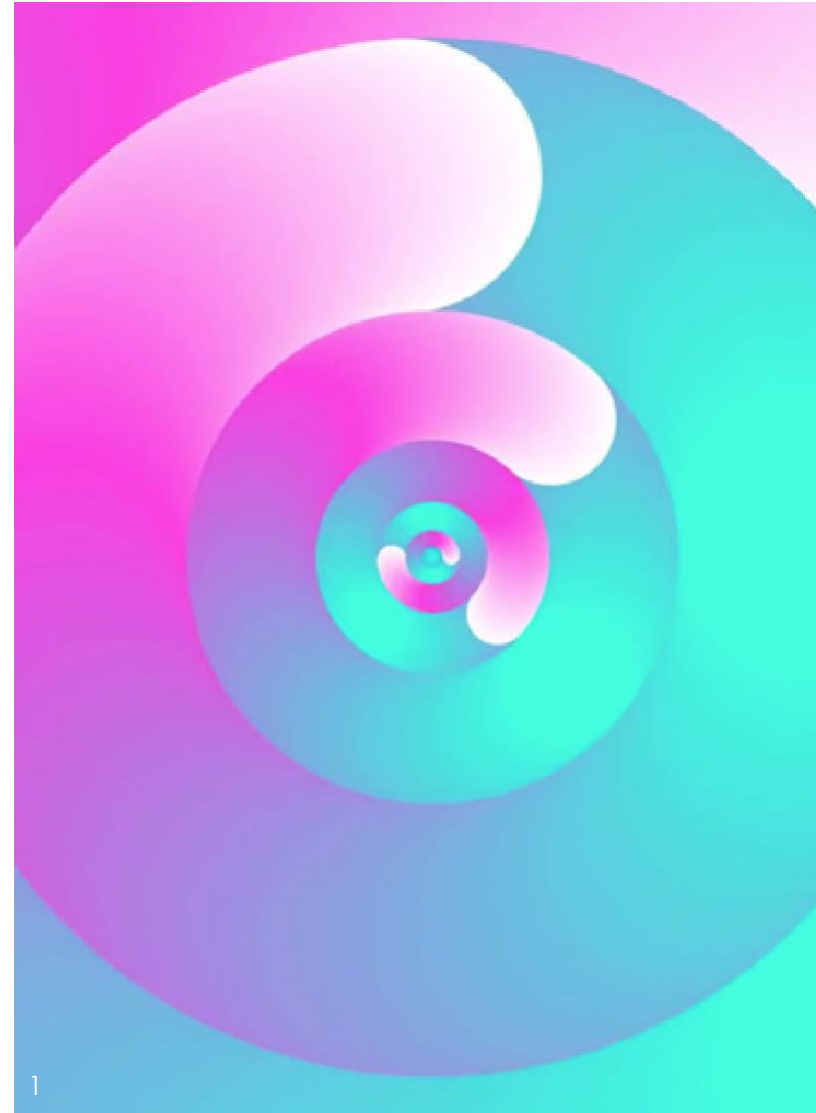
Motion Trend:

# Gradient

Motion Trend:  
**Gradient**

Gradients have jumped from the pages of graphic designers to the screens of video editors. The blending of vibrant colors can grab attention, and at the same time, offer a calming presence in turbulent times. Smooth, multicolor gradients are rising in popularity in major brand campaigns, identity design, and more.

 [See the full gallery here](#)



**Adobe Artists:**

- 1 - Vanzyst | 208495024
- 2 - RocknRoller Studios | 384393352
- 3 - Aliaksandra | 389619215
- 4 - Brovkoserhii | 227890033



# Audio Trends



## Global Rhythms

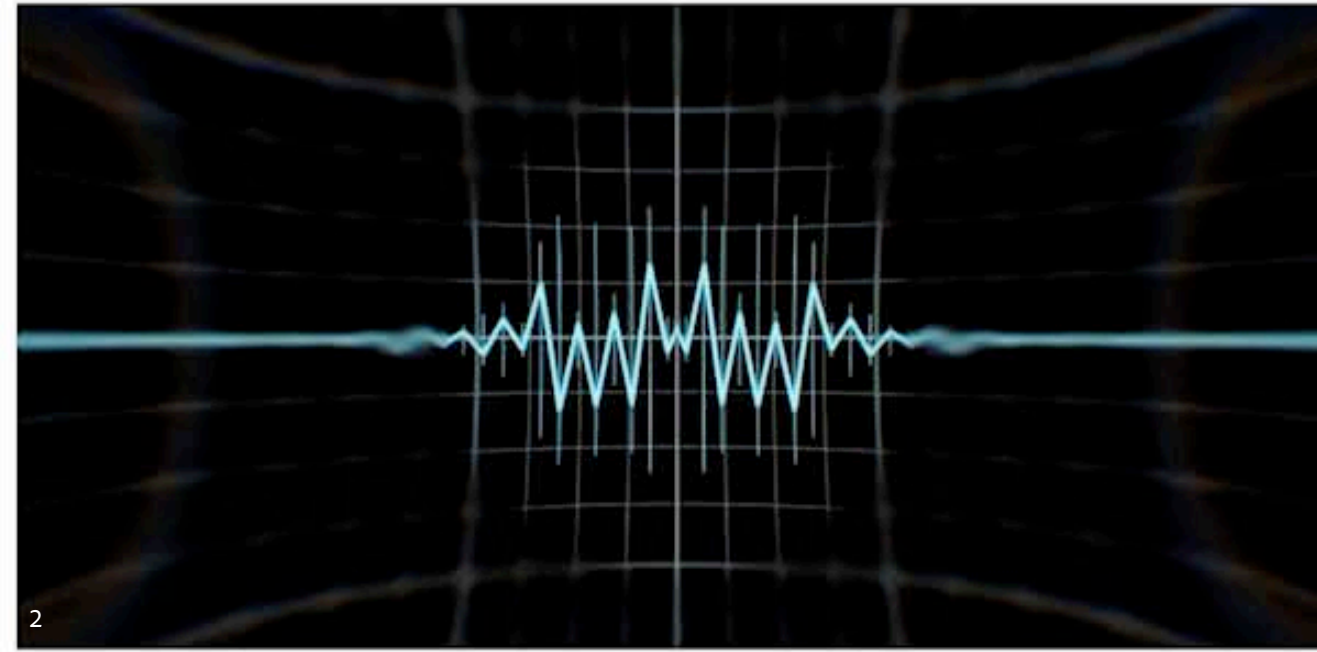
Today, listeners expect diversity and inclusiveness in visuals and the music within their videos, too. In response, video editors and producers are actively seeking audio tracks to help create a global, modern feel to their branded content.

### Adobe Artists:

1 - OverheadProductions - Pond5 | 380949062

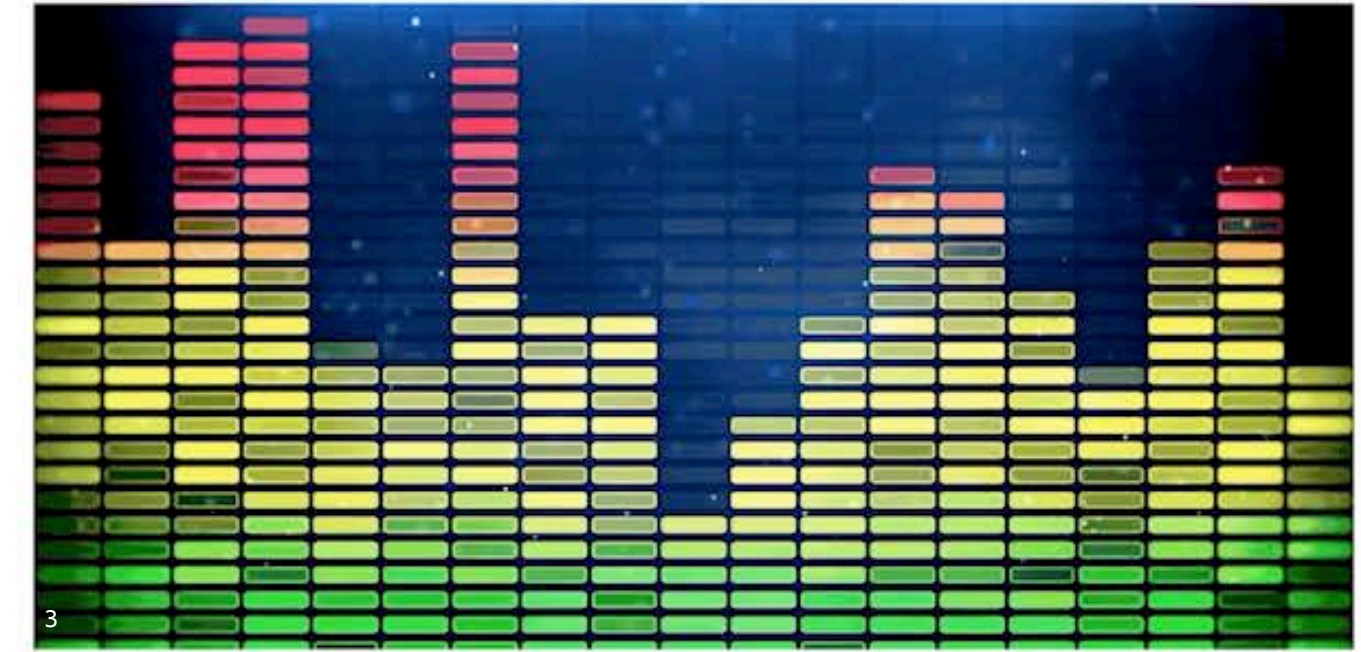
2 - Overheadproductions | 391697876

3 - Gonin | 88966109



## Pod Tracks

With hundreds of thousands of podcasts available and millions of listeners in the U.S. alone, podcasting has definitely gone mainstream. Video editors, producers, and advertisers are all on the hunt for music to create podcast stories and ads.



## Electronic Spectrum

Electronic productions are clean and contemporary, with subgenres to suit any need. We are hearing electronic sounds everywhere in online videos and social media, and seeing a rise in subgenres including Future Bass, Electrofunk, Synthwave, and more.

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