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Call for Content

2020 Design Trends

## Art Deco Updates

# Timely visual ideas from Adobe Stock's Content Team

As we enter this century's roaring '20s, the familiar forms of Art Deco are making a comeback. The difference this time? Today's Art Deco updates are decidedly not "retro". Instead, they interweave a warm nostalgia for the previous century with a decidedly bold, futuristic look.

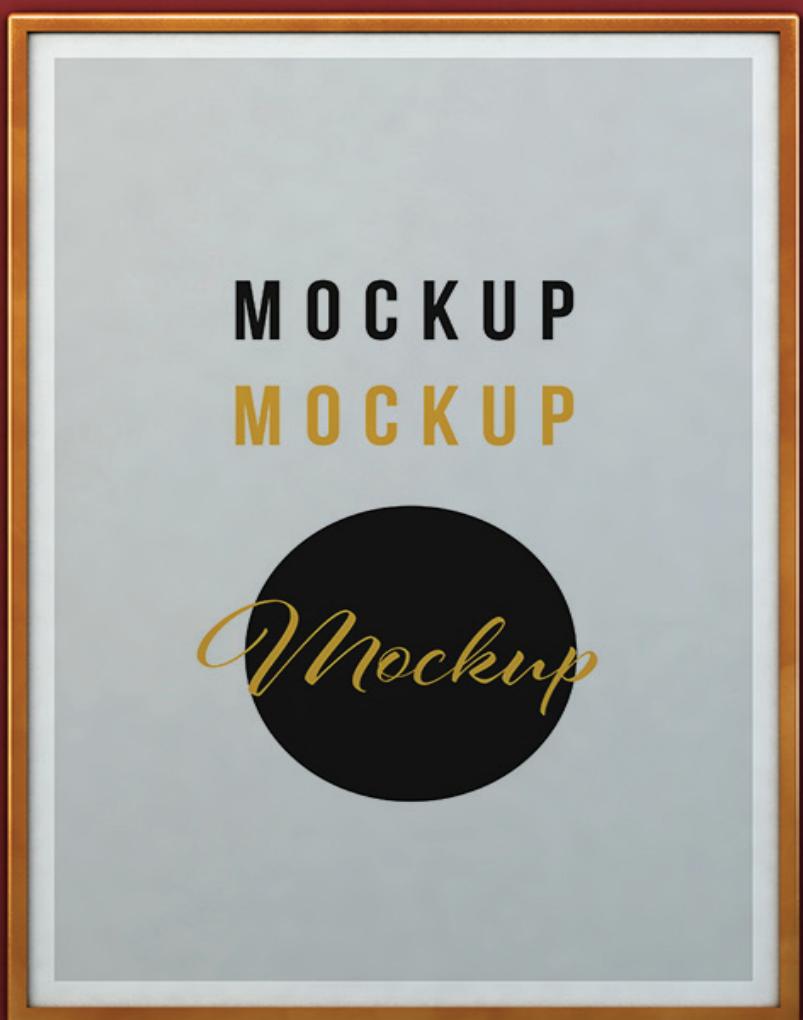
"In part, this trend is a response to the inescapable sleek, 'flat' design aesthetic we've seen, especially in our technology products for the past several years," says Brenda Millis, Creative Services and Visual Trends Principal at Adobe Stock. "I think people are hungry for flourishes, for more decorative elements, yet want to retain that modernity and sleekness."

In addition to re-emerging influences of line art and Cubism in current graphic design, there are also references to the sleek Streamline Moderne movement in product, interior, and motion design, which reflect a famously forward-thinking era of innovation. The blocky layouts, geometric patterns, and metallic details in the Art Deco movement are now updated with a futuristic twist and play heavily with elevated typography.

Find inspiration in this guide and [online at Adobe Stock](#).



Retro Makeover



## Modern Vintage

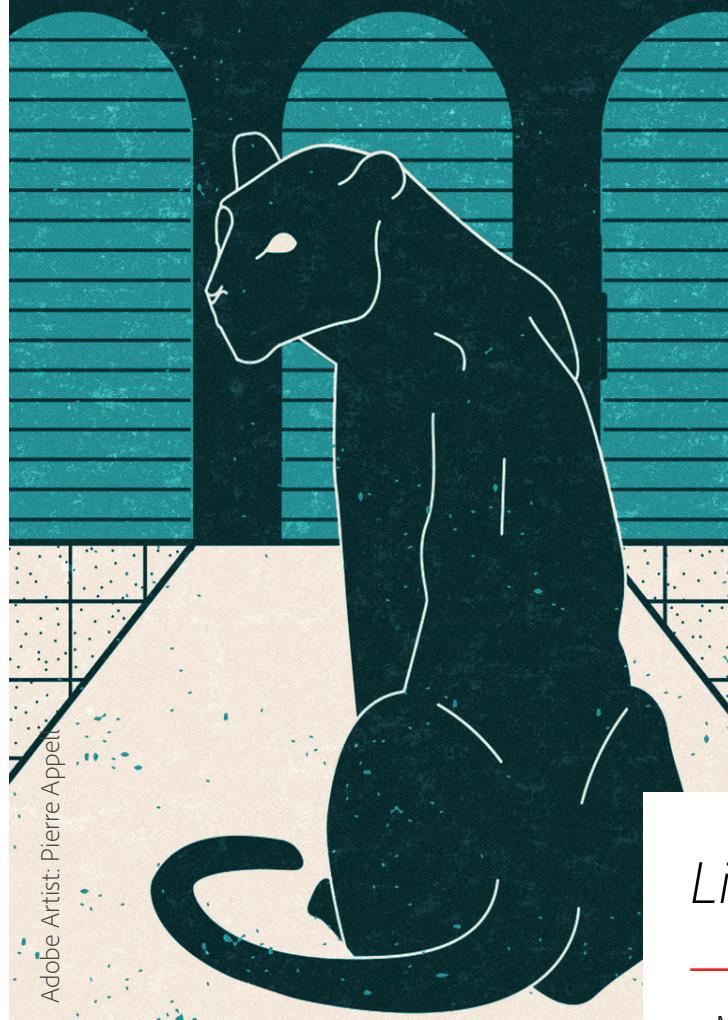
### Bold, Rich Colors

- Update earthy vintage palettes with gradients, metallic accents, and lighting effects
- Apply detailed textures and dot gradients to muted or neutral tones
- Explore fresh pairings with bright white and lots of space

Adobe Artist: Polar Vectors



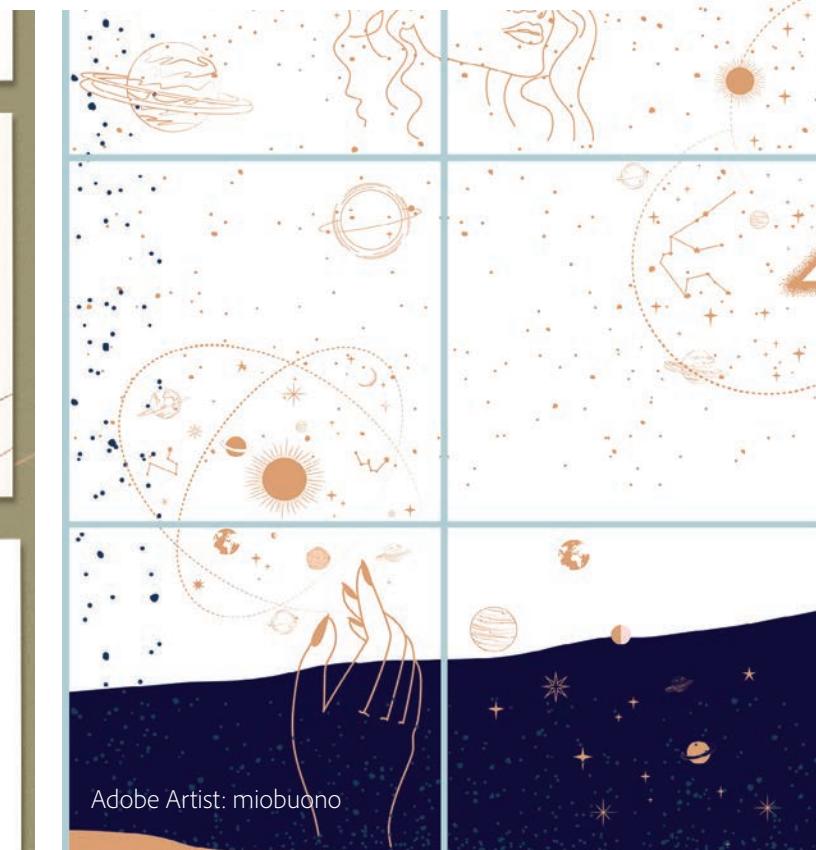
Adobe Artist: vynetta



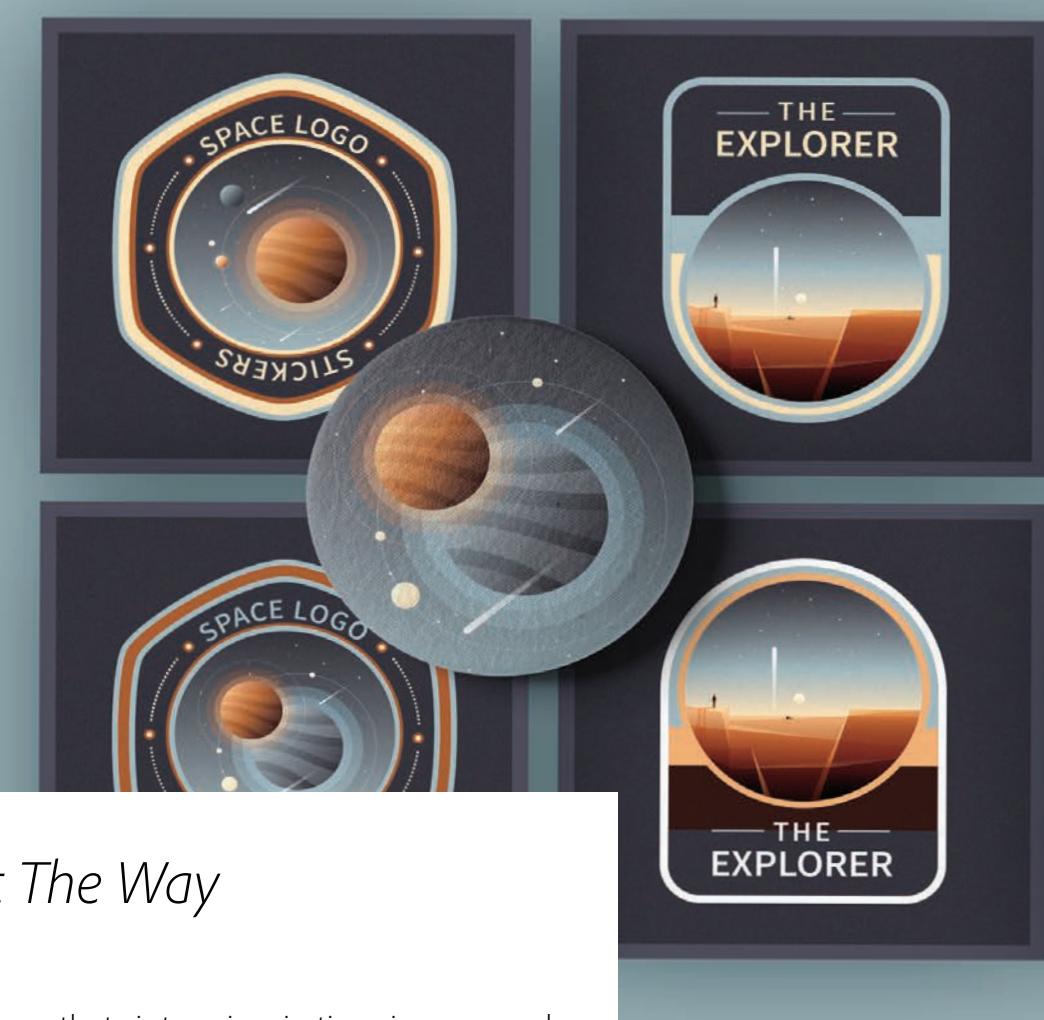
Adobe Artist: Pierre Appelt

## Light The Way

- Make sure that vintage inspirations in your work are reflective of a digital age
- Work should be helpful to a digital workflow and easy to read on a screen



Adobe Artist: miobuono



Adobe Artist: Polar Vectors

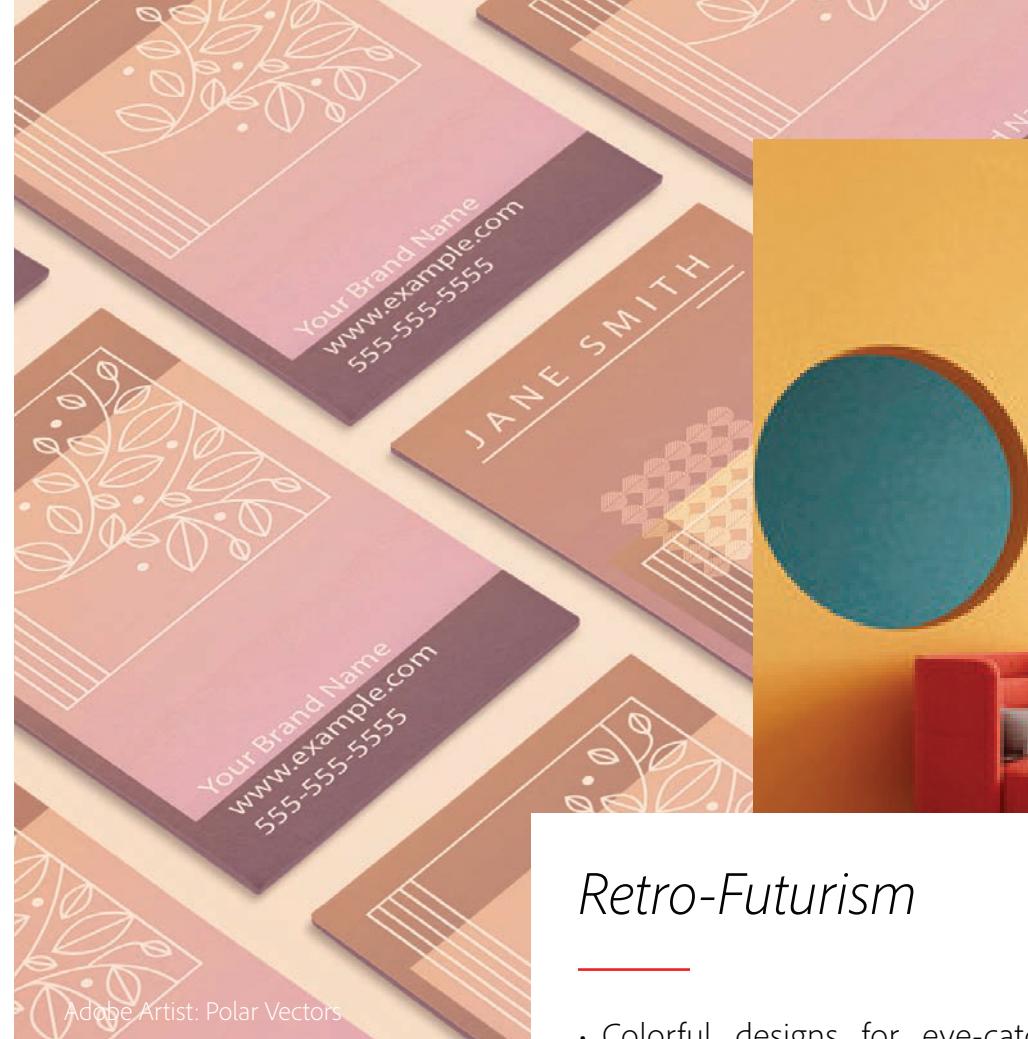
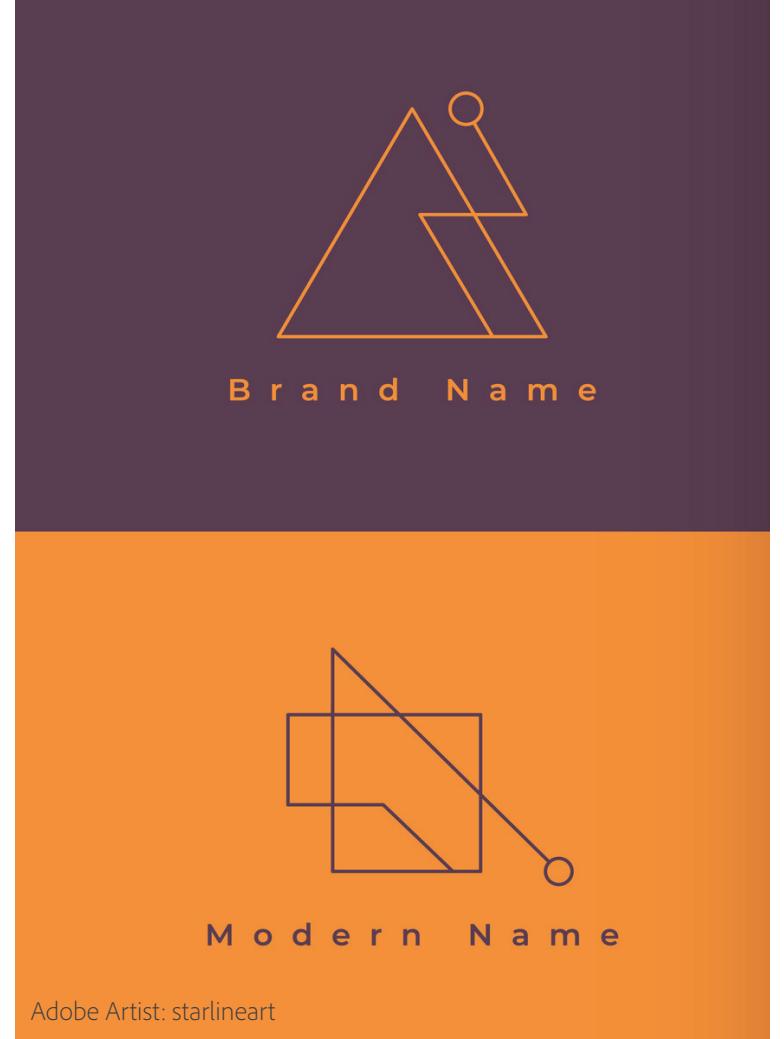


Adobe Artist: Polar Vectors



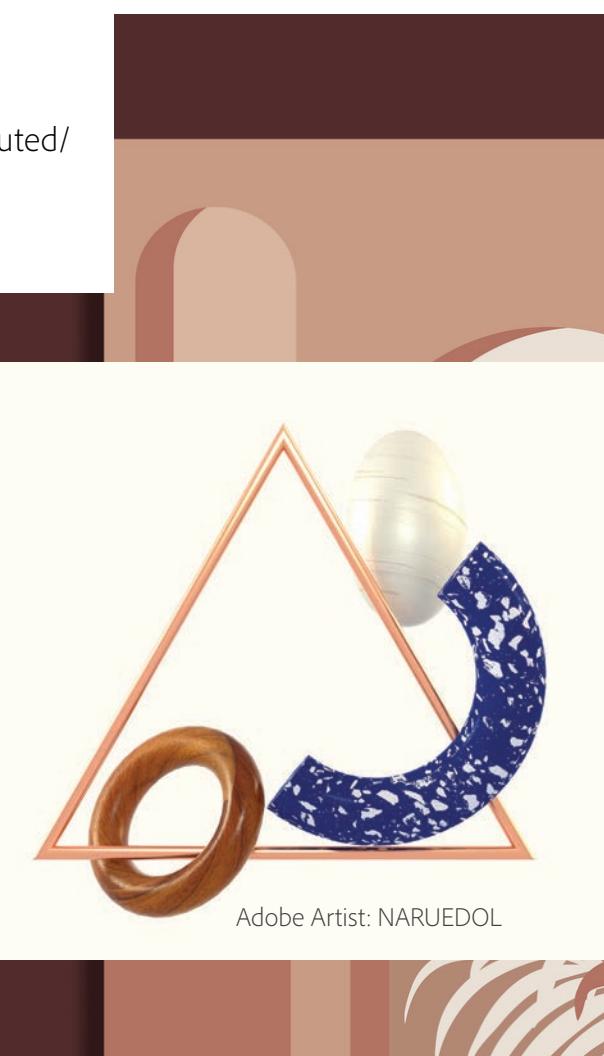
SMART OBJECT REPLACEMENT

Adobe Artist: Pixelbuddha



## Retro-Futurism

- Colorful designs for eye-catching online displays
- Subtle creative touches
- Bright colors paired with muted/neutral tones



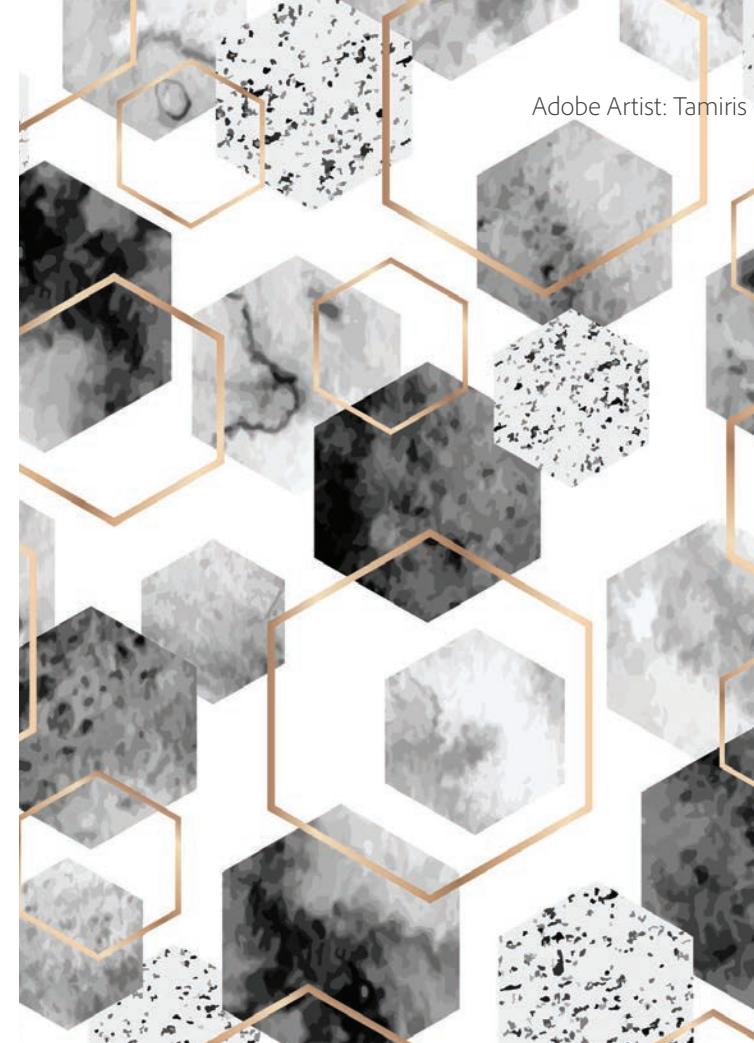
# Metallics and Marble

## Texture Everywhere

Metallic and marble textures add chic, delicate details in your work, but are especially useful when applied to

- Product mockups and scenes
- Stationery layouts

Adobe Artist: Екатерина Птушко



Depth in Design

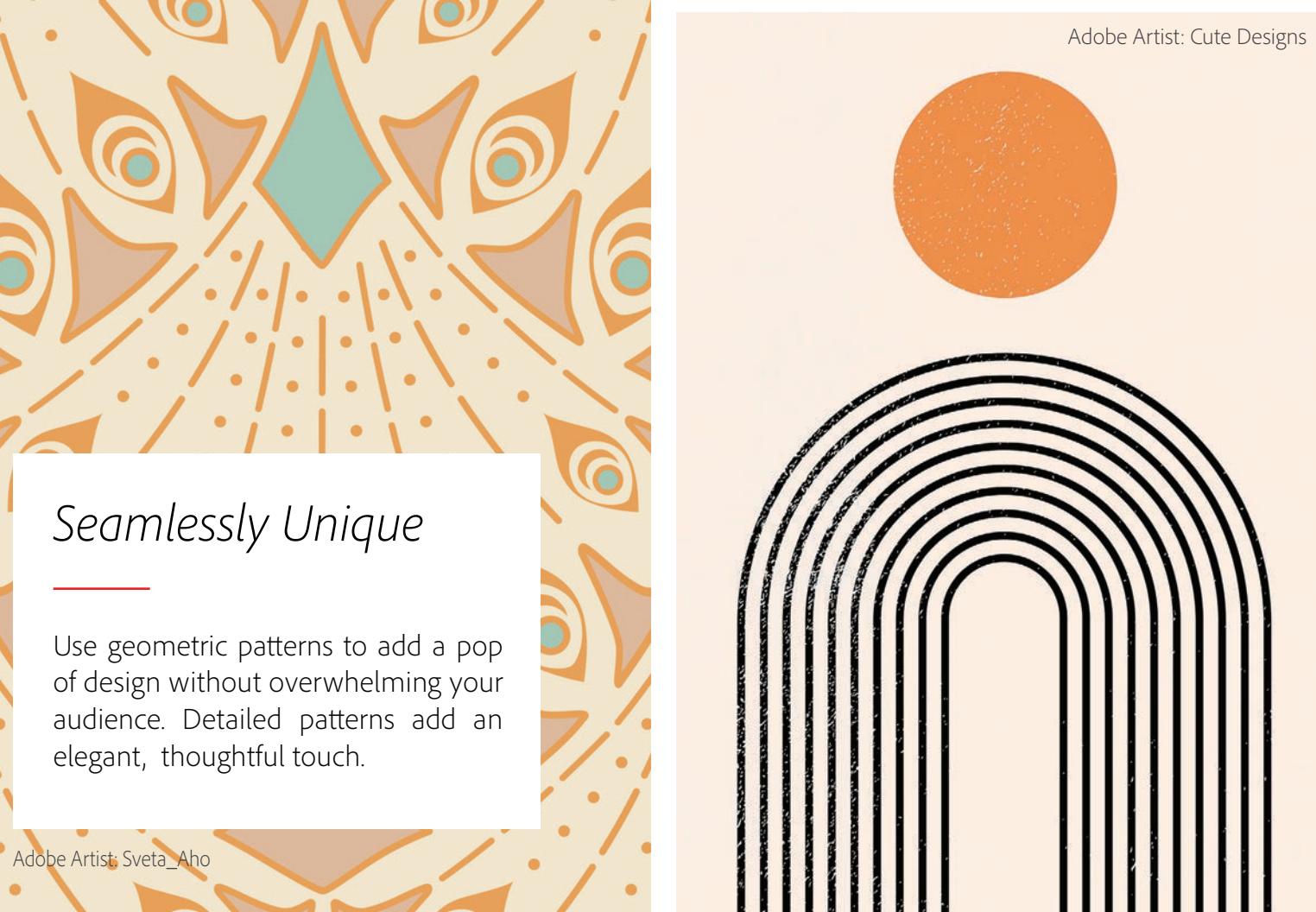
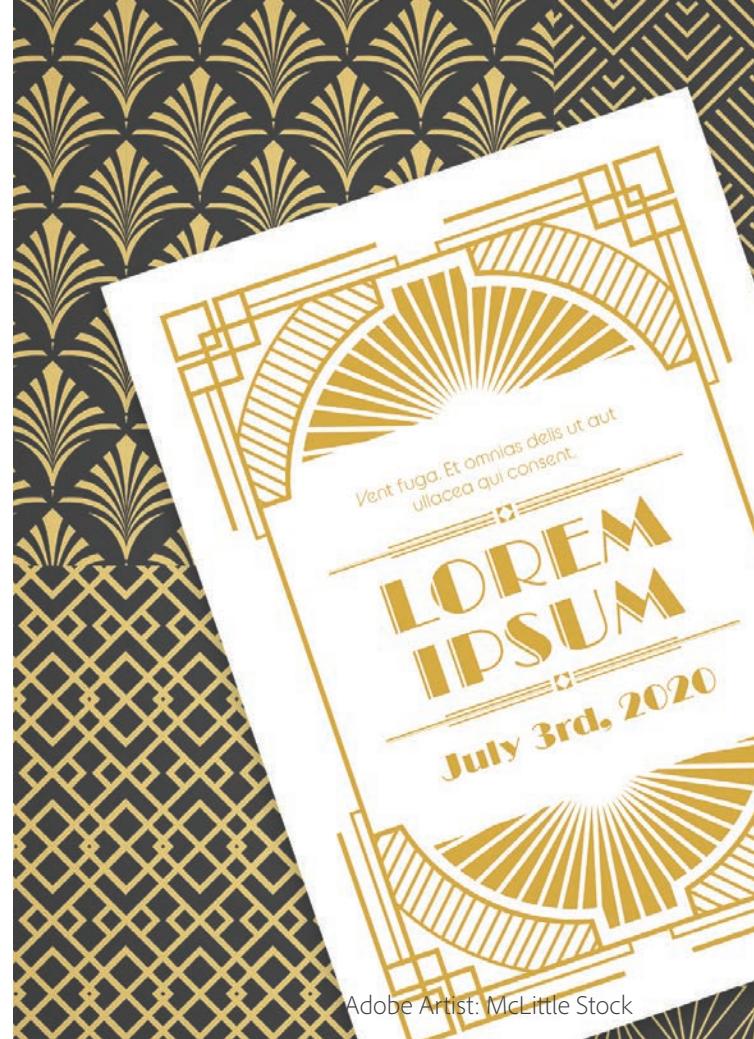


## Geometric Interpretations

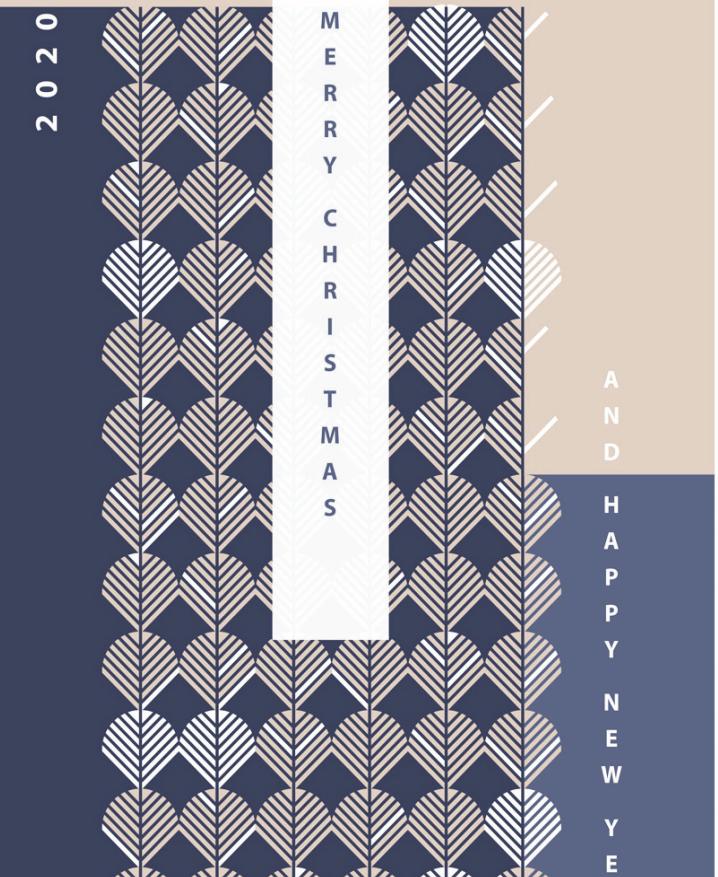
Seamlessly Unique

Use geometric patterns to add a pop of design without overwhelming your audience. Detailed patterns add an elegant, thoughtful touch.

Adobe Artist: Sveta\_Aho



Adobe Artist: Polar Vectors



Adobe Artist: Satory25



Adobe Artist: Brandpacks

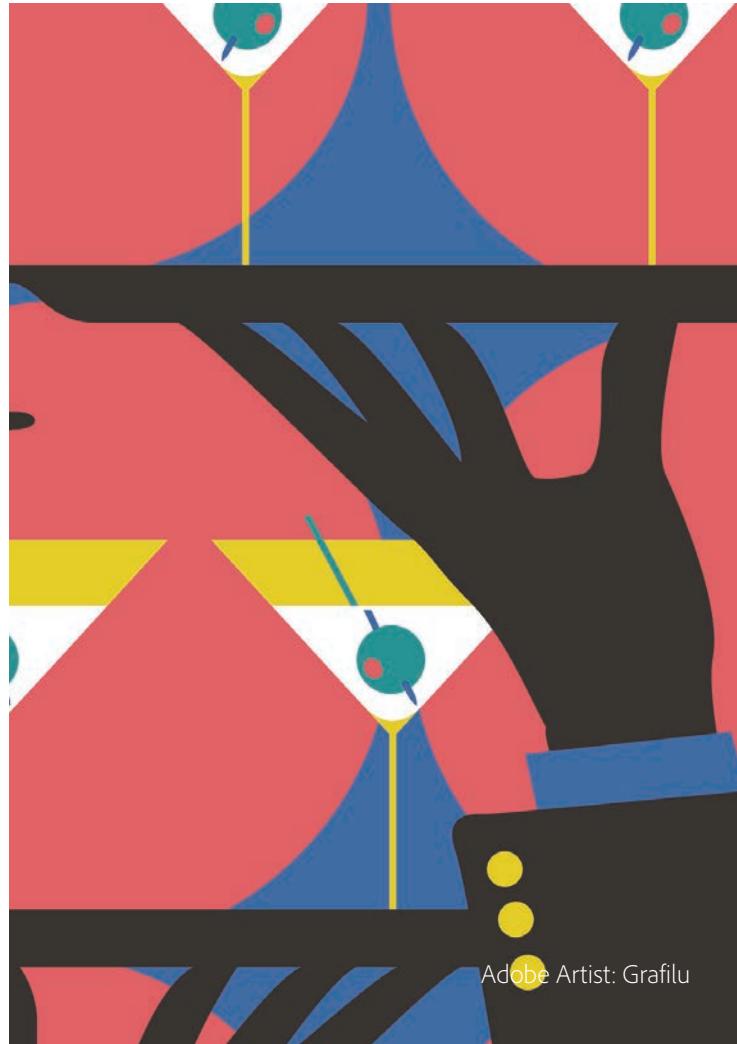
## Perspective Play

### Visual Repetition

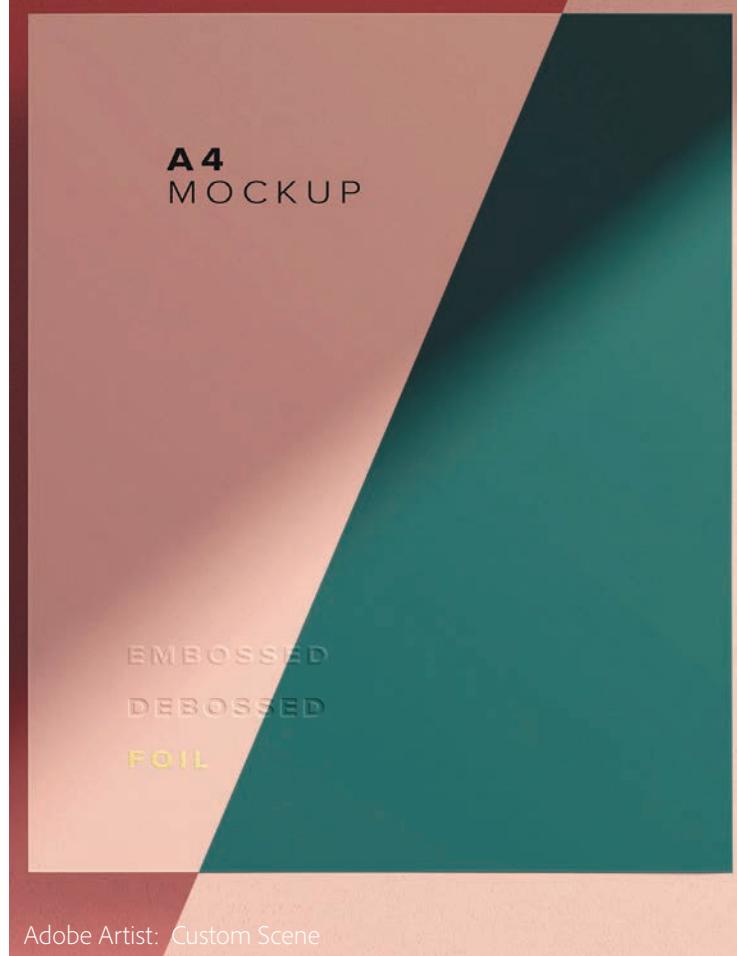
Visual repetition can be striking and, when done with consistency, add emphasis to the precision work in a mockup or layout.

- Use geometric lines in 3D renders for impressive depth
- Create layers in patterns using flat colors overlapping one another
- Use lighting effects to provide the illusion of depth

Adobe Artist: saicle



Adobe Artist: Grafilu



Adobe Artist: Custom Scene



Adobe Artist: Jokiewalker



Adobe Artist: wacomka

*Retro*  
**CINEMATIC  
EFFECTS**

Adobe Artist: Pixelbuddha



Just Your Type





Lightly Styled



Luxurious Spacing

Type and type treatments of the 1920s and beyond were well spaced and prioritized legibility to communicate refined fashion sensibilities. Explore creative spacing and graceful nouveau type choices.

Adobe Artist: Pixelbuddha



Adobe Artist: Riz

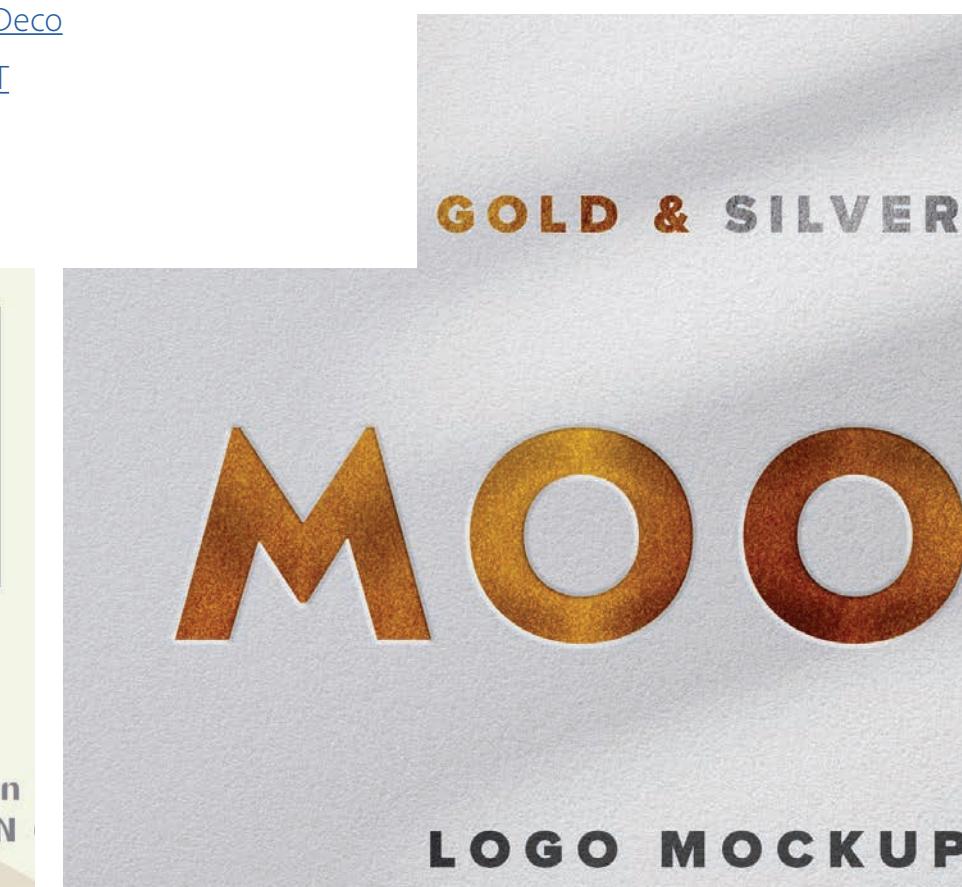
*Dignified And Daring*

Polished type choices don't have to be shy. Introduce these stylish fonts with [Adobe Fonts](#):

- [Vintage Deco](#)
- [Acier BAT](#)
- [Gin](#)
- [Blakely](#)



Adobe Artist: geengraphy



LOGO MOCKUP



Adobe Artist: Brandpacks

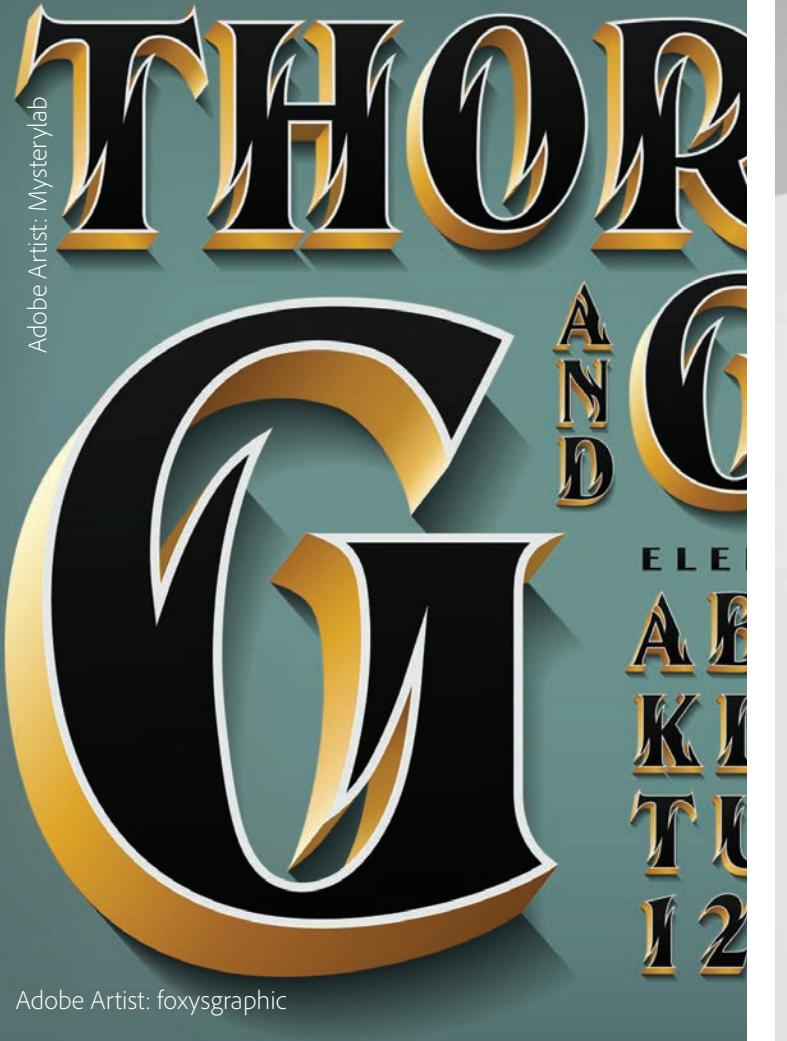


**FLYING BIKE**  
SLOGAN GOES HERE

Adobe Artist: DOMSTOCK



Adobe Artist: Pixelbuddha



# This New Age



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## Ornate and Online

Adobe Artist: Wavebreak Media

LOREM #122A59  
LOREM #8C6B4D

Art Deco designs for the modern age involve giving details room to breath and color palettes that retain impact on a screen.

Adapting Deco

Adapting Art Deco designs for the modern age involves giving details room to breath and color palettes that retain impact on a screen.

Adobe Artist: Medialoot



## All In The Details

Art deco focuses on details: unique shapes are found in every application.



YOUR IMAGE HERE

Adobe Artist: Medialoot

\$25

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Abc

Adobe Artist: Wavebreak Media

Mary Smith  
Job title  
+00 123 456789  
email@example.com  
www.example.com

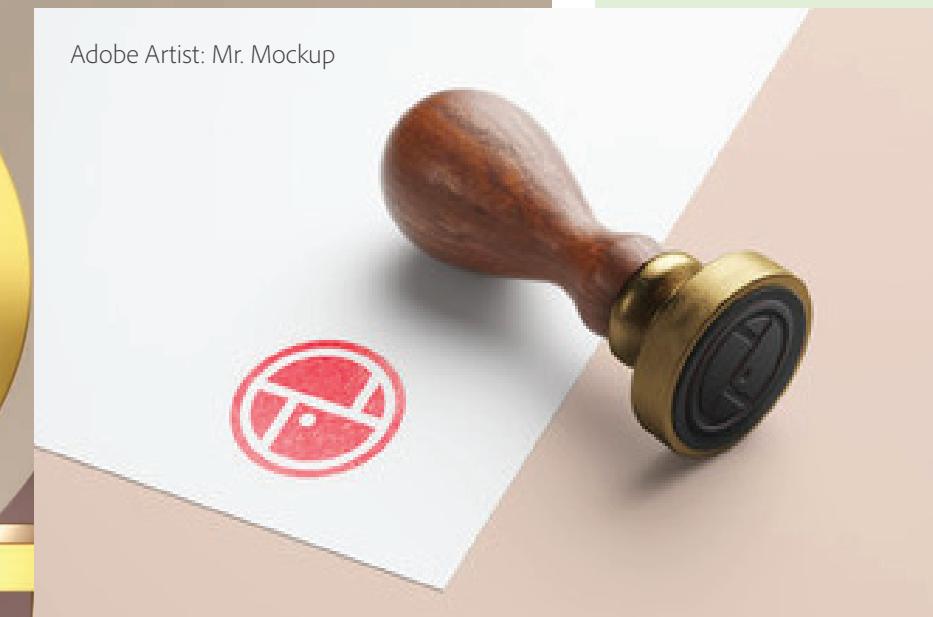
Mary Smith  
Job title  
+00 123 456789  
email@example.com  
www.example.com

Mary Smith  
Job title  
+00 123 456789  
email@example.com  
www.example.com

Adobe Artist: orangeberry

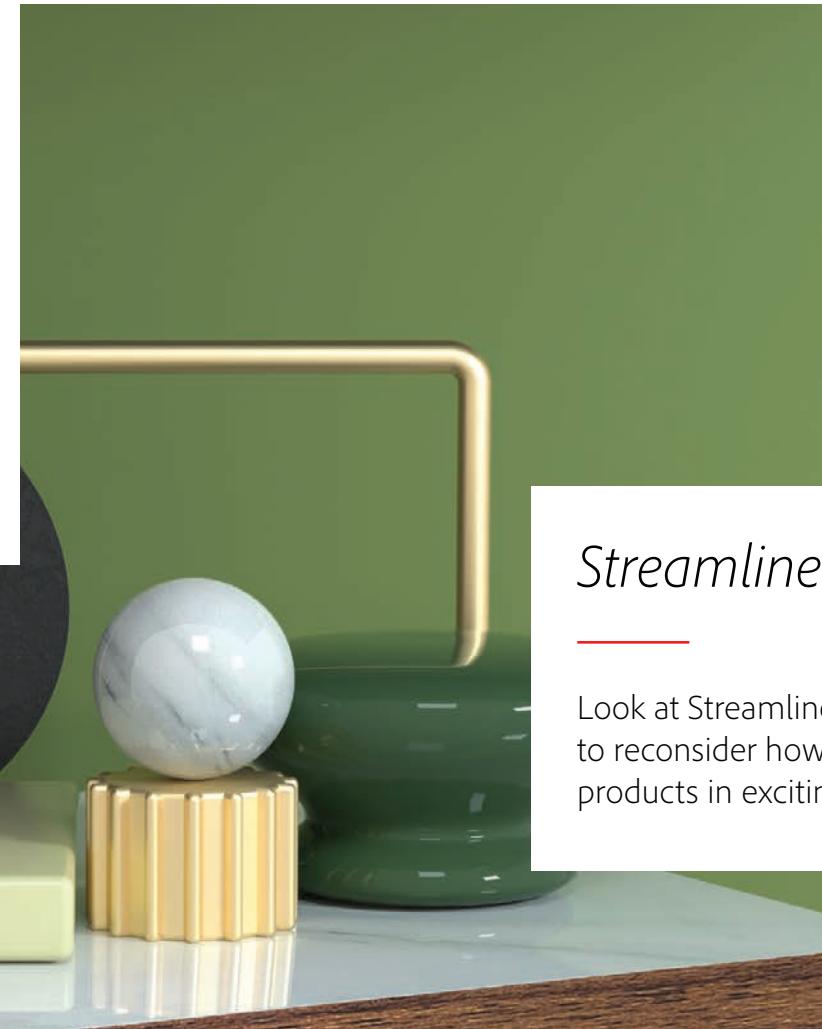


## New Product Placement



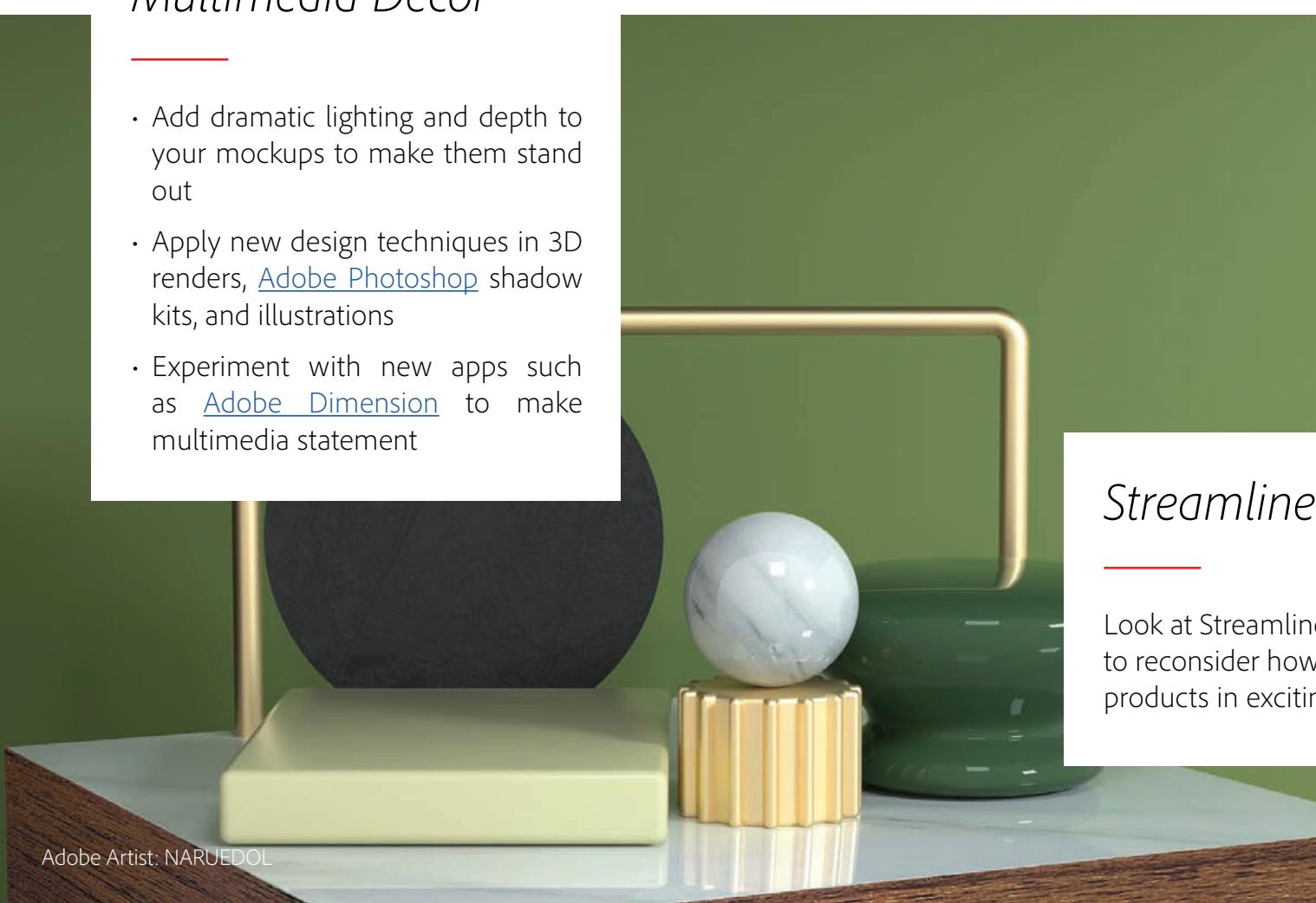
## Multimedia Decor

- Add dramatic lighting and depth to your mockups to make them stand out
- Apply new design techniques in 3D renders, [Adobe Photoshop](#) shadow kits, and illustrations
- Experiment with new apps such as [Adobe Dimension](#) to make multimedia statement



## Streamline Still Life

Look at Streamline Moderne designs to reconsider how we promote products in exciting ways.



Adobe Artist: Mr. Mockup



Adobe Artist: Mr. Mockup

 **Adobe Stock**

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