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Creative guide

Austere Romanticism

Creative Trend 2021

Design Trend: Austere Romanticism

Austere Romanticism is a trend that encompasses Cottagecore, Dark Academia, Naturecore, and related aesthetic elevations of the antique and idealized nature. In these visuals, nostalgic representations of sophistication have a distinct primness, intertwined with a DIY spirit: people cultivating gardens, making their own bread, and other crafts around the home. The aesthetics of this are not urban or modern; they're rooted in throwback visuals, traditional typefaces, florals, and pastoral or rural elements.

That is not to say, however, that Austere Romanticism is a strictly "rural" aesthetic — far from it. It is a highbrow, idealized (you might say rose-tinted) vision of what it might be like to live in the country, on a farm, or in a cottage in the woods. This design trend speaks to a costume-drama sensibility of rural simplicity and beauty, where highly educated sophisticates lounge elegantly in vintage lace, contemplating the mysteries of life amid stacks of illuminated, leather-bound tomes in an Instagram-ready library or conservatory filled with thriving plants.

Beneath the dreaminess and fantasy of such visions lies a strong collective desire to step away from the physical dangers and the torrent of information and news that accompanies modern life, and retreat to a fictional, simpler place and time. While the COVID-19 pandemic ravaged our communities, crowded city life felt increasingly undesirable and unsafe. A companion in many ways to our 2021 visual trend, *A Breath of Fresh Air*, the acceleration of the Austere Romanticism design trend communicates a vision of nature as a healthy place to escape and a source of freedom and inspiration. [Find more inspiration at Adobe Stock](#)



Not-so tough love



Organic and antique



Cottagecore and more

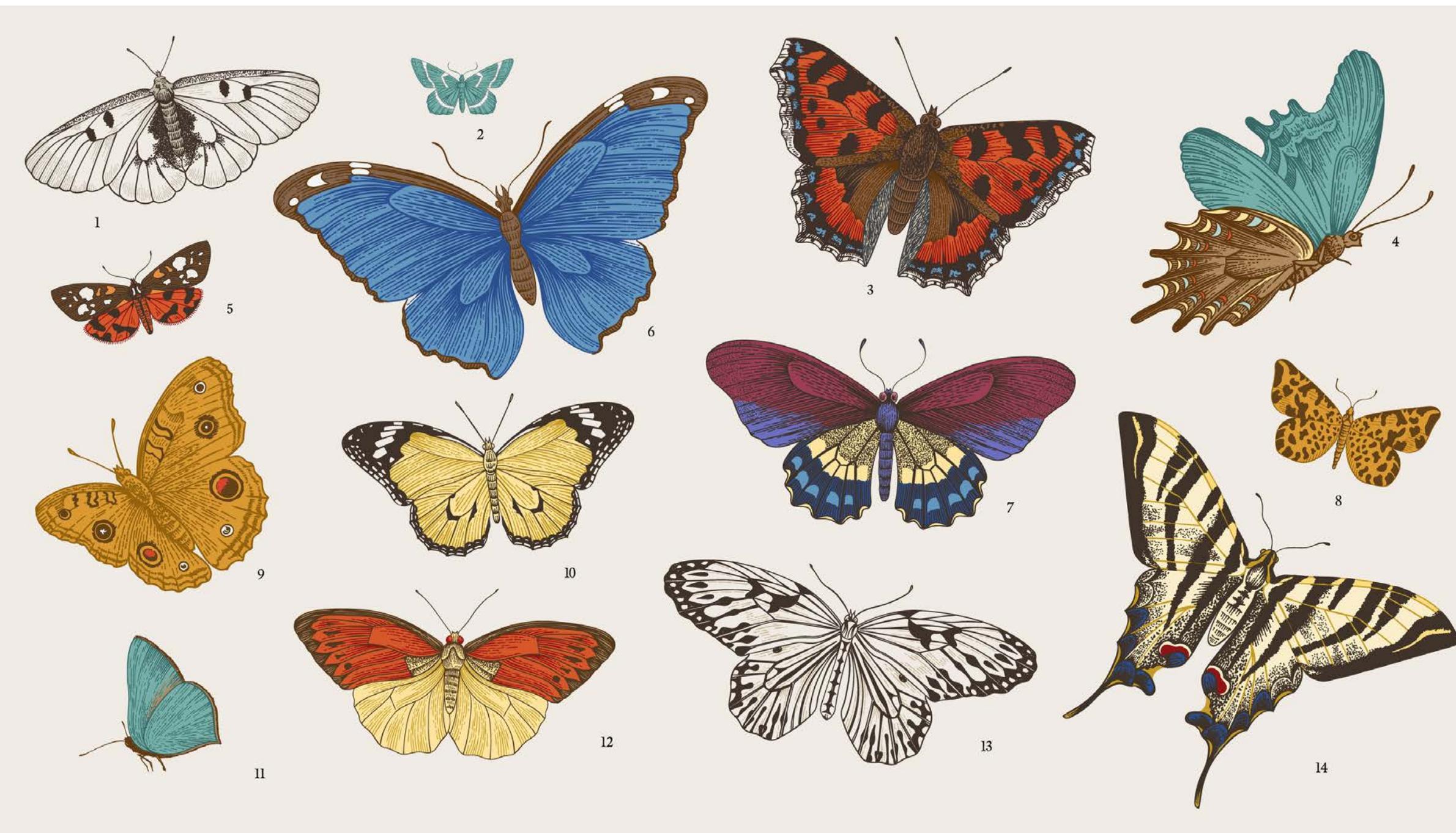
While we're staying home more than ever, we're reflecting deeply on how our homes can nourish and inspire us. Victorian influences and agrarian style come together in an evolution of cottagecore aesthetics.

Vintage elements and farm-inspired designs can bring antique inspiration to modern digital design when paired with high-fidelity details:

- Take warm natural tones and pair them with cool neutrals for a bright and modern effect
- Incorporate patterns, florals, and organic textures for vintage details

Artist Credits:

- 1 - More Profesh | 299389639
- 2 - Olga Korneeva | 303283854
- 3 - Mariia | 368074379
- 4 - valeriyabtsk | 242635555
- 5 - lolya1988 | 377262356





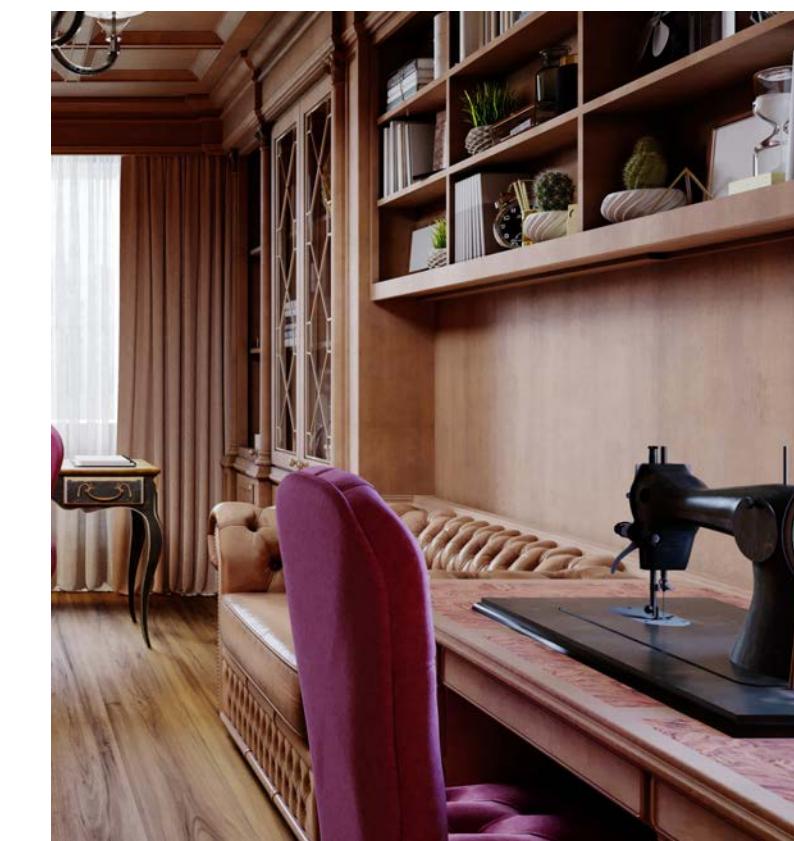
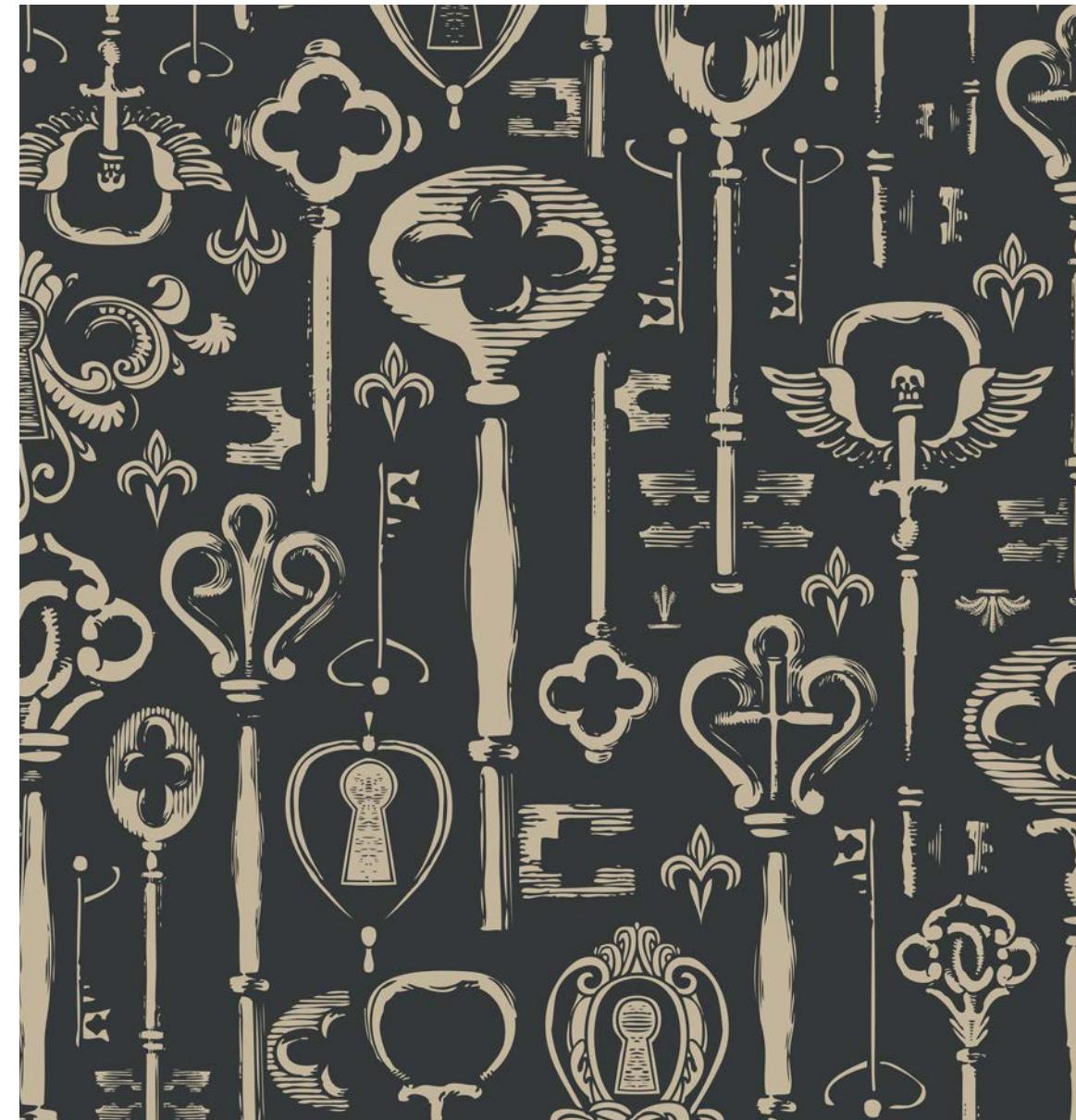
Graduating class

Dark, dignified details

More Victorian influences abound in the elegant world of academic aesthetics.

These type treatments, illustrations and set designs are proper, introspective, and marked by gothic elements:

- Try updating these academic styles by combining antique elements with modern themes
- Apply literary or calligraphic inspiration to work-from-home or online event assets to make this vision a reality



Artist Credits:

- 1 - 3drenderings | 270810670
- 2 - Rovert Castillo | 373975772
- 3 - viarunia | 395769611
- 4 - ostap25 | 360639333
- 5 - paseven | 368037212
- 6 - lynea | 56608875

Planting roots



Illustrating naturalism

Incorporating Mother Nature into your existing designs can refresh and revitalize your work. Try it yourself in:

- Patterns, illustrations, and letter sets
- Card layouts and social media sets
- 3D renders and motion graphic animations

Artist Credits:

1 - Good Studio | 202918483
2 - zenina | 293296566
3 - merfin | 310181420
4 - ArchiVIZ | 386655265





A touch of restraint

Comfort at home

Hygge for the heart

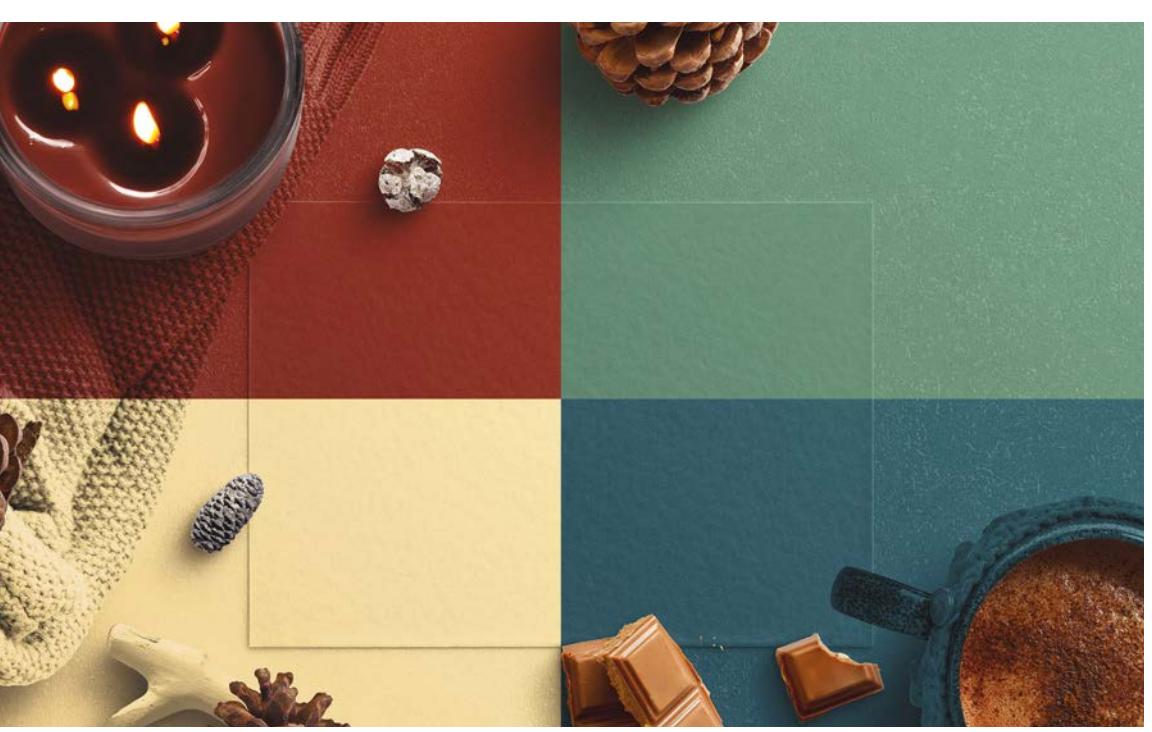
Reflecting the home as a place worth staying in has made digital campaigns emotionally relevant to the current state of the world.

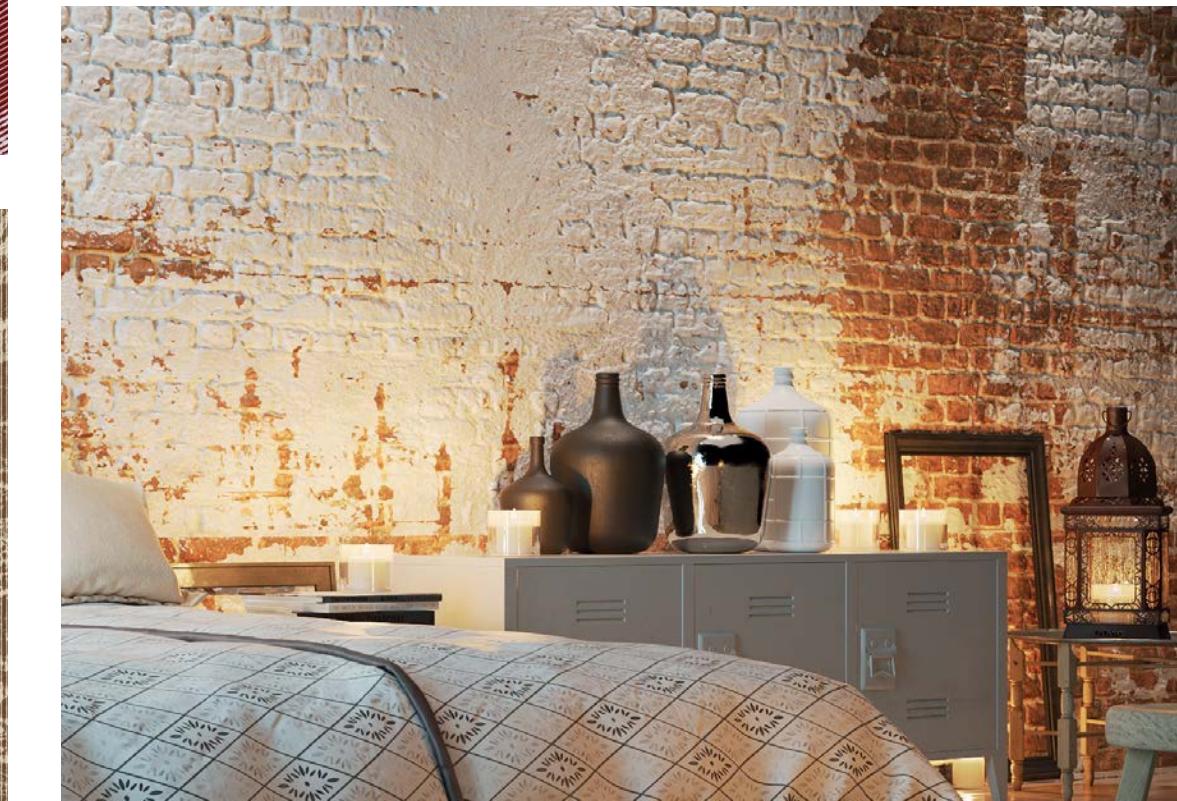
Refine and refresh restoring imagery with modern techniques in your aged aesthetics by:

- Adding soft shadows to bright daylight to update vintage vibes
- Applying textures and patterns to tweak flat, minimal designs

Artist Credits:

- 1 - Ardea-studio | 336442228
- 2 - More Profesh | 264018413
- 3 - artjafara | 197002104
- 4 - nataliahubbert | 103193396
- 5 - Custom Scene | 299793133
- 6 - Alesia | 312584208





Material world

Tactile textures

Tactility can change the entire look and feel of any design. Photo effects, text effects, brushes, and sketched illustration elements can help achieve an old-fashioned look.

Try experimenting with:

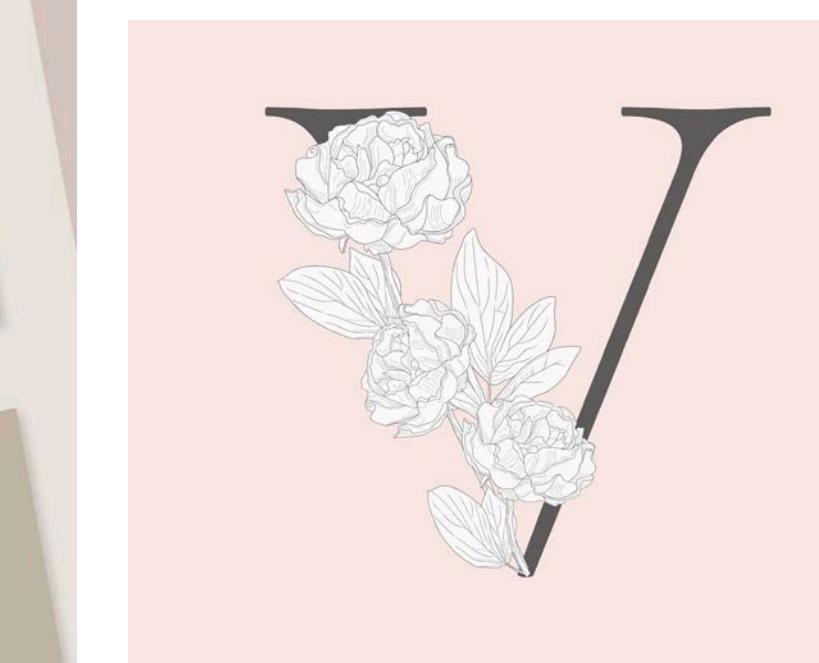
- Adding photo and text effects - including ink, paint, watercolor and photo treatments
- Applying textures from nature such as leather, wood, or plant material
- Playing with brush and color setting to incorporate textures into type
- Including written-word elements such as doodles and signatures to break up digital designs

Artist Credits:

- 1 - More Profesh | 273752380
- 2 - Pixelbuddha | 374924792
- 3 - Creative Veila | 393638250
- 4 - Marcel de Grij | 379964819
- 5 - OlgaKorneeva | 312044288
- 6 - Christian Hillebrand | 187496349

Genteel glyphs





Refined
romantic

Space to breathe

Structure in serifs can provide contrast and balance to design embellishments.

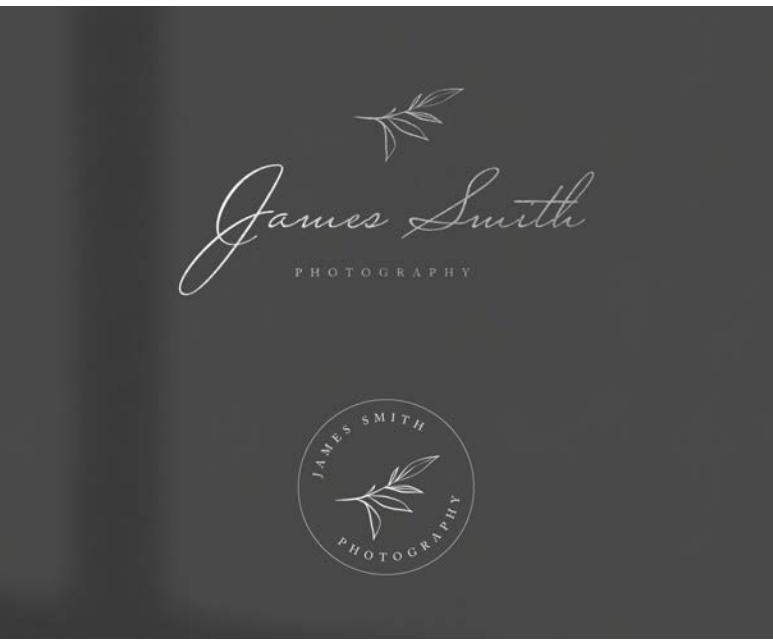
Try these luxurious typefaces from [Adobe Fonts](#):

- [Span](#): an elegant font bridging the contemporary and traditional by honoring its engraved heritage with sweeping serifs from Jamie Clarke Type
- [Monotype Modern Display](#): a neoclassical serif font from historically acclaimed Monotype Studio
- [Retiro](#): a lively Hispanic Didot variation designed by award-winning type designer Jean François Porchez of Typofonderie

Artist Credits:

- 1 - Roverta Castillo | 305736139
- 2 - rawpixel | 259602415
- 3 - rawpixel | 258138197
- 4 - amber&ink | 330151604
- 5 - More Profesh | 229582151
- 6 - Advayta | 255743392

Classically inclined



Scripts with substance

Handwritten fonts carry a whole new weight to them with updated lines, ascenders and descenders. Fonts like [Lust Script](#) and [P22 Allyson Pro](#) show refreshed variations on old-world script fonts.

Explore another antique approach with [MVB Gryphius](#), a serif font digitized from 16th-century type.

Use [Adobe Fonts tags](#) to find new font inspiration:

- [Adobe Fonts Calligraphic font styles](#)
- [Adobe Fonts Wedding font styles](#)

Artist Credits:

- 1 - Guver | 309474690
- 2 - McLittle Stock | 371481274
- 3 - Senti Studio | 290535341
- 4 - Veris Studio | 358071555
- 5 - Pixejoo | 234709873
- 6 - OlgaKorneeva | 226350529





History in the making

Deconstructing digital

IRL on screen

Taking inspiration from the real world to your digital designs is no small feat, but can provide subtle relief from screen fatigue and homogenous scrolling.

Try [Adobe Capture](#) to incorporate real-world textures, vectors, patterns and color palettes right from your Creative Cloud libraries.

Artist Credits:

- 1 - New Tropical | 263081169
- 2 - vpanteon | 379337480
- 3 - More Profesh | 273752427
- 4 - sébastien decoret | 285147359
- 5 - Good Studio | 157390469
- 6 - mego-studio | 391347901

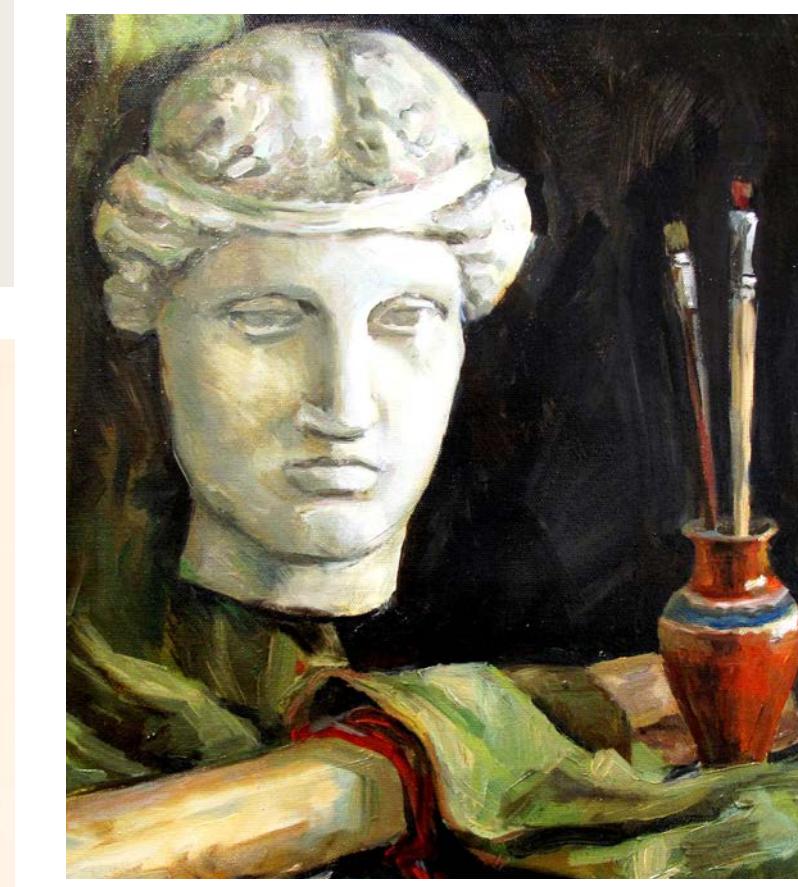




1. Ilex 2. Ozothamnus diosmifolium 3. Ruscus 4. Ulmus 5. Gerbera 6. Tansey 7 Chrysanthemum carinatum 8. Chrysanthemum 9 Rudbeckia 10. Achillea 11. Margarita 12. Safflower 13. Bellis perennis 14. Agrostemma 15. Chrysanthemum



Paying homage

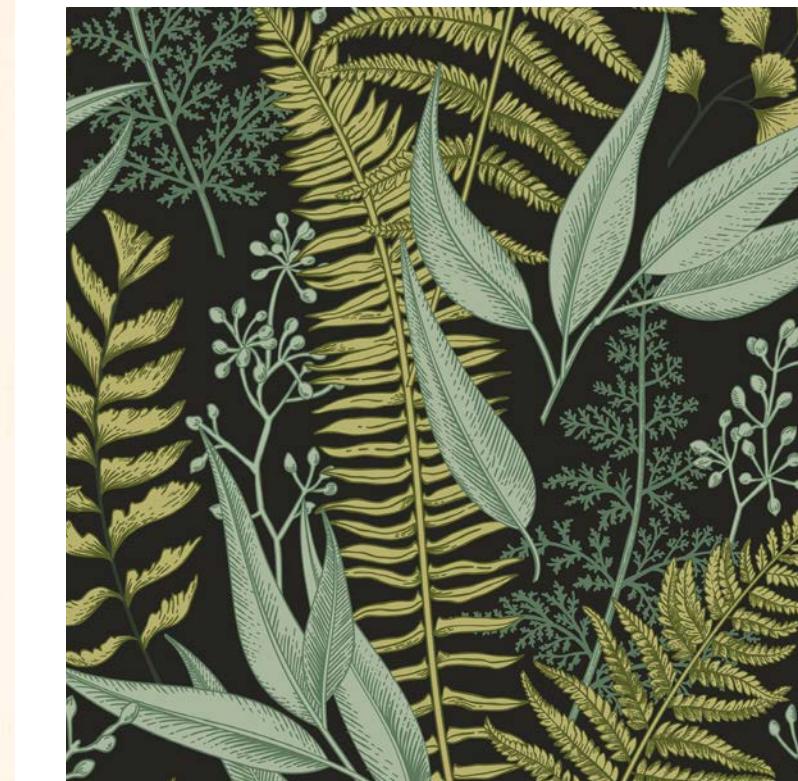


The science of art

Inspiration from the past can refresh designs of the future. Modern design software makes it easier than ever to bring historic artifacts into digital design with the right material.

The [Adobe Stock and Adobe Dimension collaboration with the Natural History Museum, London](#) is an example of how to connect the dots between the past and present creative work.

Take time to incorporate anything that inspires you, from fine art to scientific illustrations.



Artist Credits:
 1 - OlgaKorneeva | 349241239
 2 - Marcel de Grijis | 362976485
 3 - Mannaggia | 290540978
 4 - egnismoore | 351967842
 5 - Art Kitchen | 394740394
 6 - Lislal | 128052910



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