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# Call for Content

Vintage Vaporwave

Creative Trend 2021

Adobe Artist: koyash07 | 422145518



## Design Trend: Vintage Vaporwave

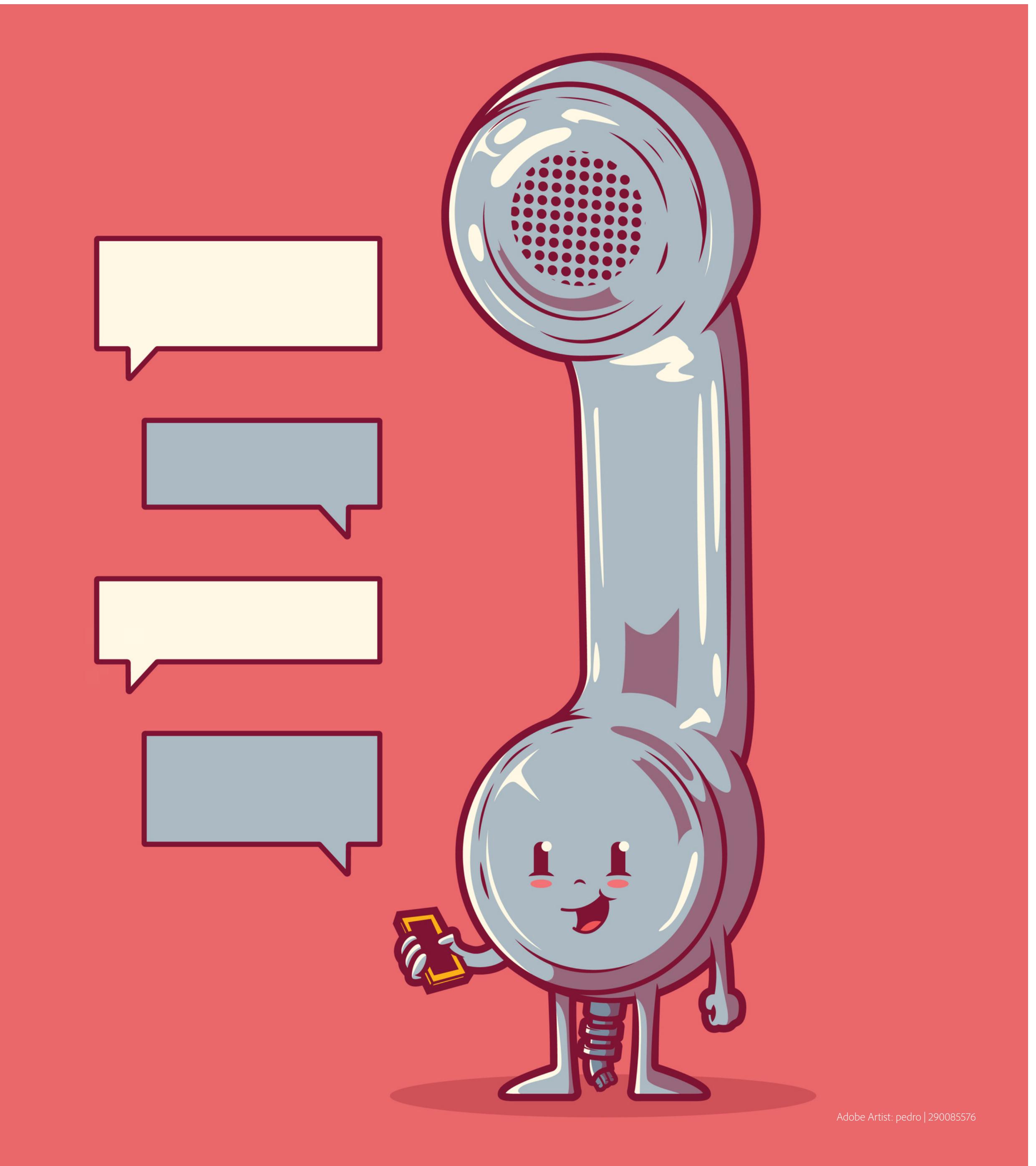
The origins of the vaporwave genre may be in electronic music, but the visual language of vaporwave aesthetics is so immediately recognizable and so deeply entwined with that music as to be inseparable from it.

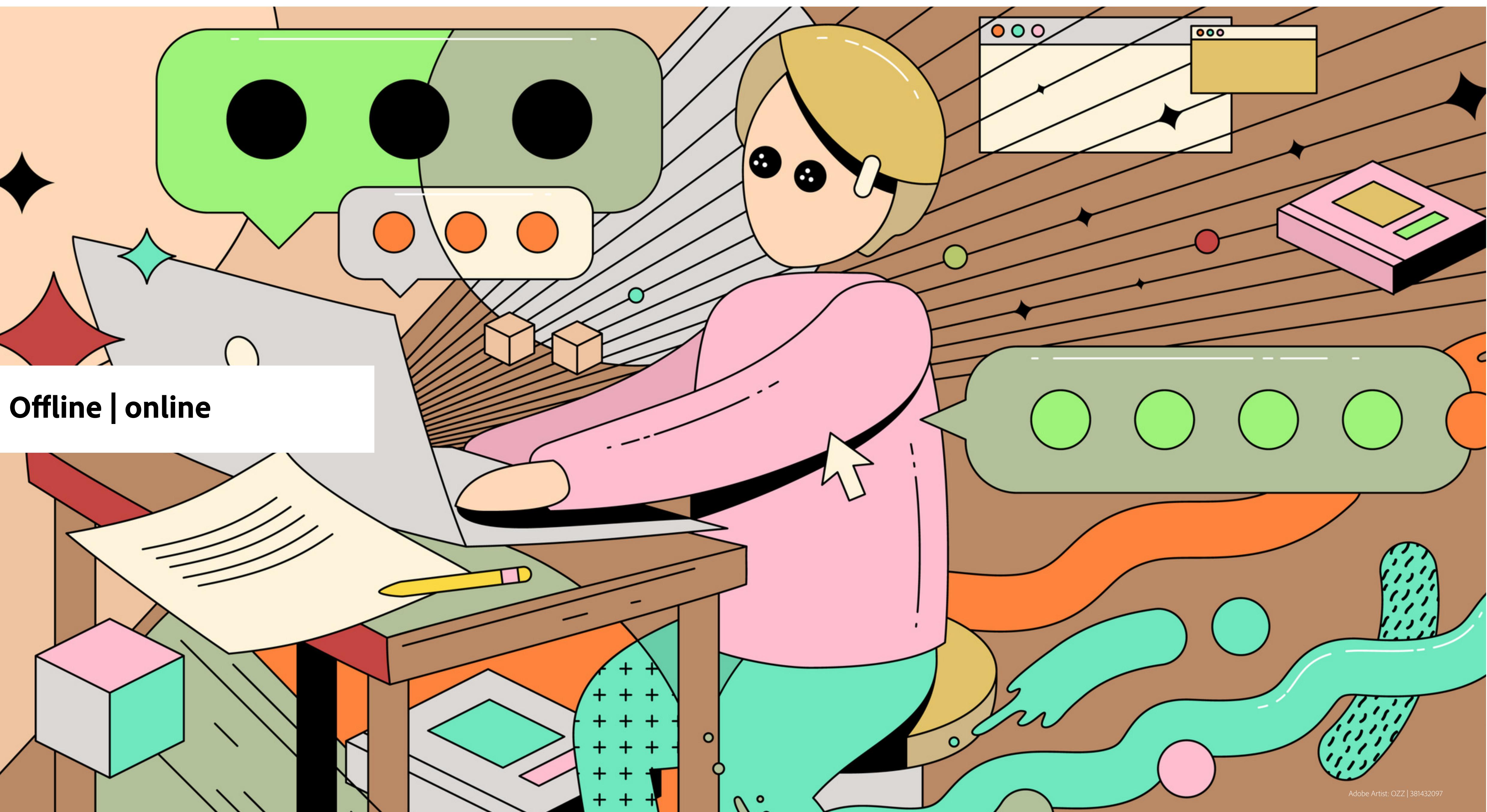
So what does vaporwave look, sound, and feel like? It's a dreamy trip through empty, glowing hallways; smooth, elevator jazz melodies layered with chopped and screwed 80's synths; it's a glitchy, anonymous, VR drive through a futuristic, video-game version of [Japan](#) in a shiny, neon pink convertible.

Vintage Vaporwave is a close cousin of our [2020 design trend Modern Gothic](#), with its retro-futuristic color and iconographies, the use of glitch and other digital artifacts, and nods toward cyberpunk. But there's a key difference. While Modern Gothic leaned toward darker, more dystopian visions, Vintage Vaporwave represents a progression of this aesthetic that turns toward the light.

One differentiator of this trend is a pervasive sense of humor, ranging from sweet to dryly ironic. We also noticed this tendency in another of our [2020 design trends, Semi-surreal](#). Some of that playfulness carries over from games, especially the popular mobile games many play on their phones.

See for yourself how Vintage Vaporwave experiments with and expands on playfulness, nostalgia, and depth in the digital age as you explore this call for content. Then, submit your most retro-futuristic designs to Adobe Stock.





Offline | online

## Human-computer interaction

The power of augmented reality and digital illustration combined is bringing our human experiences into our digital ones.

Graphic design in sticker sets, elements for AR or animations, and illustrations should reflect our evolving and sometimes nostalgic experiences with technology. Try these analog-inspired approaches to experiment with expressing this cultural shift:

- Use organic curves and soft, hand-drawn lines to humanize your illustrations
- Apply soft, monochromatic shadows to bring illustrative elements off the screen

### Artist Credits:

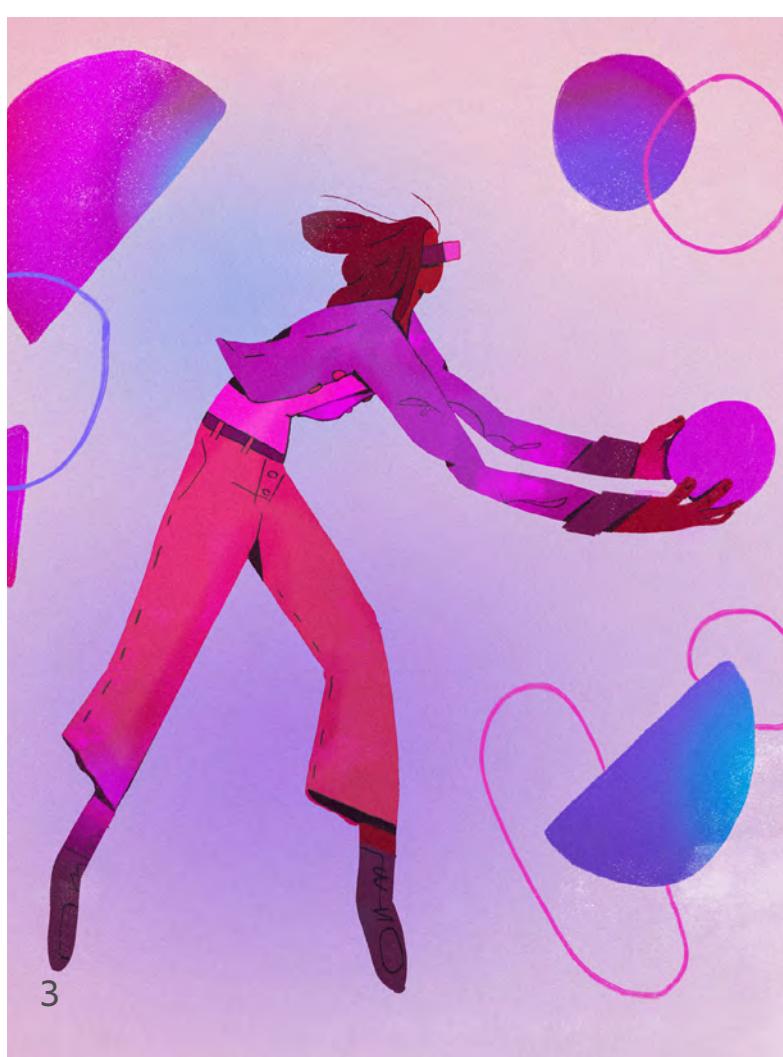
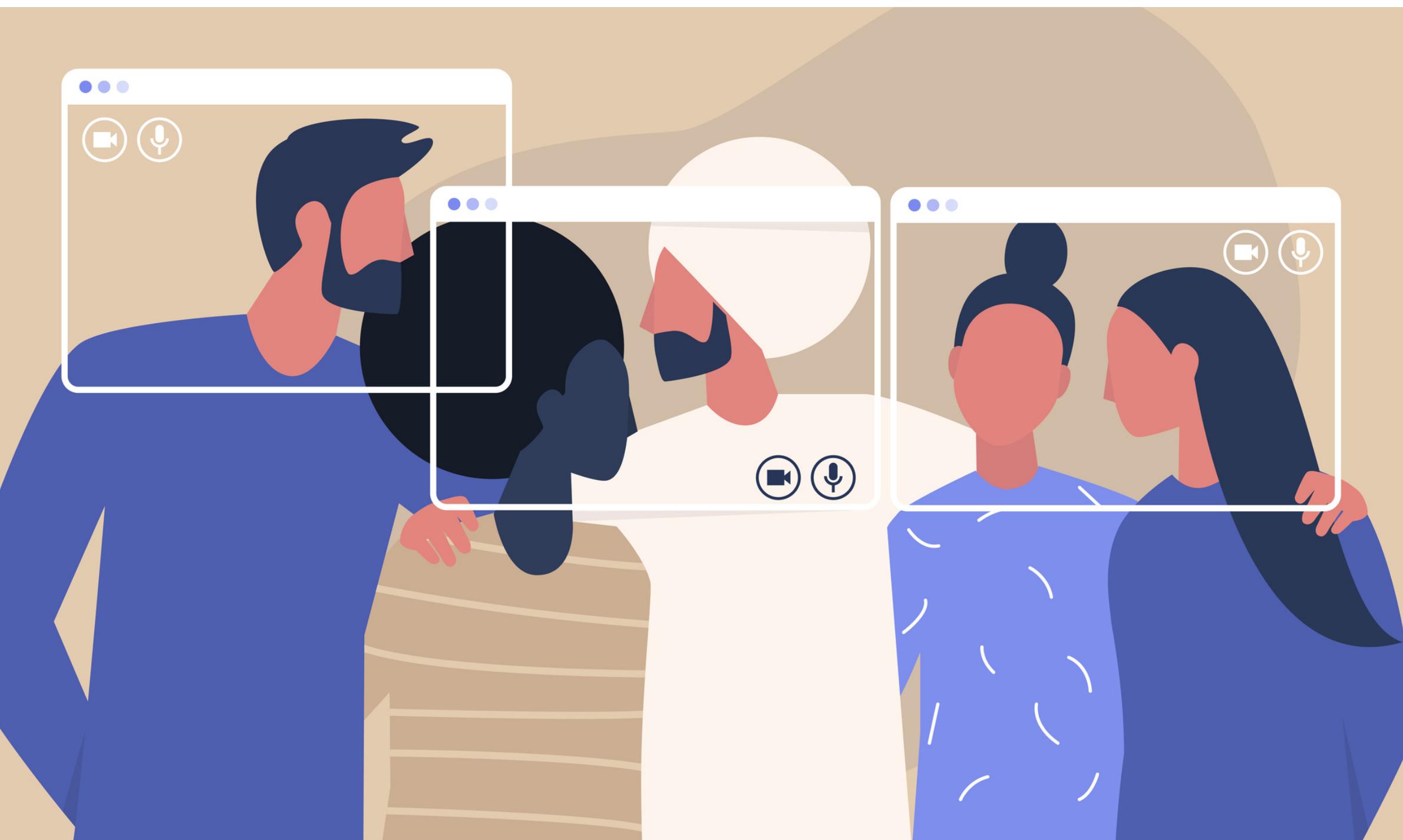
1 – orfeev | 265380803

2 – nadia\_snopek | 337181091

3 – boingz | 422891813

4 – Summer Candy | 406481945

5 – La Cassette Bleue | 422201844





## Mixing realities

The rise of augmented reality has made stickers more useful and popular than ever, allowing us to add cartoony graphics to everything around us, even if only through a screen. Putting stickers on top of video — overlaying flat graphic elements on top of the physical world — offers a visual mash-up of old and new, physical and digital.

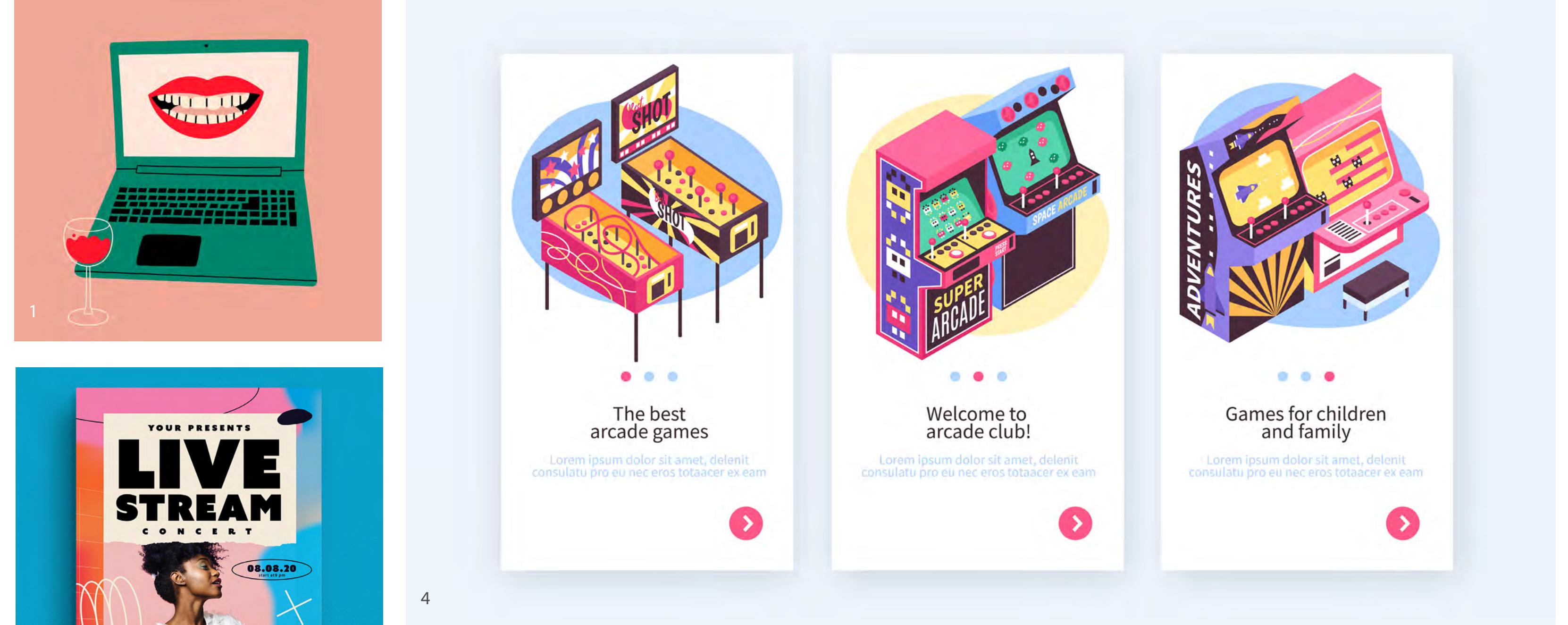
Technology is ingrained in almost every aspect of our lives and we have found new ways to visually communicate these abstract realities. Integrate technological ideas with:

- Conceptual rendered scenes and objects
- 2D and 3D collages
- Pop-ups and digital elements



### Artist Credits:

- 1 – Wavebreak Media | 423799806
- 2 – vectorpouch | 2792211
- 3 – mim.girl | 418056718
- 4 – Evorona | 368037212
- 5 – Wavebreak Media | 359478359

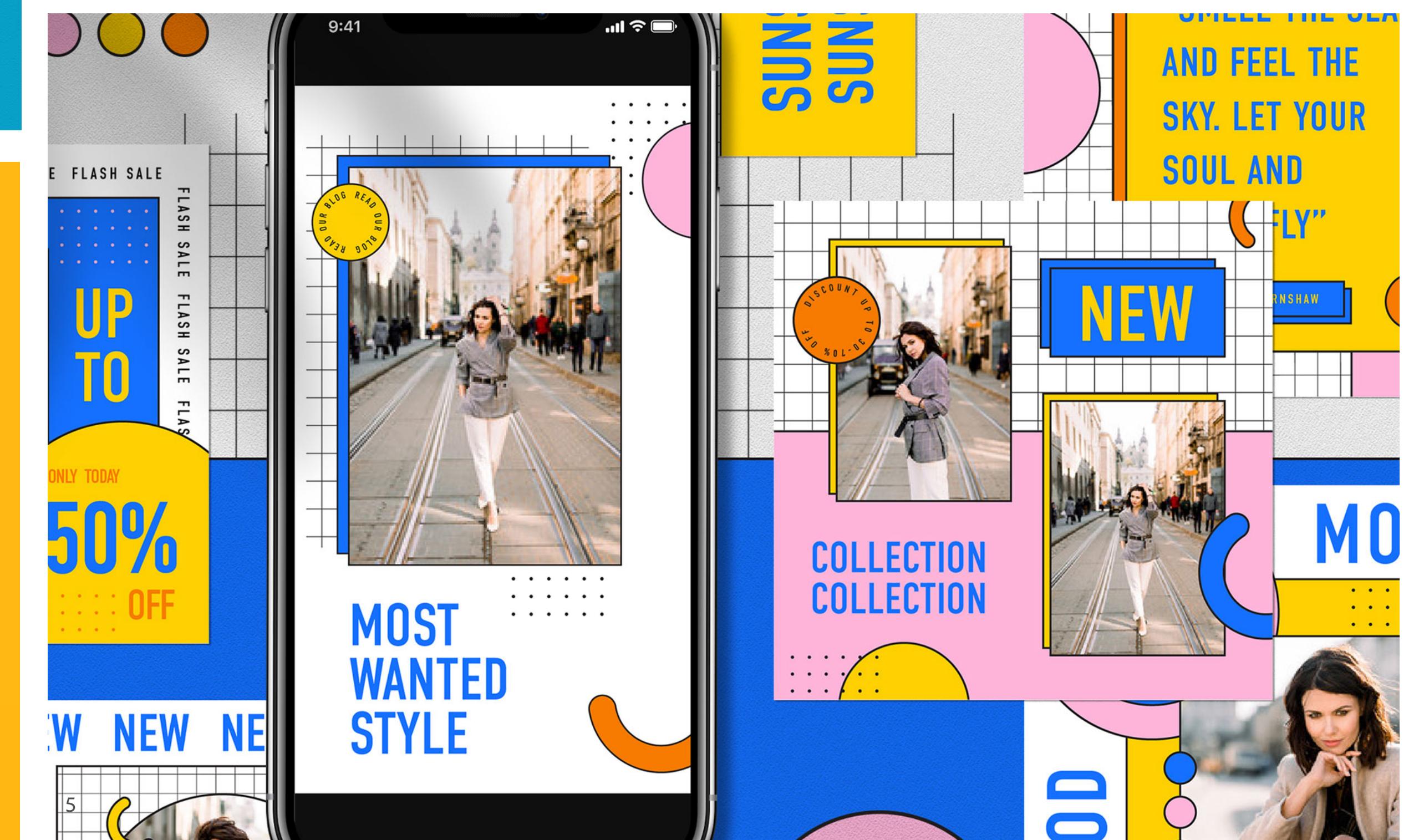
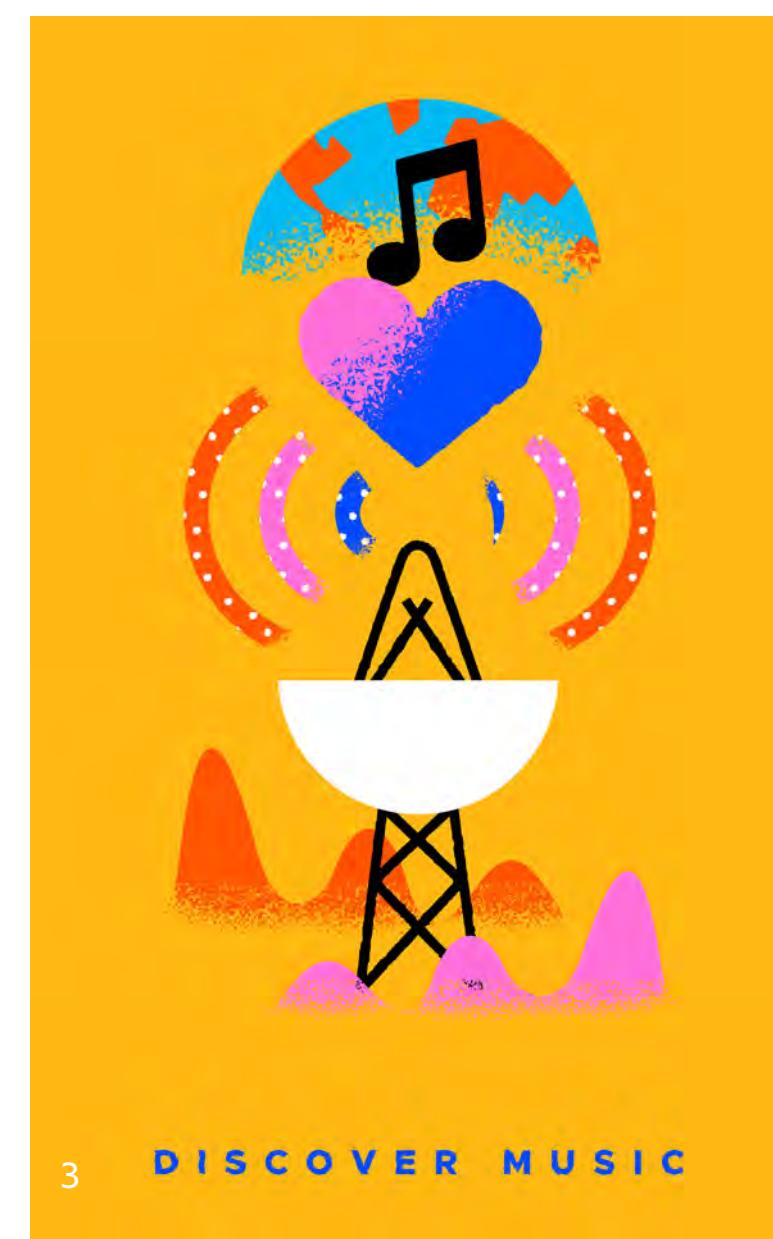


## Synced situations

Even though some places are cautiously reopening for in-person events, many aren't there yet.

Regardless, there's a lot to be gained from keeping some programs (especially educational or community events) at least partially online.

Consumers are looking for flexible event content with fresh aesthetics and space for URLs, streaming copy and layouts for different platform features.



### Artist Credits:

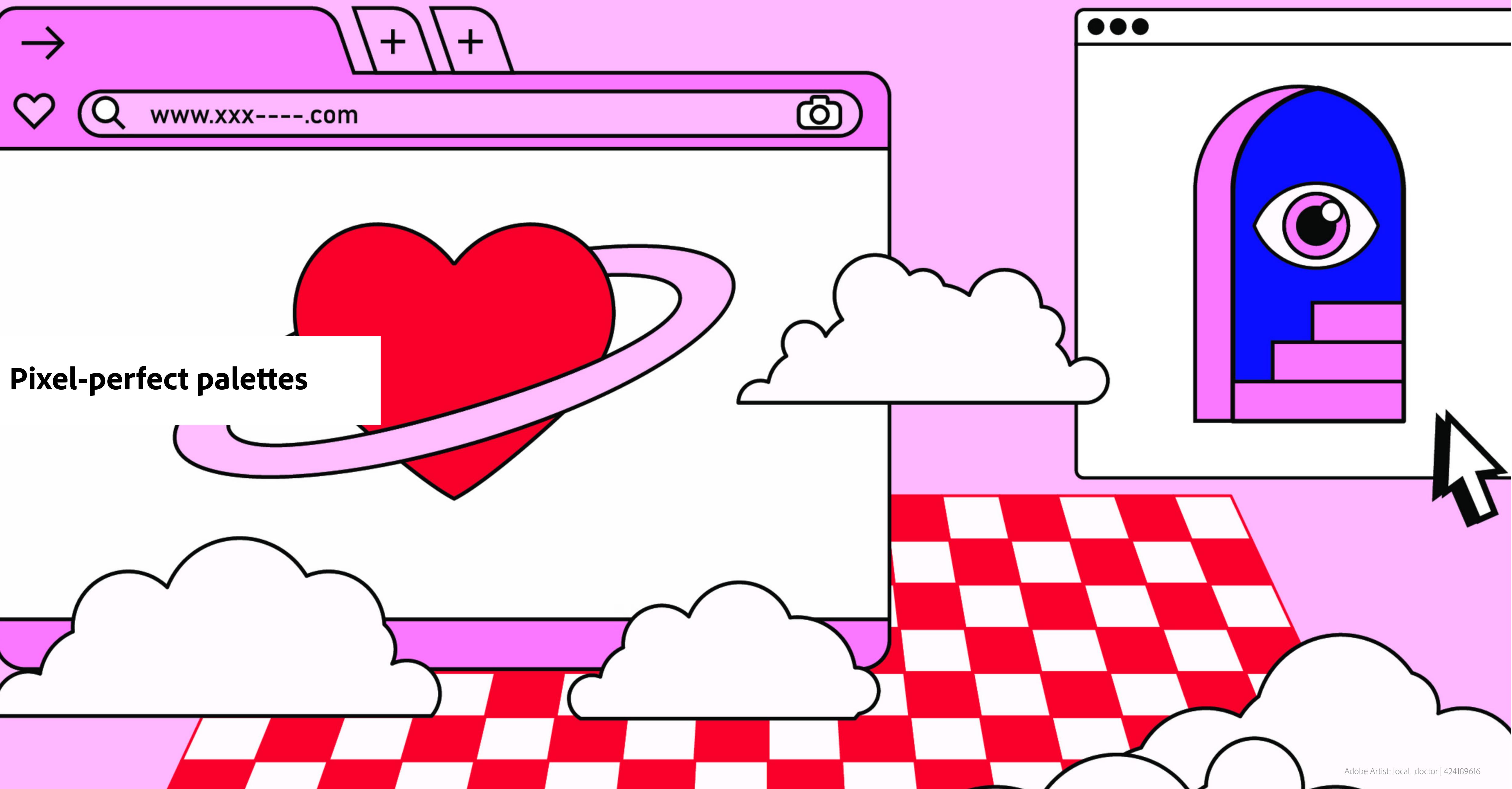
1 – Dariia | 426431405

2 – Wavebreak Media | 374351475

3 – cienpief | 367881936

4 – macrovector | 364707863

5 – Graphicook Studio | 352983946



## Hyper-linked hues from super-saturated screens

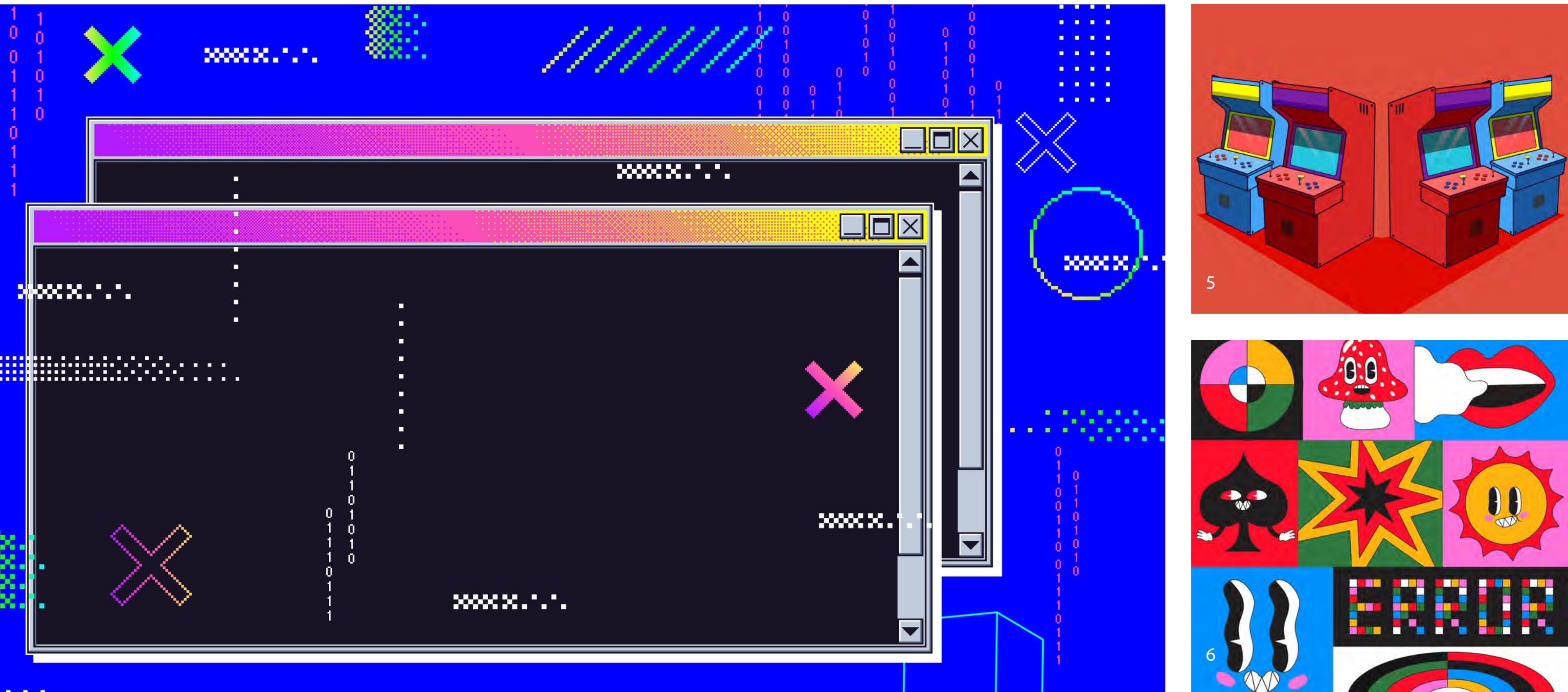
In the 2021 Visual Trend "[Mood Boosting Color](#)" we explore how consumers are looking to express "joy and power that is strong and defiant while still retaining a sense of playfulness".

While there's a been a shift from the 80s and 90s neon to be a "little less cyberpunk, a little more Y2K, the virtual world wouldn't be where it is today without high-definon hues from the RGB color spectrum. While Vintage Vaporwave as a 2021 design trend retains many elements and references from the dark, dystopian aesthetics and cultural critiques of cyberpunk, however, the mood of today's most popular designs seems stubbornly cheerful.

Explore digitally-inspired, pop-art palettes that up the energy.

### Artist Credits:

- 1 – Tanya Syrytsyna | 354529511
- 2 – Tartila | 378727030
- 3 – Alexei Sysoev | 277046984
- 4 – PixelChoice | 297325808
- 5 – Grand Reignhart | 420376024
- 6 – Daria | 422580899

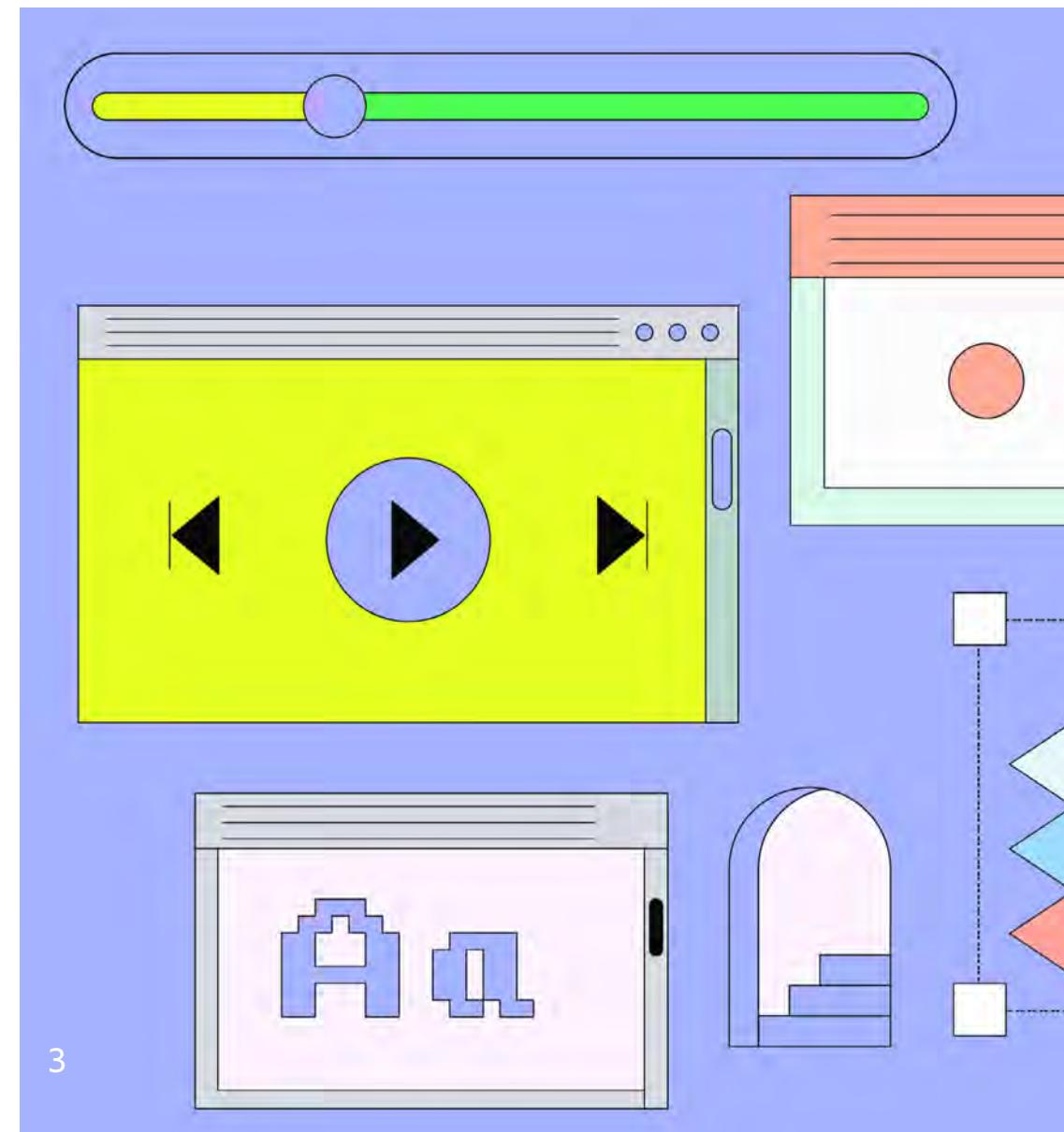




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## A new wave

Designers and communicators are tying together a very modern mood with cheery color combinations in patterns, cartoons, and social media templates.

These palettes are a bit bolder than your typical pastels and take into account an friendly, fourth-wave feminist vibe. Moderning design elements means bringing some highlighter into your pastels to draw attention to what matters.

Try mixing your own eye candy in [Adobe Color](#), where you can save your palettes to Creative Cloud libraries and work with them directly in your Adobe apps.

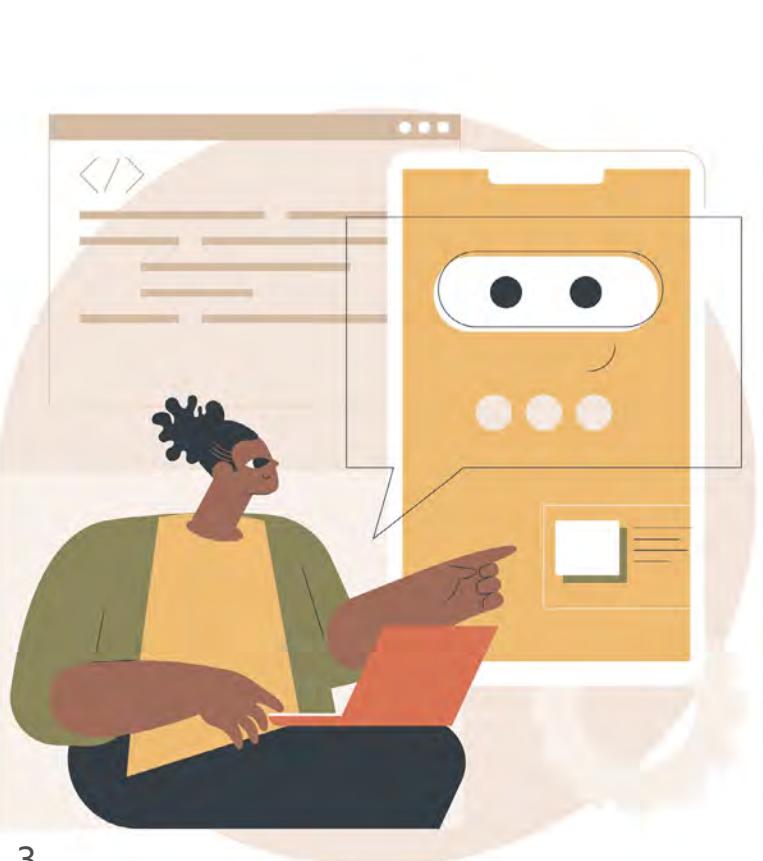
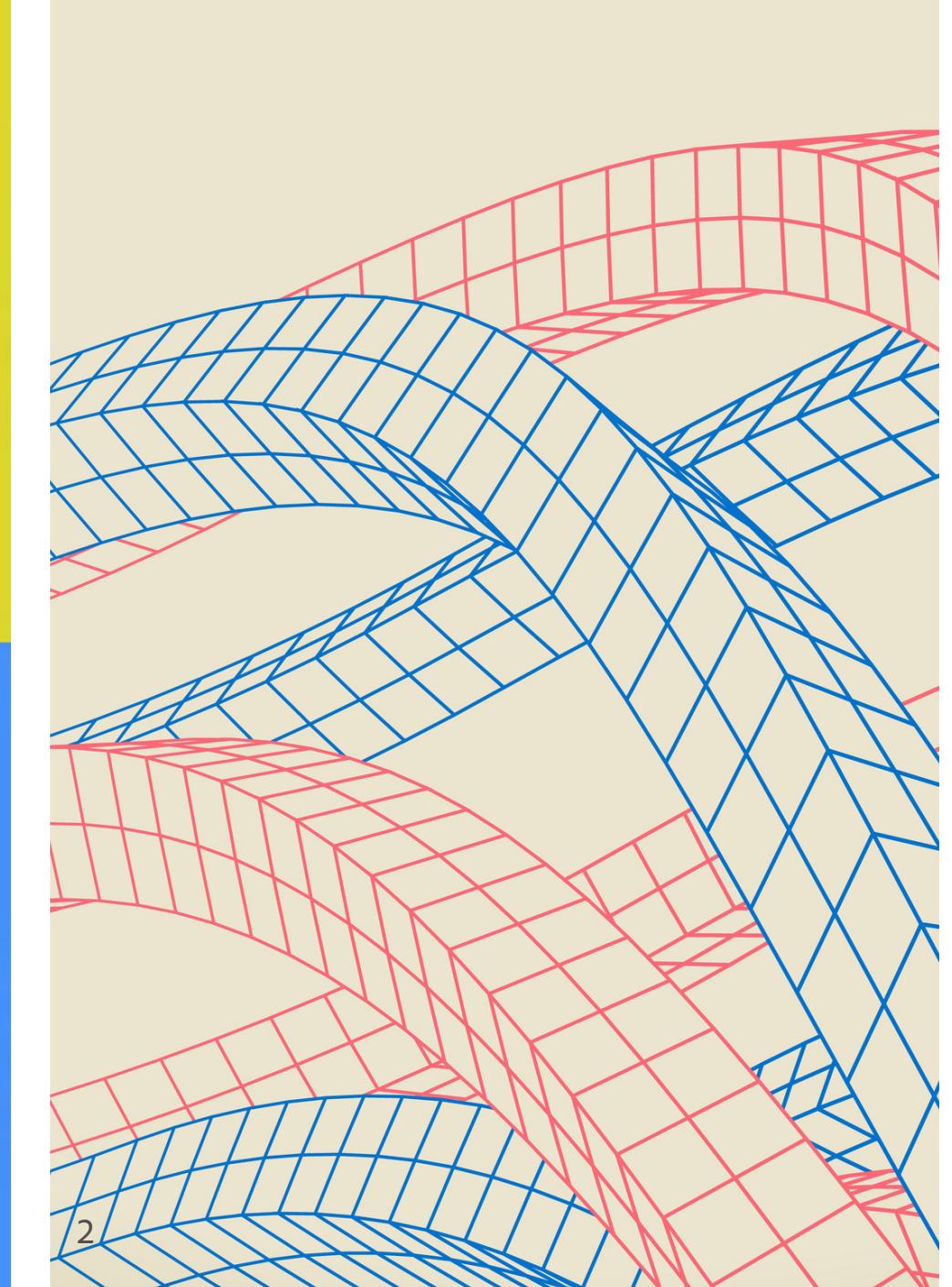
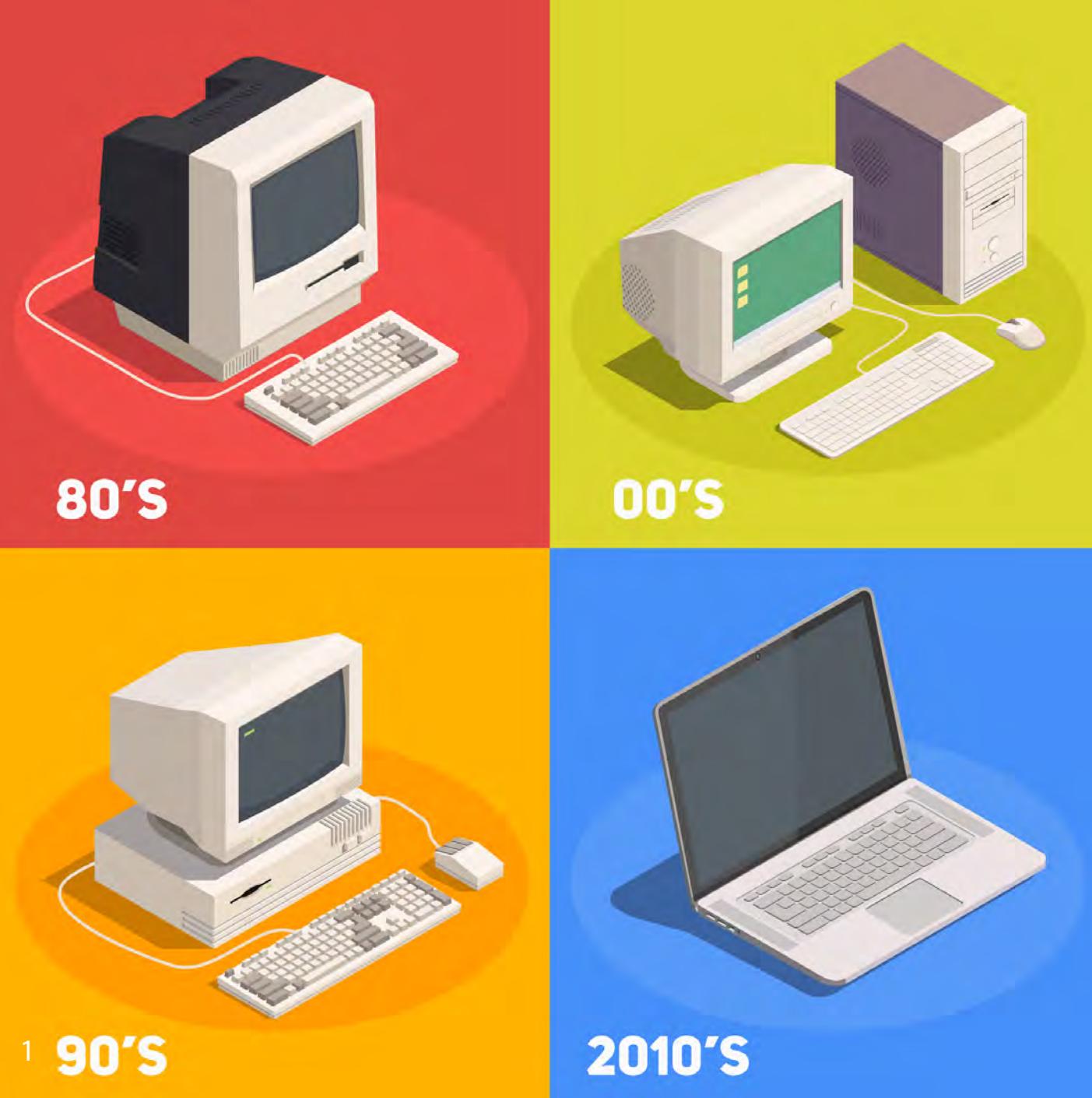
### Artist Credits:

- 1 – wowcat | 408713029
- 2 – Meowlina Meow | 169184215
- 3 – local\_doctor | 425345939
- 4 – Good Studio | 243295780
- 5 – La Cassette Bleue | 420590981
- 6 – Summer Candy | 415876726

## Net neutral

The technology keeping us connected has had a nostalgic reboot, visually echoing simpler times before all of our zoom calls. One visual technique to address screen fatigue is to incorporate muted neutral and earth tones into layouts and designs.

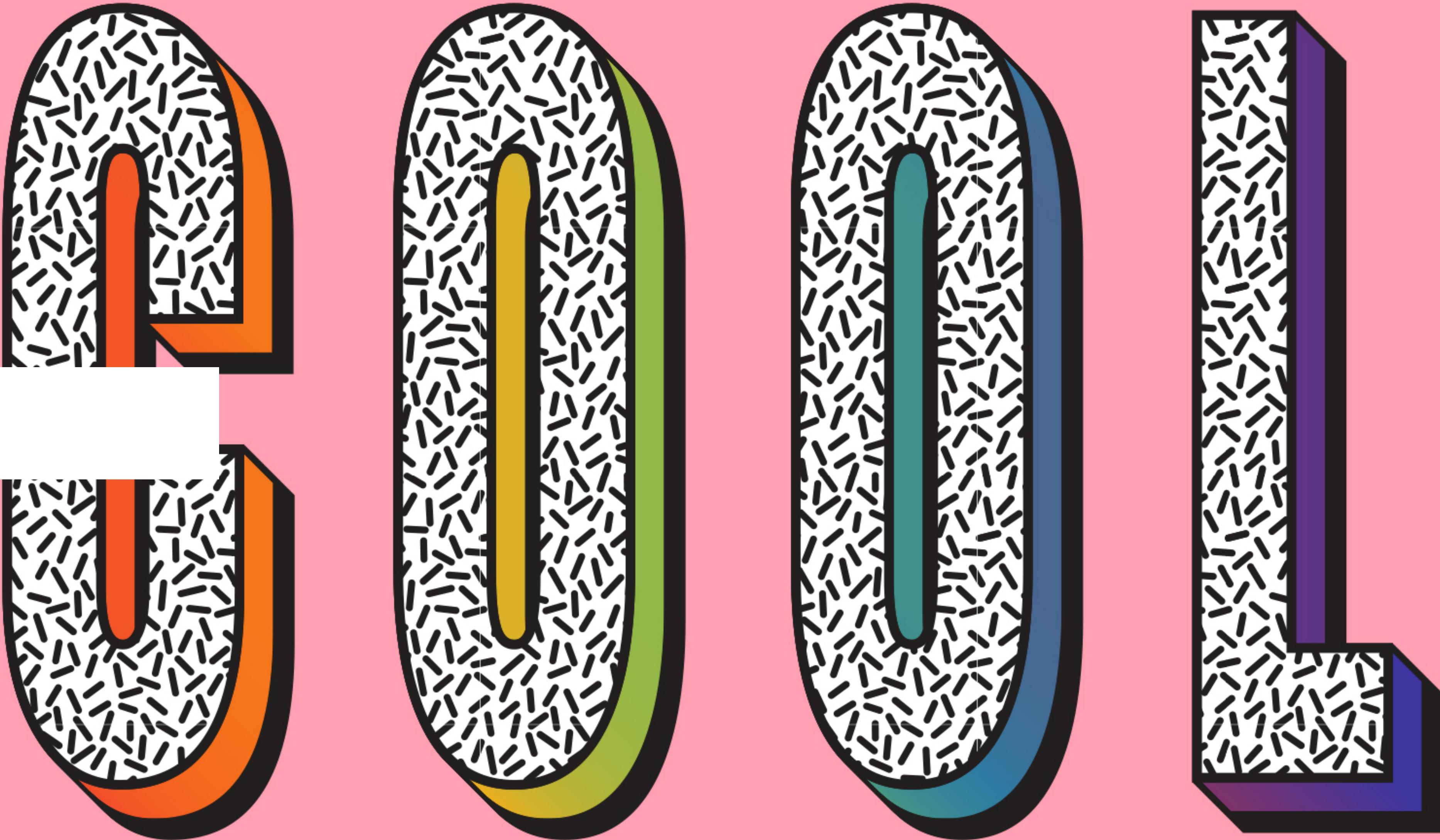
This can work to tie in vintage vibes from the Y2k hardware era, as well as to give audiences' eyes a grounded, warm-toned respite.

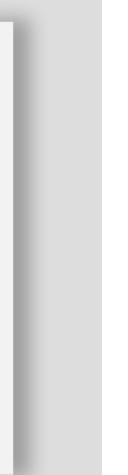
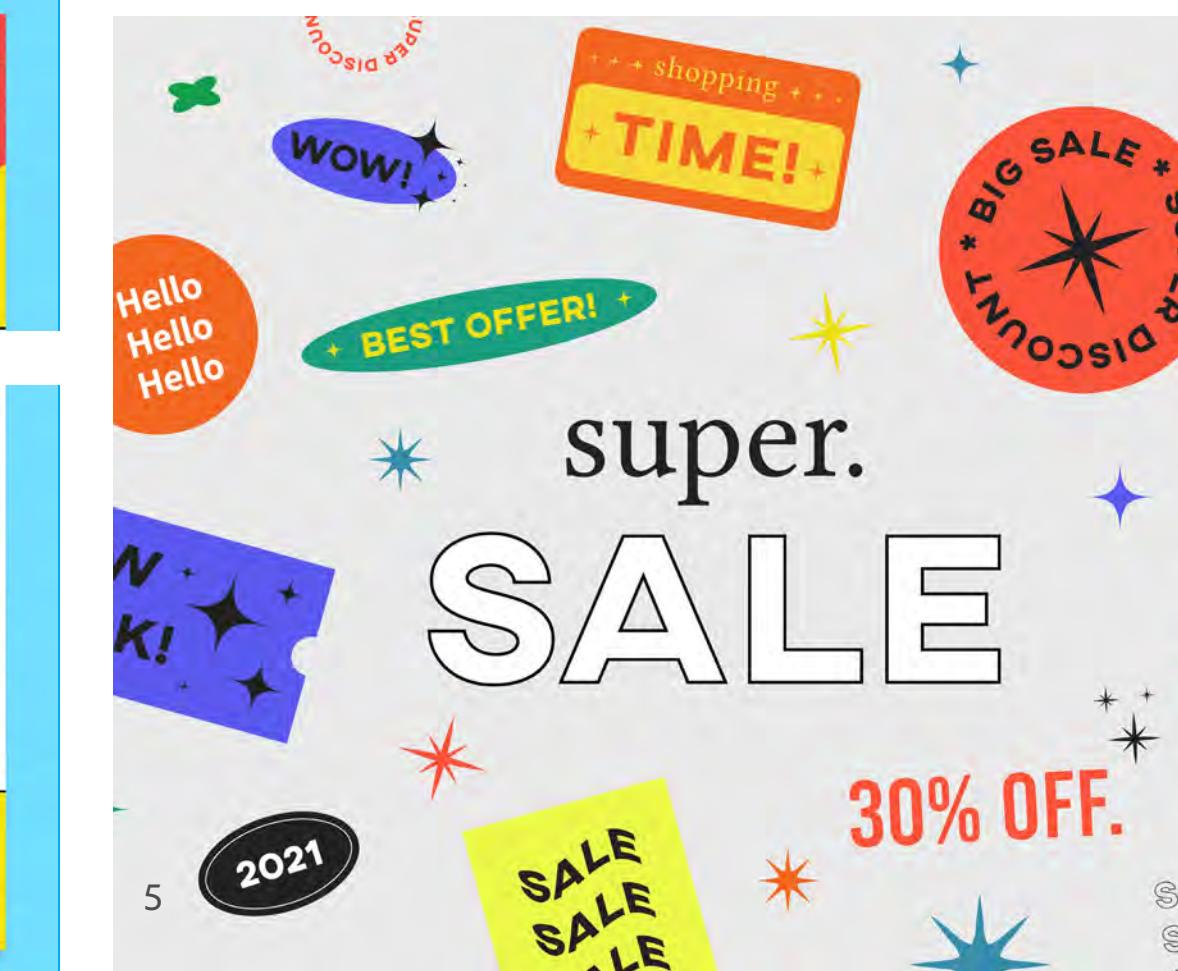
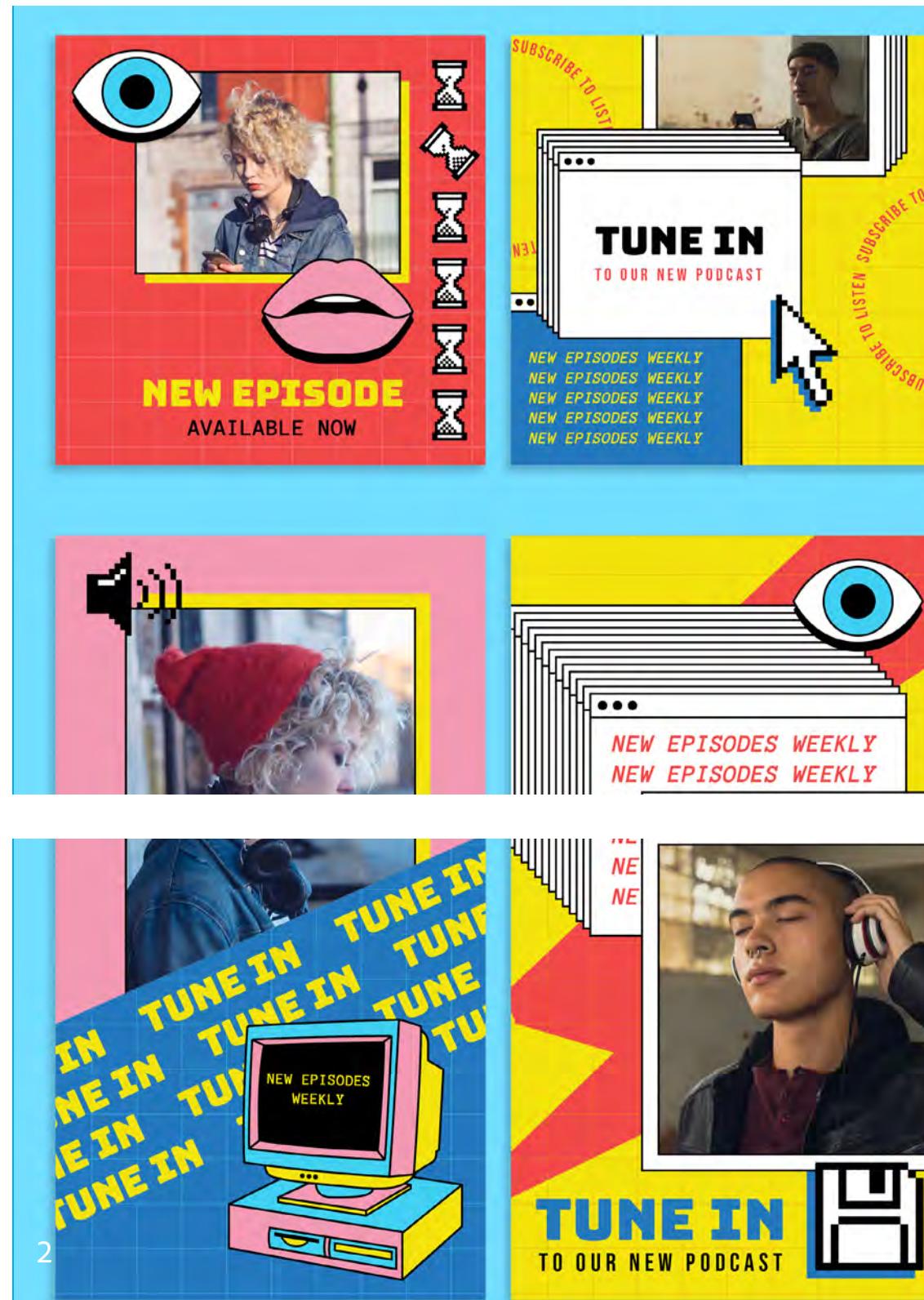


### Artist Credits:

- 1 – macrovector | 25352269
- 2 – swillklitch | 268267760
- 3 – lemburgvector | 422174154
- 4 – Andrei | 423825095
- 5 – Summer Candy | 373436021
- 6 – bosotchka | 247996439

**True to type**





## Hitting refresh: tech type updates

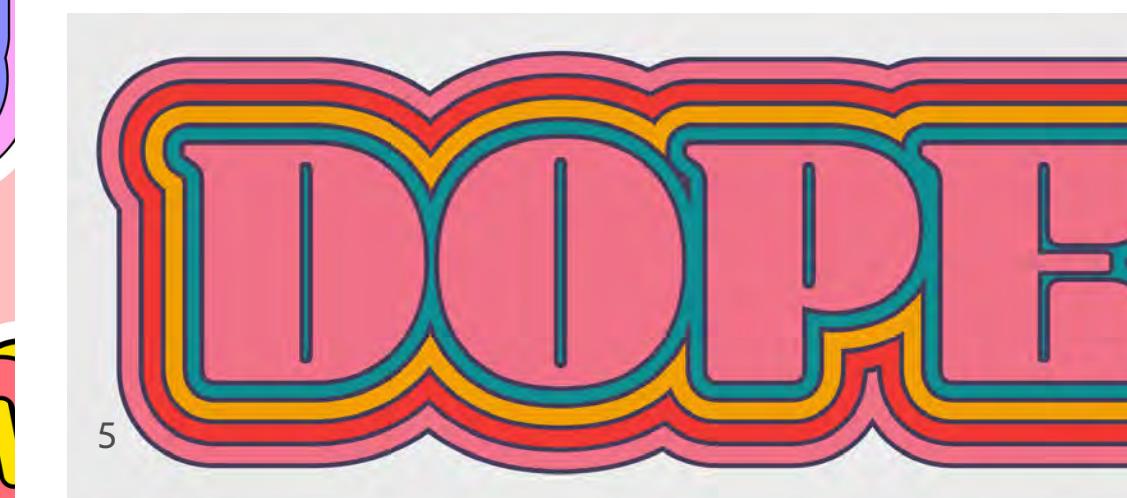
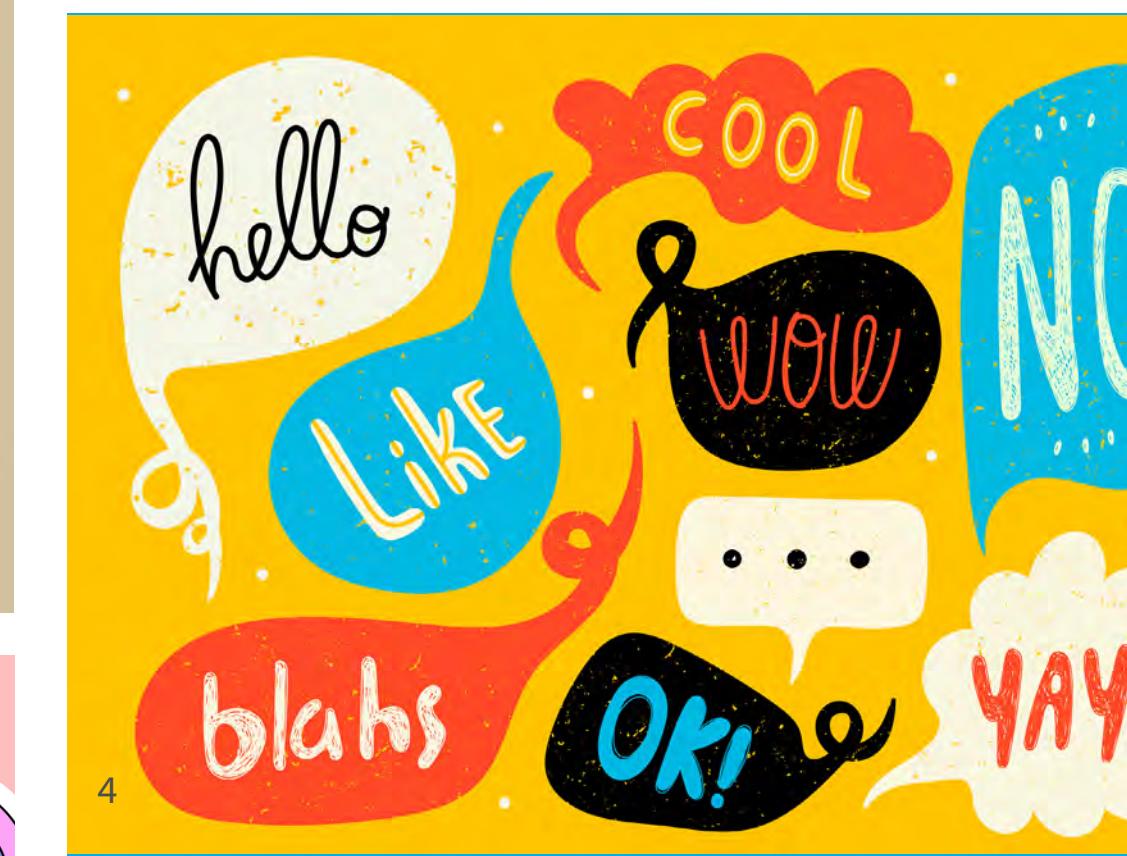
Technological limitations may have determined much of the type treatments of the original internet, but you can update Web 1.0 styles with modern digital best practices to readability and accessibility.

Font pairing is important for balancing layouts. Try creating some well-kerned chaos with these [Adobe Font](#) collections:

- [Futuristic Adobe Fonts](#)
- [Slab Serif Adobe Fonts](#)

### Artist Credits:

- 1 – Royal Studio | 383118862
- 2 – Wavebreak Media | 420884800
- 3 – Wavebreak Media | 418202918
- 4 – Wavebreak Media | 424240272
- 5 – t1m0n344 | 417397110



## Creative cartooning

Text effects, sticker sets, and eye-popping fonts can change the entire tone of your work - and help catch your audience's attention.

Check out the eye-popping [Shaded](#) and [Inline](#) font collections on [Adobe Fonts](#), or try these playful picks:

- [Bubblegum Pop](#) from [Device Fonts](#)
- [Bungee](#) by [DJR Foundry](#)
- [Strumpf](#) an [Adobe Original](#) by [Mário Feliciano](#)

### Artist Credits:

- 1 – Wavebreak Media | 307498920
- 2 – InnaPoka | 193974059
- 3 – Summer Candy | 371860882
- 4 – Daria | 275147504
- 5 – Wavebreak Media | 353423434
- 6 – yahya | 246262905

## Conceptual components

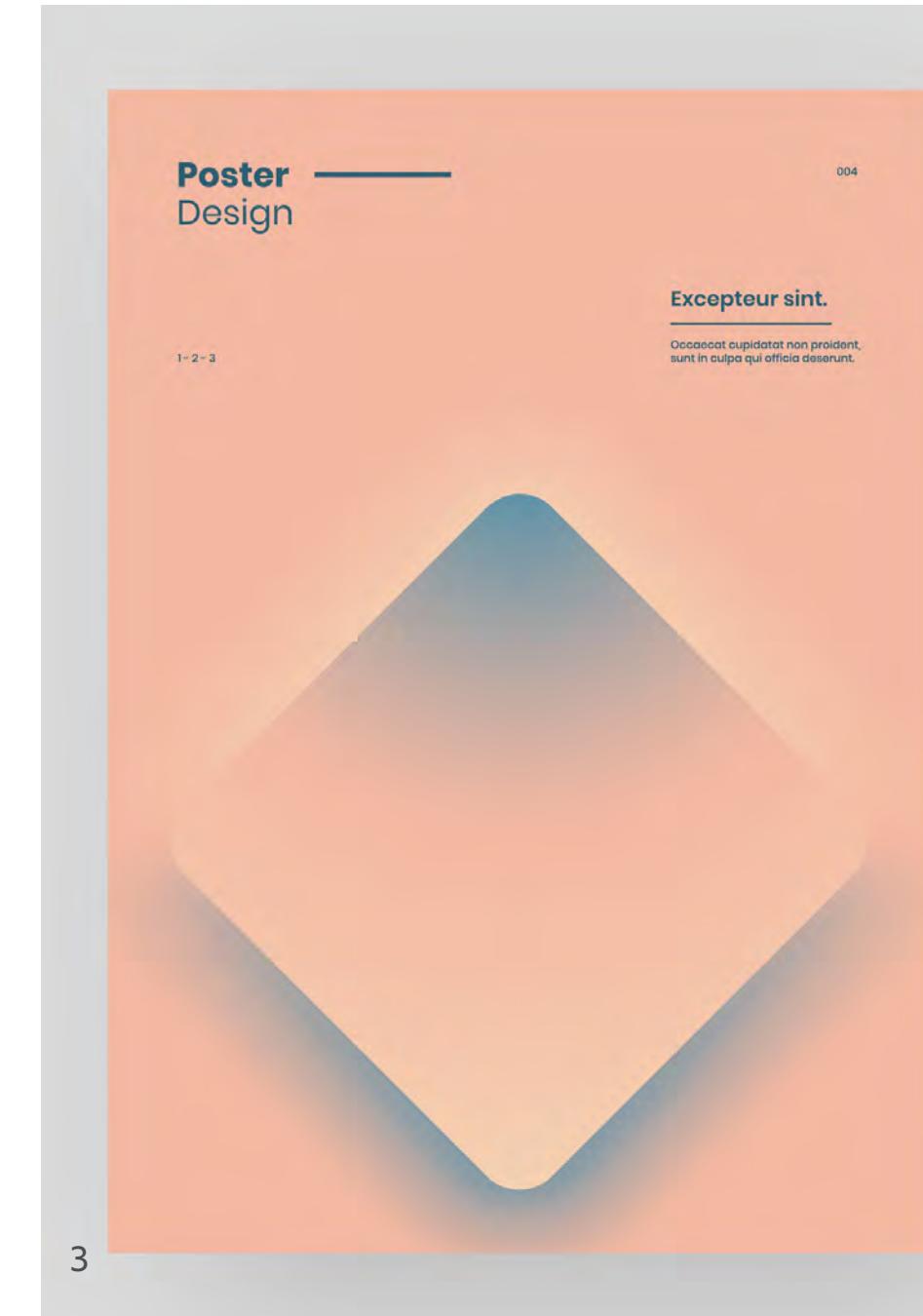




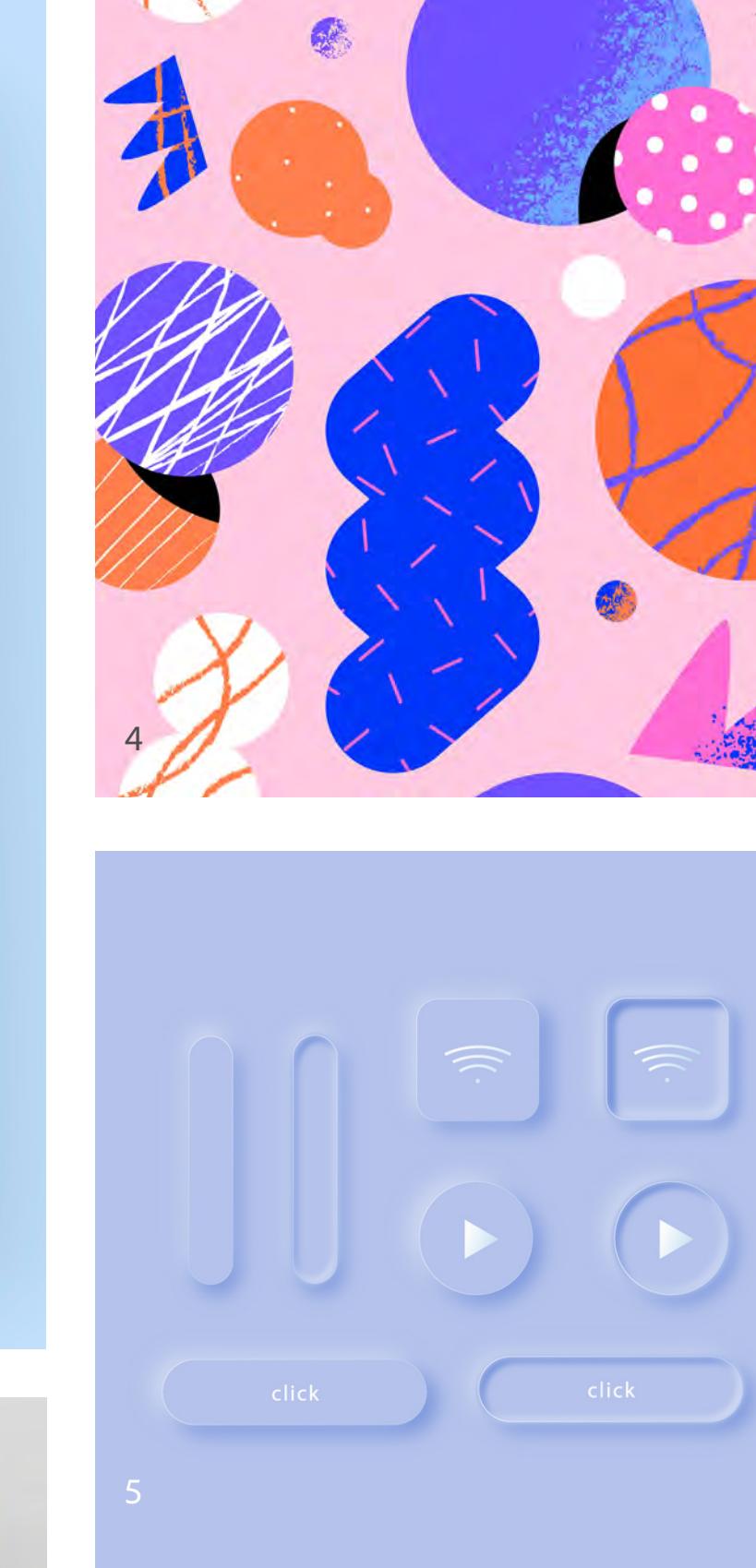
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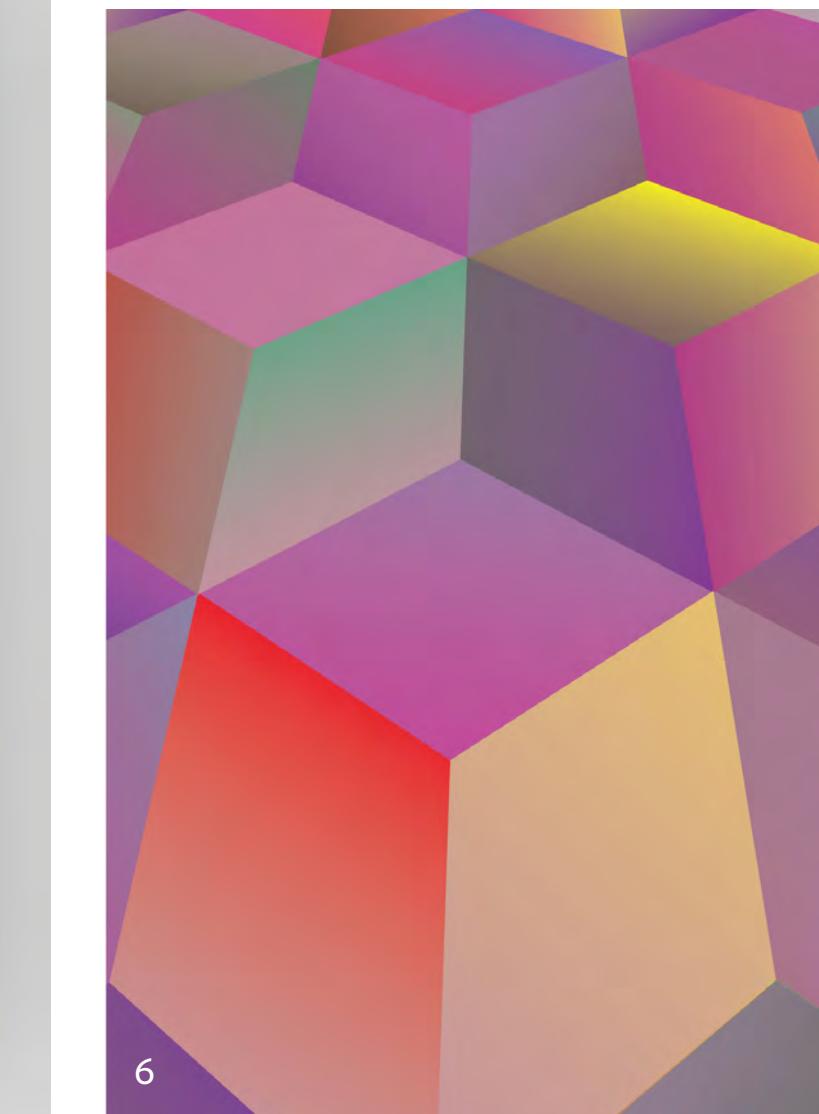
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## Semi-flat and neumorphic

New terminology in product and web design helps shape new design directions with depth.

Neumorphic design incorporates elements from skeuomorphic and flat design to create a subtle new style that is just representational enough of the physical world to make designs more legible to mentally-taxed users.

Semi-flat designs have taken the lead in lieu of the flat UI design so pervasive in vector icons, social media sets, and UI kits. Semi-flat design takes the legibility and simplicity of flat UI design and adds a touch of realism with simple shadows, reflections, or gradients.

Artist Credits:  
 1 – alexndndz | 428864313  
 2 – Sentavio | 291315416  
 3 – Amon2095 | 429653116  
 4 – cienpiesnf | 367881637  
 5 – Marina | 351178255  
 6 – Grigory | 307035323

## Isometric interpretations

Pixel-art and pixelated text are common visual cues of Vintage Vaporwave, along with heavy outlines, isometric shapes, extruded lettering, grids and dots, and strong, graphic shadows. Designers are often deploying those shadows and outlines to add depth to otherwise very flat compositions, to suggest 3D space, and to create digital stickers.

Explore vaporware geometry and bring isometric concepts to your designs. Try these compositional tactics to add depth:

- Extruded shapes and type
- Transparency layers and varied opacity
- Geometric shadows and lighting effects
- Clean repeating patterns

### Artist Credits:

1 – doomu | 374107544

2 – Aleksandr | 213929168

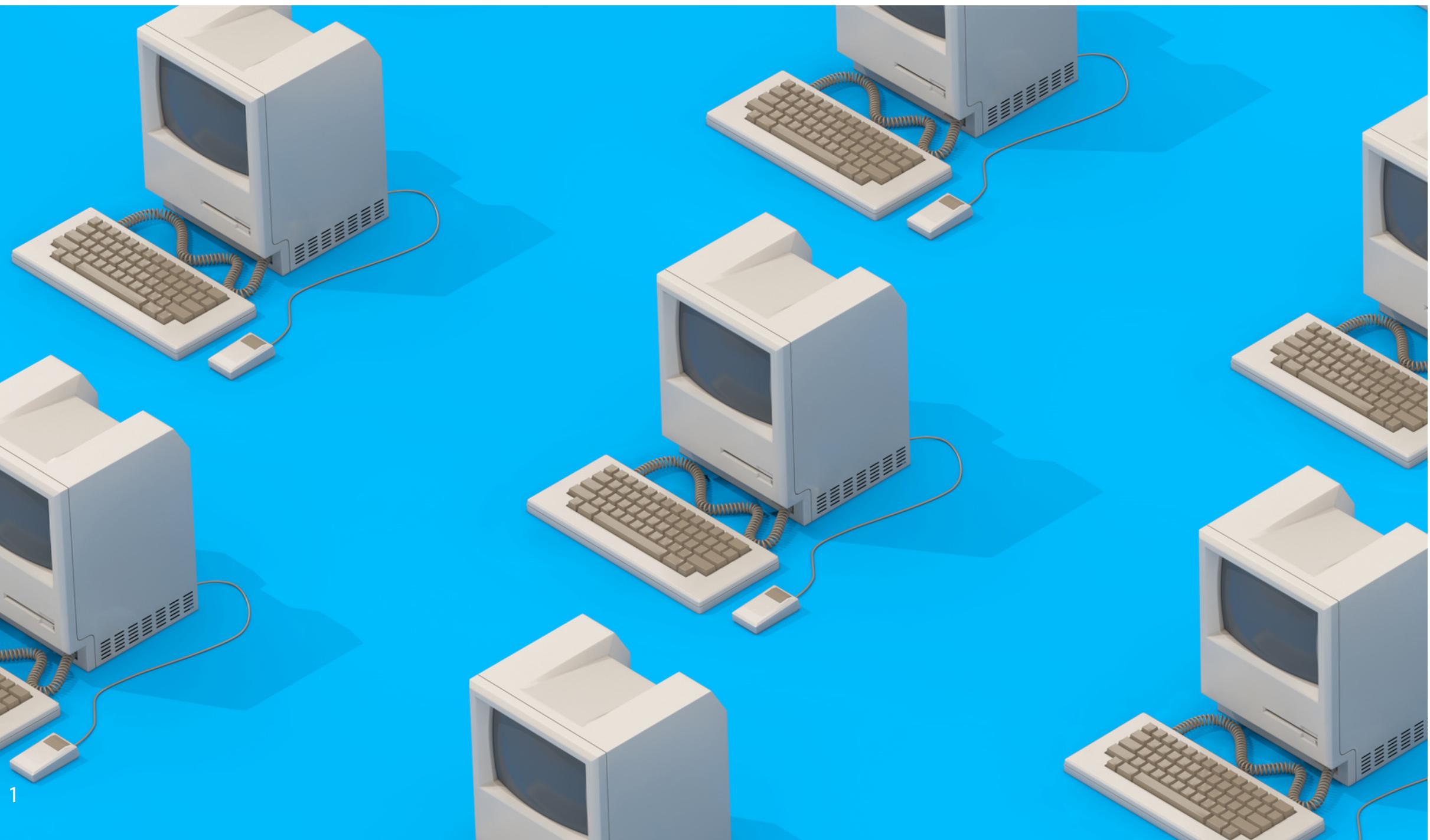
3 – VectorRocket | 377107237

4 – swillklitch | 383915522

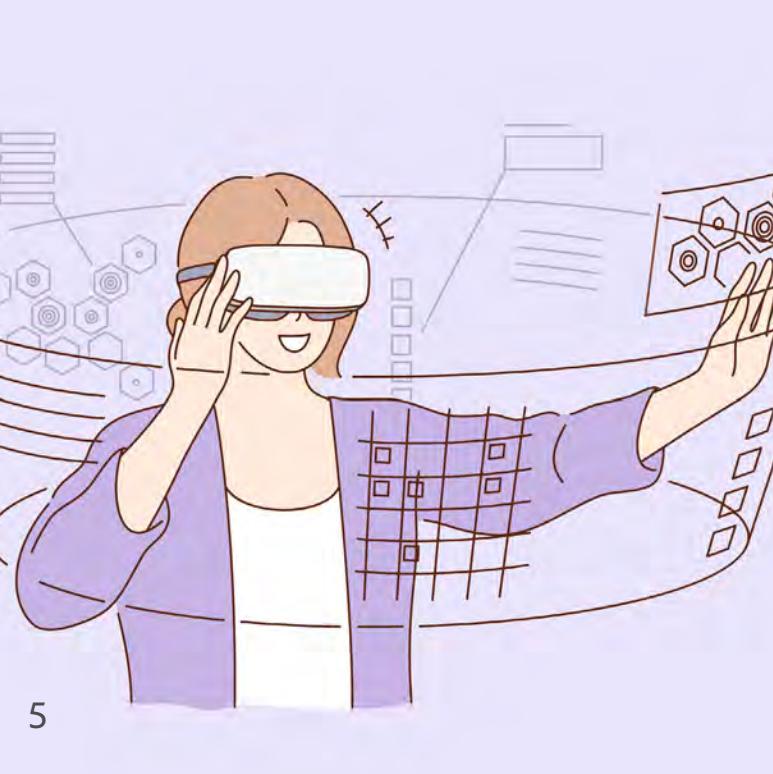
5 – lemborgvector | 414470639



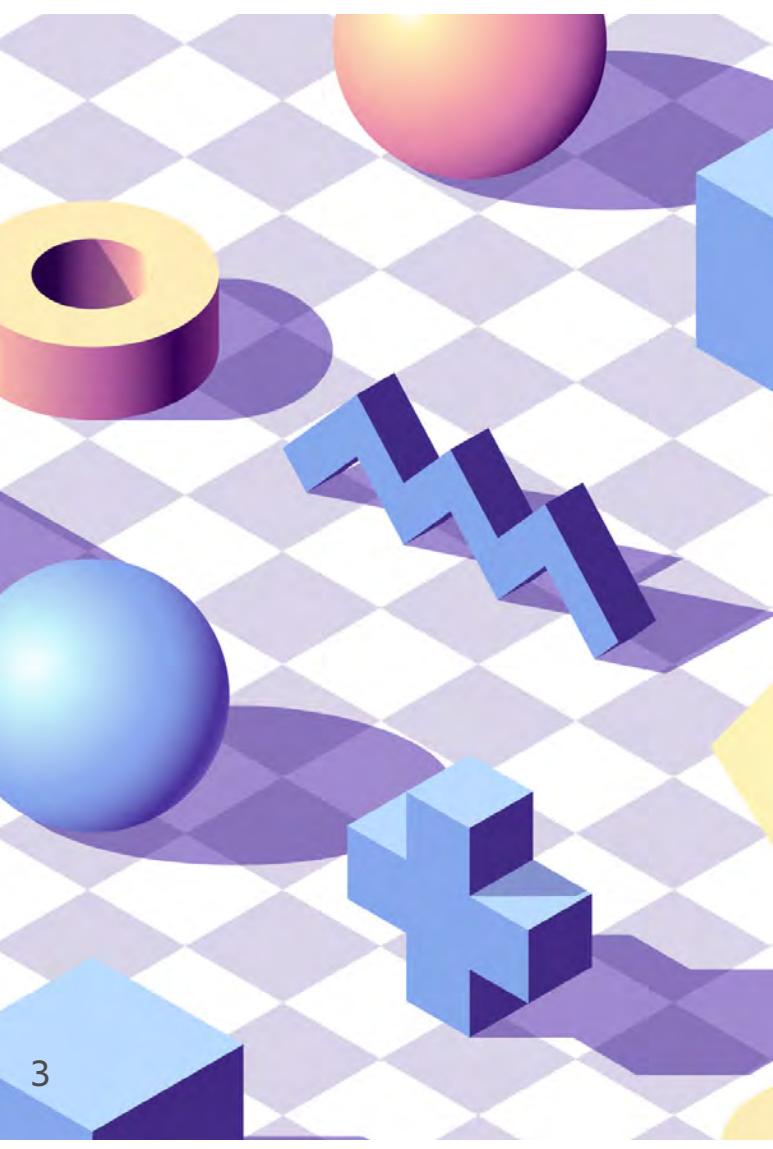
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## Off the grid and outside the lines

Combining grid, pixel, and dot patterns with sticker sets can add interesting layers to your compositions across all mediums. Break the grid (or the fourth wall) to make a visual statement about the presence of technology in our lives. Connect the dots with these new techniques:

- Mix and match geometric patterns with aligned weights and palettes
- Apply textures to specific sections of compositions to elevate variety
- "Voxel art" - 3D models made of cubes - are an innovative way to combine isometric trends and pixel-art aesthetics



Artist Credits:  
 1 – Aiyari Graphic | 389975361  
 2 – iverctor | 181251246  
 3 – Stellar Bones | 366953160  
 4 – Serge Zimniy | 399925103  
 5 – iVector | 182191312  
 6 – Ihor | 421209632



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