

# Heritage Craft

Creative Brief

2022



## Hyperlocal art and design

The Heritage Craft design trend celebrates both maximalism and cultural heritage from around the world. As a dominant contemporary aesthetic, it reflects the strong interest and consumer appetite that we're seeing for these visuals across media and advertising, which means there's plenty of demand for stock content that takes the trend as its inspiration.

There is no longer a question of whether the traditional craft practices, passed down through generations and present in cultures all around the world, fall within the realm of fine art . Far from being limited to object-making, also have relevance and applications within design writ large.

Link to the gallery:  
[Design Trend: Heritage Craft](#)





## Layered, joyful maximalism

Broadly speaking, the main distinction between craft-based art and other forms is an emphasis on materiality. Traditionally, craft was limited to five strictly separate media—ceramics, glass, fiber, metal, or wood—but just like fine art in general, the field of contemporary craft has grown to include an entire range of hybridized elements and multimedia forms. Learn about and celebrate local art by using craft materials to add depth to designs.

Try layering:

- Paper and fabric textures
- Ink, chalk, and watercolor or acrylic brushstrokes
- Hand-drawn or geometric shapes

Artists are exploring their roots across all mediums—see for yourself on the [Heritage Craft Behance Moodboard from Adobe Stock](#).

### Adobe Artists:

- 1 - Amanda Lobos | 483508869
- 2 - Terri | 248908446
- 3 - Irina Ostapenko | 458537719
- 4 - Zuzana Bartova/Minty | 525145791
- 5 - Happy Dragon | 391862463
- 6 - trihubova | 377773117



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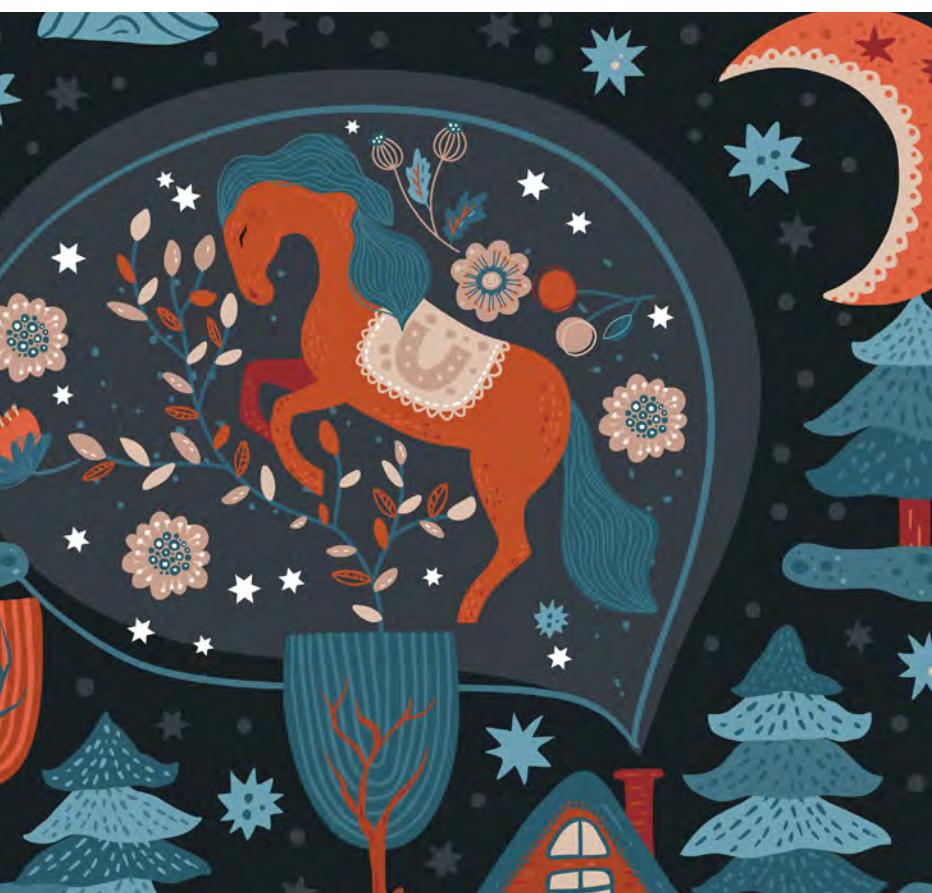
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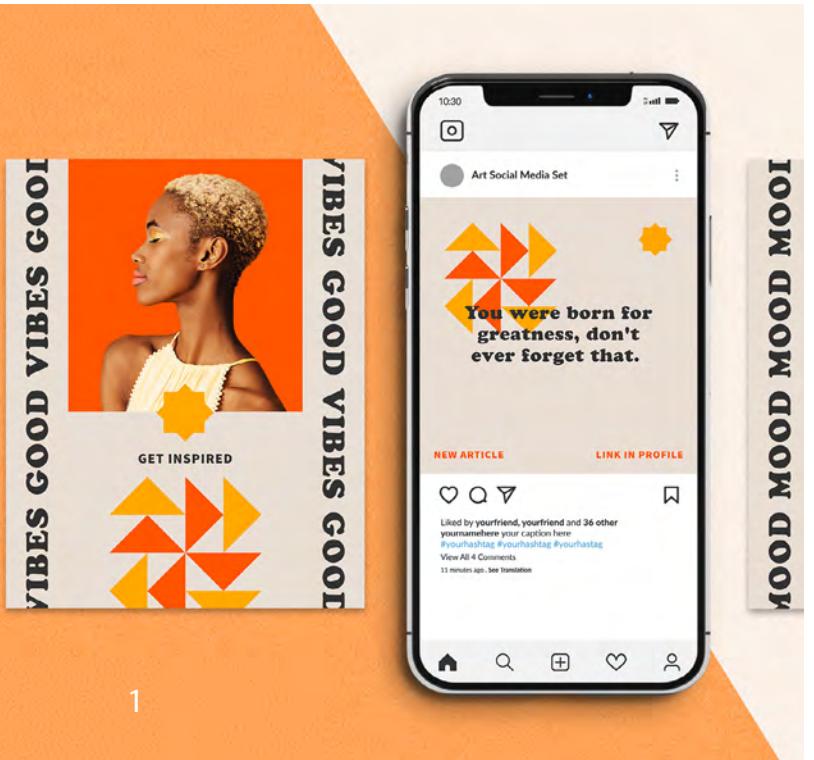


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# Geometry and palette play

Celebrate craftsmanship and maximalism from all over the world by examining local folk art, patterns, and design.

Drawing inspiration from nature can help rekindle folk art fundamentals in any practice. Explore the potential of representing the world around you by [creating animals from geometric forms in Adobe Photoshop](#) or by [modifying minimalist shapes in Adobe Illustrator](#). Try incorporating vector patterns, materials, color themes, and shapes collected on the go using [Adobe Capture](#) to bring the physical world to the digital in [Creative Cloud libraries](#).



## Crafted, cultured colors

- Play with rich earth tones inspired by leather working and the fiber arts by adding the [Deeply Dyed color palette on Adobe Color](#).



- Create warm and nostalgic seasonal compositions by bringing in the contemplative colors of the [Warm Knits palette on Adobe Color](#).

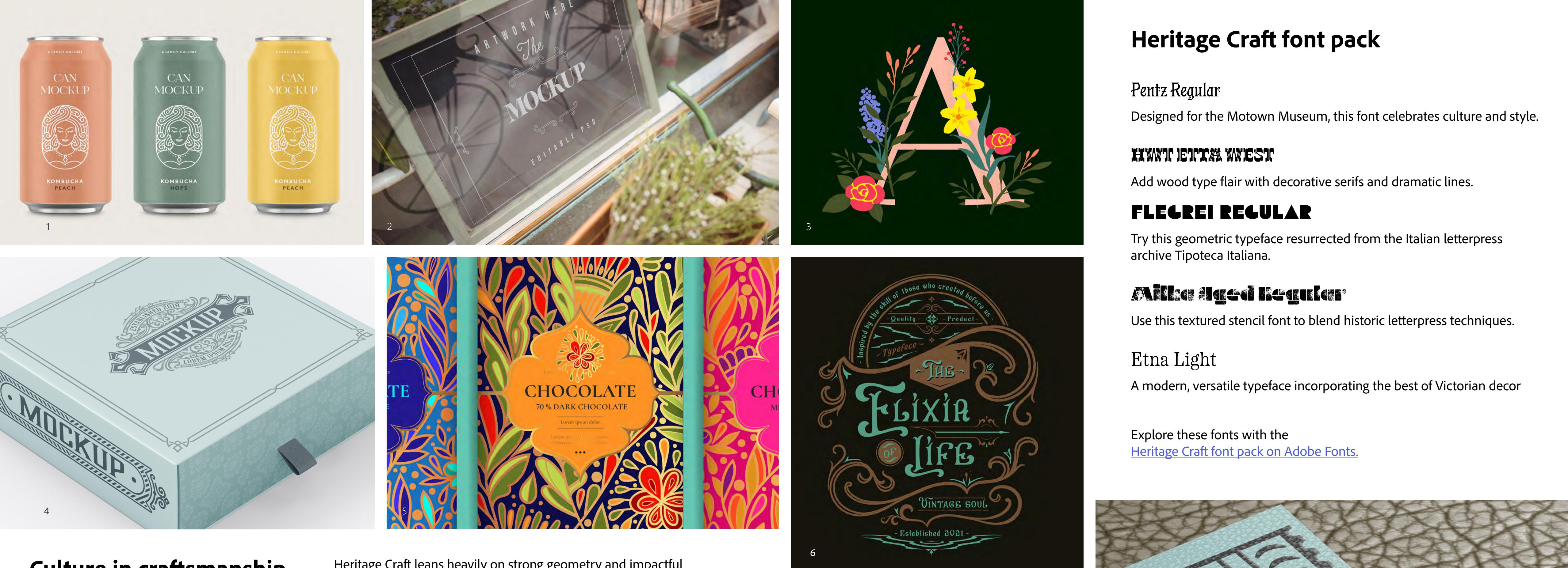


- Celebrate the vibrancy of seasons changing by exploring the full spectrum of nature. Find the [Fierce Flora palette on Adobe Color](#).



- Decorative arts bring joy to functional design. [Try it yourself with the Tradition in Tile palette on Adobe Color](#).





## Culture in craftsmanship

Heritage Craft leans heavily on strong geometry and impactful repetition, balancing well-crafted decorative typefaces that celebrate design history. From rebuilding letterpress and stencil techniques to producing elegant line work that pays homage to the handcrafted, type design in this trend makes a statement in form as well as function..

Find inspiration in nature, decorative shapes, and other folk art fundamentals with tutorials from Adobe artists:

- [How to tweak your type with rounded corners in Illustrator](#)
- [Using type to tell a brand story rooted in language](#)
- [Embrace ancient cultures in geometric packaging design](#)

### Adobe Artists:

- 1 - Pixelbuddha | 450206428
- 2 - Wavebreak Media | 534019712
- 3 - Isobel Hsu | 343973284
- 4 - Rovert Castillo | 523885254
- 5 - Annartlab | 494626148
- 6 - magicpics1806 | 488104334
- 7 - bluelela | 515047540
- 8 - Rovert Castillo | 534017788

## Heritage Craft font pack

### Pentz Regular

Designed for the Motown Museum, this font celebrates culture and style.

### HWT EMMA WEST

Add wood type flair with decorative serifs and dramatic lines.

### FLEGREI REGULAR

Try this geometric typeface resurrected from the Italian letterpress archive Tipoteca Italiana.

### MILKEDGED REGULAR

Use this textured stencil font to blend historic letterpress techniques.

### Etna Light

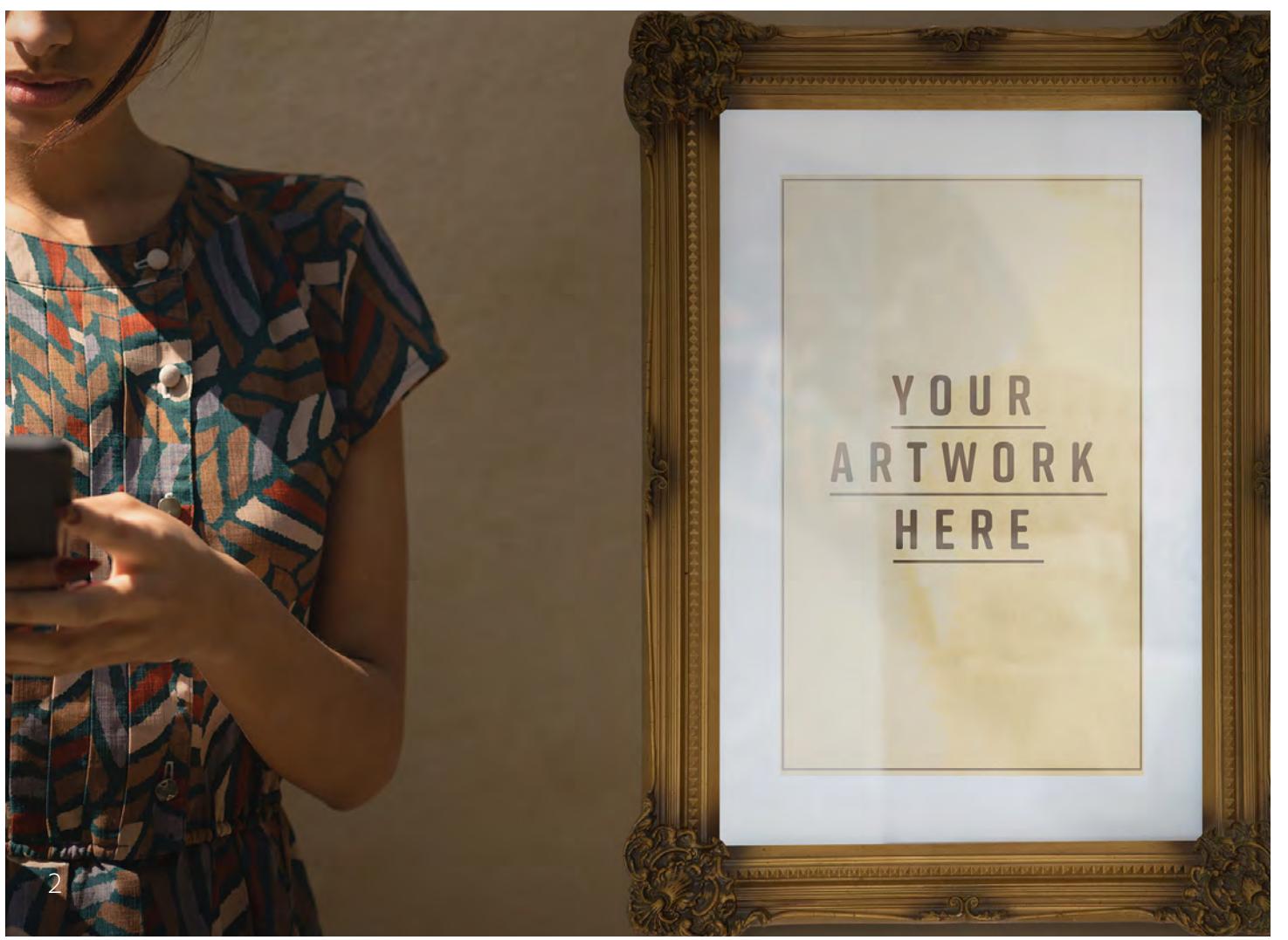
A modern, versatile typeface incorporating the best of Victorian decor

Explore these fonts with the [Heritage Craft font pack on Adobe Fonts](#).



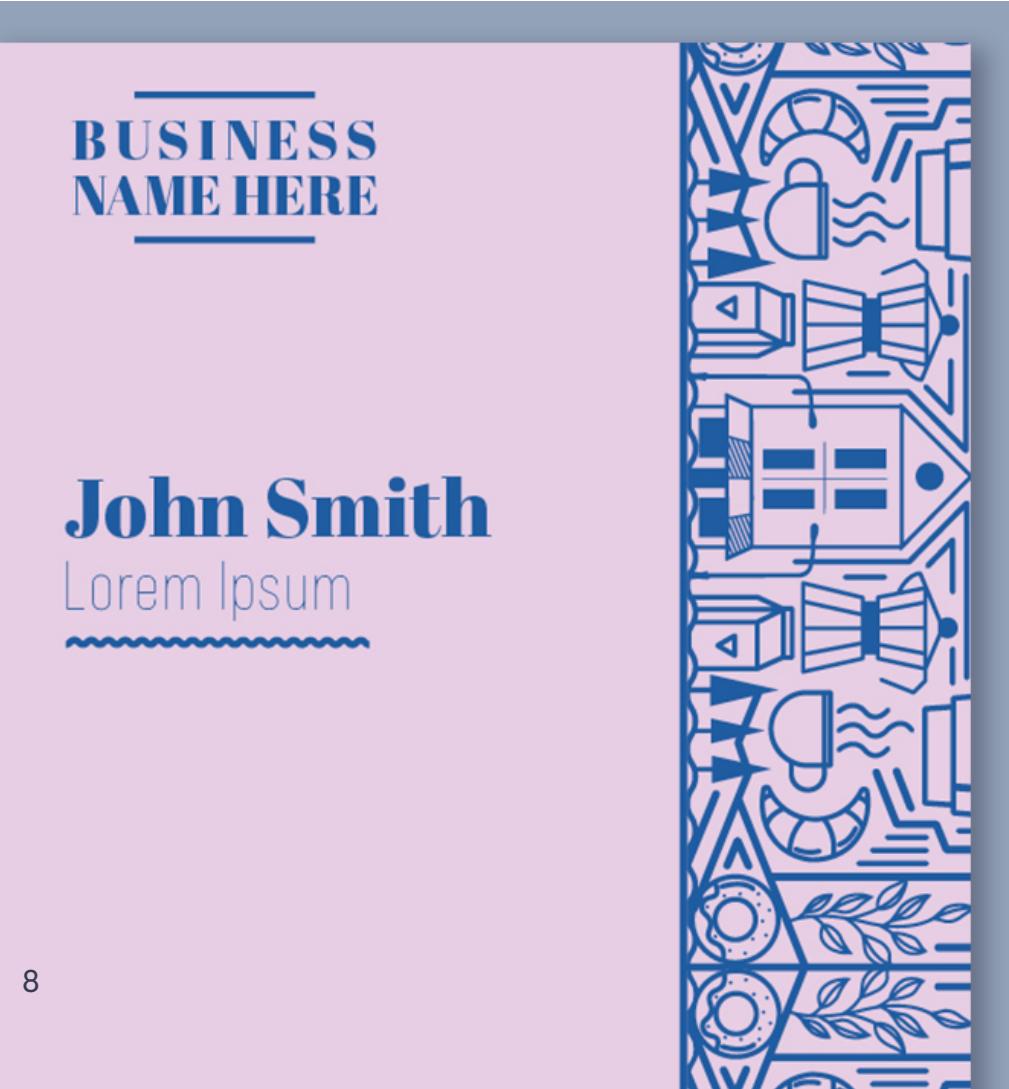
## Homegrown and handmade

Connecting folk art traditions to digital markets can be daunting, but there are a variety of use cases where designers are looking to invoke feelings of community, craft, and culture in their projects. Opportunities to explore Heritage Craft are present across the board but are especially prominent in identity design, packaging, illustration, and lifestyle graphics.



### Adobe Artists:

- 1 - Léo Alexandre | 475370094
- 2 - Wavebreak Media | 223737217
- 3 - blackcatstudio | 290822704
- 4 - Roverto Castillo | 460400913
- 5 - blackcatstudio | 318998441
- 6 - blackcatstudio | 285483859
- 7 - Wavebreak Media | 514271283
- 8 - Wavebreak Media | 514271569



### Bringing handcrafted expression to digital goods

- Heritage Craft signals can often be seen in stories about food and culture, but could also be applied to graphics depicting technology, business, education, and social issues.
- Lettering, icons, and pattern sets can help customers add human touches to their projects. Check out the [Creative by Design collection on Adobe Stock](#) for more inspiration in creating these works.
- Isolating Creative Components from existing assets can help expand the audience for hand-drawn accents. Explore the [Creative Components Call for Content on the Adobe Stock Artist Hub](#).
- Decorative folk elements can add tones of home to announcements, events, and seasonal celebrations. Try designing print cards and social posts for holidays throughout the year.

Check out this [Craft Business Card Layout](#) and the [Heritage Craft Daily Planner](#) from Adobe Stock artist Wavebreak Media for examples of how to incorporate folk art into different content types.



Adobe

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