



St Adobe Stock

Call for Content

Back to Bauhaus

Creative Trend 2021

Design trend: Back to Bauhaus

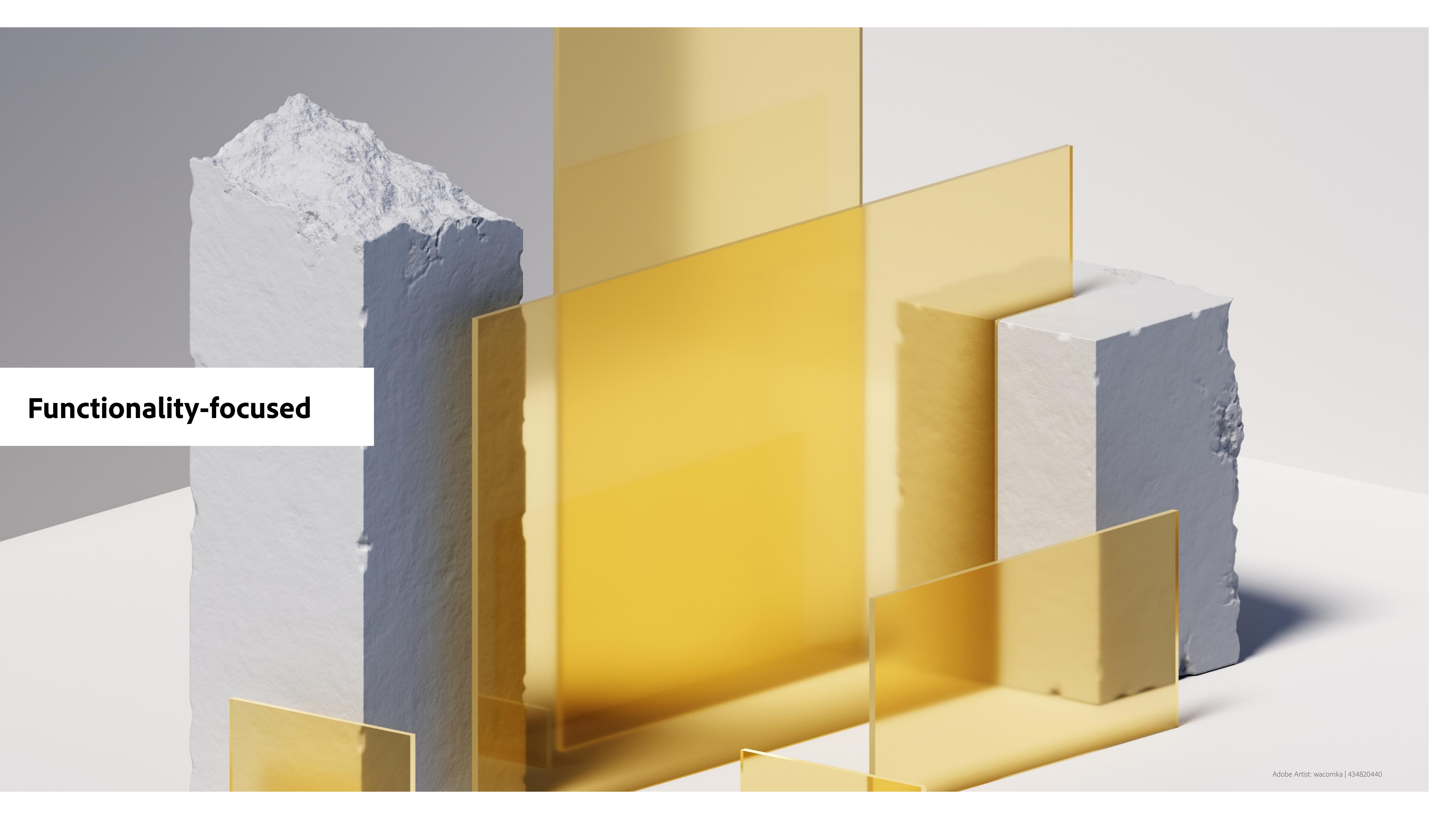
Adobe Stock's design trend Back to Bauhaus is an opportunity to explore great works of architecture and design as a source for cutting edge inspiration and visuals. Much of contemporary architecture—and indeed, the entire concept of "liberal arts education"—owe a debt to this influential school and its radical take on aesthetics, function, and education, and other radical experiments in social progress that briefly flourished in Germany between the two World Wars. Though the flourishing intellectual and artistic landscape of post-WWI Germany and Austria soon gave way to much more oppressive, and eventually authoritarian politics, we can still feel the ethos of the Bauhaus in modern design in a widespread emphasis on functionality, accessibility, and education.

While the original Bauhaus flourished during a time of unprecedented social liberation in Germany, it also preceded the extreme backlash of rising Fascism. This tension finds many parallels in our current, highly polarized political climate, and its aesthetic resonance make it a good match for present day social movements, and a desire for plain-spoken, readable, verifiable information design.

What may have begun as artists being inspired by or designing media for organizations sponsoring Bauhaus-related programming, extended beyond the initial throwback fervor and into a fresh application. The Back to Bauhaus look is characterized by strong, spare compositions, ample whitespace for balance around discrete but related subjects, dramatic shadows, and clean illustrations.

Get inspired by design past and present, with the [curated Back to Bauhaus gallery on Adobe Stock](#).





Functionality-focused

Industry-wide innovations

As work, automation, and technology constantly evolve in our everyday lives, consider representing these shifts in versatile mock ups and digital renders to capture the ethos of the Bauhaus. Emphasize the shapes of modern objects and consider the functionality of for-placement objects for creative professionals.

To take inspiration from the physical world in industry and productivity-driven assets, consider including some of these types of content:

- Transportation, building and wall mock ups
- Desk mock ups or flat lays
- Drafting designs
- Home and auto illustrations
- Product mock ups

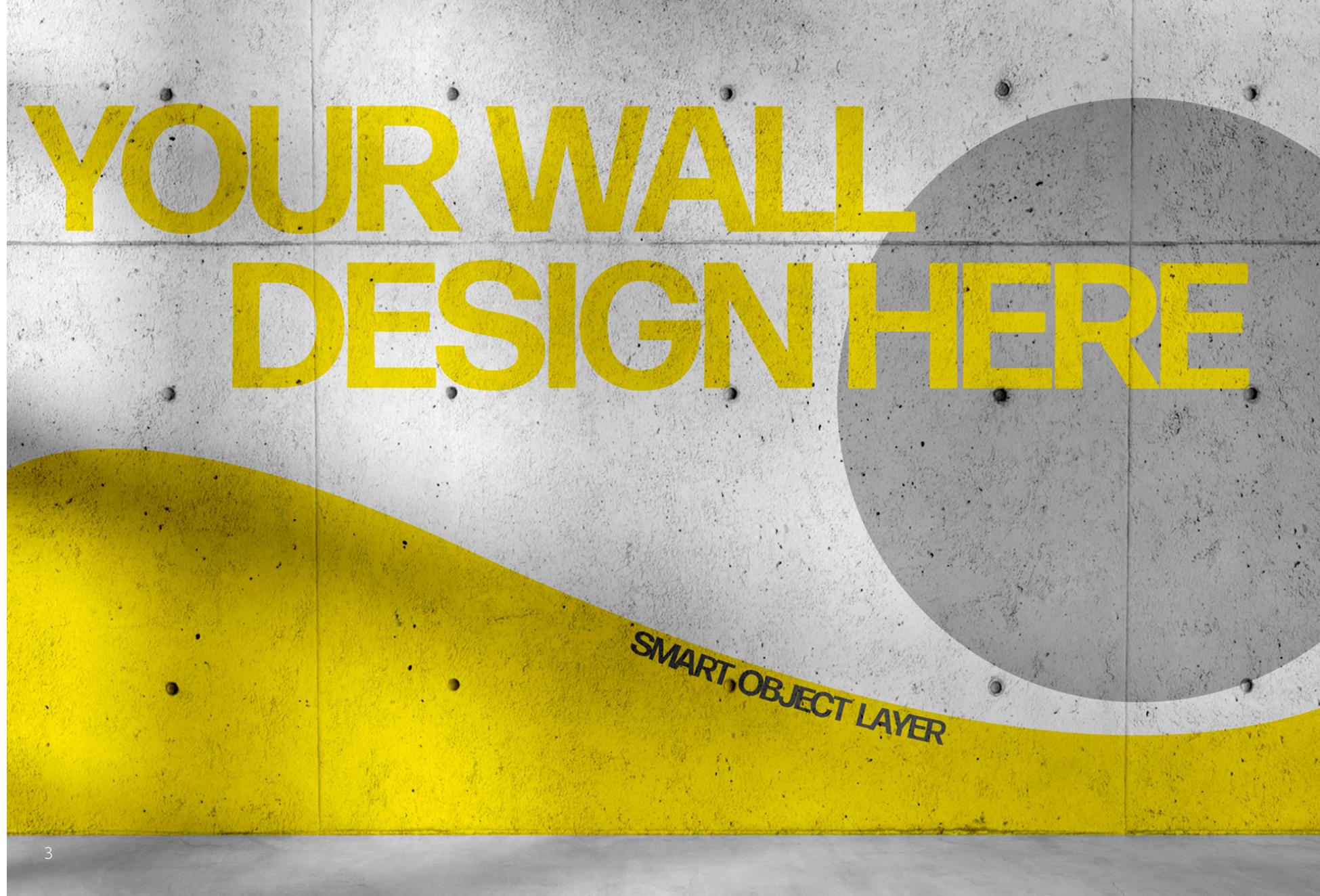
Artist Credits:

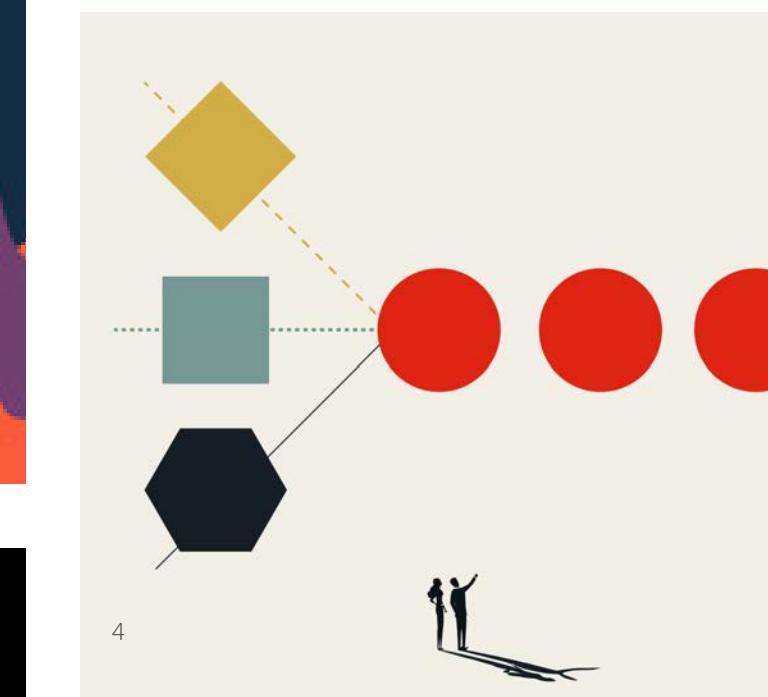
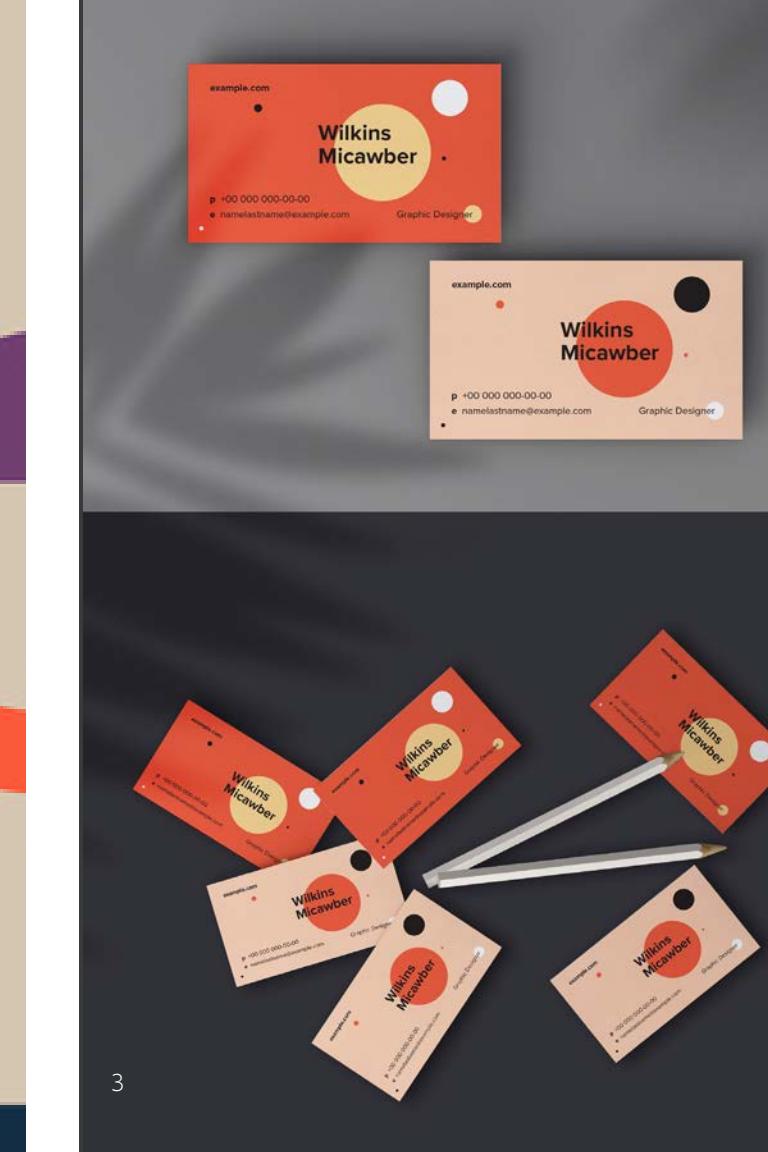
1 – Friedrich Neumann/AvantForm | 379953247

2 – Raw & Rendered/AvantForm | 447568452

3 – PerigTemplate | 275124530

4 – LuuqasDesign | 344989982



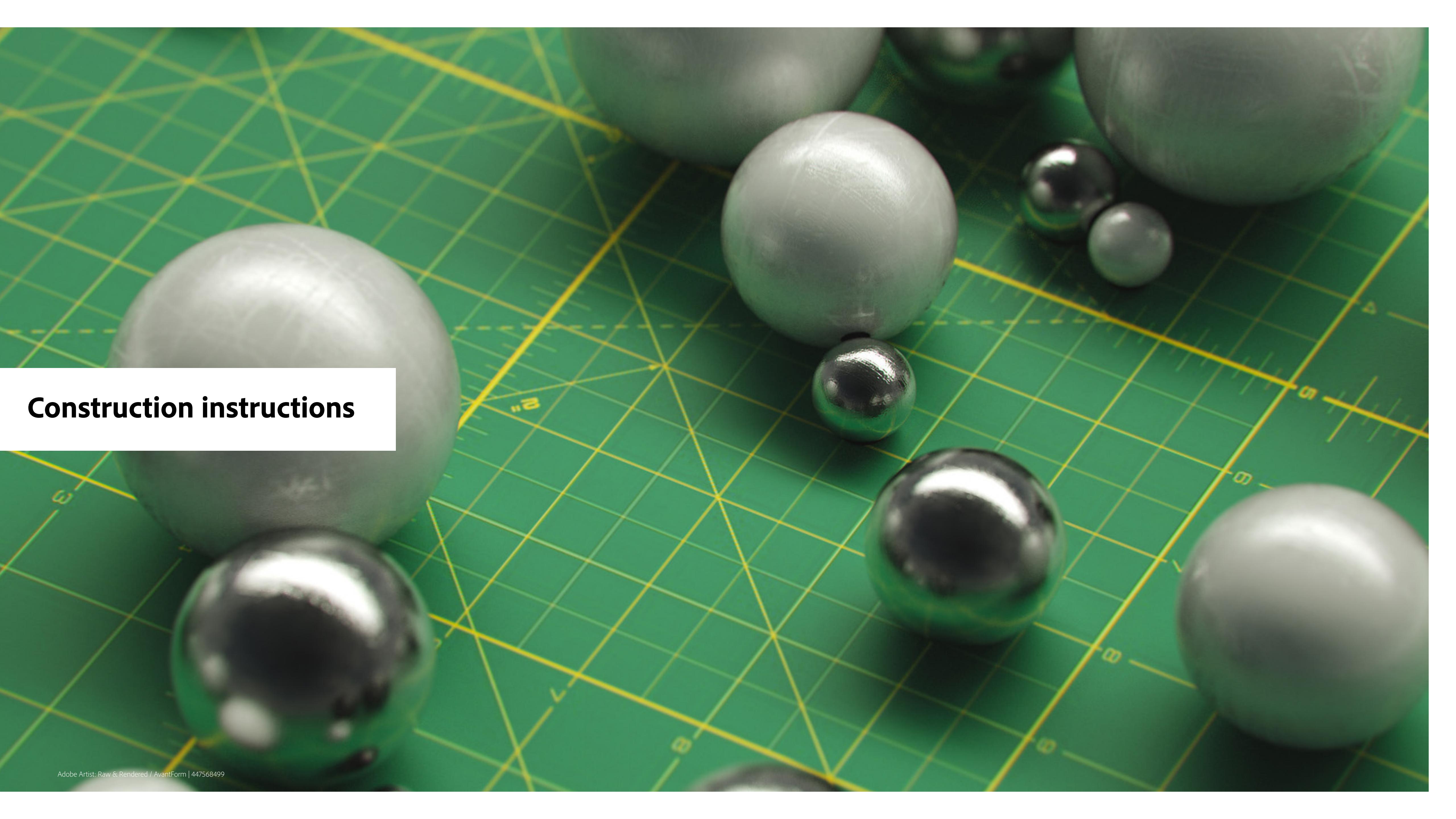


Building blocks

Color and shape were considered important fundamental communication tools at the Bauhaus and both were used to research relationships between subjective audience associations.

Explore the functionality of geometric shapes by experimenting with the narrative role objects can play in design. Use geometric shapes to represent concepts or provide structure to compositions that is both creative and timeless. Try intersecting or juxtaposing shapes to create new compositional concepts or repeating shapes with color variations to create an abstract narrative.

Artist Credits:
1 – robu_s | 318830397
2 – pgmart | 429159332
3 – GrafVishenka | 418160837
4 – jozefmicic | 442180940
5 – Normform | 445744403



Construction instructions

Architecture elementals

As a large part of the education at the Bauhaus focused on architecture and industrial design, consider some individual ingredients you can use to achieve similar allusions to physical functionality.

Concrete cracks and textures, shadows, and architectural drafting grids can be broken out of their original use cases to build a new mood. Consider how wrinkles, photo or blueprint effects, and paper textures can take digital design to new (or old) depths.

Try [Adobe Capture](#) to collect materials, lights, and shapes or a free trial of the new [Adobe Substance](#) tools to explore a new perspective on what physical functionality can be.

Artist Credits:

1– The Royal Studio | 377999207

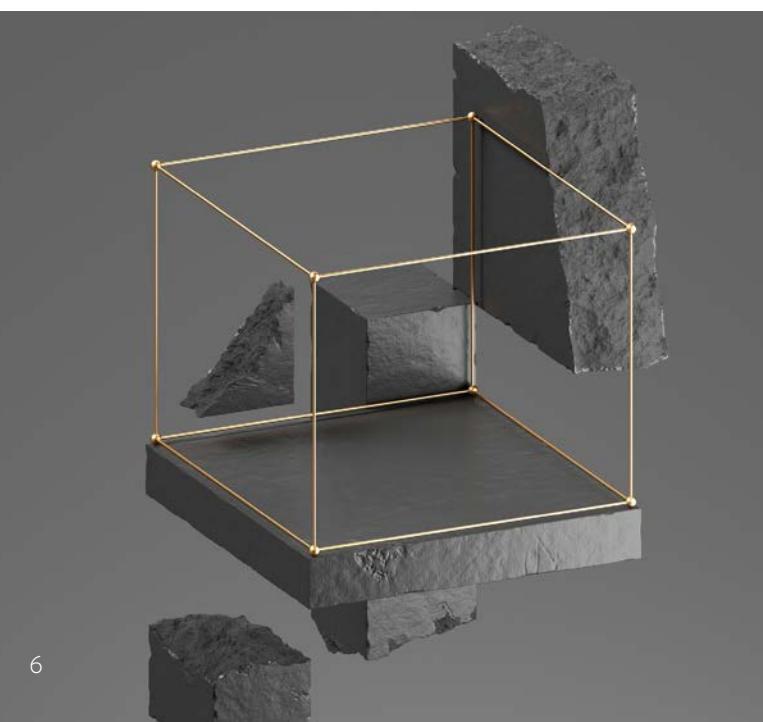
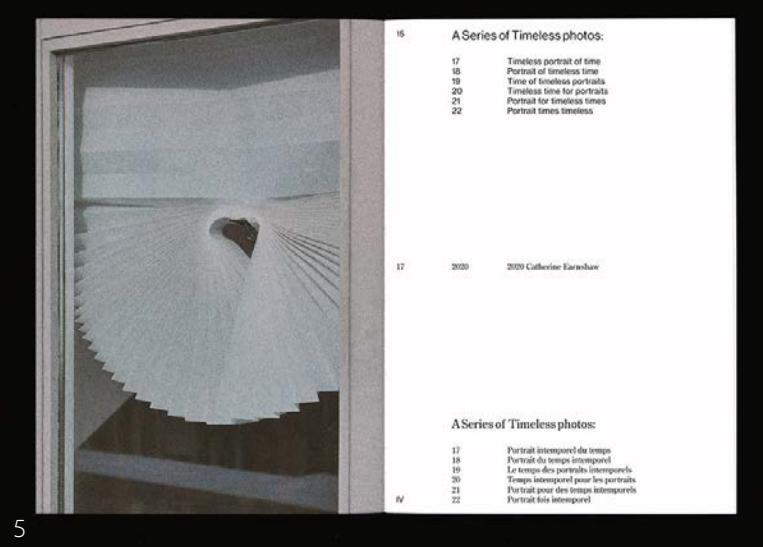
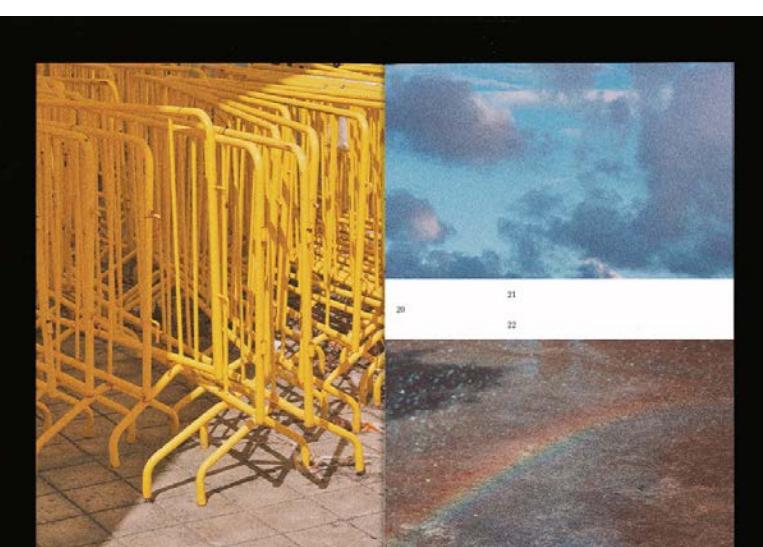
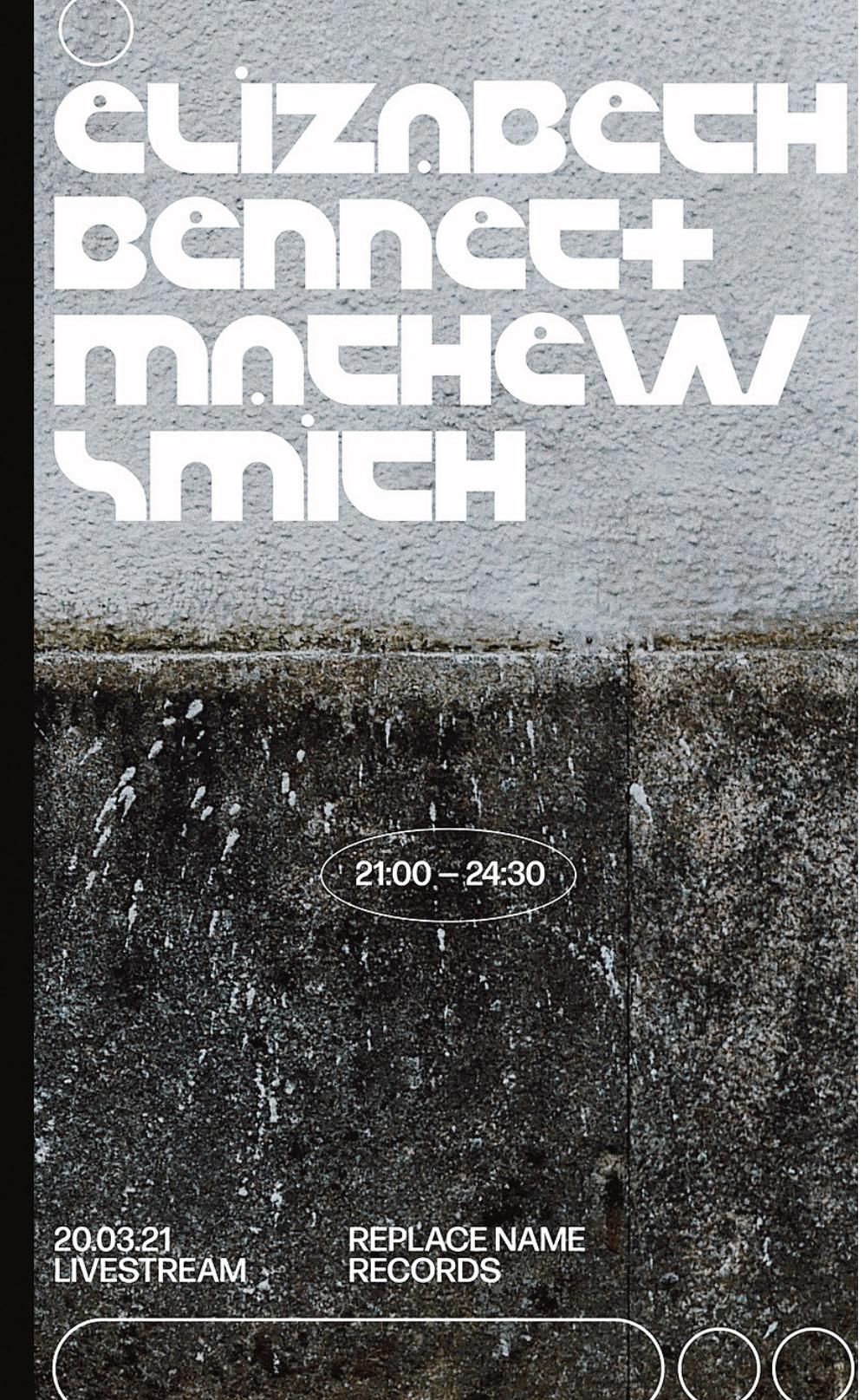
2 - x10 | 341785981

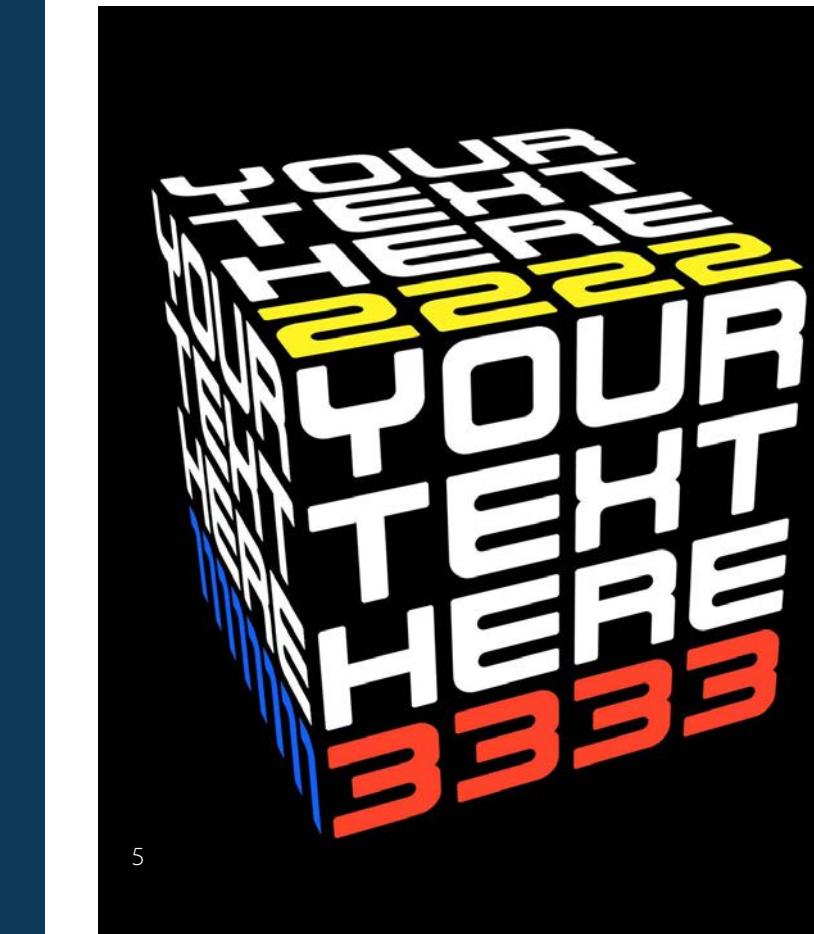
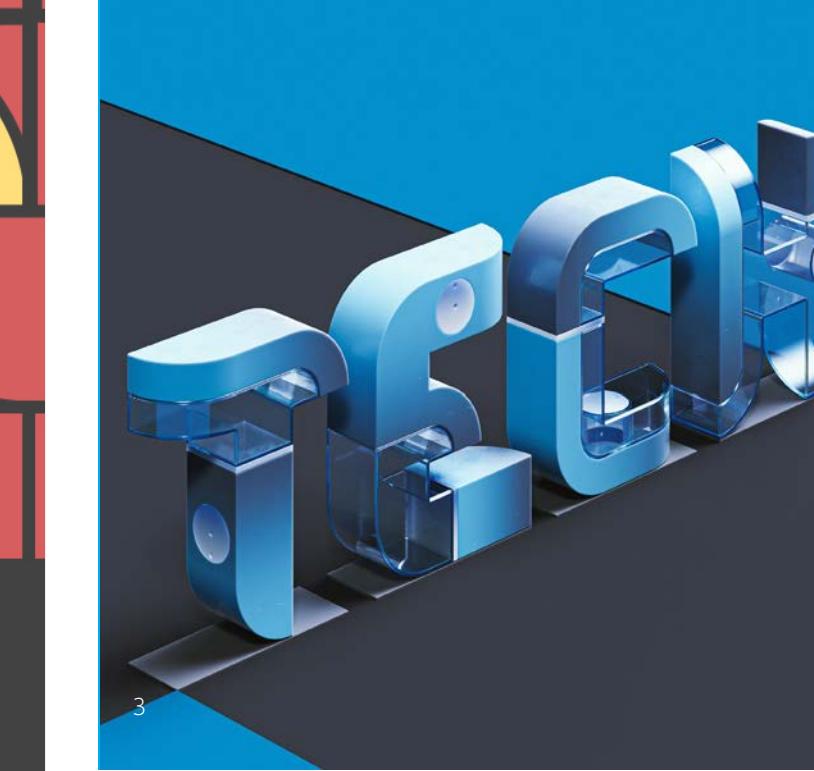
3 – Raw & Rendered/AvantForm | 447568456

4 - Pixelbuddha | 385094958

5 – The Royal Studio | 383123167

6 - wacomka | 434820413





Letterforms for layouts

Letters and text can become interesting design elements when composition is top-of-mind. While legibility remains important, explore breaking the grid and creating shapes with letters and words in patterns, layouts, and other text-based designs.

Try making a statement with creative word banners, letter sets, text effects, logos, or signage in a variety of languages.

Artist Credits:

- 1 – Wavebreak Media | 367566898
- 2 – spring_nymph | 321011719
- 3 – Wes L Cockx/AvantForm | 379953048
- 4 – Roman | 368802376
- 5 – Pixelbuddha | 430220773

01.01
20H

INTRICATE TIME
FOUNDATION

03.01
16H

VOLTAU
DERMONTA
FANNY PRICE Writer & Directors
MARY SMITH LINDA BROWN
NELLY DEAN

Font forms to the front

05.01
20H

BRETHING ERAS
COLLECTIVE

07.01
16H

Executive Producer EMMA WOODHOUSE BREATHING ERAS COLLECTIVE PRODUCTION
Production Designer MARY SMITH Director of Photography ARTFUL DODGER

0A2B

EXAMPLE.PT



PARTNER

2020-21

02.05.12
20H

INTRICATE TIME
FOUNDATION

03.12
16H

PEDRADIA
PRESENTING LINEAR GRAVITY
VON
BATEBATE
NELLY DEAN Executive Producer WILKINS
MICAWBER Production Designer ARTFUL DODGER
Costume Designer JAMES SMITH Choreographer VICTORIA
WOTTON Associate Producer JAMES VANE
Director of Photography MATTHEW SMITH
PREMIER

Executive Producer EMMA WOODHOUSE BREATHING ERAS COLLECTIVE PRODUCTION
Production Designer MARY SMITH Director of Photography ARTFUL DODGER

0A2B

EXAMPLE.PT



PARTNER

2020-21

LINEAR WORDS ARE A STARTING 0123

TROKRUM
FANNY PRICE Writer & Directors LINDA BROWN
Set Designer MARY SMITH Make-up Artist NELLY DEAN
DERATLAS
MARIMOT
NELLY DEAN Executive Producer ARTFUL DODGER
Costume Designer JAMES SMITH Choreographer VICTORIA

10,12,13 20H00
14.06 16H00

Executive Producer EMMA WOODHOUSE BREATHING ERAS COLLECTIVE PRODUCTION
Production Designer MARY SMITH Director of Photography ARTFUL DODGER

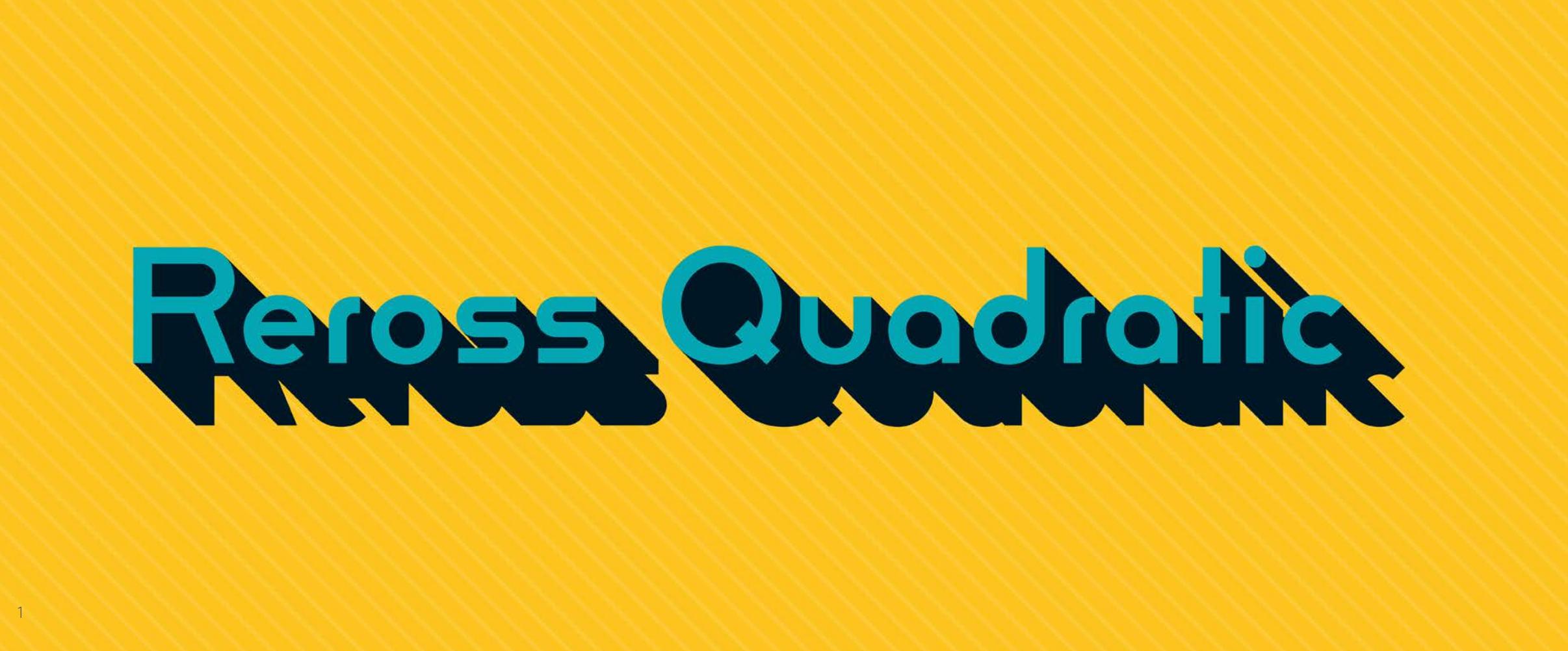
0A2B

EXAMPLE.PT



PARTNER

2020-21



Hidden treasures of the Bauhaus Dessau

After nearly a century, original typography from the legendary Bauhaus school of design has been [rediscovered in Adobe Fonts](#). Renowned type designer Erik Spiekermann and an international team of students restored five historic alphabets as Adobe Originals in the [Hidden Treasures of the Bauhaus Dessau](#).

Experiment with these typefaces based on the lettering of these Bauhaus teachers and students in the [Adobe Fonts Hidden Treasures collection](#):

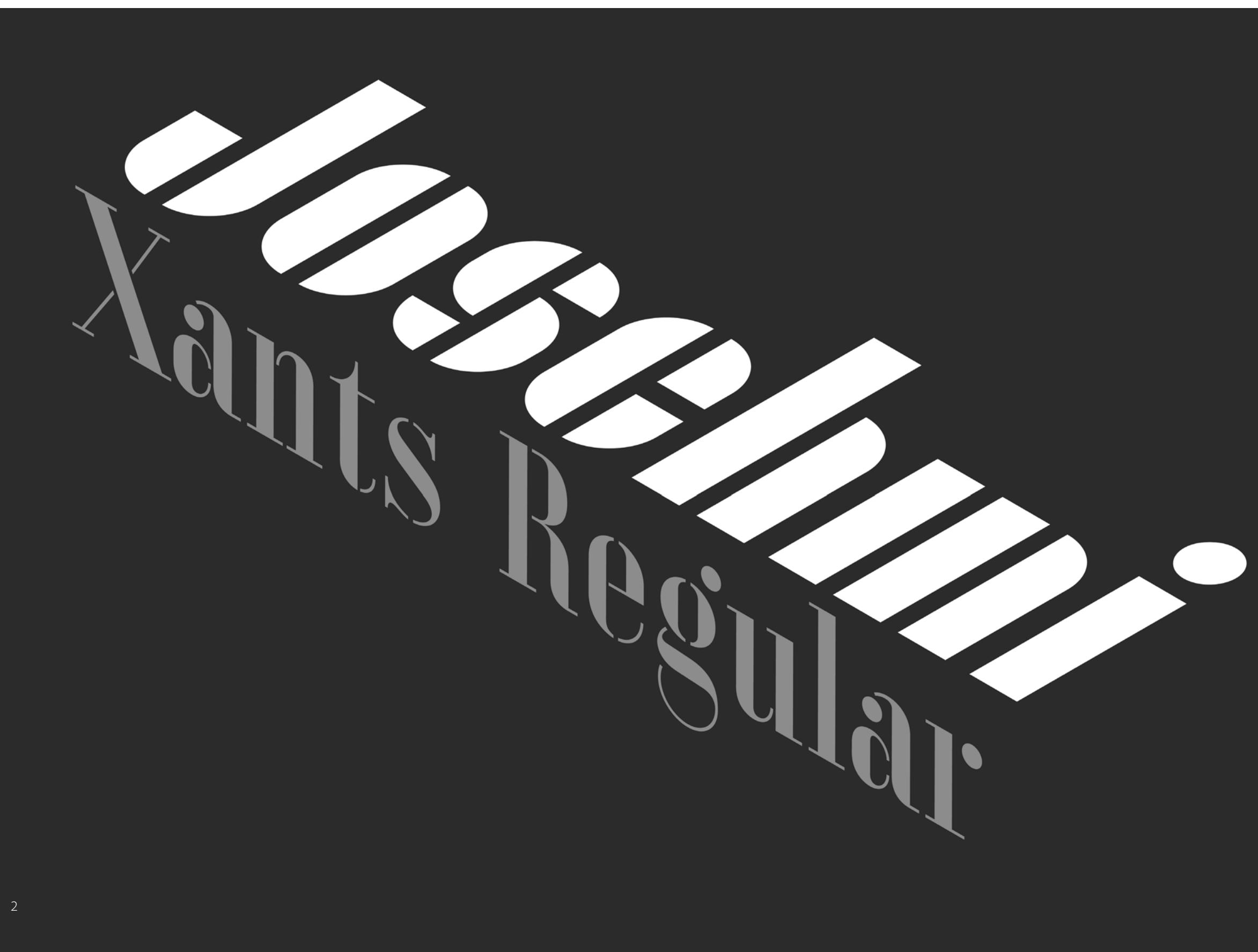
- Carl Marx (1911–1991)
- Joost Schmidt (1893–1948)
- Xanti Schawinsky (1904–1979)
- Reinhold Rossig (1903–1979)
- Alfred Arndt (1898–1976)

Artist Credits:

1 – Marcel | 362996334

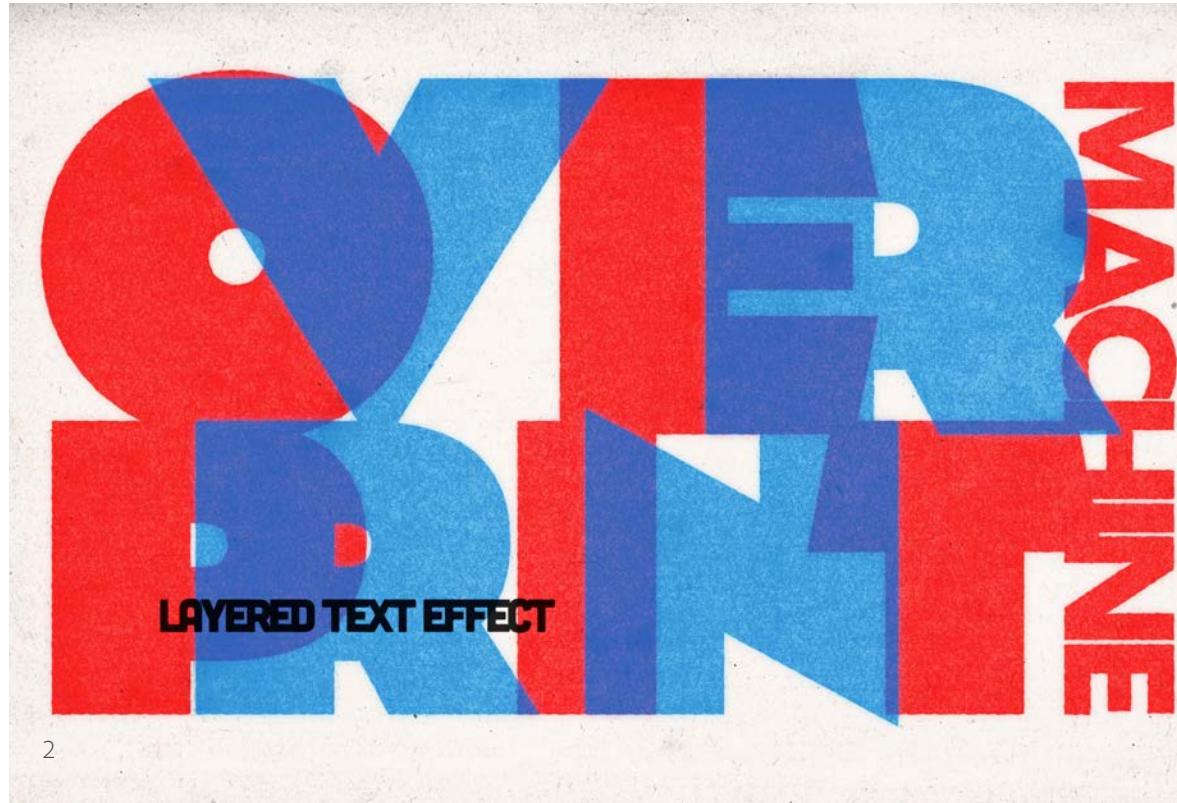
2 – Petr Vaclavek | 438520901

Fonts designed by Céline Hurka, Elia Preuss, Flavia Zimbardi, Hidetaka Yamasaki, and Luca Pellegrini.





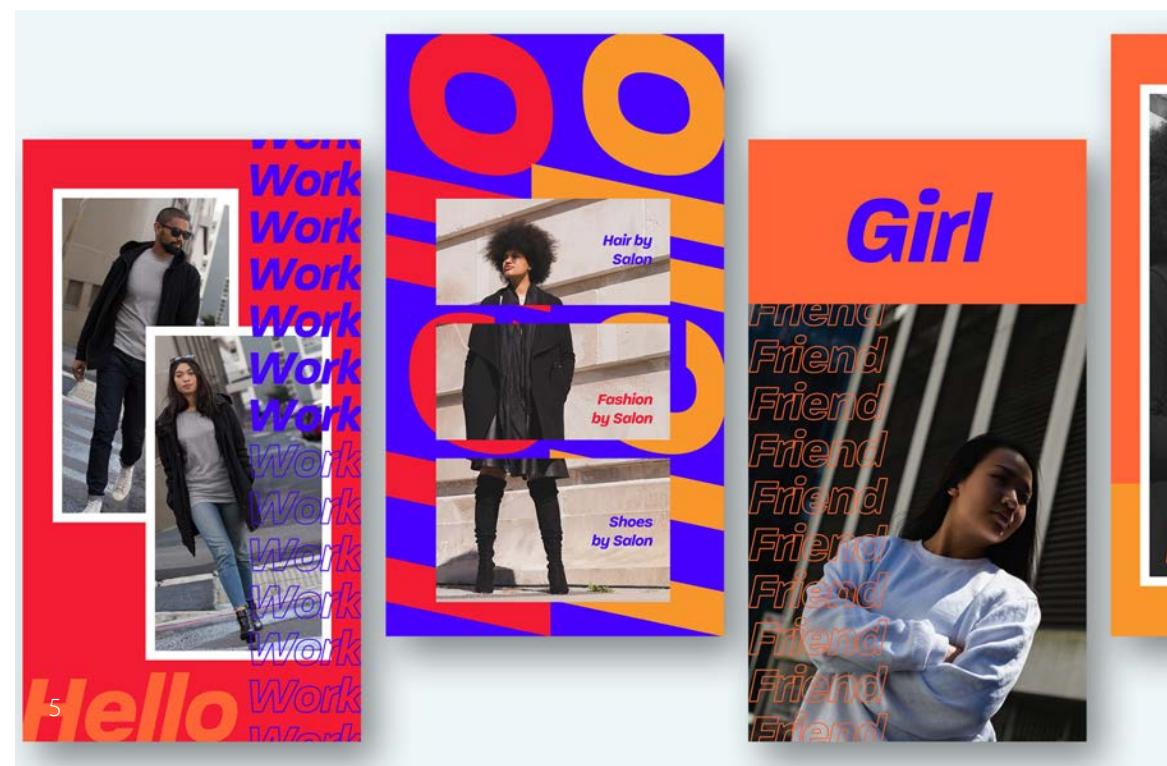
1



2



3



4

5

Emphatic impact

Bold, futuristic graphic choices permeate both the aesthetics and the ethos of the Bauhaus, and typography plays a large role in the visual accessibility of communication design. Look for sans-serif font families with a variety of weights and widths and low contrast to capture the impactful shapes of these audience-oriented announcements.

Hierarchy and font combinations can also play a big role in shaping striking layouts. Experiment with [font pairing features](#) with these bold [Adobe Font](#) picks:

- [Impetus from Device Fonts](#)
- [Milka from Lettersoup](#)

Artist Credits:

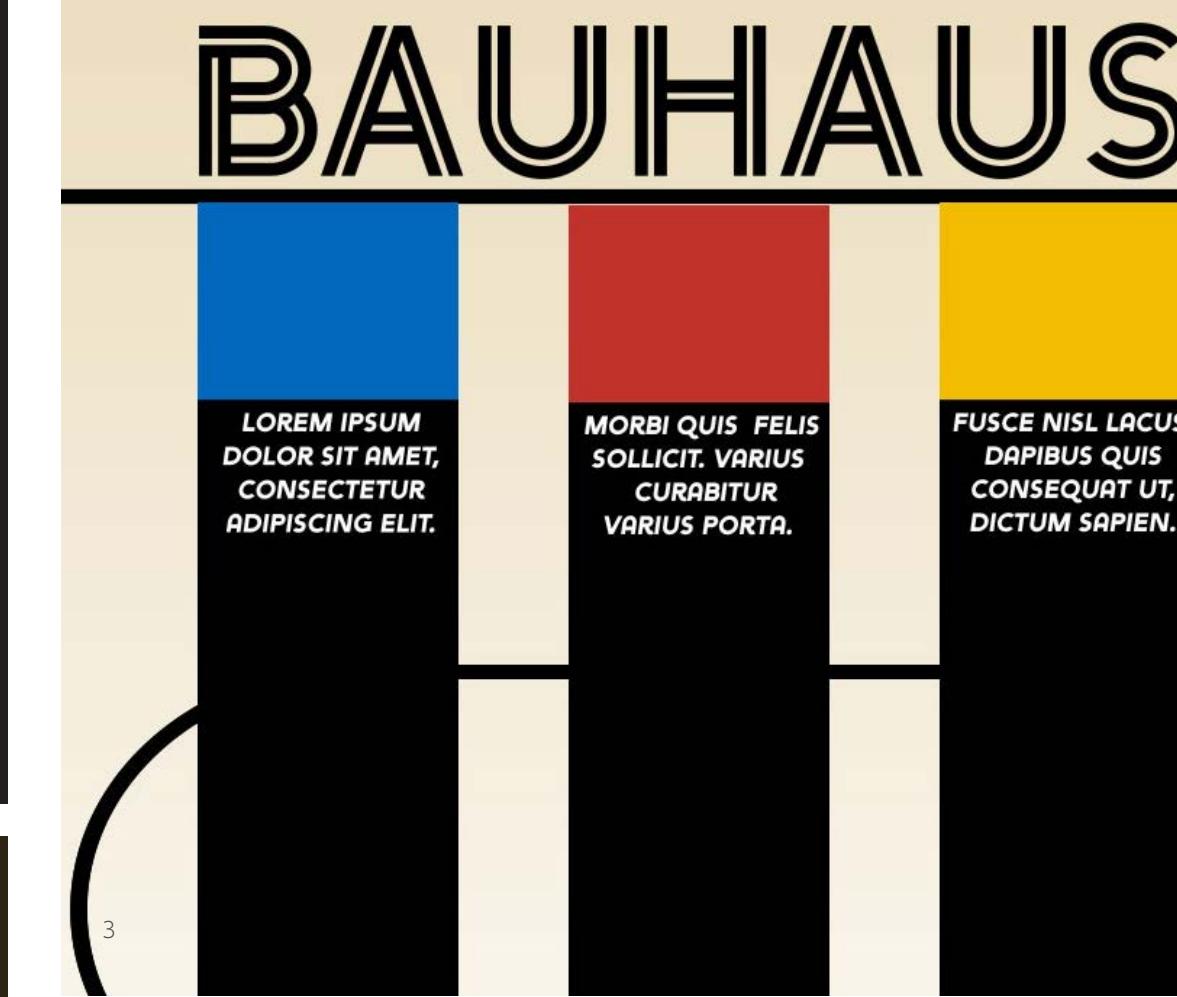
1 – piai | 295442285

2 – Patrick | 383357726

3 – Wavebreak Media | 381935504

4 – Wavebreak Media | 302067534

5 – Wavebreak Media | 305543086



Space and structure

Another tool to explore form and functionality in text elements is to explore the geometry of negative space in both layouts and font forms. Check out [Geometric fonts on Adobe Fonts](#) to find font families with rounded corners, crisp angles, or simple shapes.

Some of the most exciting geometric fonts to play with include [Futura PT](#) and [Acier BAT](#) - both of which are inspired from fonts originating in the 1920s and 1930s.

Artist Credits:

1 – Sylverarts | 443064074

2 – blackcatstudio | 367563543

3 – Wavebreak Media | 432205094

4 – blackcatstudio | 216726319

5 – Wavebreak Media | 446107736

Color crafting



Approachable tones

Josef Albers, Wassily Kandinsky, and Johannes Itten of the Bauhaus school all taught that color in context could shape a viewer's perception of it. Today, we see bold colors placed in palettes with warm humanizing tones to make information and communication design friendlier, more approachable, and easier to understand at scale.

People-oriented color palettes should be as inclusive as possible: check the new [Accessibility tools in Adobe Color](#) to keep your creations high-contrast for users of all visibility levels.

Artist Credits:

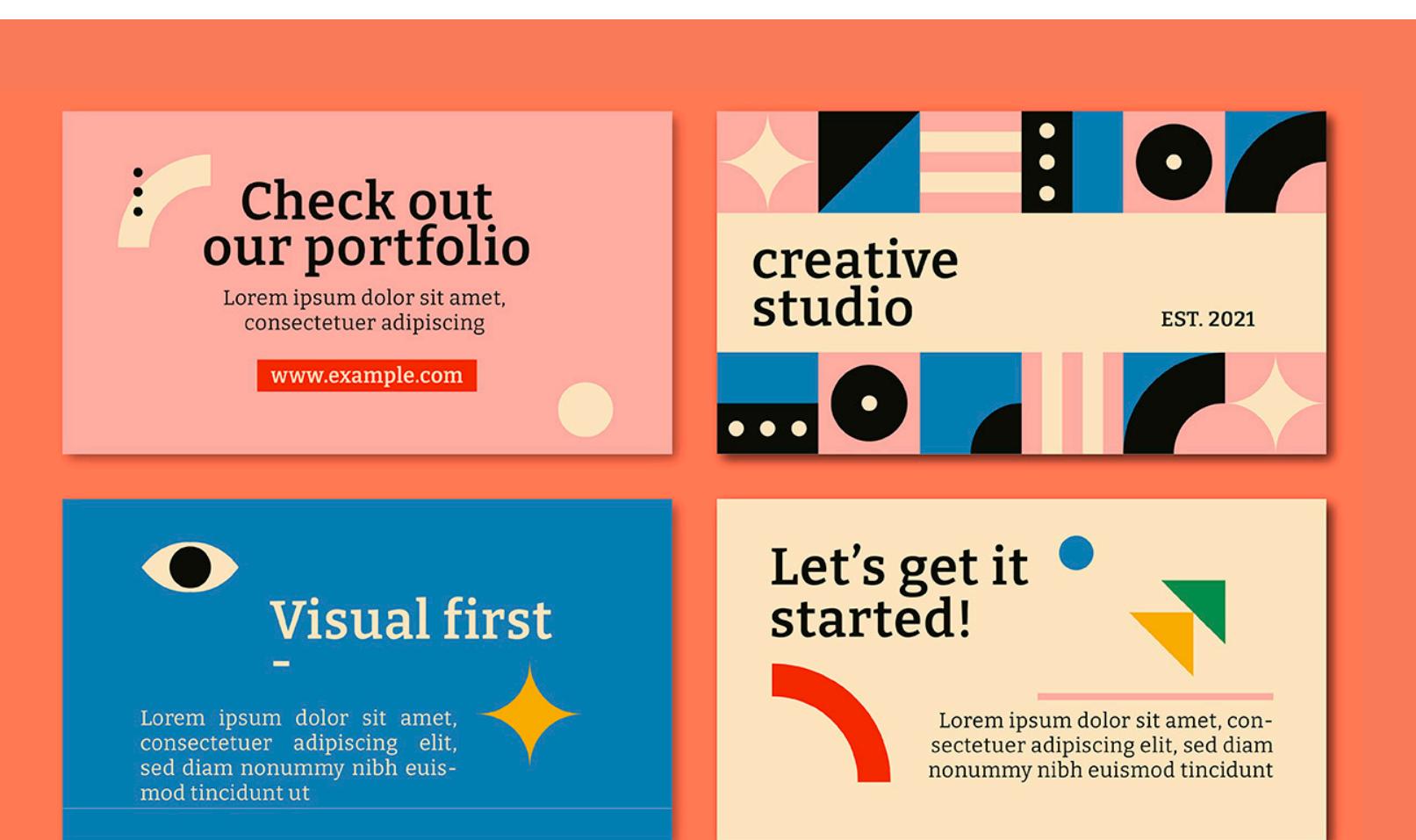
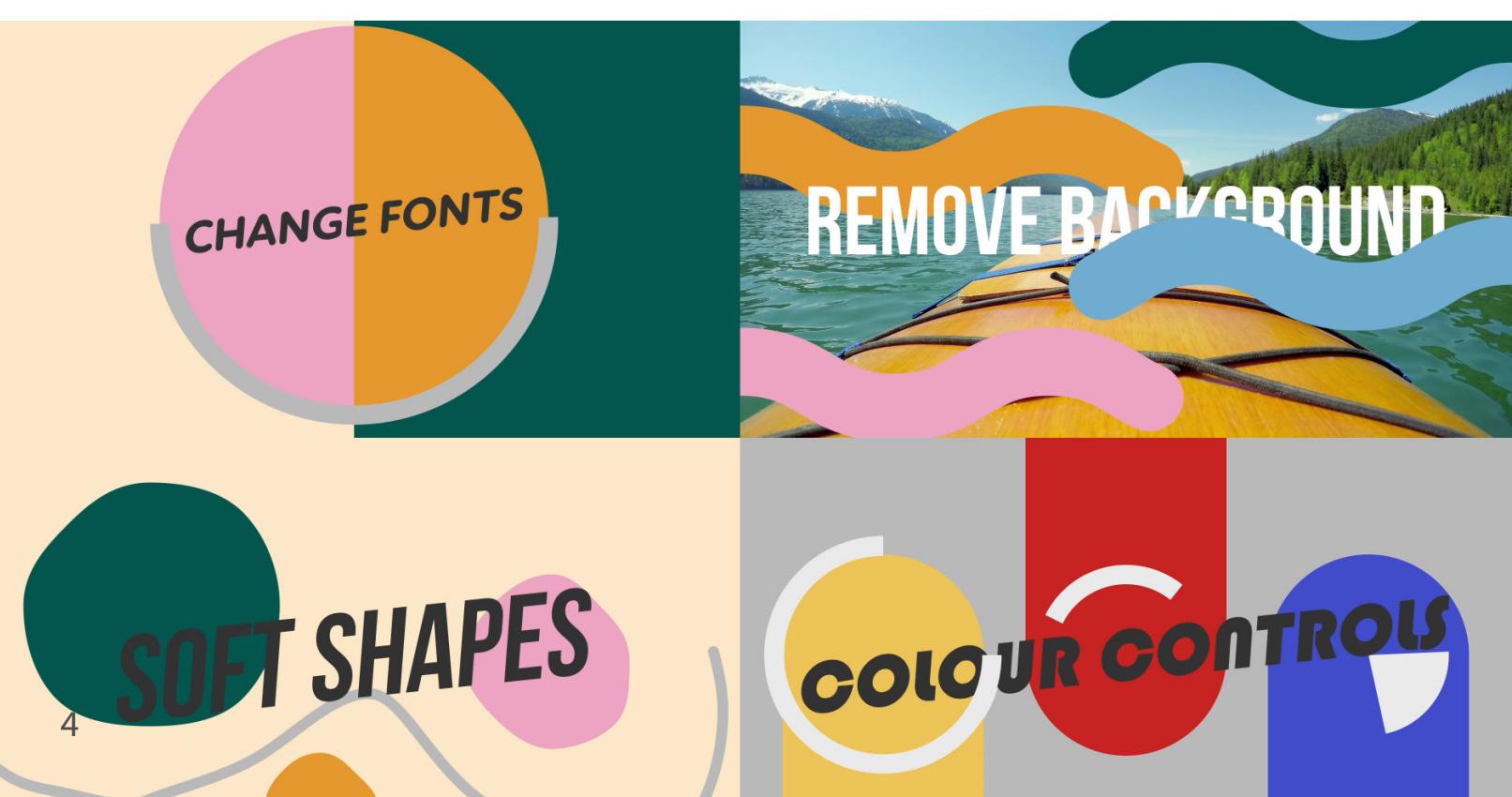
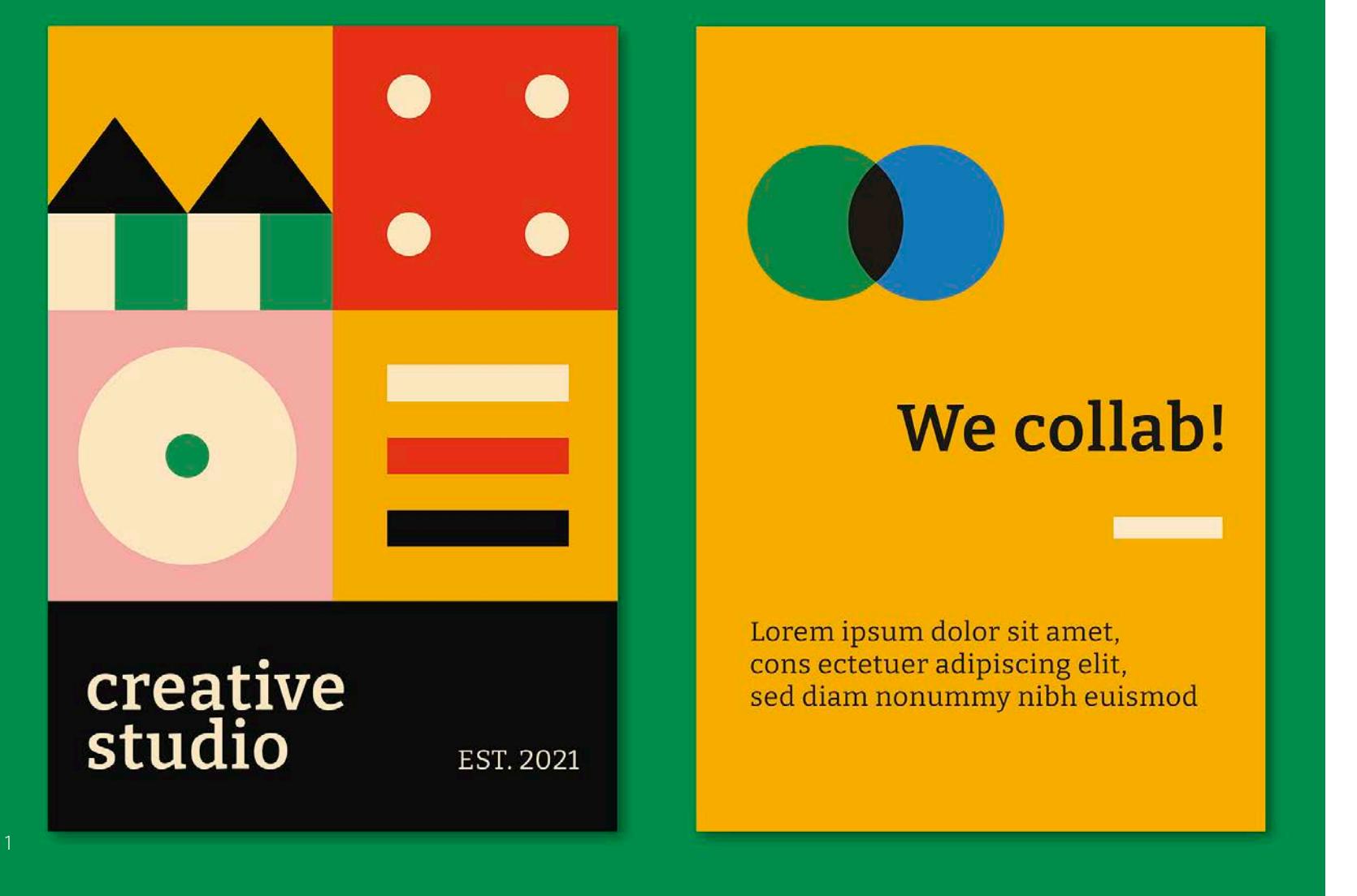
1 – rawpixel | 447310594

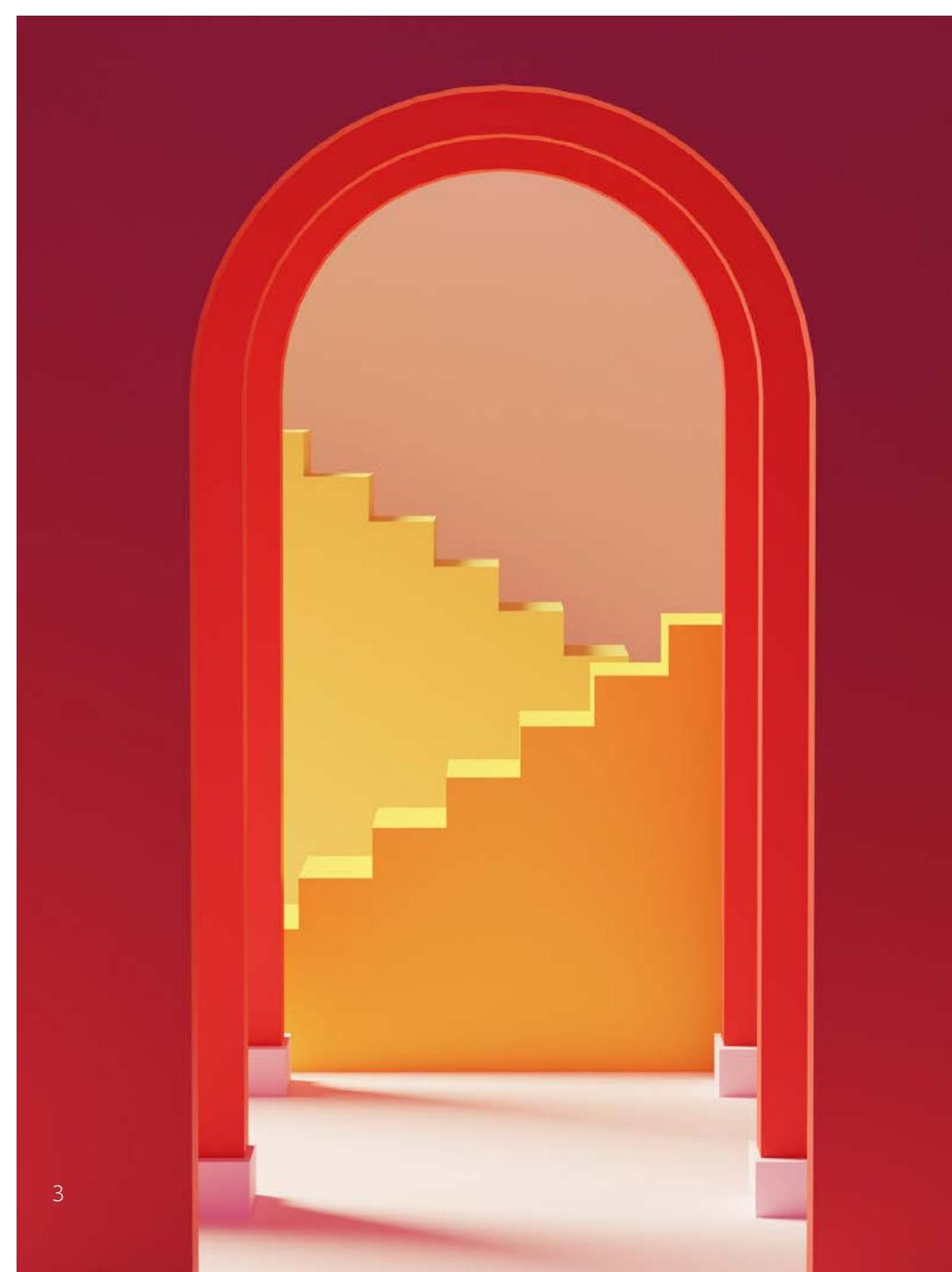
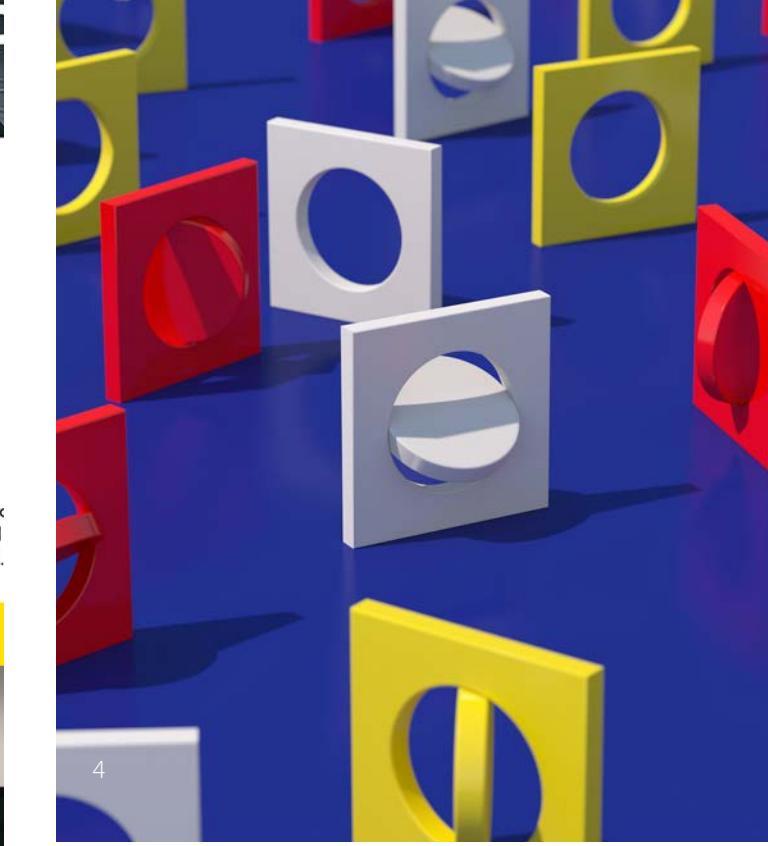
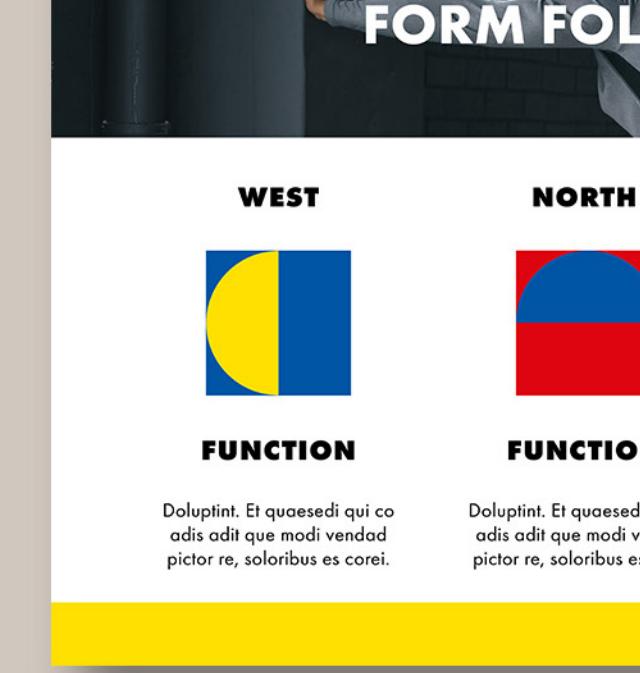
2 – Beeple/AvantForm | 447567373

3 – macrovector | 441447419

4 – Wavebreak Media | 430454137

5 – rawpixel | 447310577





Primary PSA

The Bauhaus Dessau broke down everything about art and design to the original components, including color. Black, white, neutrals, and primary colors can be combined with basic geometric shapes and patterns to celebrate the craft of graphic design.

New combinations of red, yellow, and blue are exceptionally effective for grabbing attention and can bring digital design back to the basics. Try out some primary palettes anywhere attention is needed:

- User interface and screen mock ups
- Information graphics and icons
- Business materials including cards, presentations, and logos
- Signs, symbols, and UI elements or renders

Artist Credits:

- 1 – Wavebreak Media | 442396045
- 2 – Pixelbuddha | 419251218
- 3 – LUMEZIA.com | 442019629
- 4 – dinachi | 433300342
- 5 – softulka | 318686030
- 6 – Wavebreak Media | 446107734



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Adobe Artist: wacomka | 189117954

