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Call for Content

2020 Design Trends

Modern Gothic



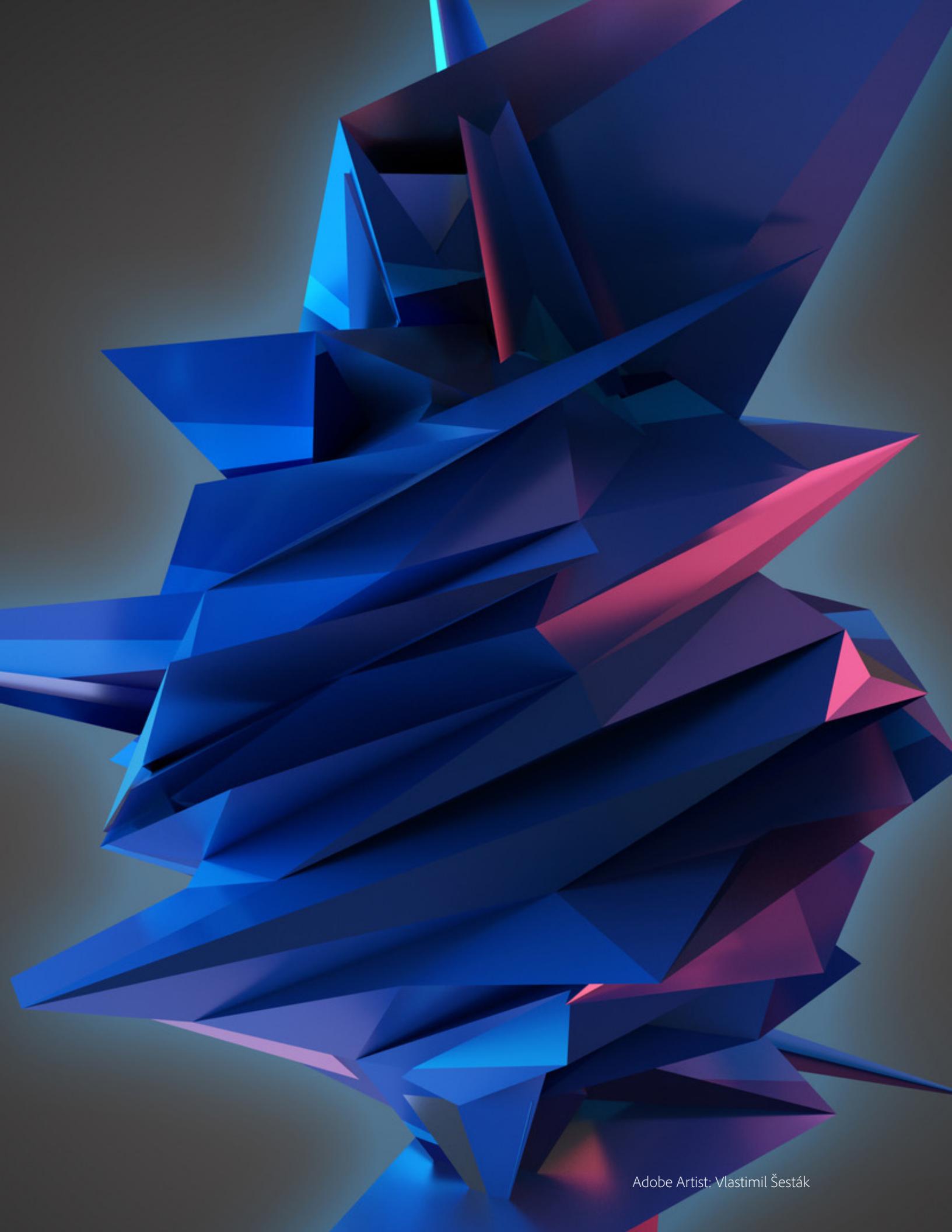
Adobe Artist: kodochigov

Design Trend: Modern Gothic

The combination of futuristic materials, moody lighting, and striking typography makes a Modern Gothic approach feel simultaneously old-school and visionary. Artists are creating interesting dichotomies between analog and digital elements, whether it's references to graphics from the early days of the internet or cassette tape mock-ups with sci-fi designs. Darker palettes mixed with acidic color treatments make this trend feel theatrical, exciting, and special.

As an important strand of this trend, Cyberpunk design influences are coming to the foreground in the increasing use of glitch elements, plastic textures, and iconography circa 1995. This speculative fiction genre, comprised of a melange of film noir and cynicism in a high-tech future, was first popular in the 1980s and '90s, with notable now-classic books like "Neuromancer" (by a father of the genre, William Gibson), and mainstream hit films like "Blade Runner" (1982) and "Hackers" (1995), and influential anime like "Ghost in the Shell" (1995).

1995 was a significant year in technology, bringing the launch of Amazon.com, eBay, Craigslist, JavaScript, not to mention the release of Windows 95 and the first DVD. While much of the modern internet was just getting started, the mid-'90s were marked by a widespread, hopeful utopianism as many people considered the potential positive impacts of new technologies on our lives, the promise of democratization of information, which many hoped would bring greater empathy and educational improvements for all. By contrast, cyberpunk fascinated by drawing attention to the frightening possible dark side of the tech revolution.





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NOVEMBER
2022

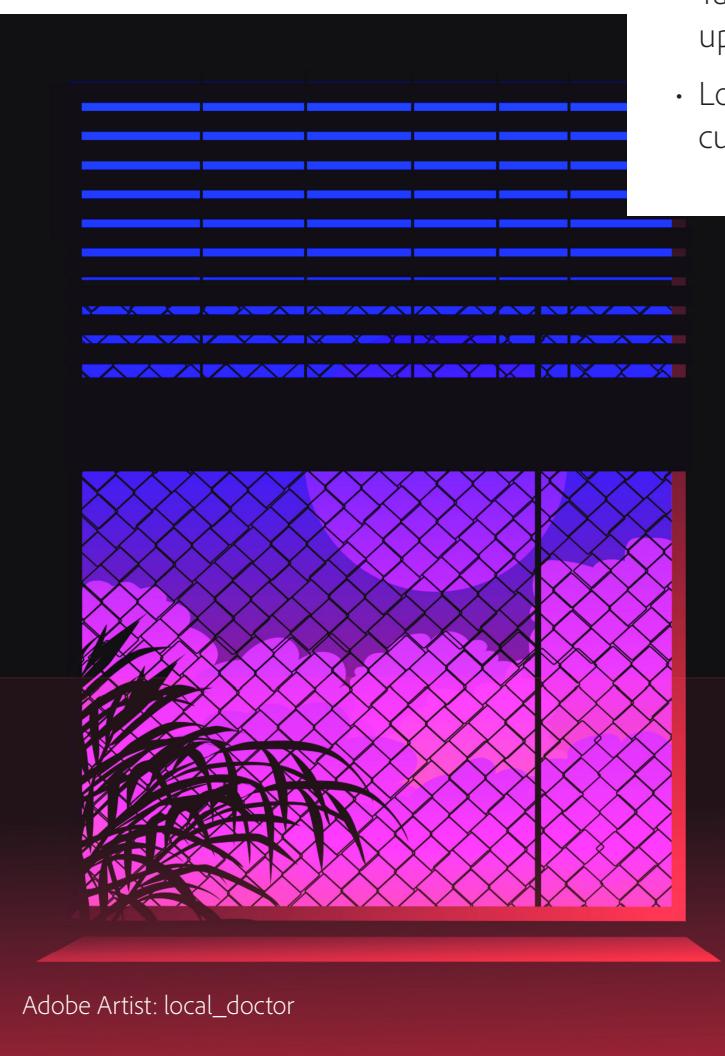
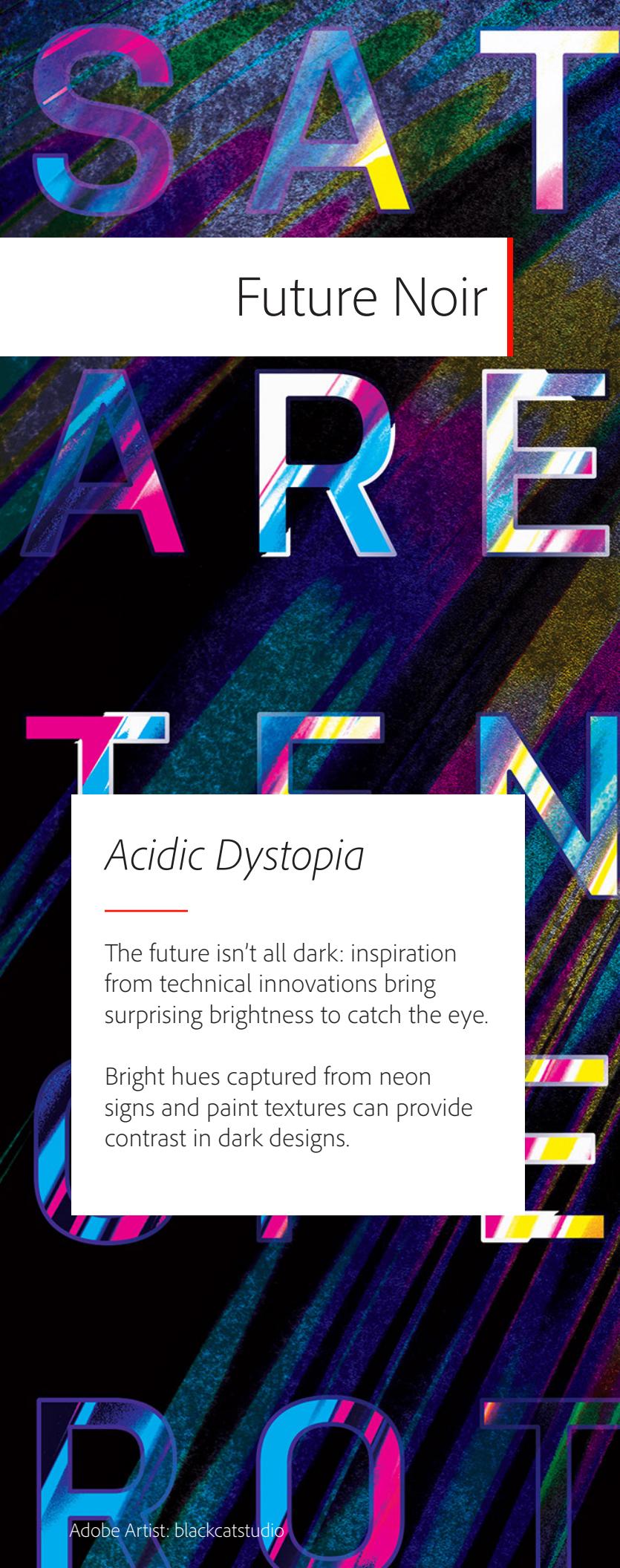
State of the Art

BE HAPPY

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EIUSMOD TEMPOR INCIDIDUNT UT LABORE
ET DOLORE MAGNA ALIQUA. QUIS IPSUM
SUSPENDISSE ULRICES GRAVIDA. RISUS
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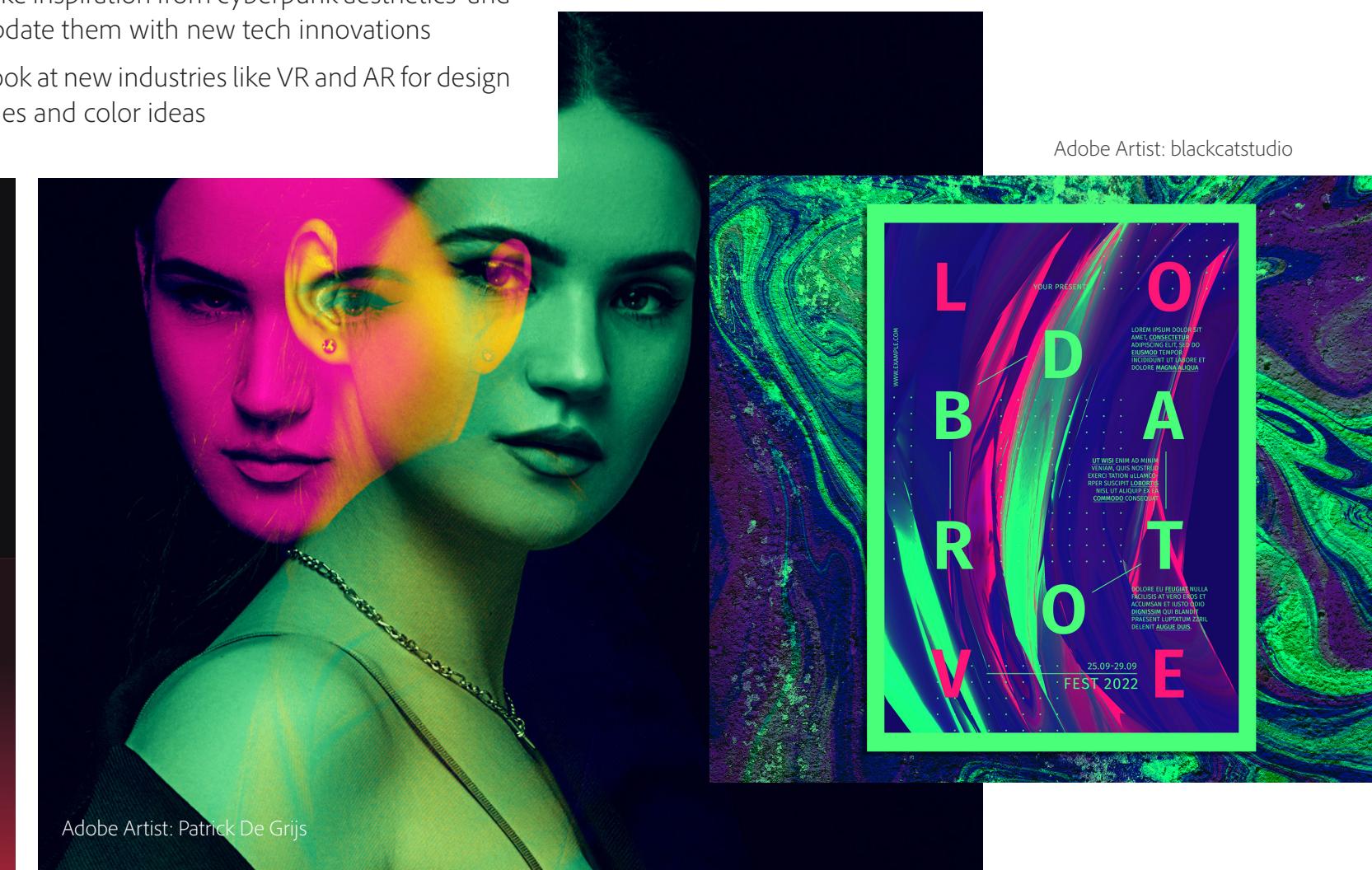
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Neo-Cyberpunk

- Take inspiration from cyberpunk aesthetics and update them with new tech innovations
- Look at new industries like VR and AR for design cues and color ideas



Adobe Artist: Patrick De Grijis

Occult Inclinations



Modern Mystic

Spirituality and nature have taken the creative lead in trying times. Mystical, New Age objects and designs help capture the artistic spirit and express self-care, reflection and ethereal ideas.

Adobe Artist: varvarabasheva

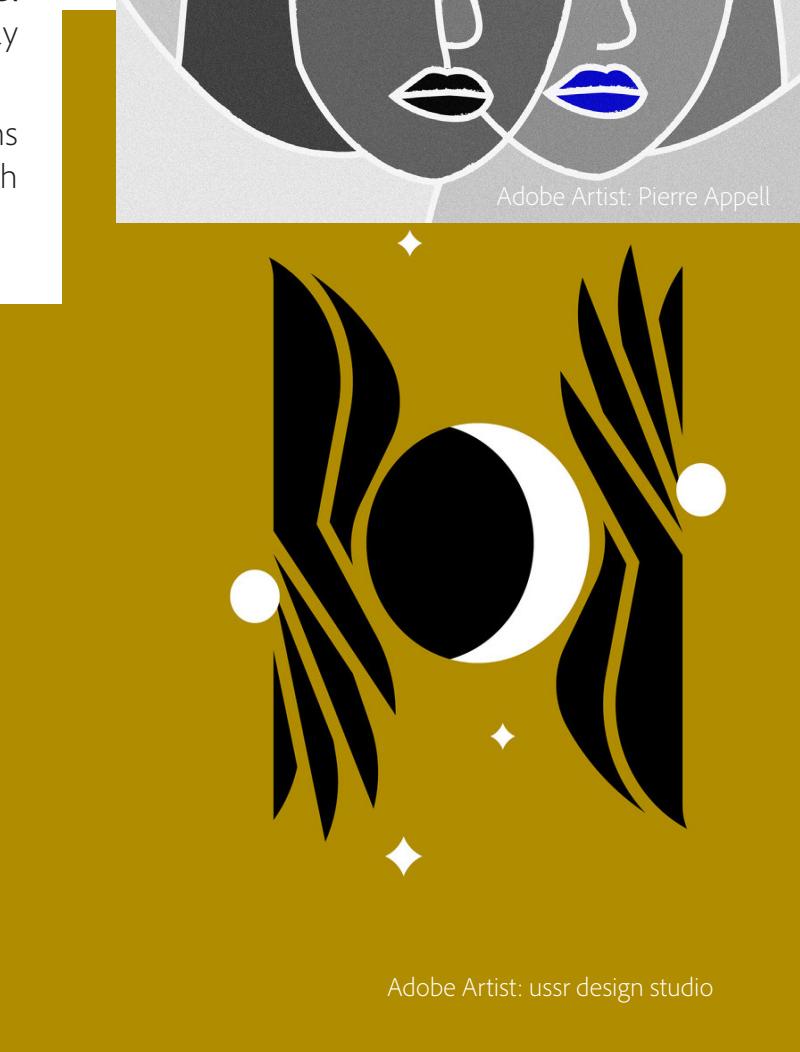
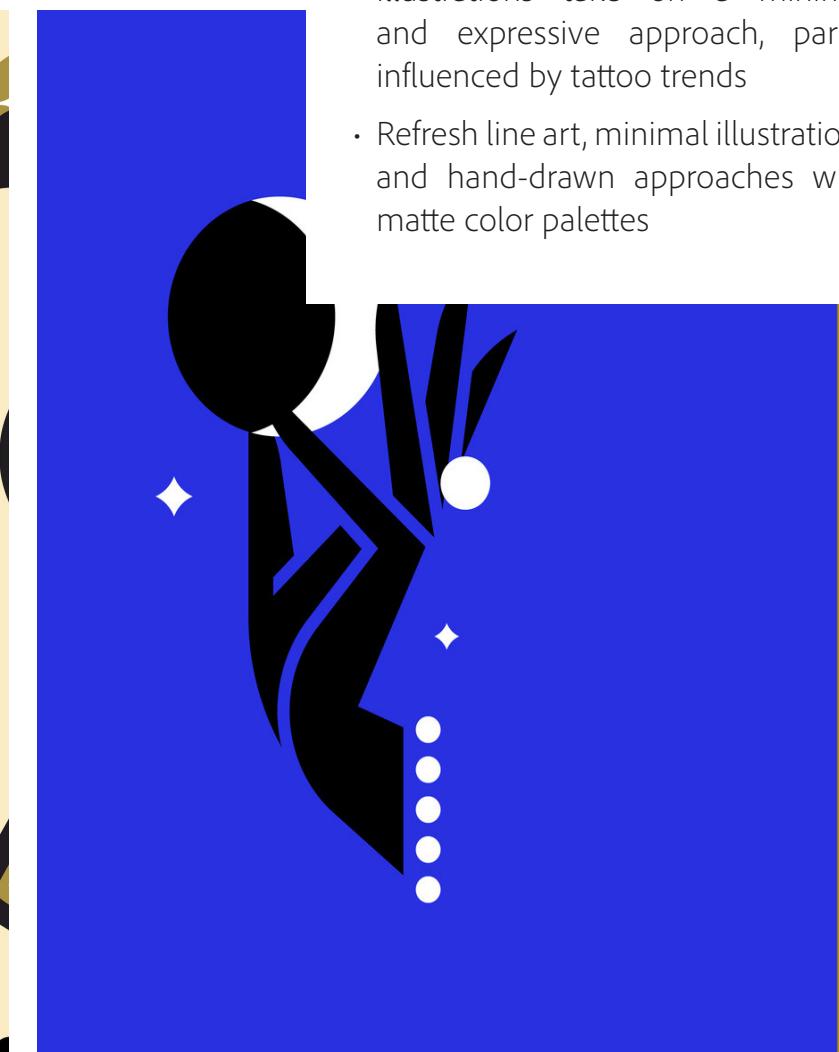


Adobe Artist: varvarabasheva



Ink-Inspired

- Illustrations take on a minimal and expressive approach, partly influenced by tattoo trends
- Refresh line art, minimal illustrations and hand-drawn approaches with matte color palettes



Adobe Artist: Anna Berger

Adobe Artist: ussr design studio



Pastel Goth

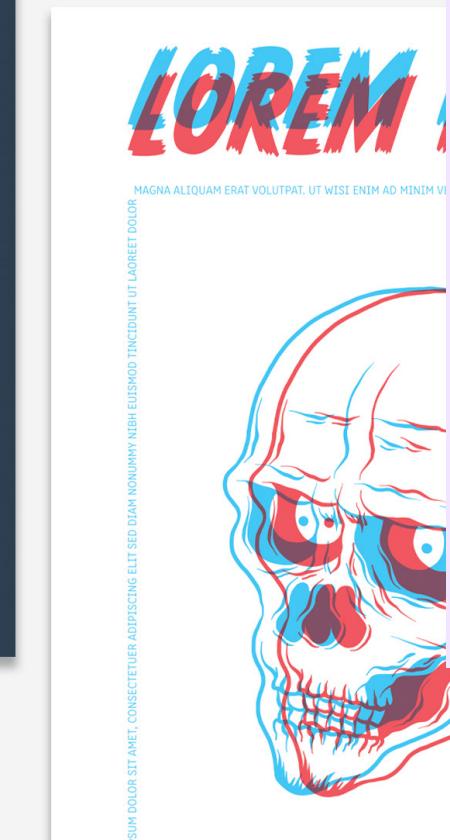


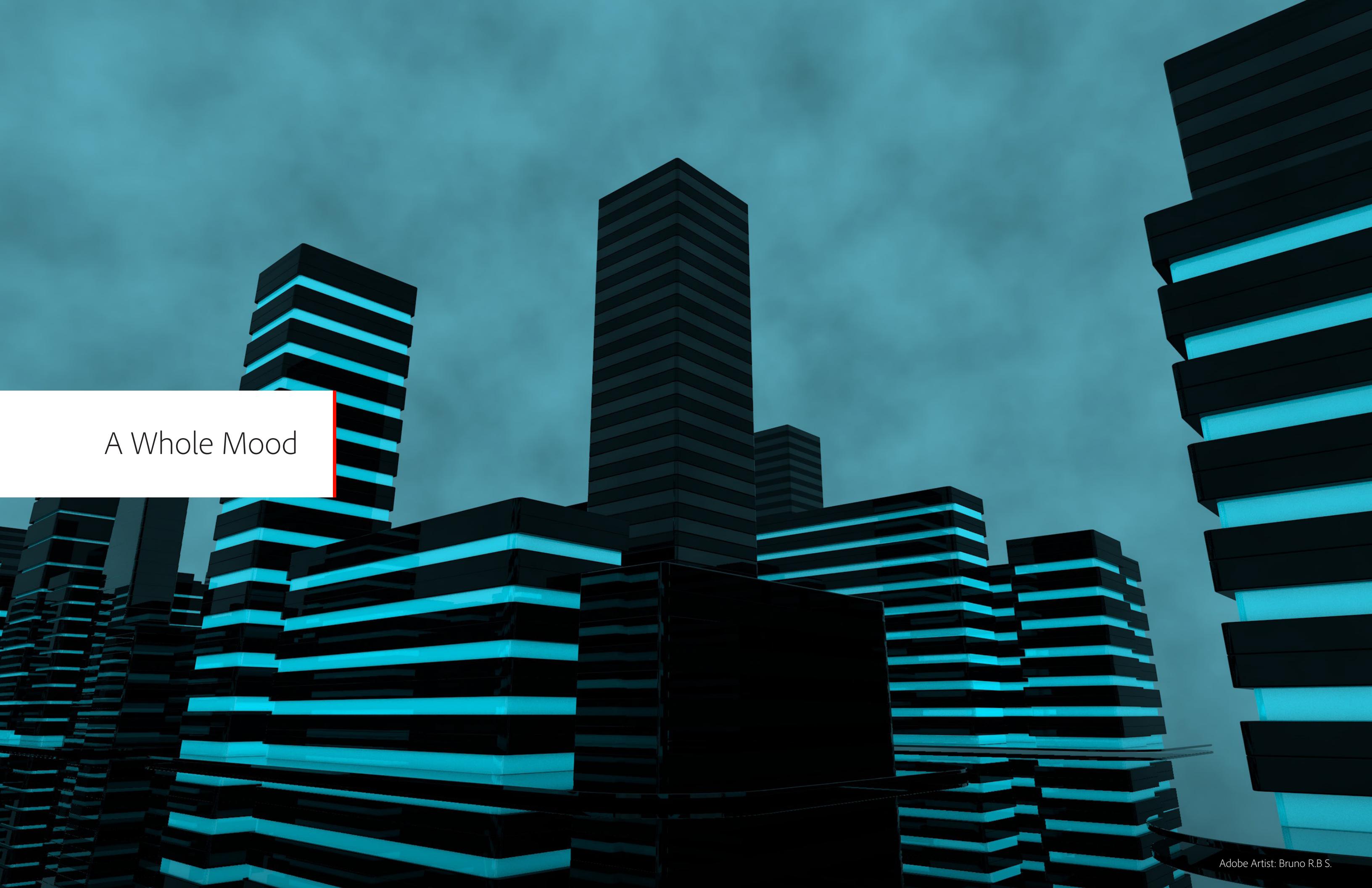
Far-Out and Freaky

Spooky and sparkly is a vibe resonating with many creators off and online. Try it yourself in:

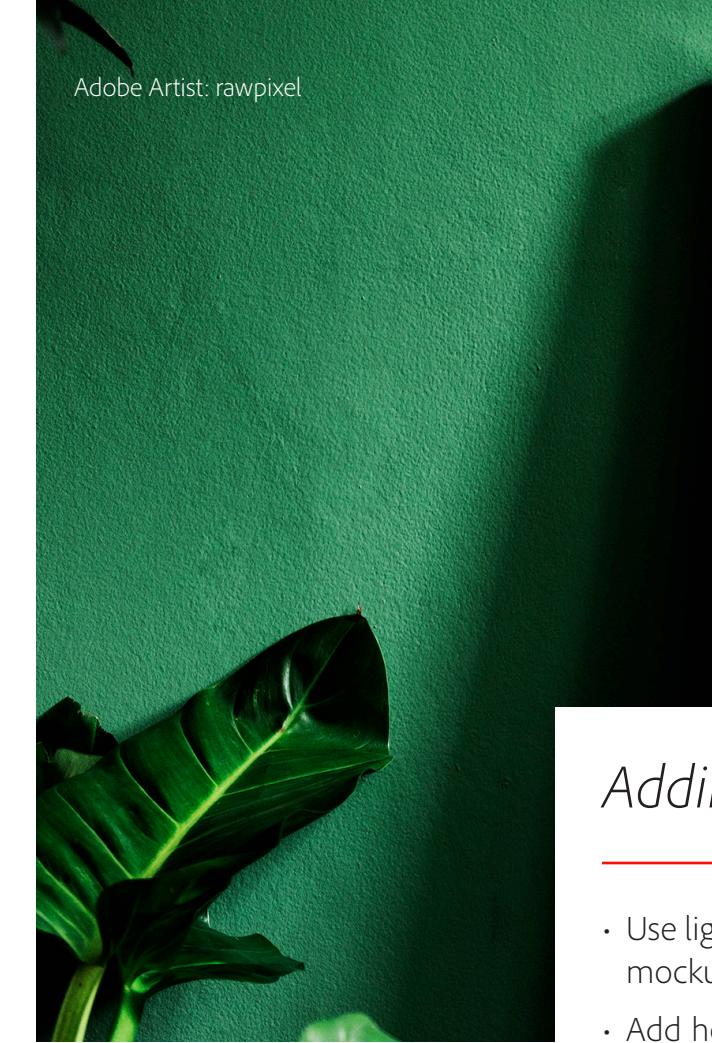
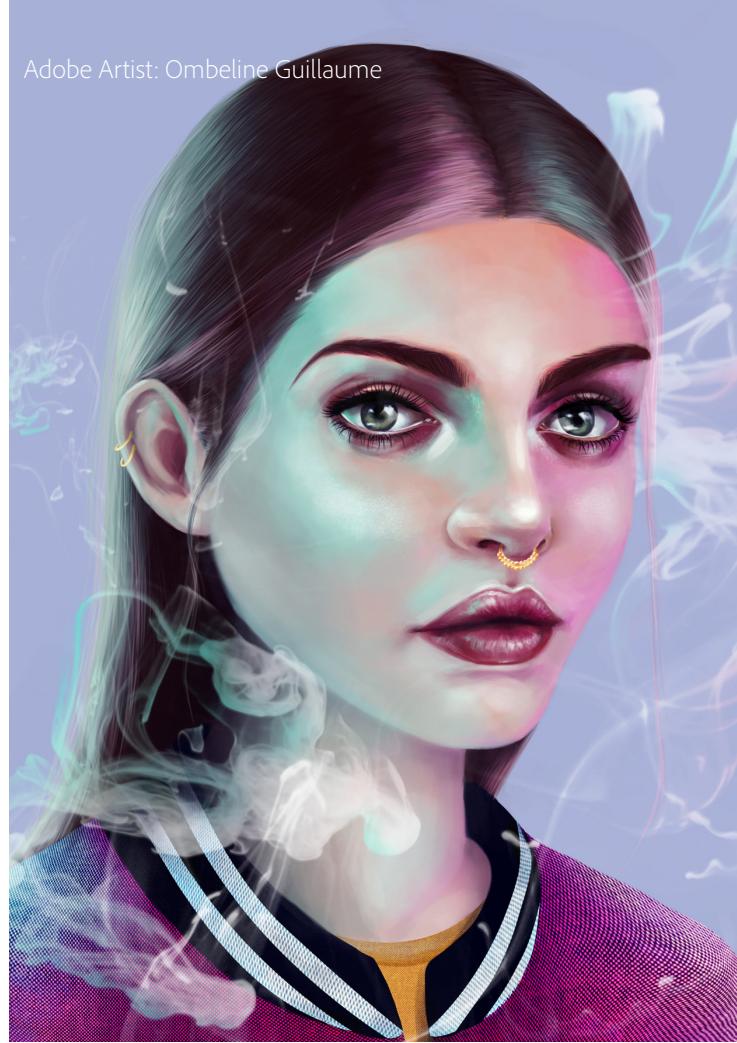
- Patterns, illustrations, and letter sets
- Card layouts and social media sets

Adobe Artist: InnaPoka



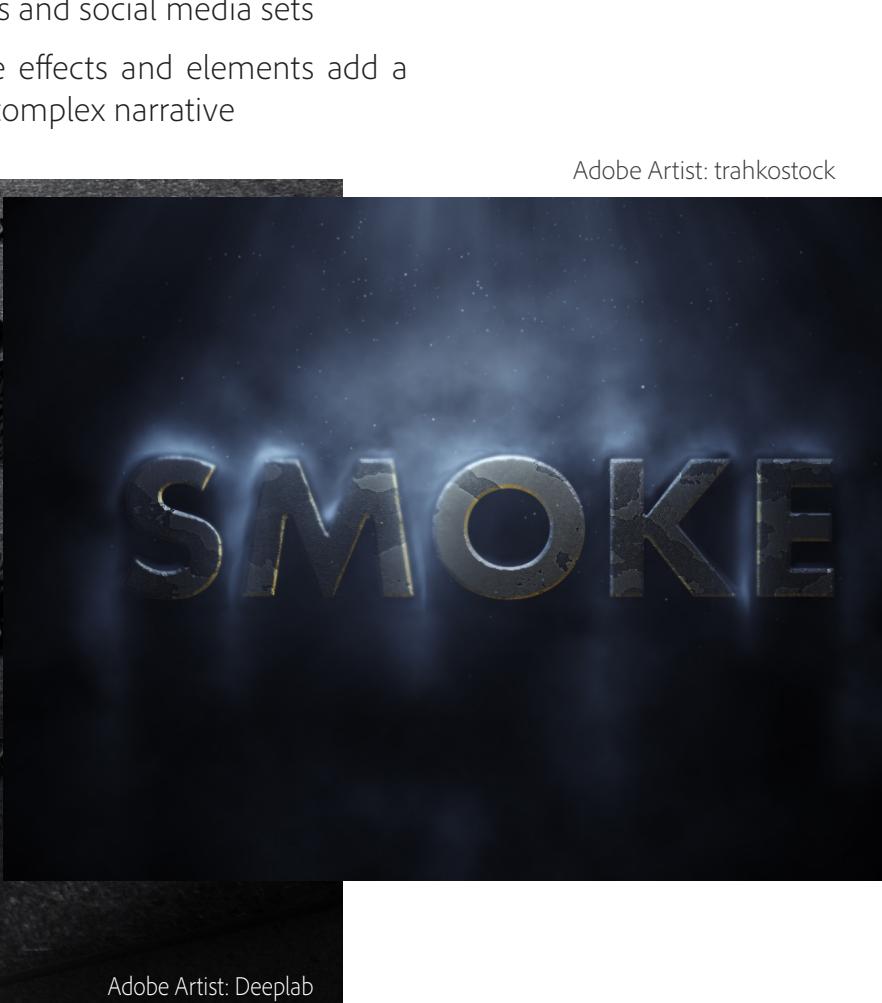


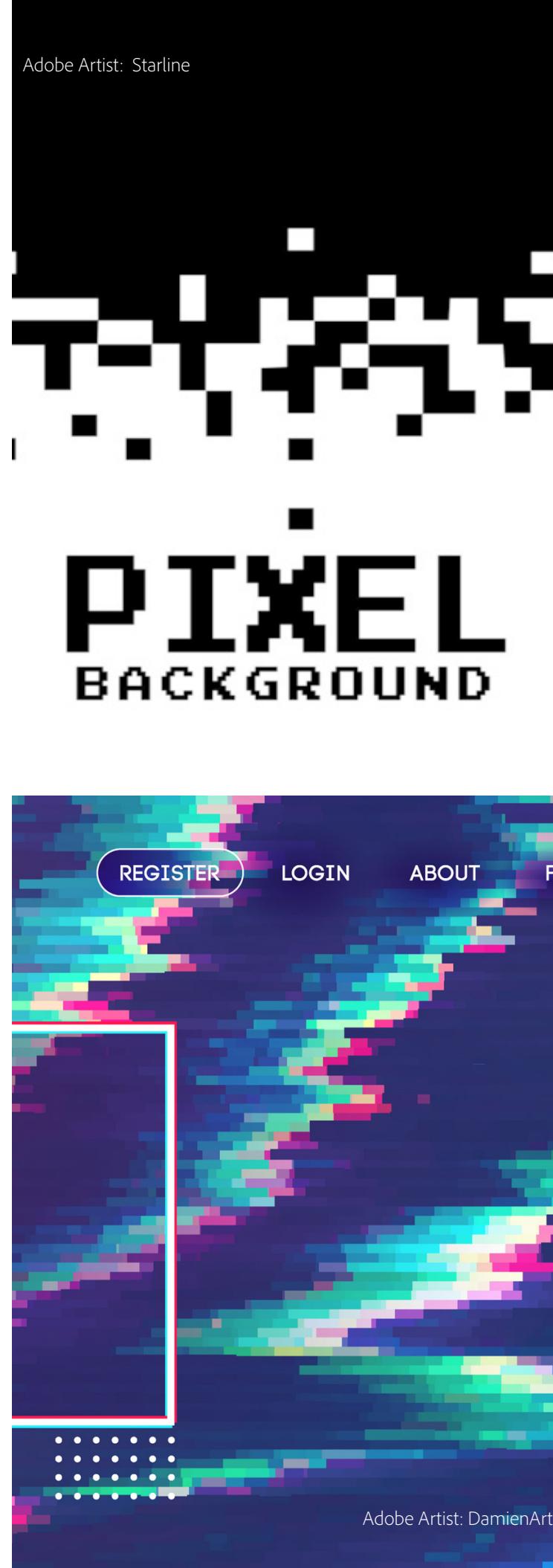
A Whole Mood



Adding Depth

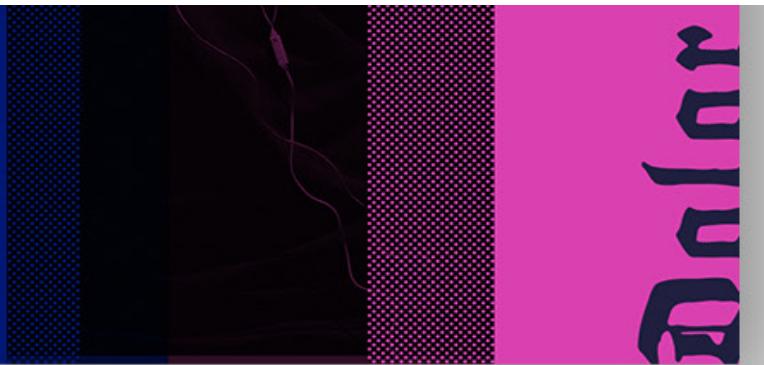
- Use lighting cues for adding depth to mockups and effects
- Add holographic elements to digital layouts and social media sets
- Smoke effects and elements add a dark, complex narrative







Edgecase Typeface



Adobe Artist: Wavebreak Media

Back to Blackletter



NEW COLLECTION OUT NOW
SPECIAL EDITION

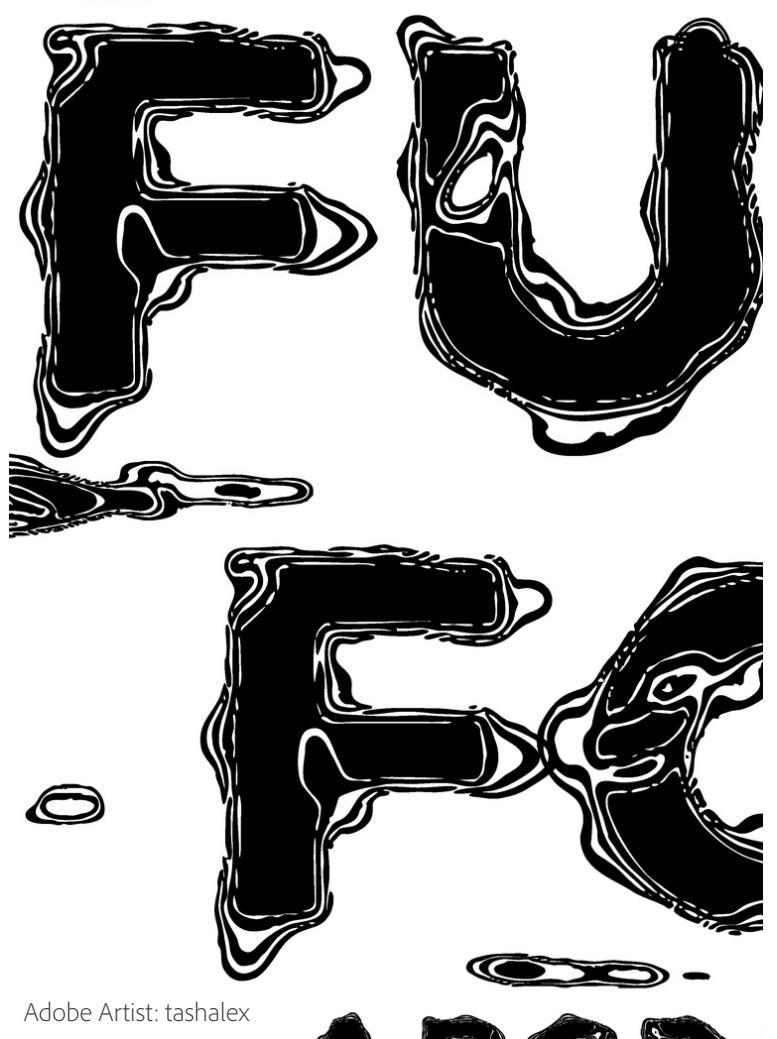
Digital Rituals

Blackletter and runic fonts add dramatic mystery and allow for cryptic creativity.

Use these typographic approaches in innovative ways such as in letter patterns, layouts that break the grid, and with added lighting effects for modern digital application.



Grungy, Glitchy
Glyphs



Adobe Artist: tashalex

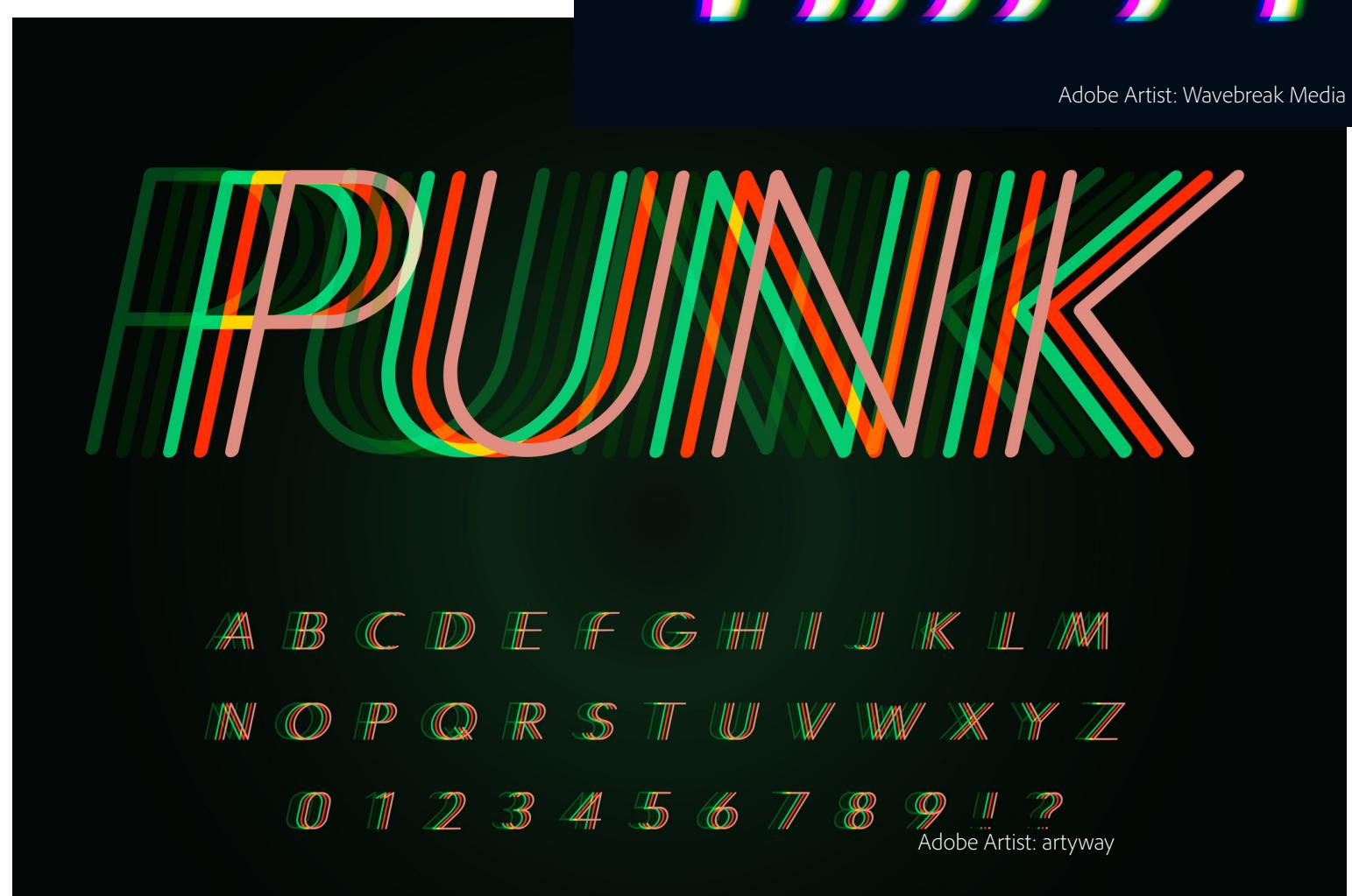


TRIPPY

Adobe Artist: Wavebreak Media



Adobe Artist: Summer Candy



Adobe Artist: artyway

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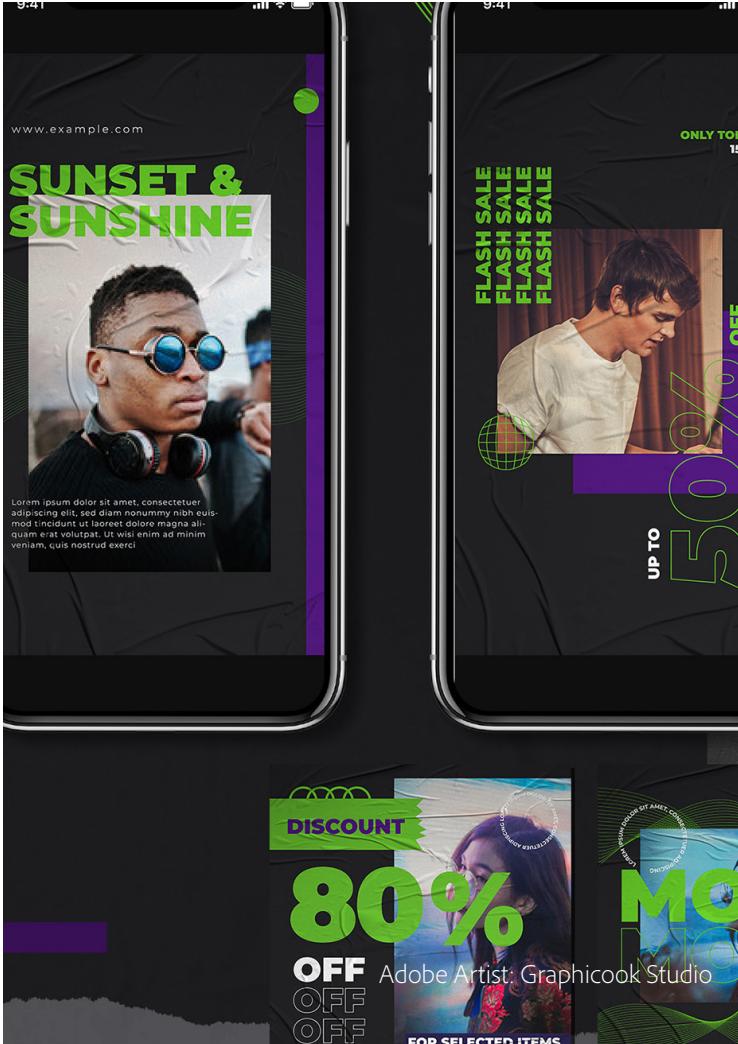
The Future Is Now

Make A Scene

Anti-Social Social Media

Digital events, livestreams, and technically-mediated events are becoming increasingly in demand in our new age of social distancing. Modern gothic designs are particularly popular for events and artistic announcements as this approach helps break the mold and stand out.

Adobe Artist: cgterminal

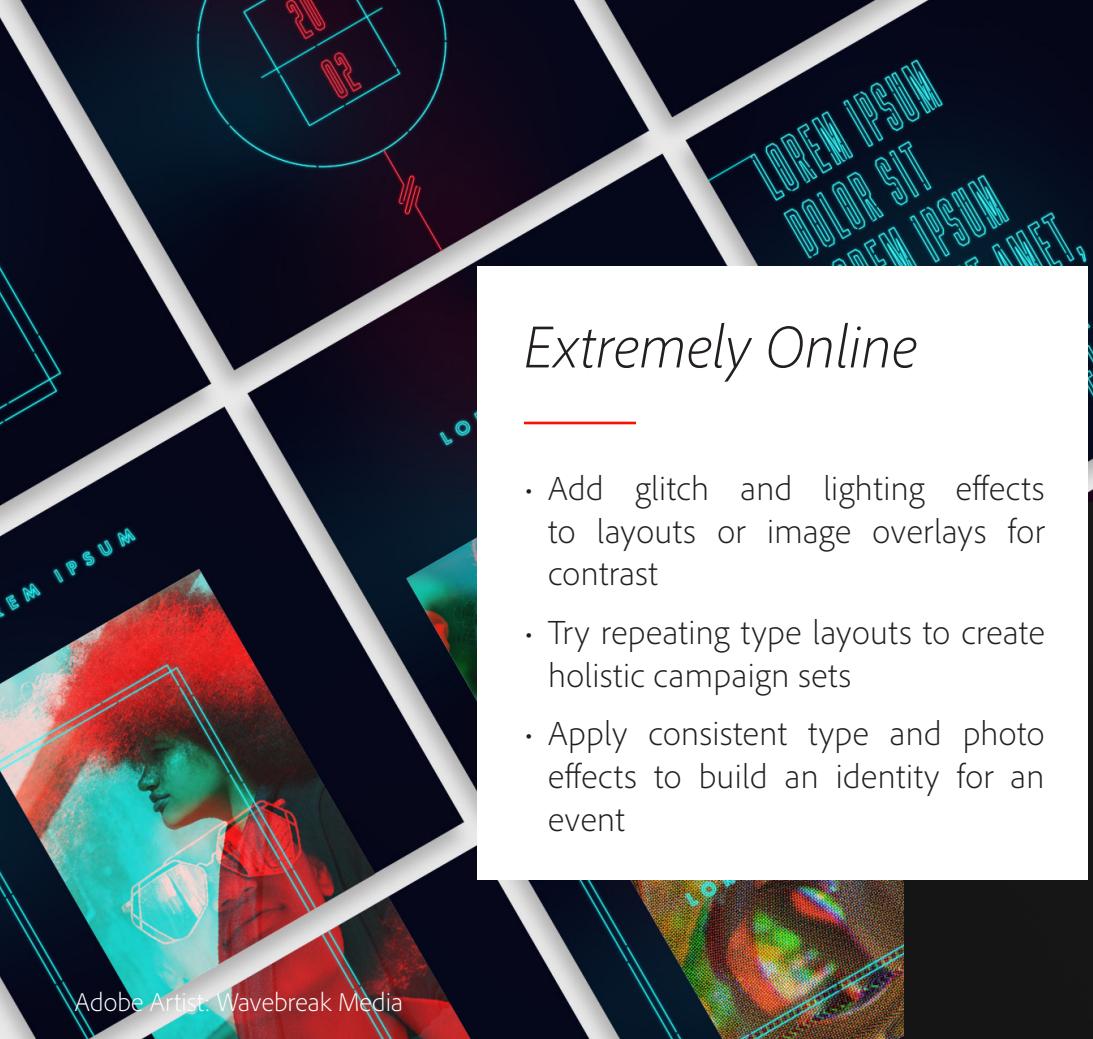


ART.1 LECTURES/ EXHIBITIONS/ EVENTS

Vibrant Gradient Background

LEARN MORE

Adobe Artist: ddok

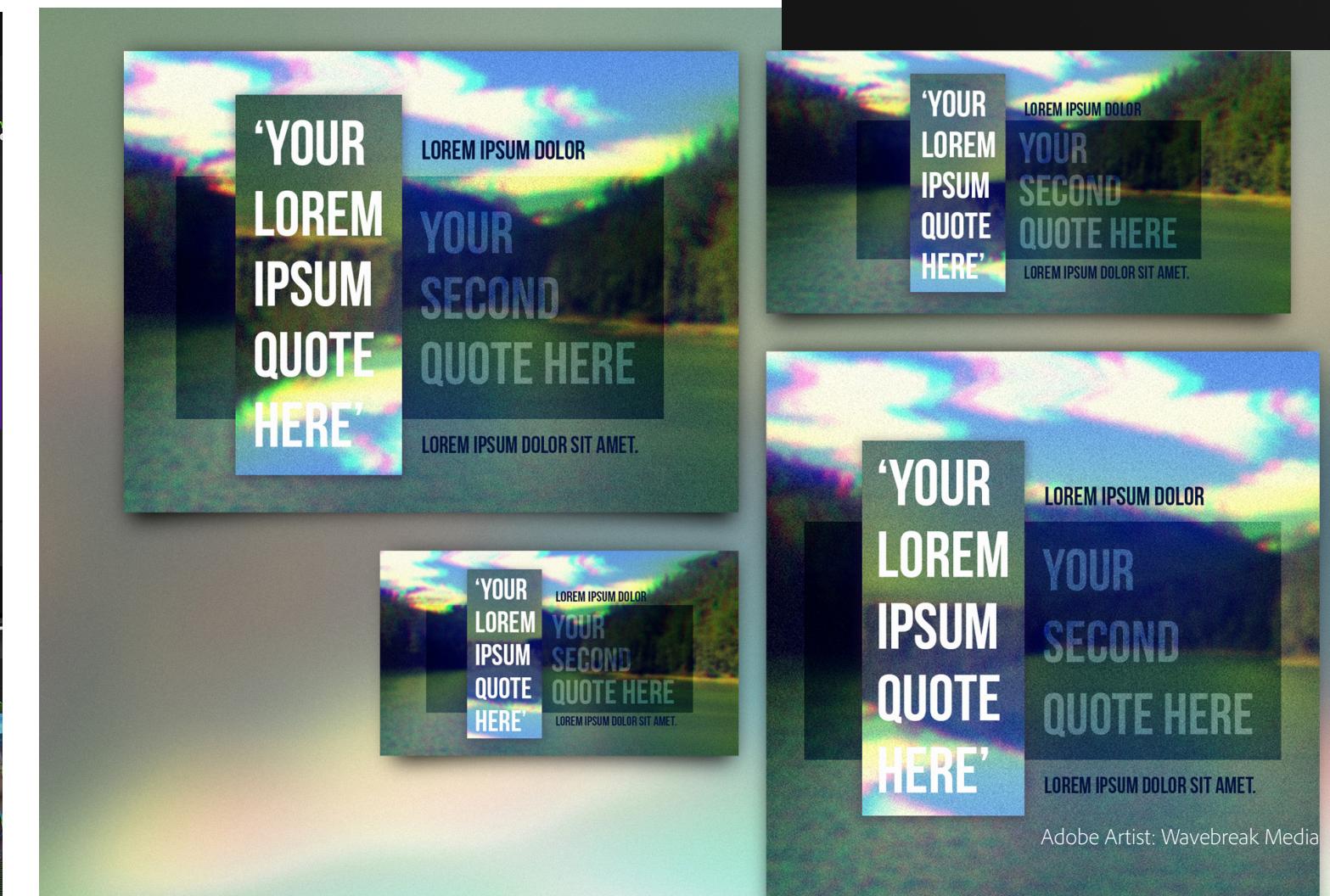


Extremely Online

- Add glitch and lighting effects to layouts or image overlays for contrast
- Try repeating type layouts to create holistic campaign sets
- Apply consistent type and photo effects to build an identity for an event



Adobe Artist: x10



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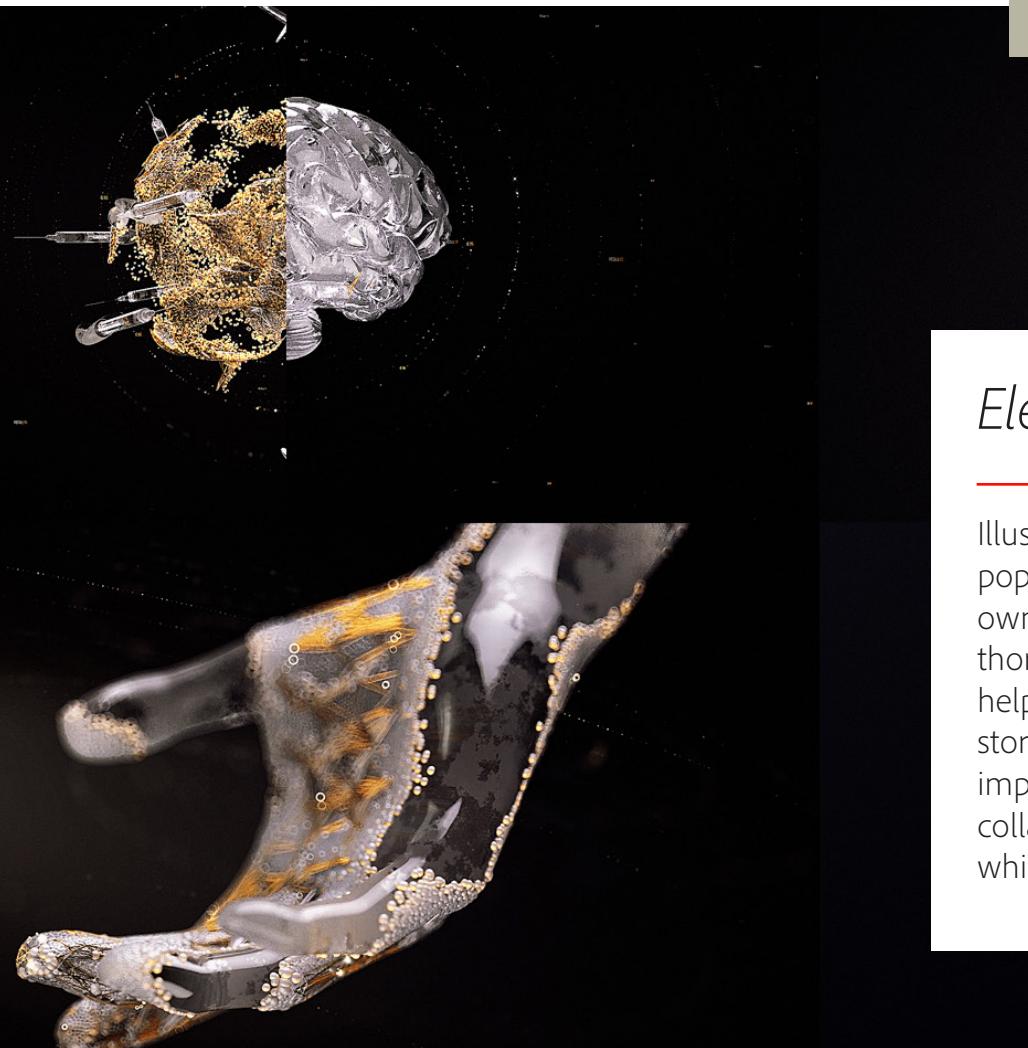
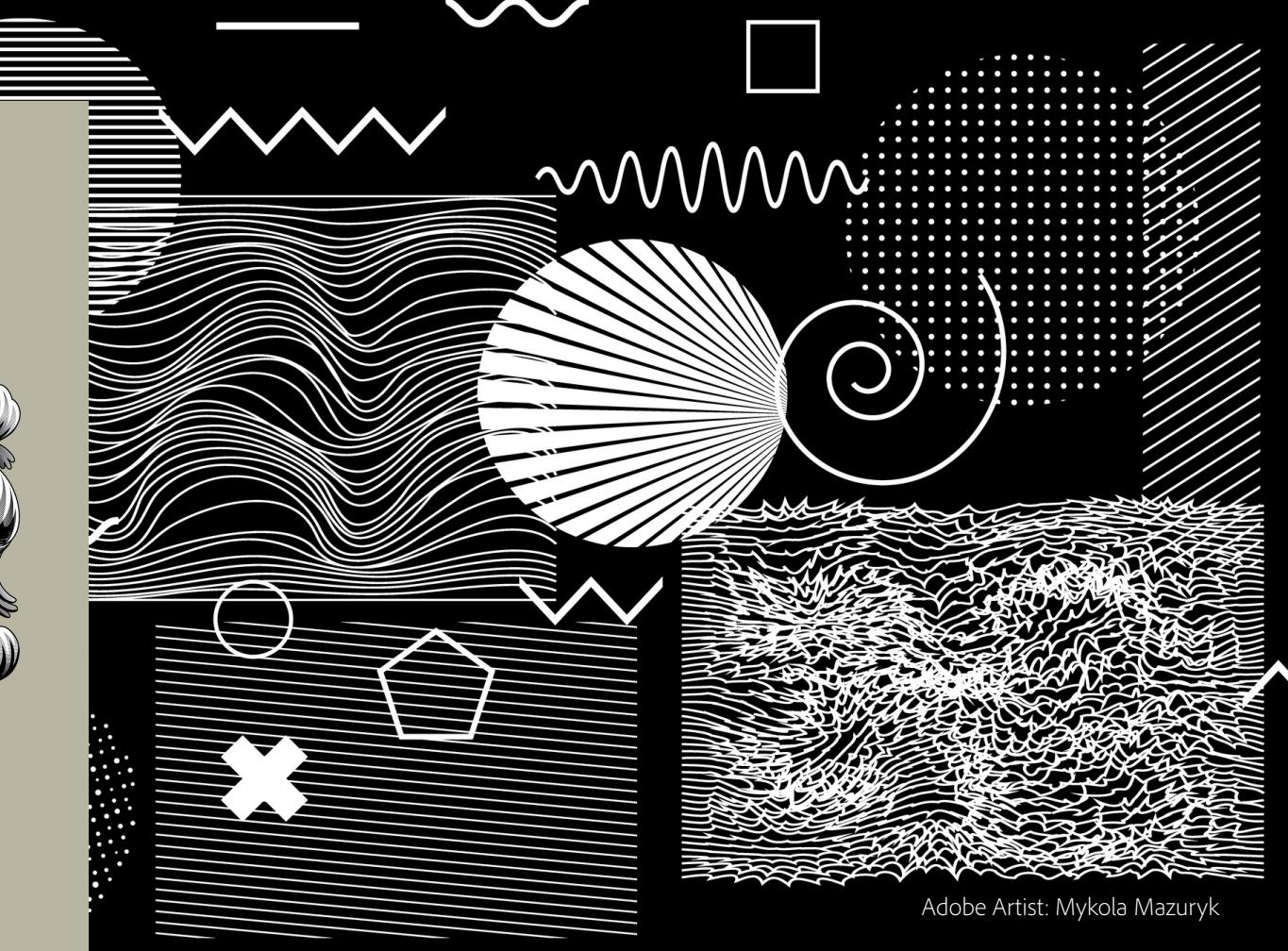
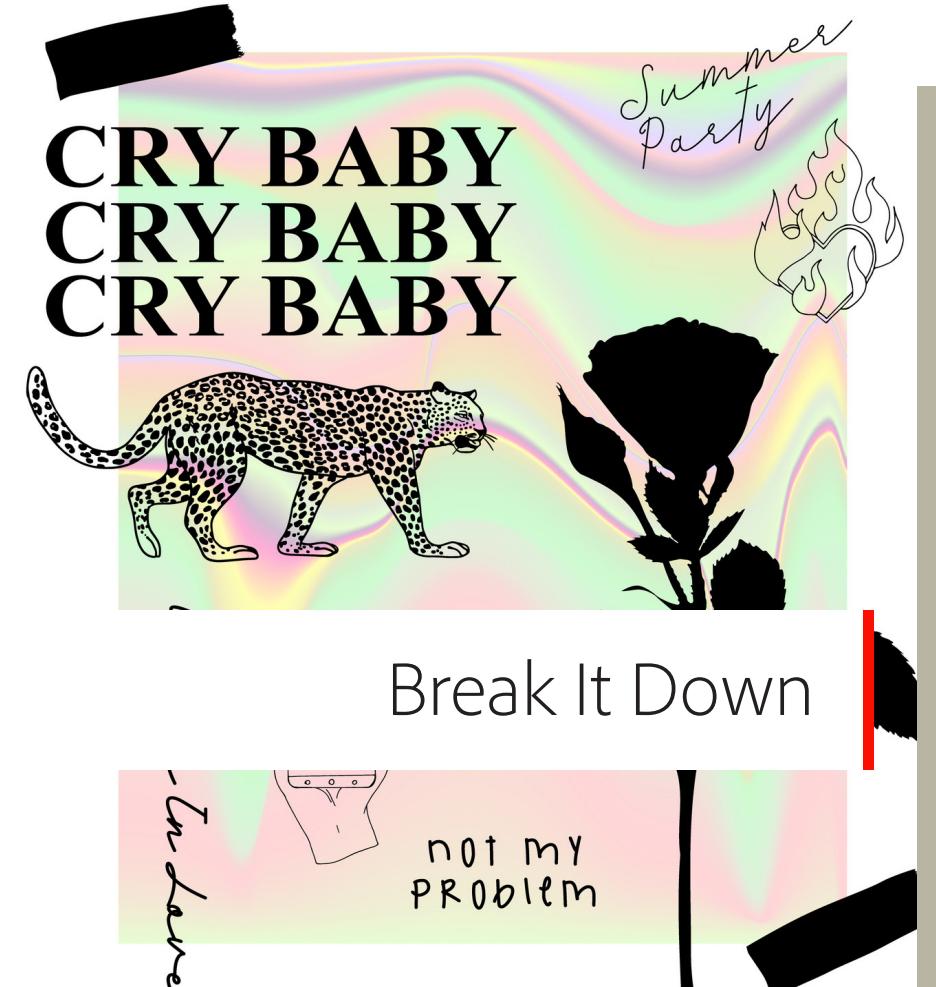
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Adobe Artist: Wavebreak Media



Elemental Additions

Illustration sets are increasingly popular as they help users build their own story with content. Provide a thorough, functional set of designs to help creators mix and match creative stories for their needs. Display is also important: tasteful layouts help set collage and illustration kits apart while communicating value.

Adobe Artist: EPICENGINE





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