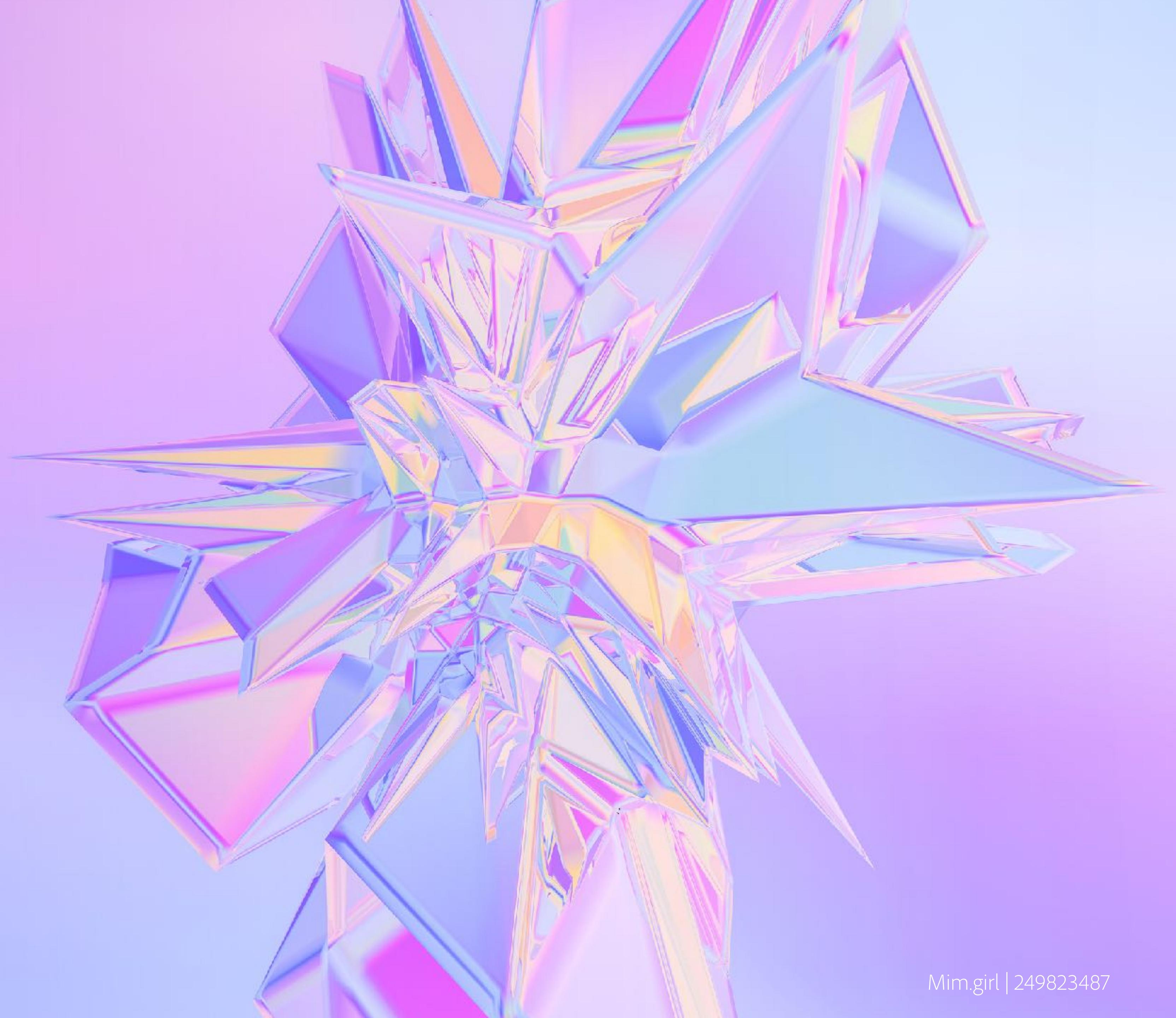




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2020 Creative Trends





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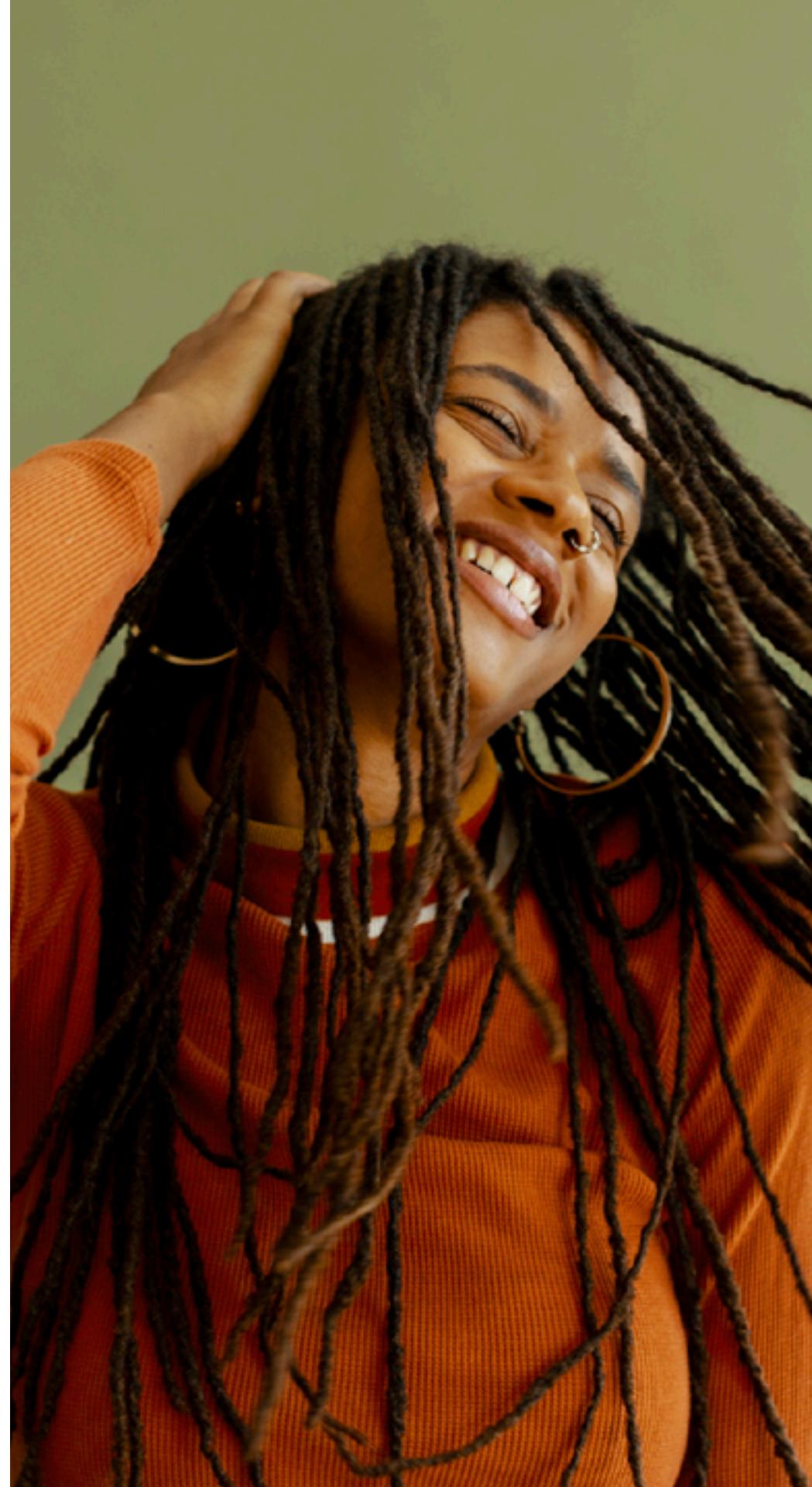
2020 Creative Trends



2020 Visual Trends



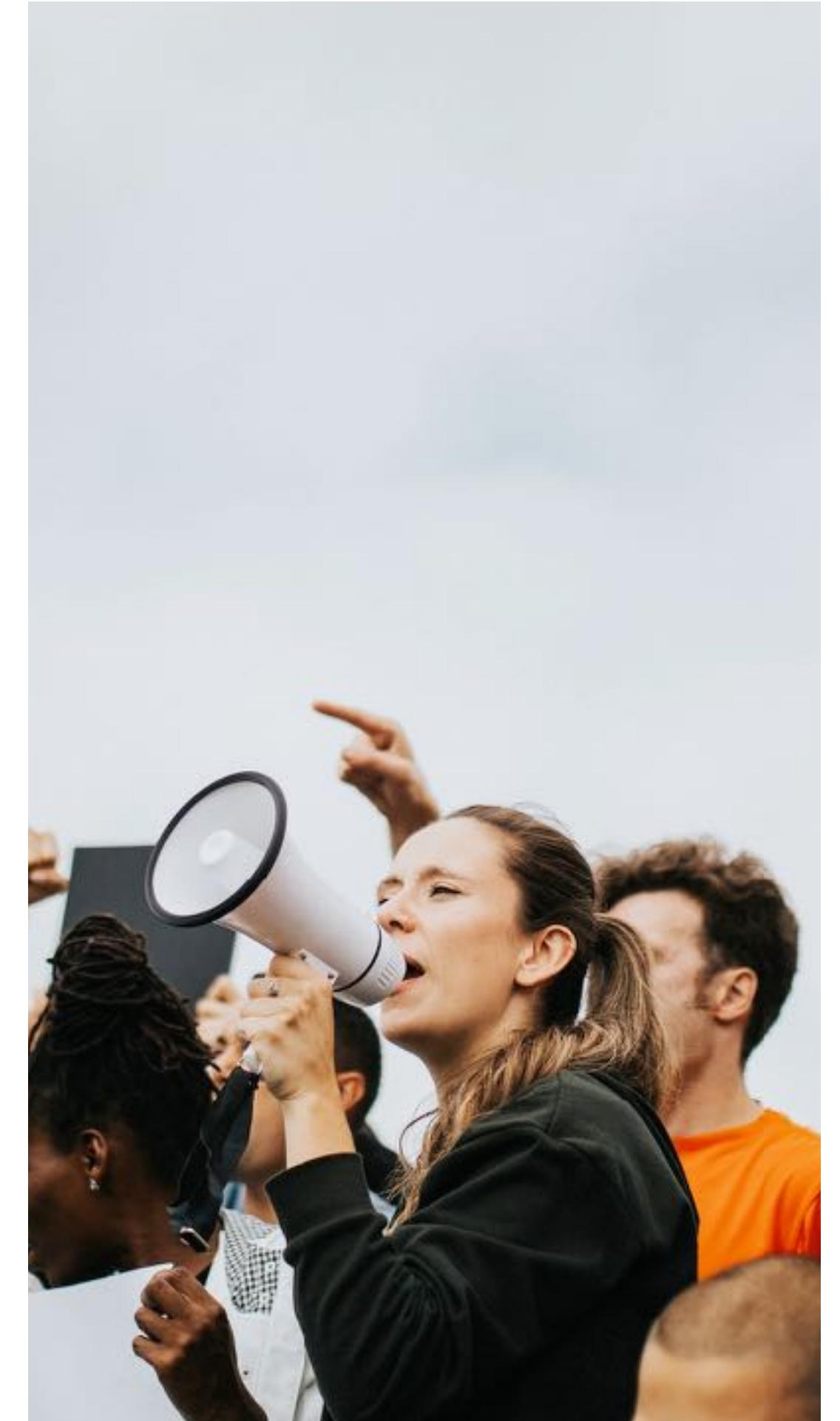
All Ages Welcome



Express Yourself



Makeup is Not a Mask



From Me to We

All Ages Welcome

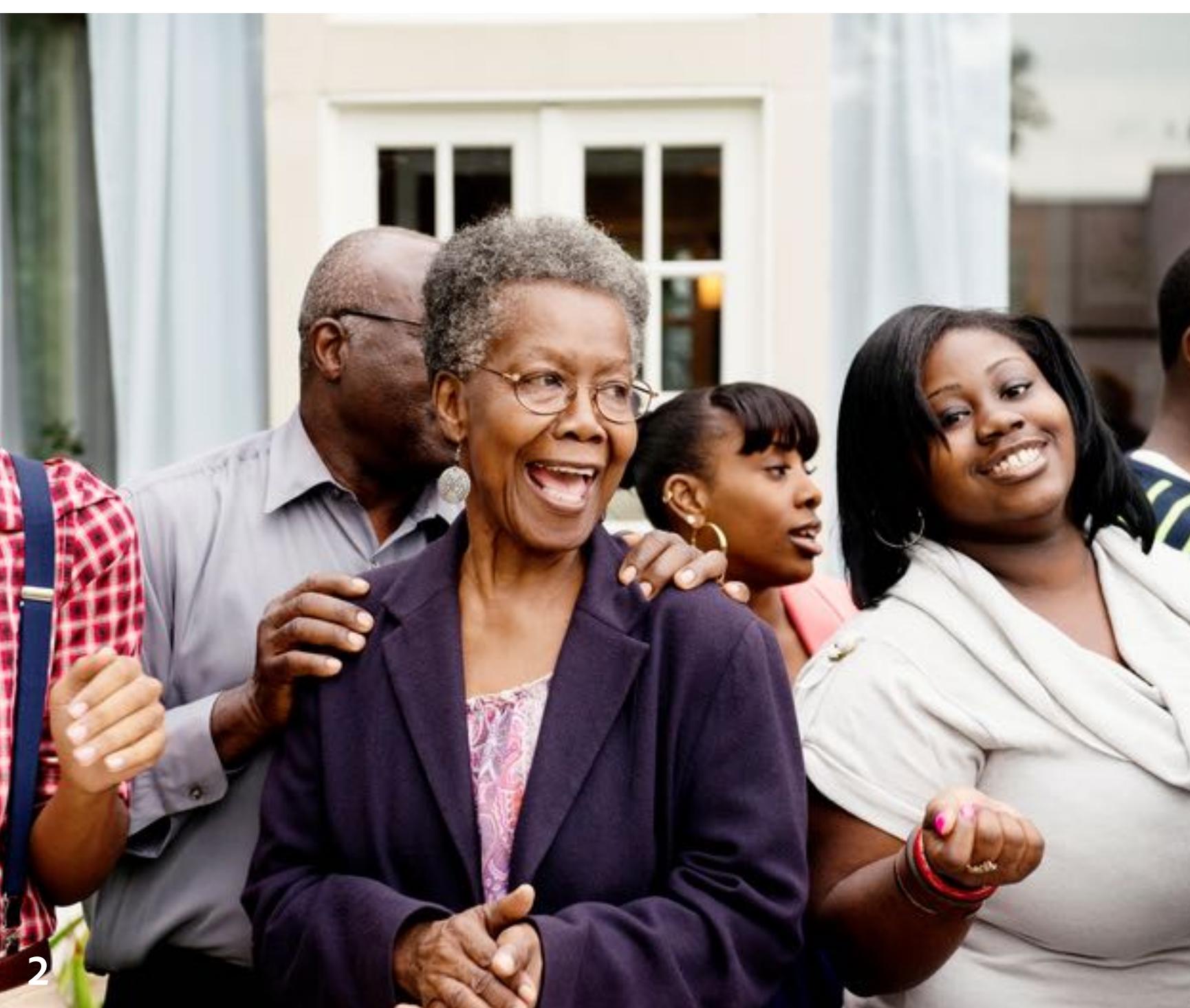
Aging gracefully is not only possible—it's the new normal. Today, the majority of the world's population is over 50, active, and tech-savvy. With 83% of household wealth in the U.S. held by people over 50, this group is starting new businesses at a steadily rising rate. Finally, Boomers are not only a powerful buying demographic—they may also be the most physically active generation.

Marketplace Story:

To stay relevant and authentic, brands must not perpetuate outdated stereotypes about older people being grey, frail, and tech-averse. Instead, present diverse imagery accurately depicting this important identity shift, showing their engagement in business, adventurous travel, tech, and luxury. Companies that succeed in this can gain valuable trust with influential older demographics.



Trinette Reed - Stocksy | 159048425



1. Bonnin Studio - Stocksy | 278304380 / 2. Cavan Images | 250939154 / 3. Aila Images - Stocksy | 176914104 / 4. Marc Bordons - Stocksy | 298152259 / 5. Lumina - Stocksy | 194511512

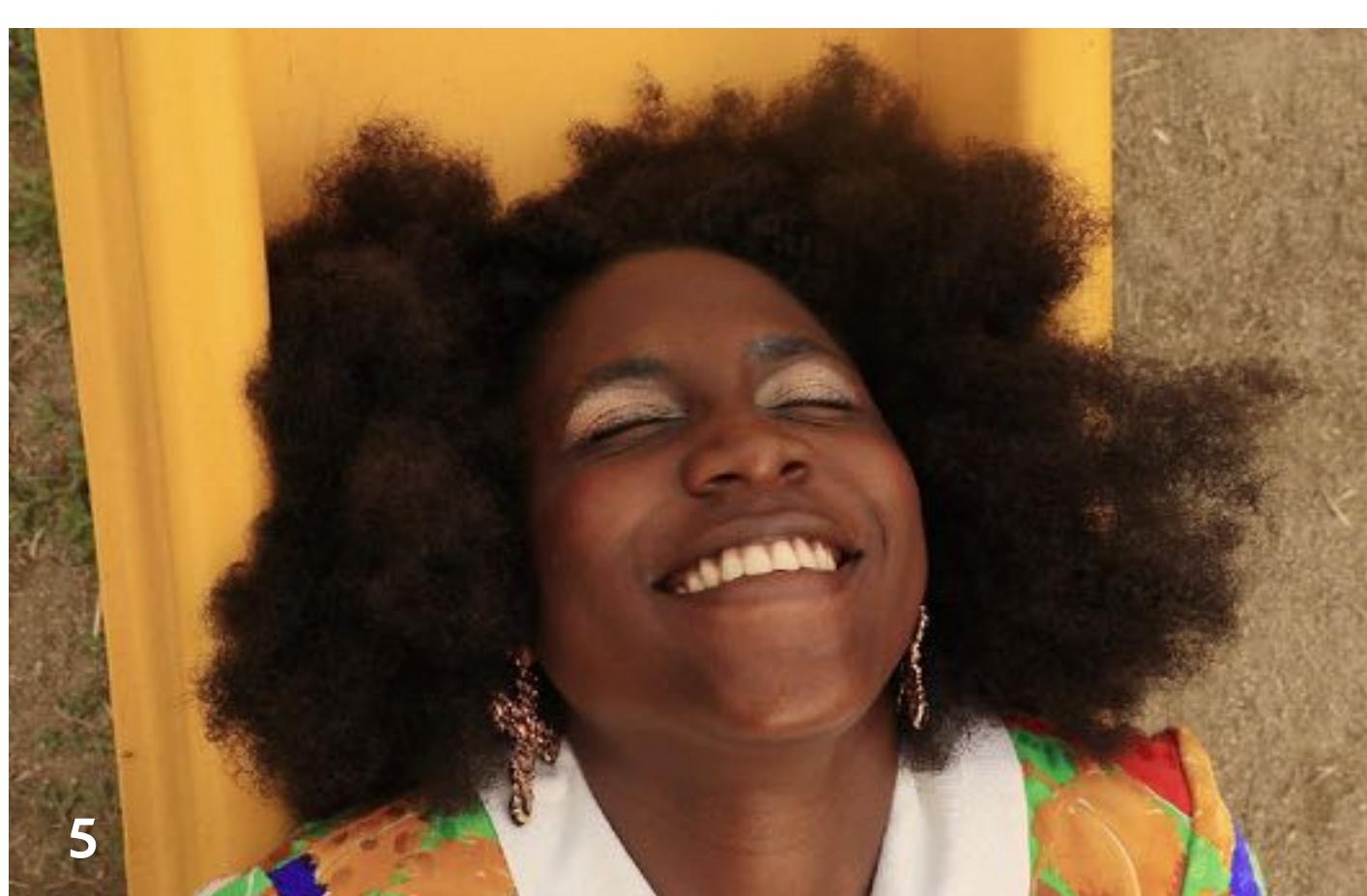
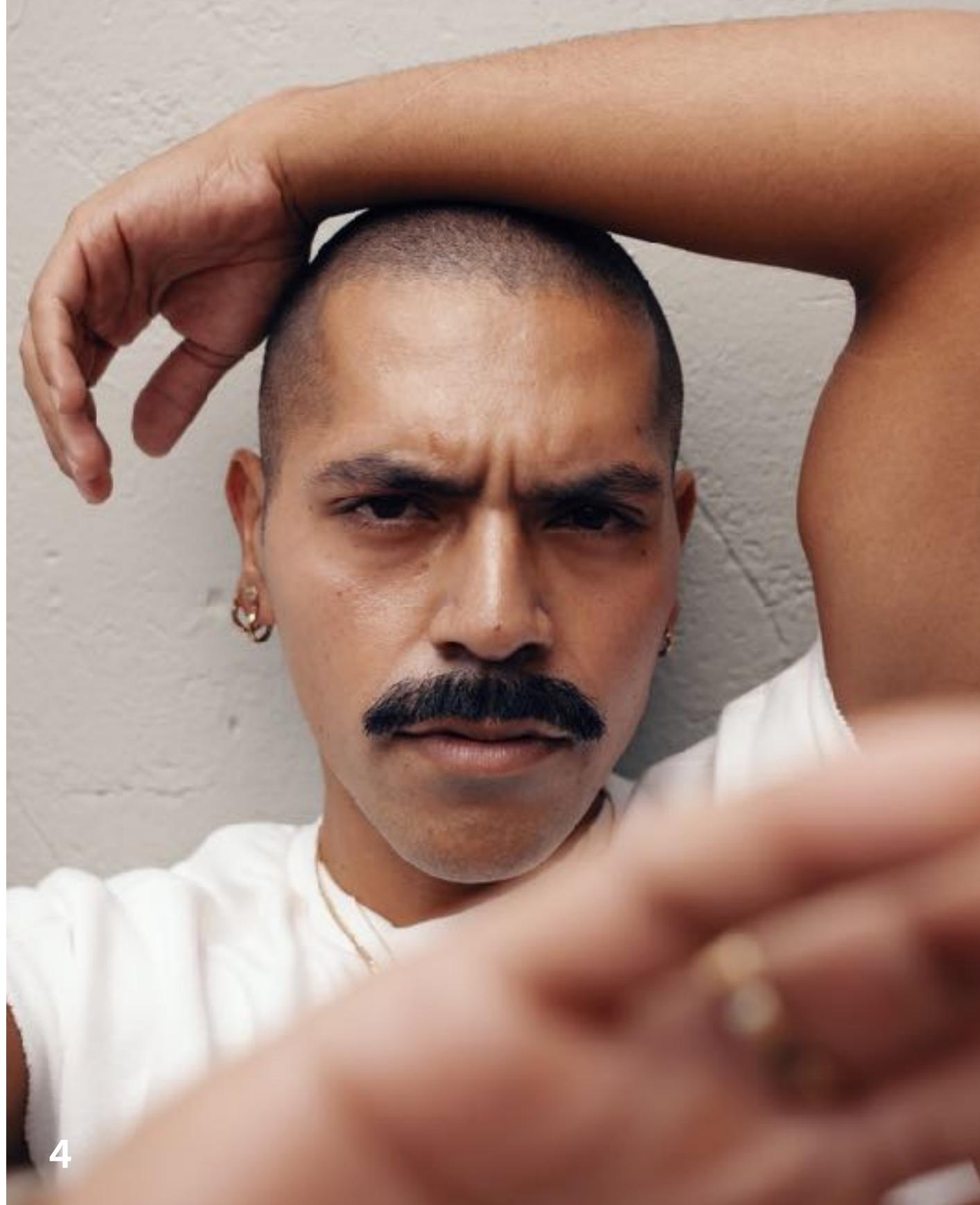
Express Yourself

Thanks to social media, people are more public and open than ever when it comes to expressing their feelings. The human need to share a full, honest range of raw emotions is now mainstream.

Marketplace Story:

Consumers want to see themselves represented authentically. That includes the way they feel and express themselves. This is the new visual form of "inclusivity."





1. Lucas Ottone - Stocksy | 278307818 / 2. Sergey Filimonov - Stocksy | 268202807 / 3. Jadiezlo - Stocksy | 168890390 / 4. Adam Perez | 296844763 / 5. Obiageli Adaeze | 296373161

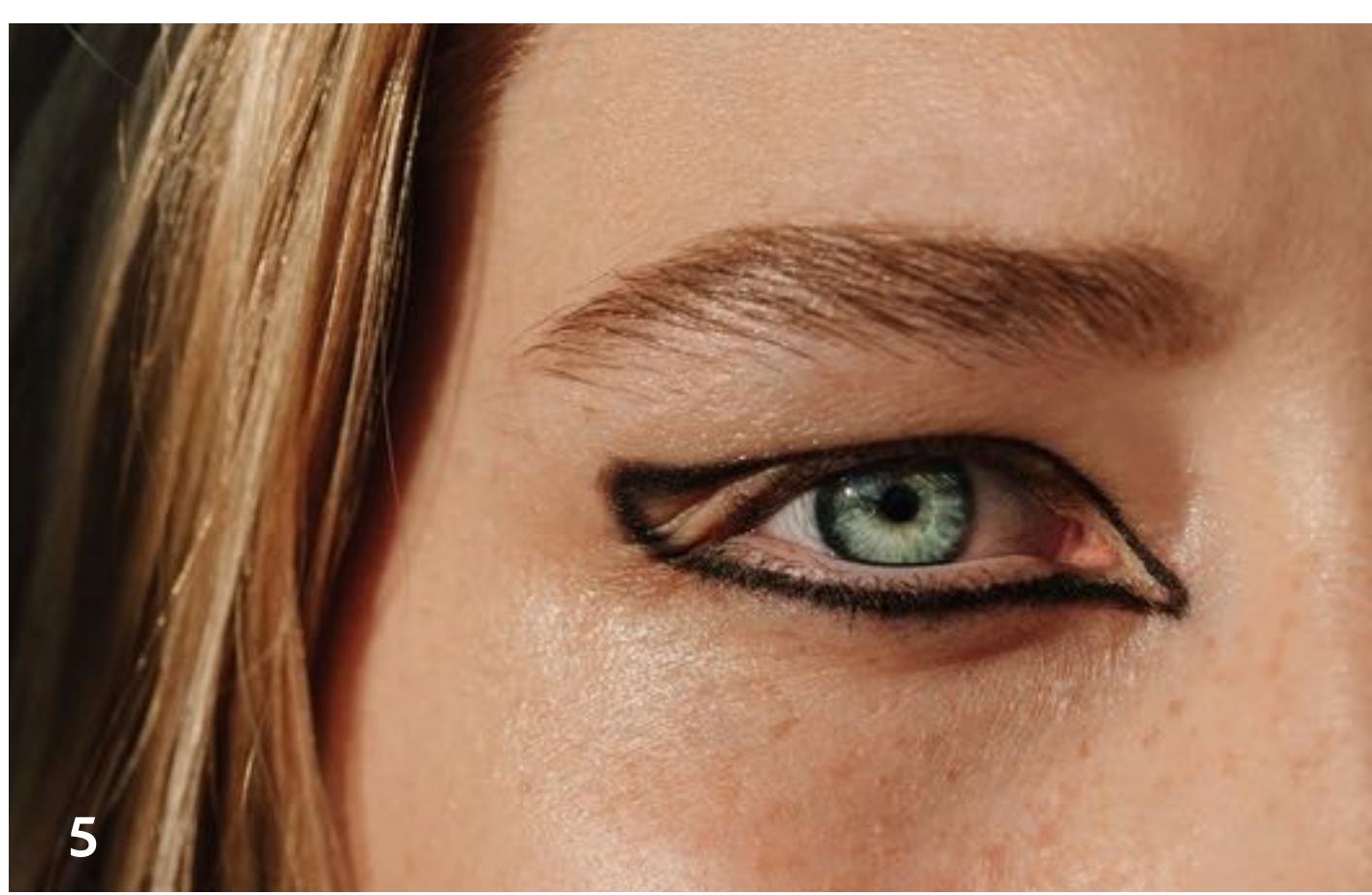
Makeup is Not a Mask

Cosmetics have historically been applied as a "mask" in an effort to attain a limited and linear ideal of beauty. Contemporary grooming focuses on celebrating a person's unique looks and style, and color appears in expressive, artistic ways.

Marketplace Story:

Visuals need to reflect the use of cosmetics as a celebration of individuality and identity to look fresh, not dated, steering away from traditional and overly retouched "beauty" looks.





1. Leandro Crespi - Stocksy | 281322281 / 2. Thais Ramos Varela - Stocksy | 298122337 / 3. Sergey Filimonov - Stocksy | 284178843 / 4. Karen Santos | 297366366 / 5. Liliya Rodnikova - Stocksy | 278311166

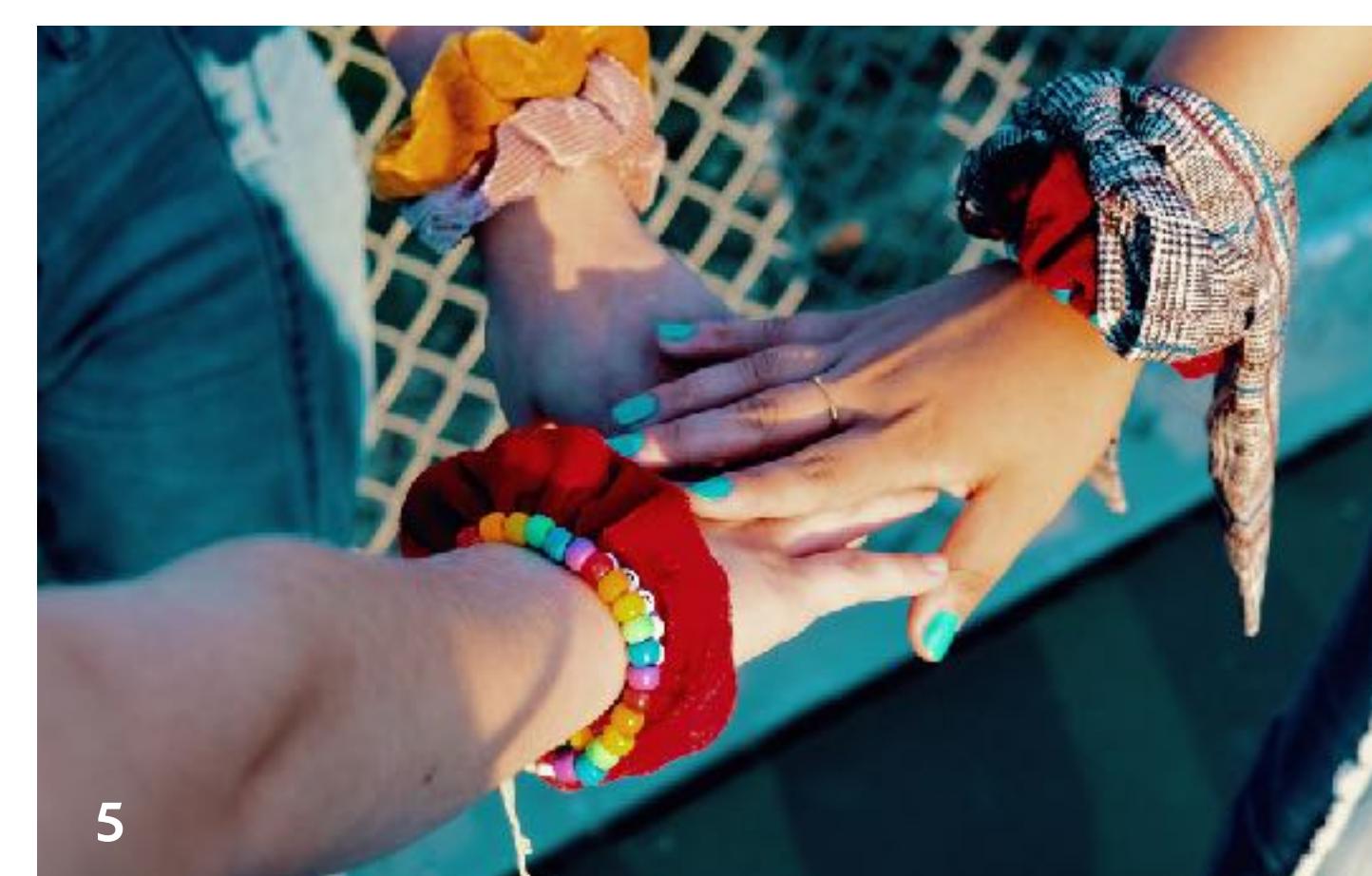
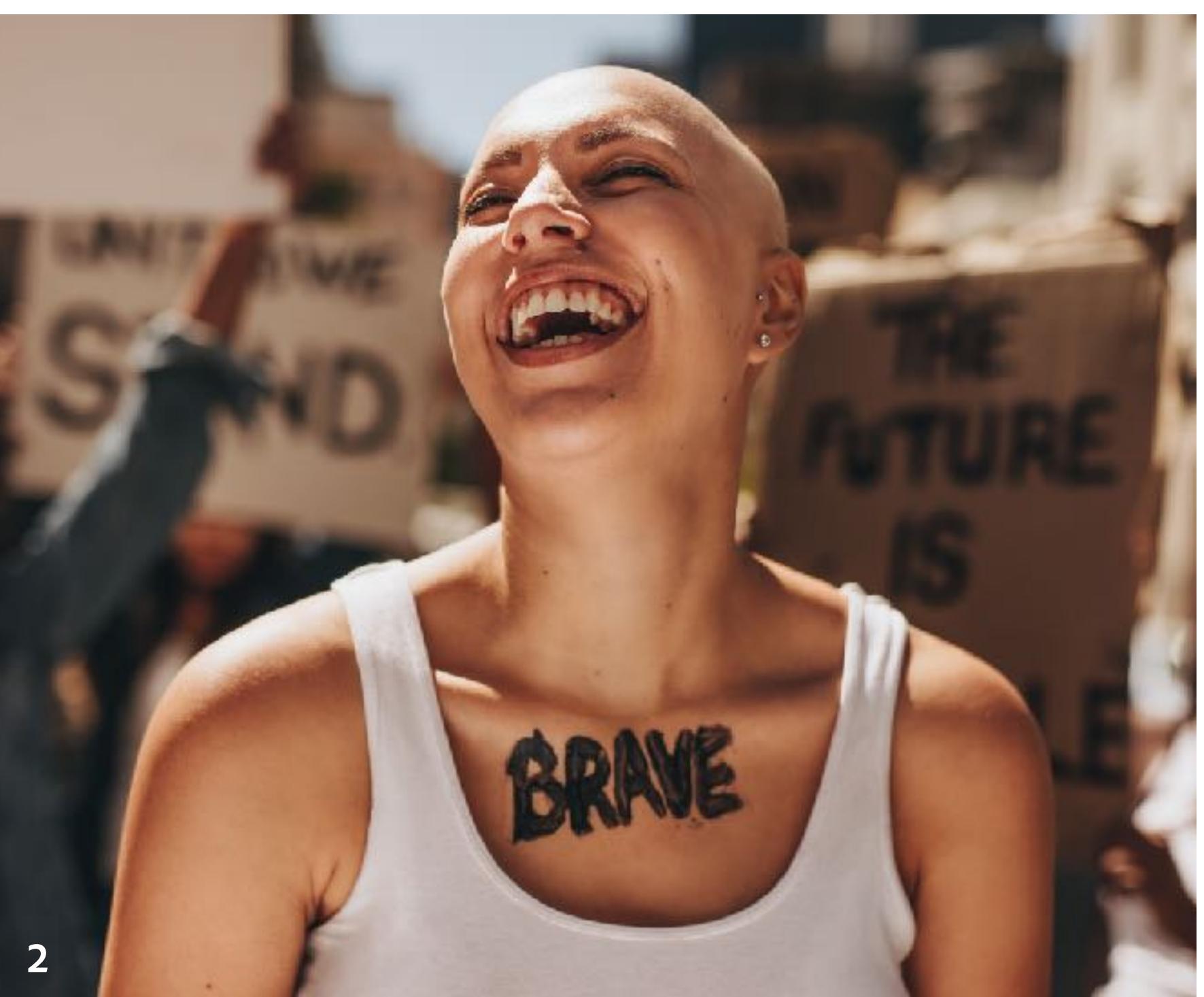
From Me to We

Led by younger consumers, the movement toward people coming together to support causes large and small is scaling. The personal is now purposeful.

Marketplace Story:

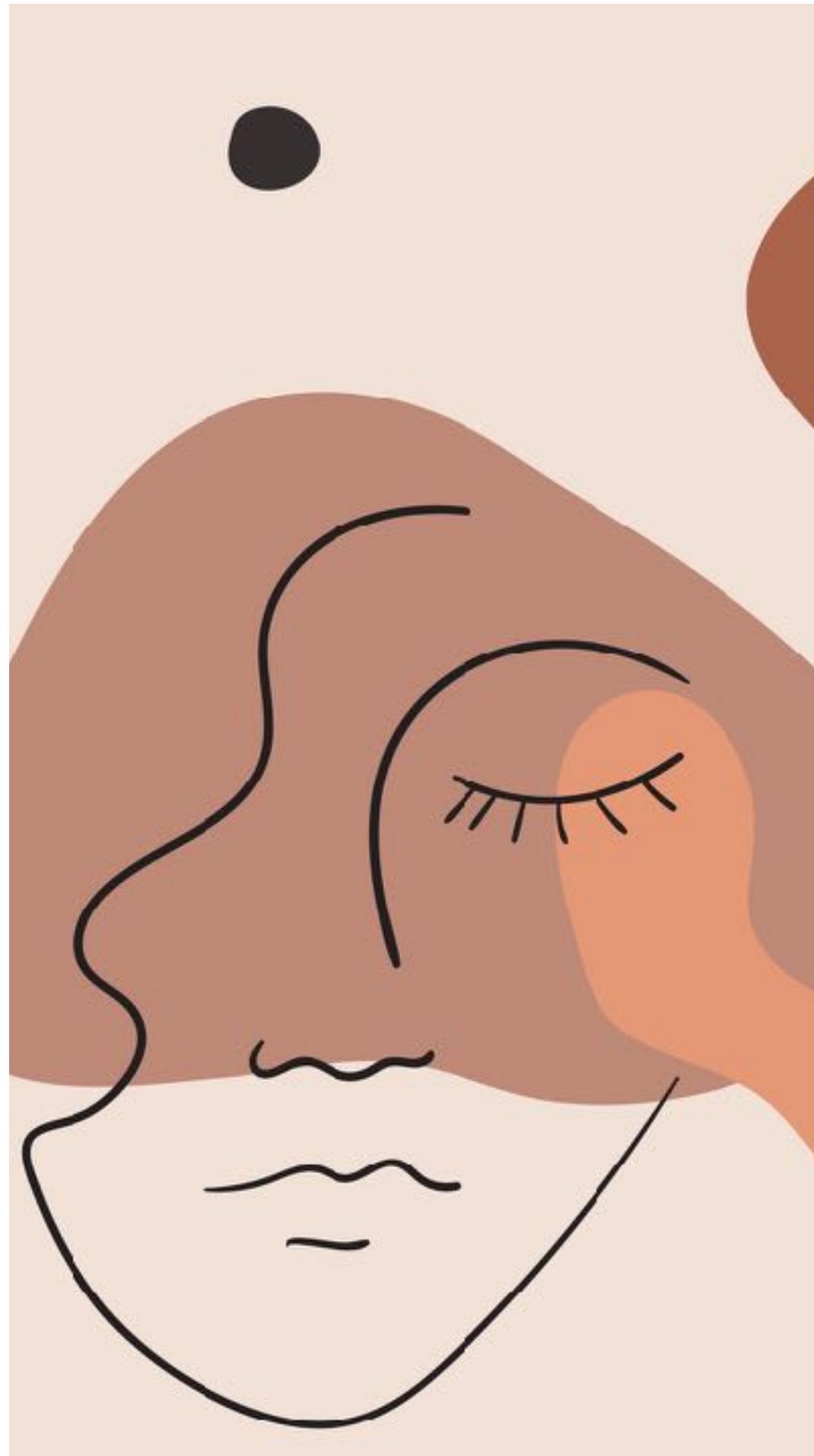
Images that present a strong sense of community and meaningful lifestyle choices resonate, creating an immediate connection between companies and conscious customers.





1. Cavan for Adobe | 227526264 / 2. Jacob Lund | 218579990 / 3. Alp Peker | 296373042 / 4. Wayhome Studio | 233951717 / 5. Adam Perez | 296844873

2020 Design Trends



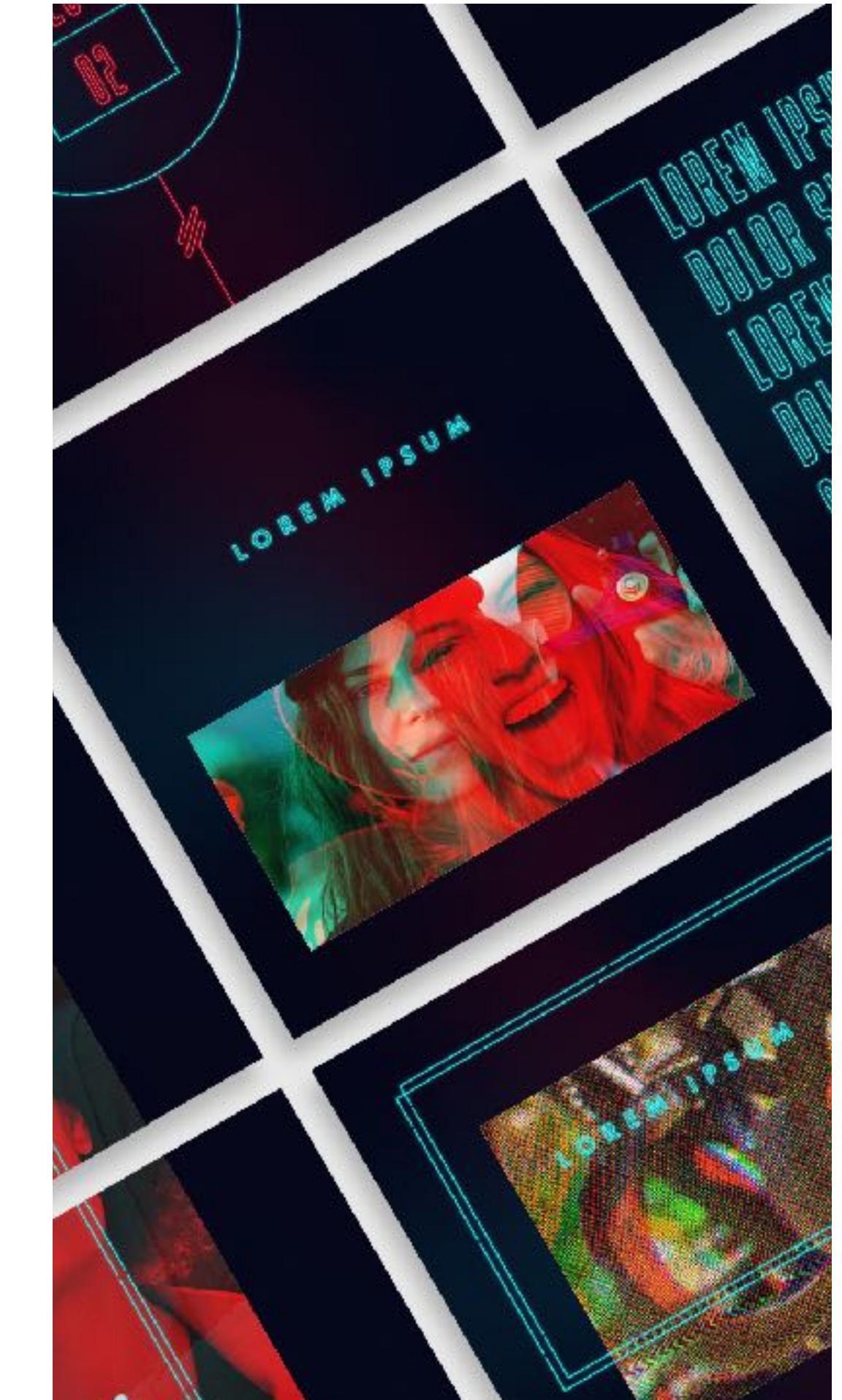
Handmade Humanism



Art Deco Updates



Semi-Surreal



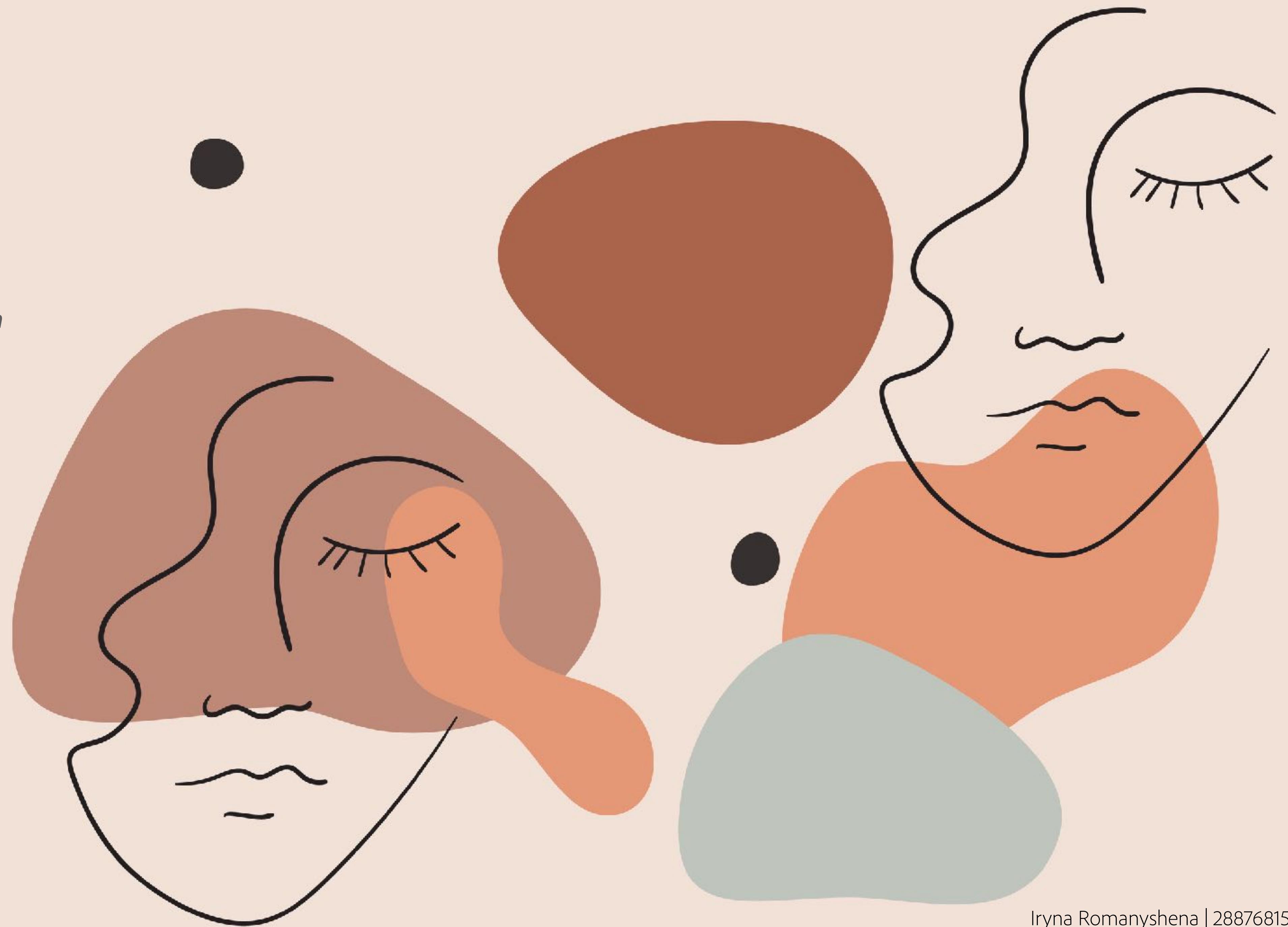
Modern Gothic

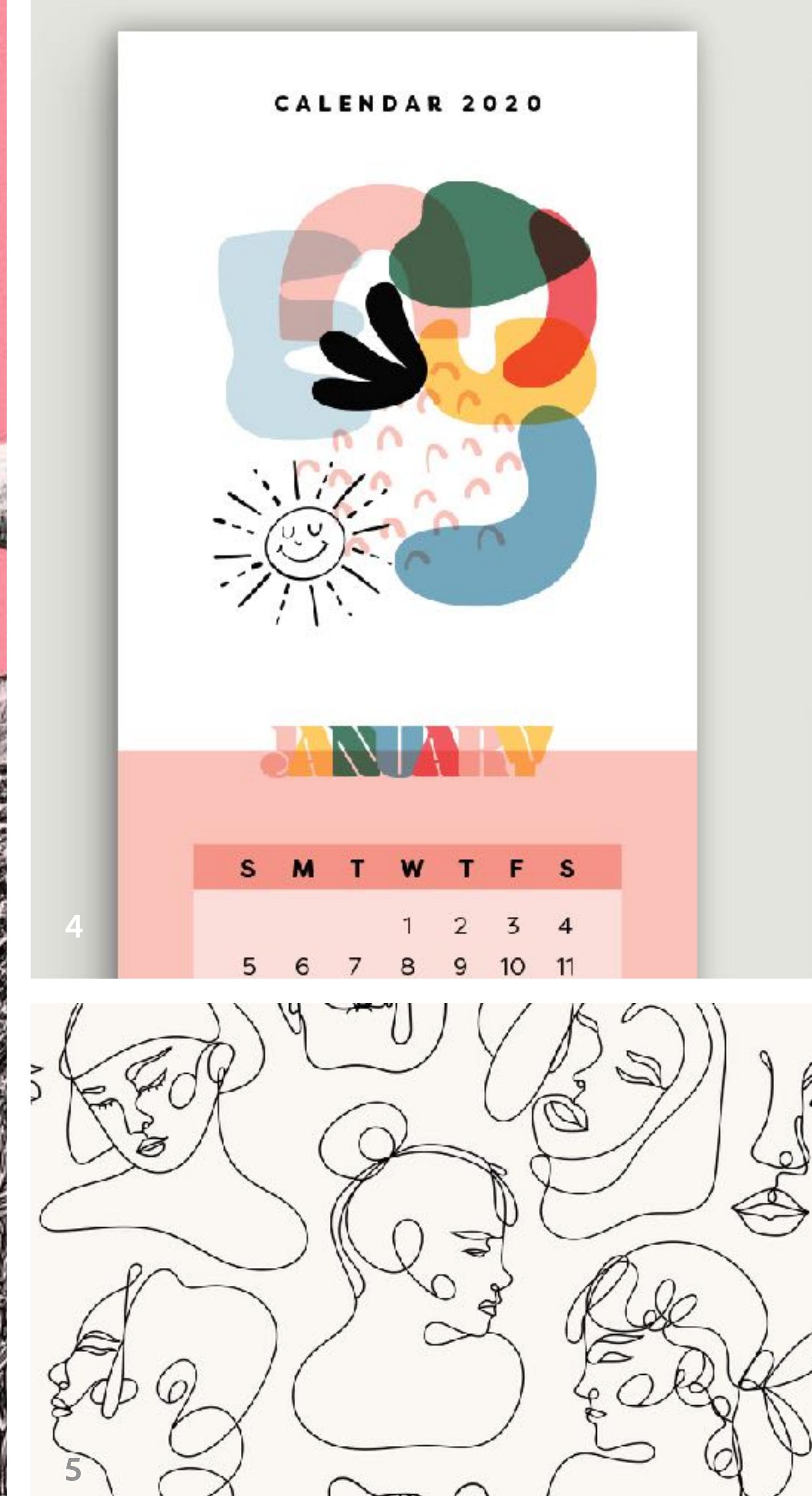
Handmade Humanism

Artists craving a natural touch have created an emotionally approachable style that is notable through its simplicity and hand-crafted tone. We look to artful and DIY-influenced elements for a fresh and personal touch in a digital world.

Marketplace Story:

Creators are using folksy illustrations and design styles with organic elements to express honesty. These techniques help tell human-centric, value-driven stories.





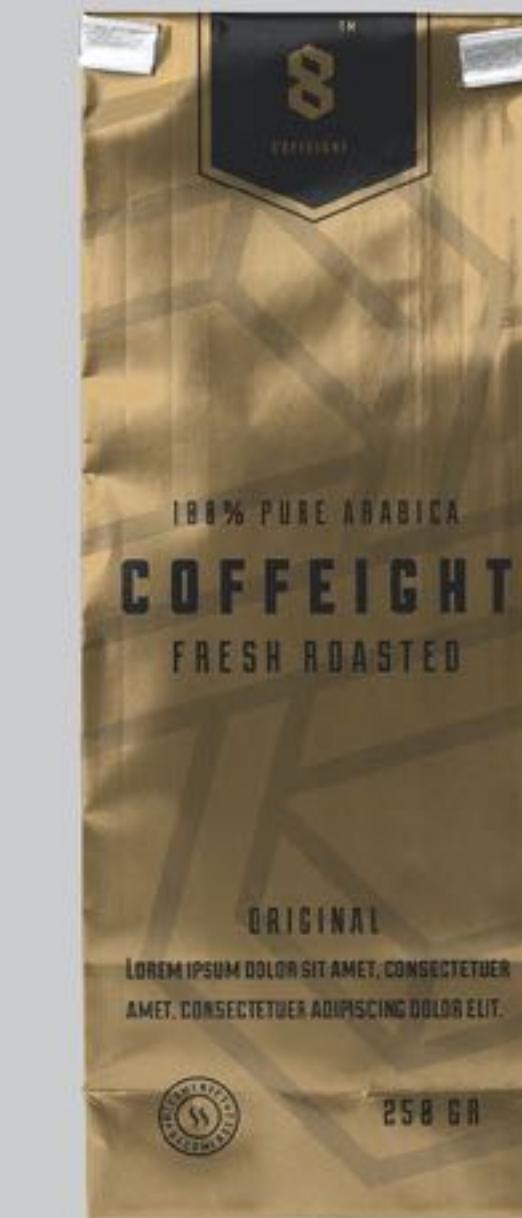
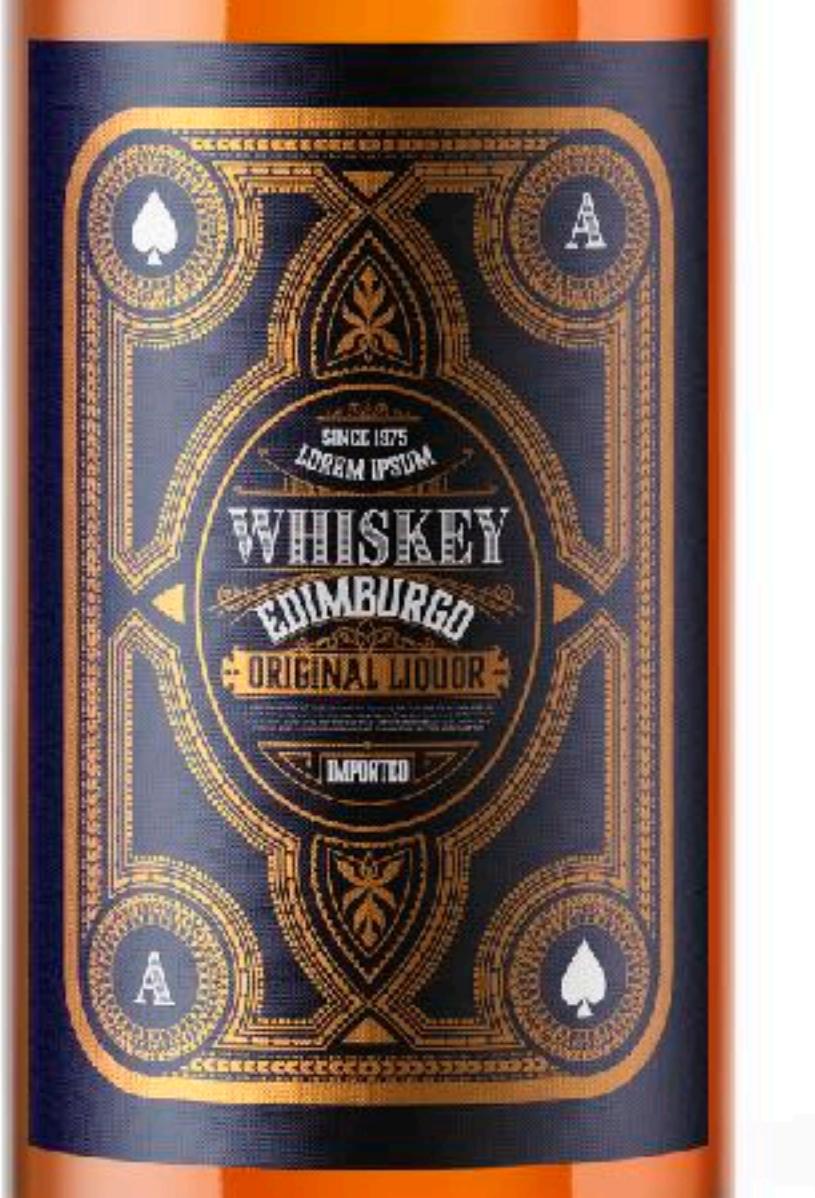
Art Deco Updates

Striking, nostalgic visual elements reminiscent of the bold Art Deco age have been bubbling to the surface. In response to the pervasiveness of sleek, flat, minimal design, vintage styles are being reworked to incorporate futuristic details while retaining their decorative appeal.

Marketplace Story:

Designers now want to incorporate stylish, imaginative elements into their designs. Geometric patterns, metallic elements and sleek typography add elegance and elevate brands.





1. Roerto Castillo | 259202055 / 2. Wacomka | 292924194 / 3. Wacomka | 292919984 / 4. MrMockup | 227352410 / 5. Pierell | 300299733

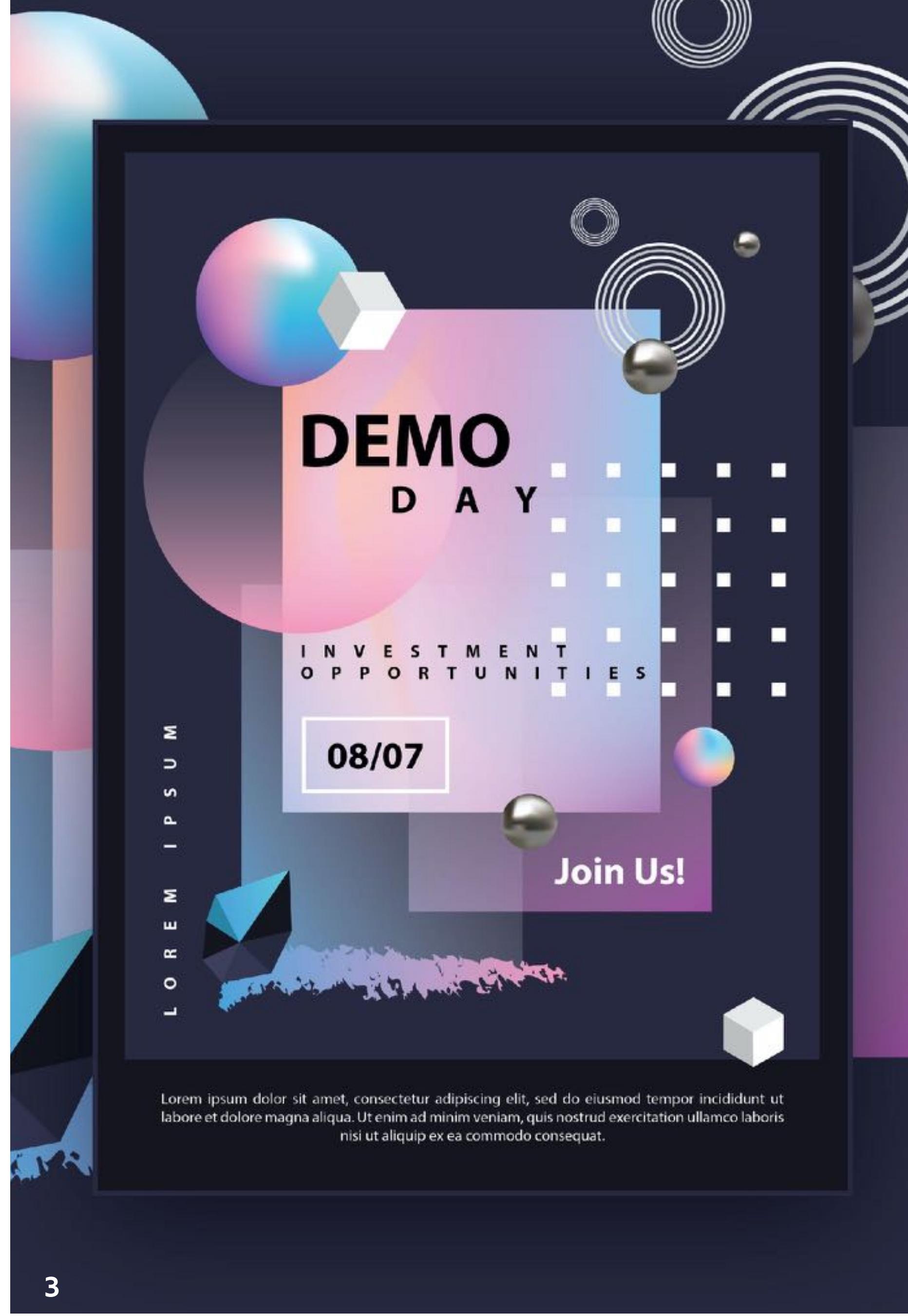
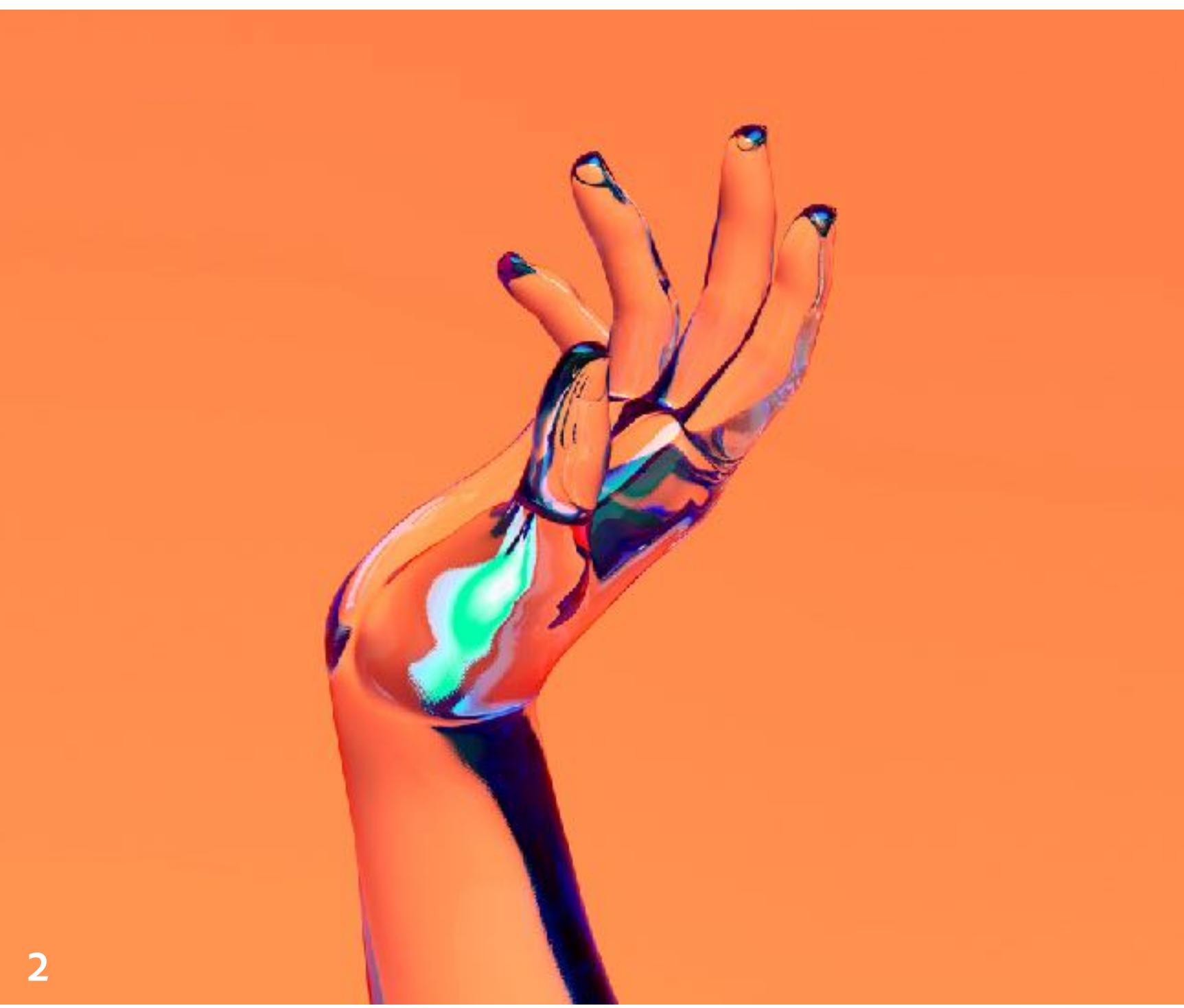
Semi-Surreal

Fantastical imagery brings a vibrant new perspective across all mediums. 2020 shows us many artists using new tools and techniques to create the impossible and alter our vision.

Marketplace Story:

Using dreamy recolorations and unnaturalistic compositions can help draw attention to new ideas and reshape our approach to creative campaigns. These visuals inspire curiosity across global audiences.





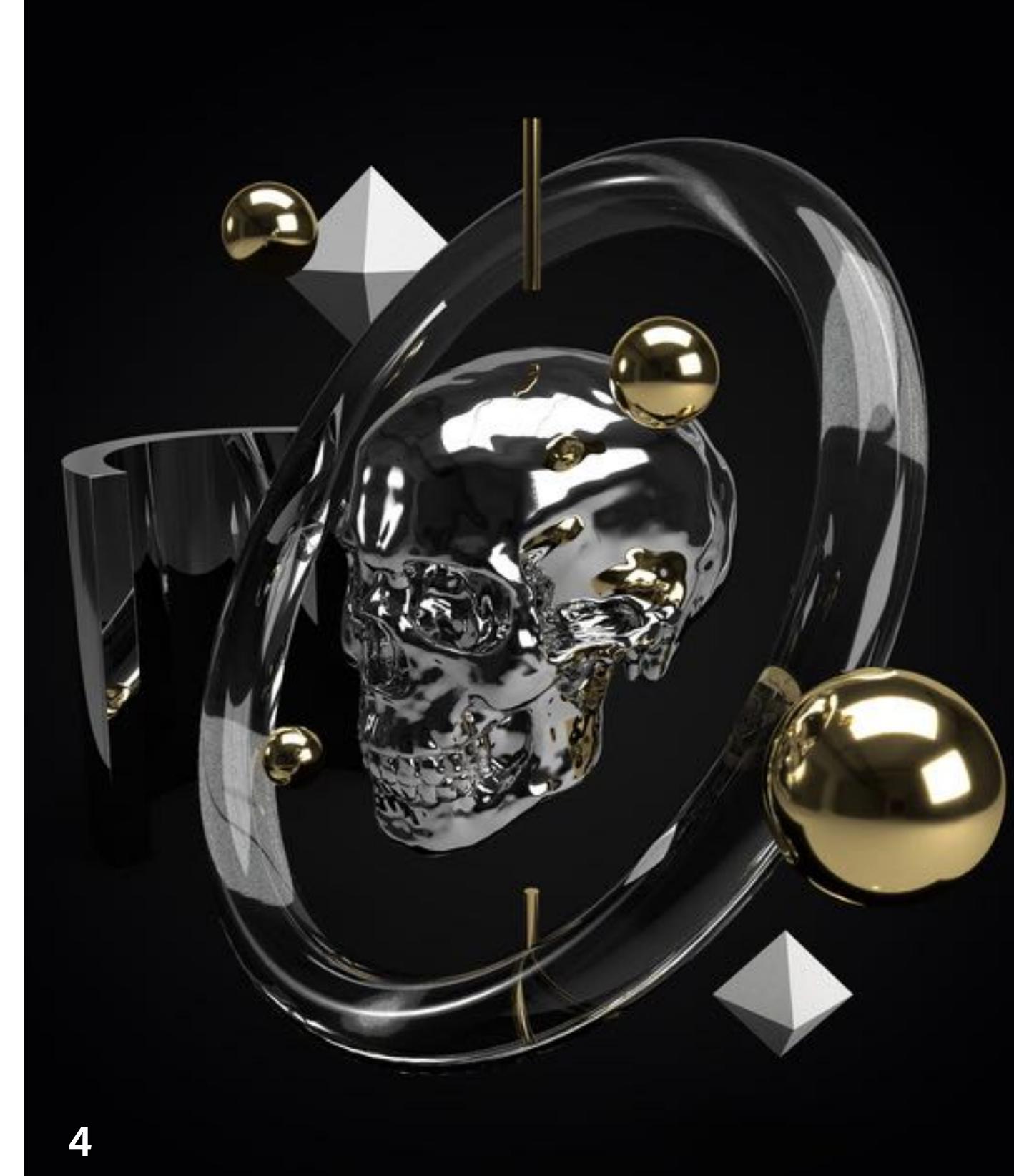
Modern Gothic

Artists are creating daring dichotomies between analog and digital elements while experimenting with the dark and dramatic.

Marketplace Story:

Futuristic materials, moody lighting, and striking typography make this visual approach seem simultaneously old-world and visionary. This aesthetic evokes an edgy mood that appeals especially to younger creatives.





2020 Motion Trends



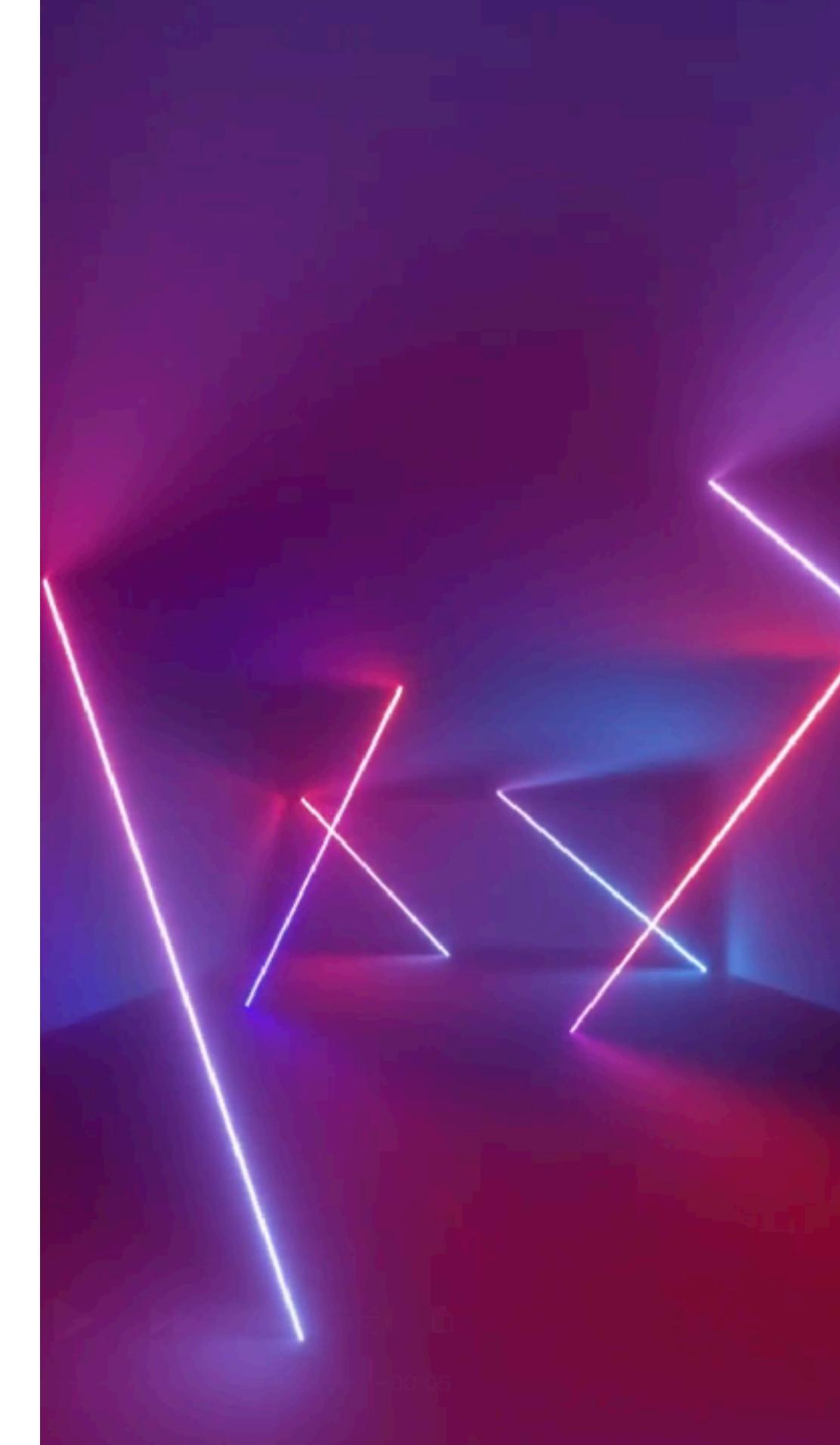
Movement Response



Liquid Abstract



Environmental Documentary



Neon Glow

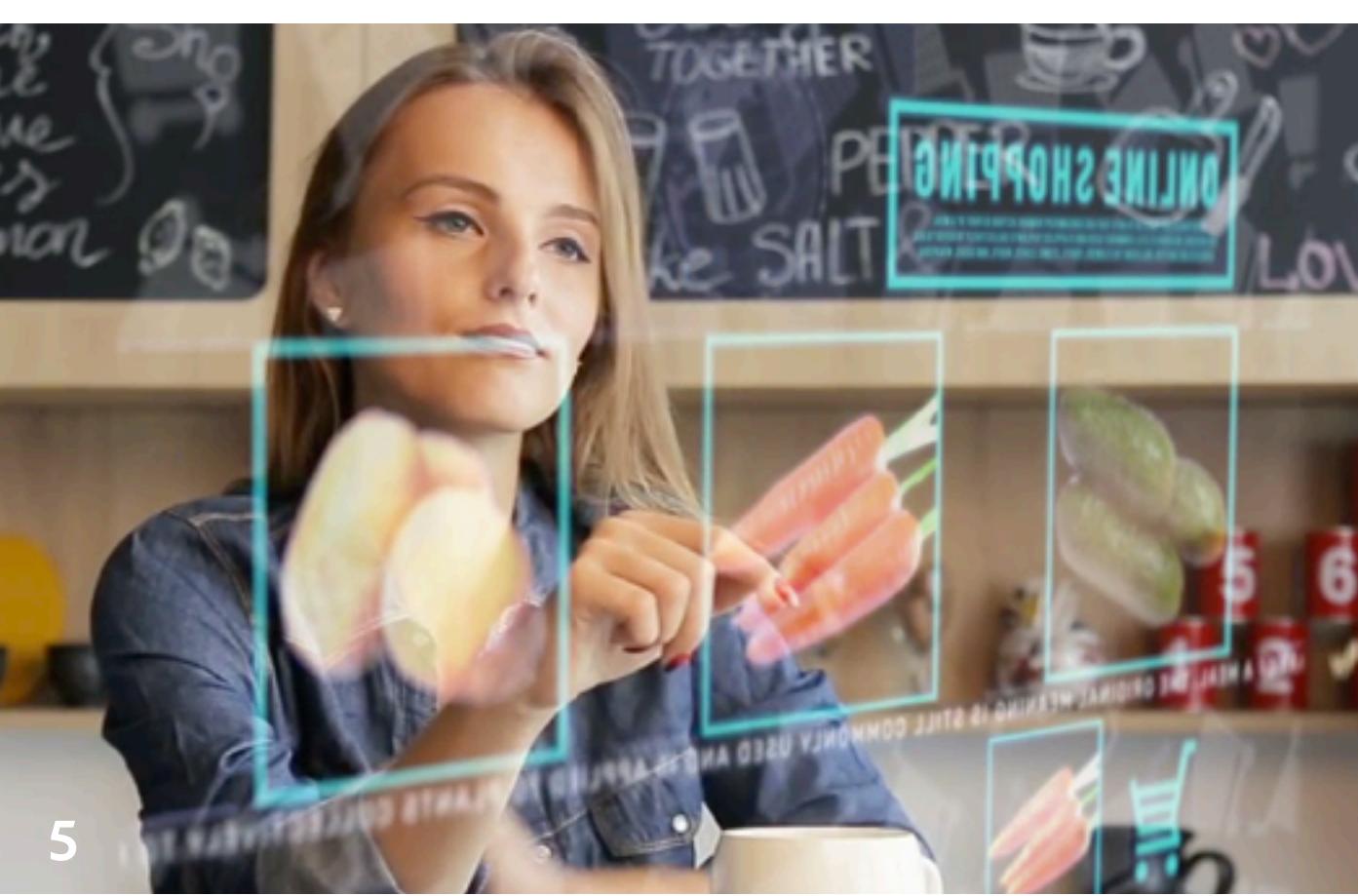
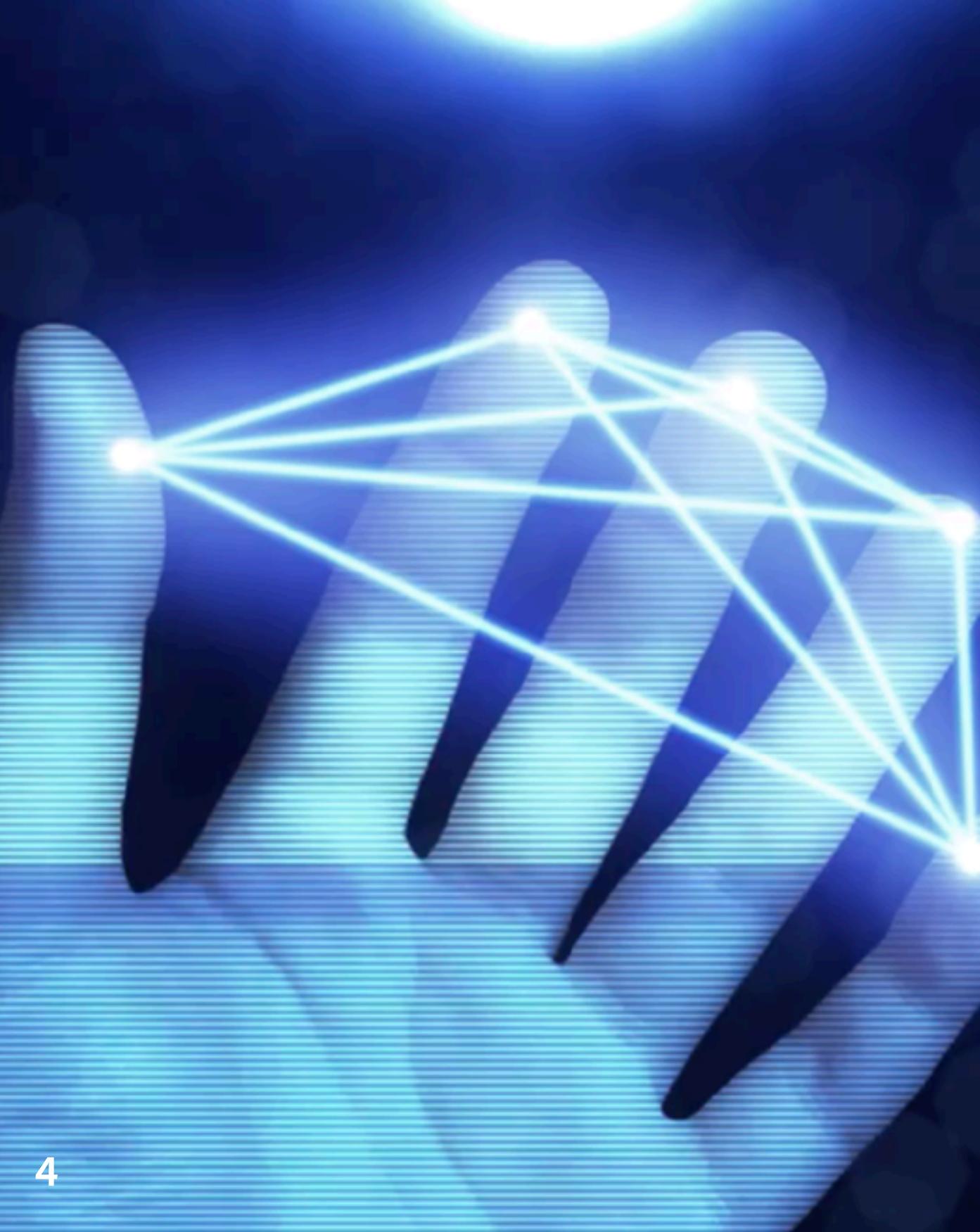
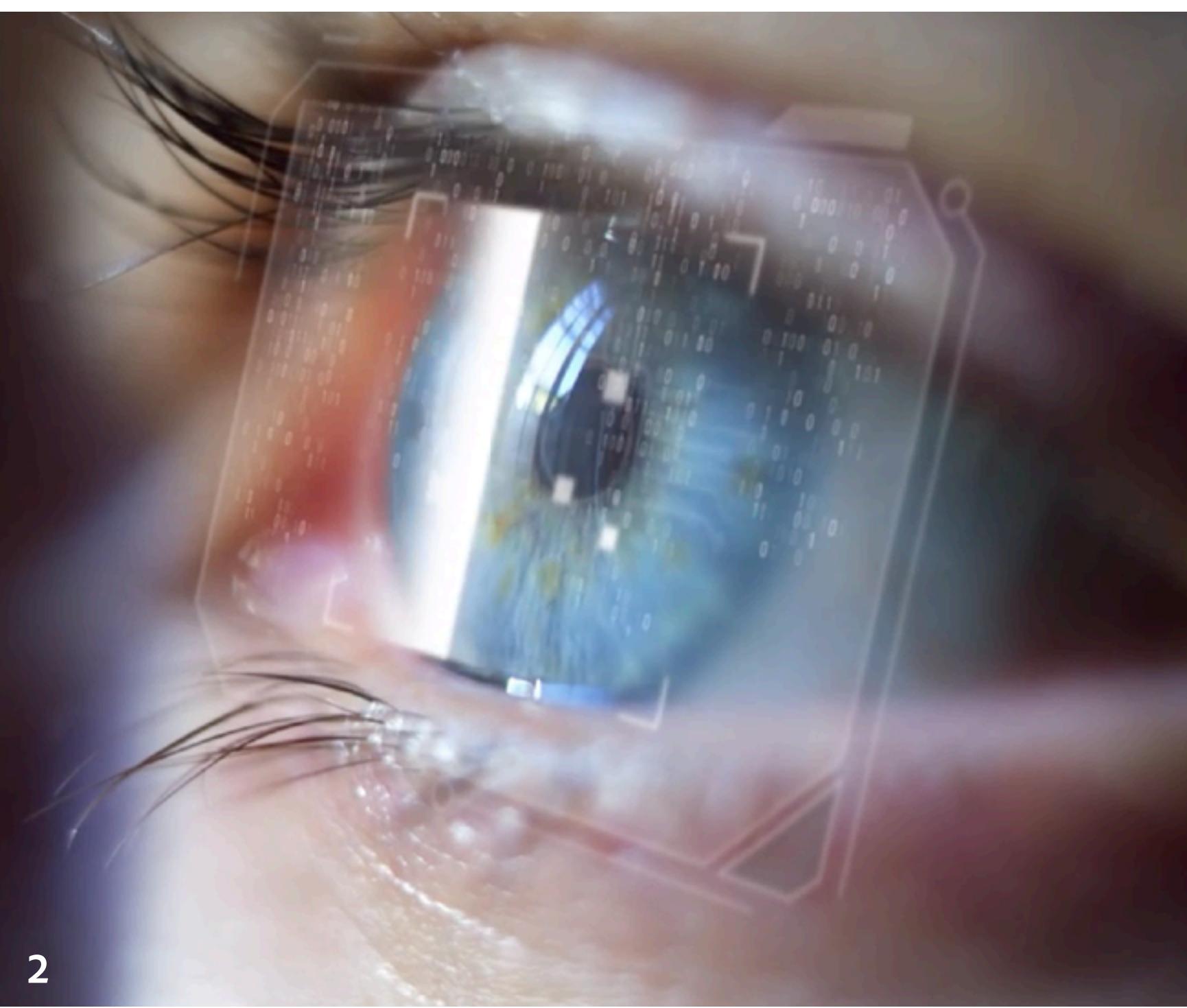
Movement Response

Viewers now expect social media videos with exciting, interactive graphics. This new standard drives increased development of graphics that respond to movement, attracting eyeballs and increasing engagement.

Marketplace Story:

Video editors need motion graphics to create calls-to-action on social, brand their content, and enhance informational content.





1. Hquality | 279161544 / 2. Hquality | 256819144 / 3. Gorodenkoff | 213700962 / 4. Flashmovie | 159626962 / 5. Proimagecontent | 224682432

Liquid Abstract

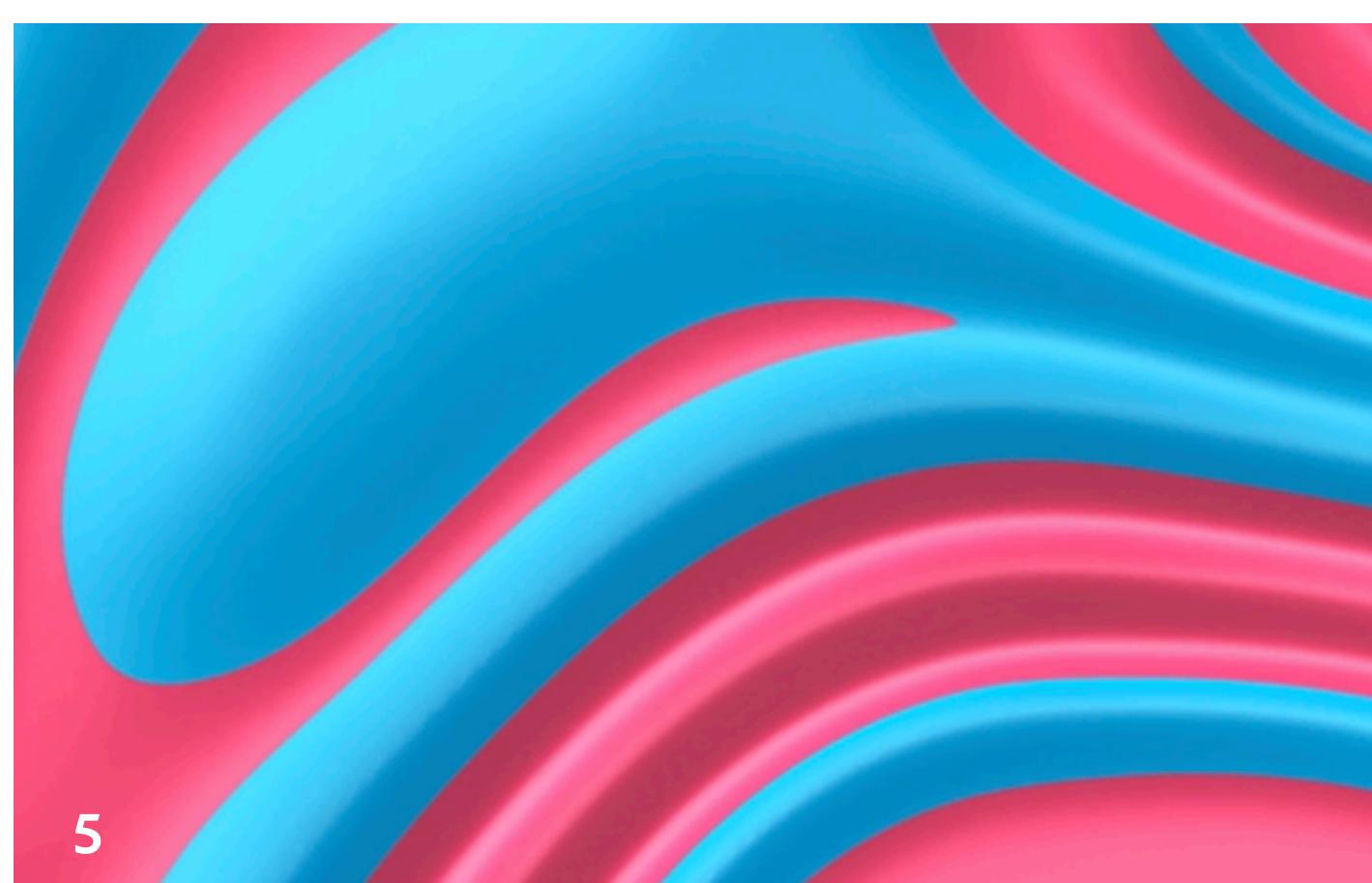
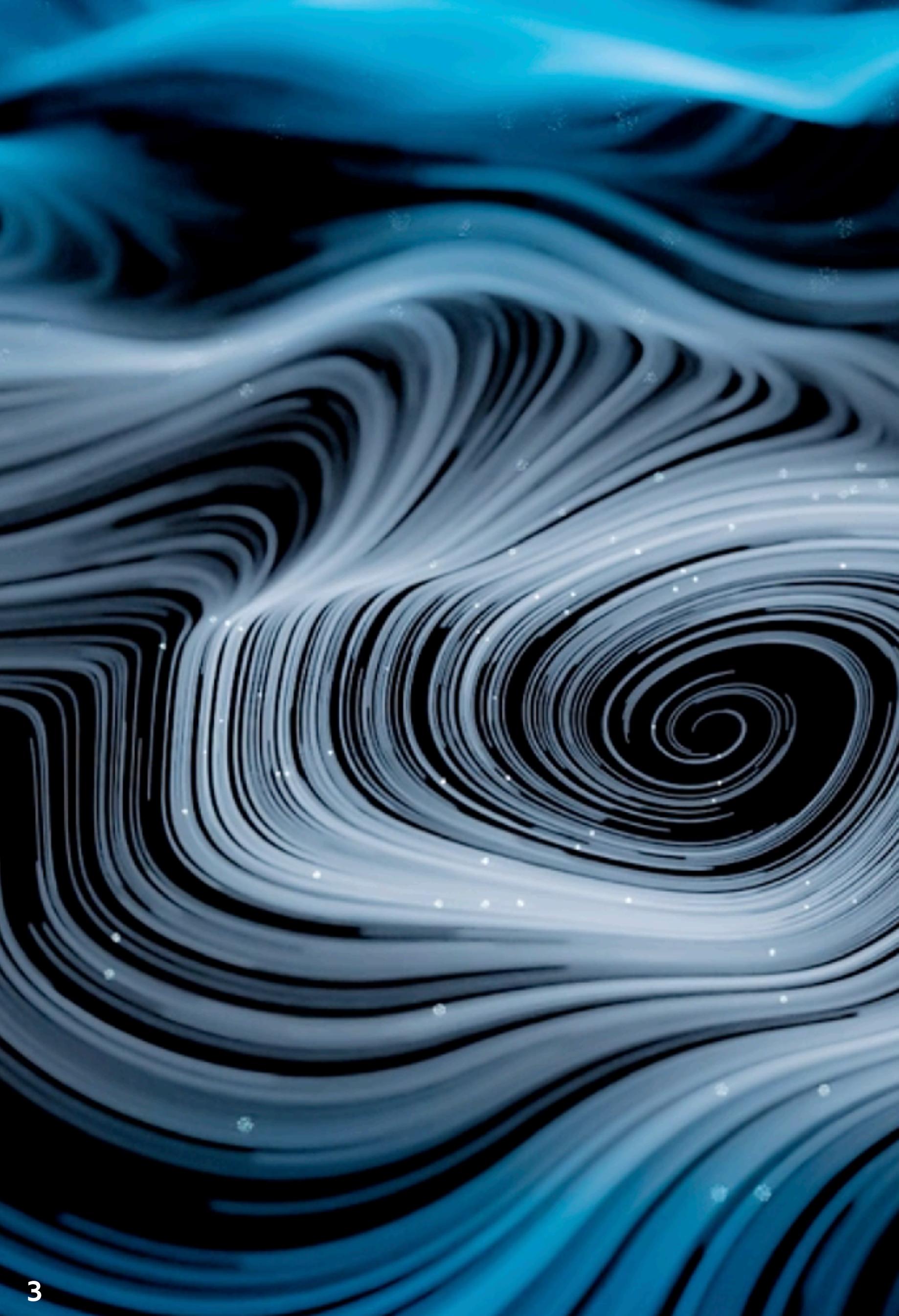
Liquid abstract forms are natural and organic, leading to freely-flowing shapes with powerful curves.

This style contrasts with ubiquitous geometric and functional design, creating dynamic and fluid compositions.

Marketplace Story:

Brands are working with this dynamic and immersive style to cut through the noise of constant content to attract renewed viewer attention.





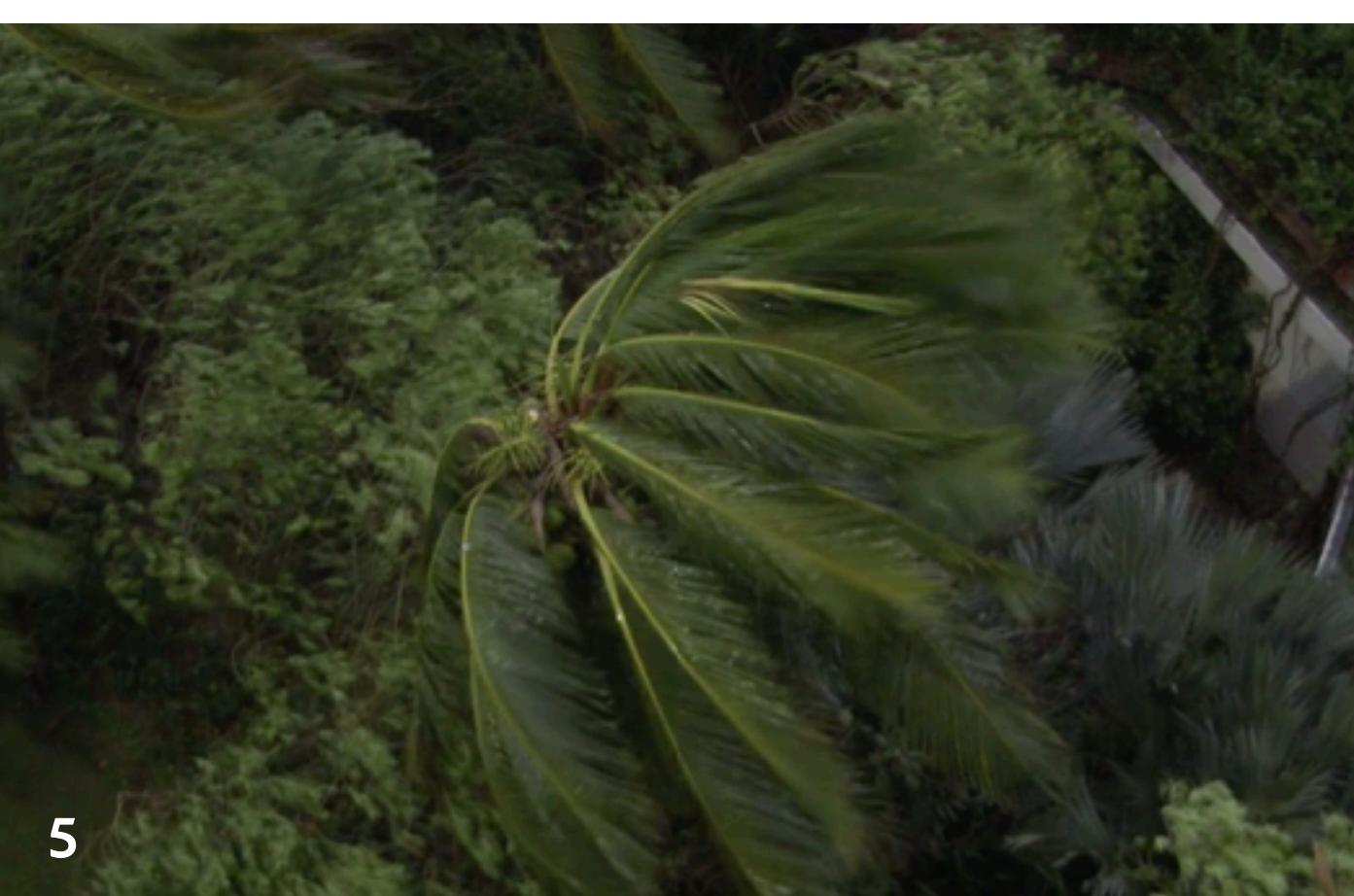
1. Saicle | 289666519 / 2. Amgun | 294627595 / 3. Adrian Grosu | 301383274 / 4. BoxOfMotion | 287619838 / 5. Gali17 | 301531420

Environmental Documentary

The discussion of climate, based on science and real policy ideas, will be a prominent part of many industries' narratives in 2020. Brands and programs will be using a documentary film style to portray the challenges and possible future the world faces due to climate change.

Marketplace Story:

People are prioritizing meaningful lifestyle choices to help battle climate change. Brands are working with documentary style footage to connect to customers through real-life stories.



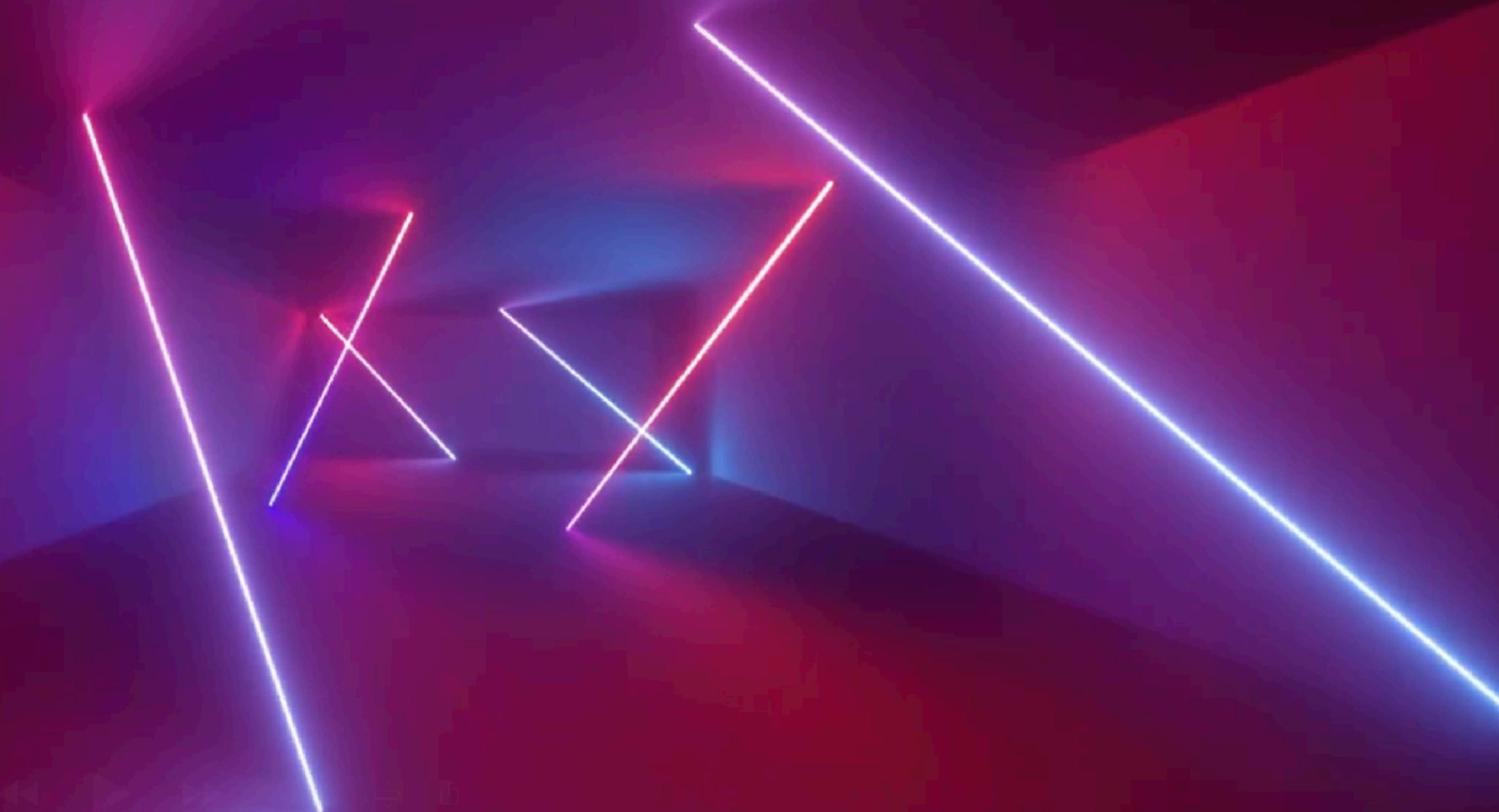
1. Redbred | 288321171 / 2. Wavebreak Media | 230447485 / 3. James Brey | 178028412 / 4. Blackboxguild | 296428330 / 5. James | 297541553

Neon Glow

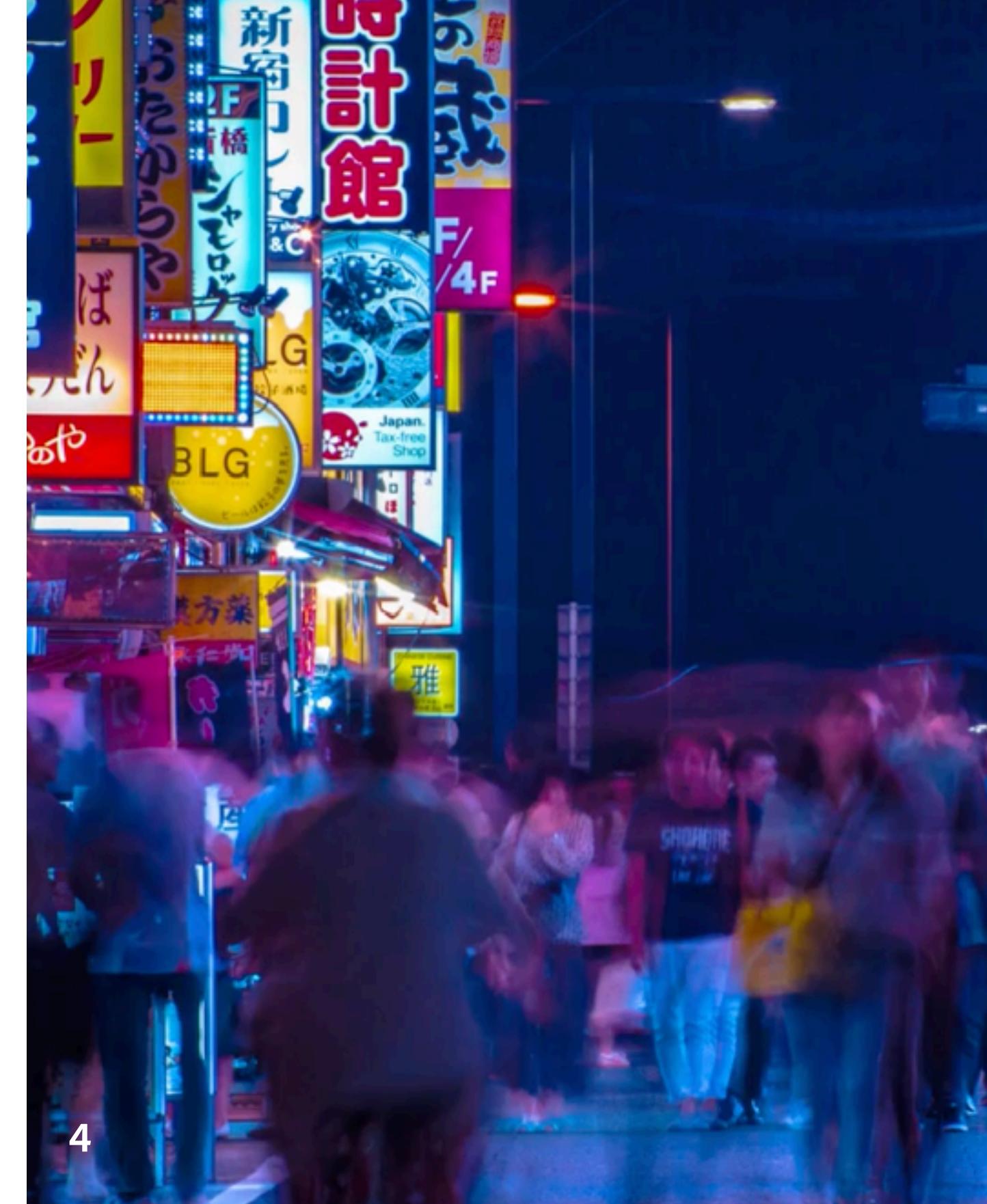
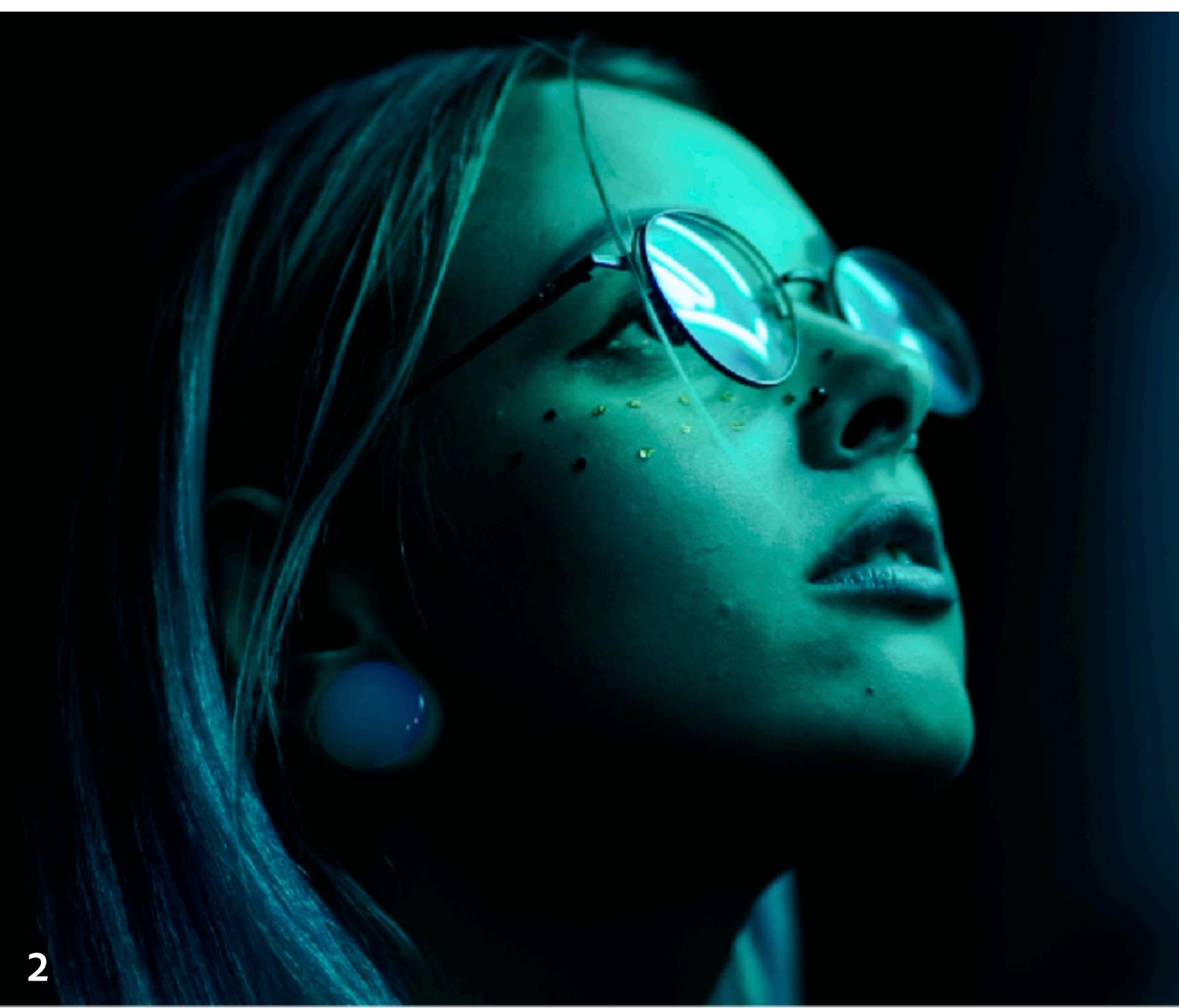
Moving neon elements create a dynamic energy. What began in cinema now appears far beyond the movie screen: Today, viewers see these elements in Netflix series, music videos, games, and social videos.

Marketplace Story:

Brands are looking to neon in motion assets to bring a jolt of energy and glow to their stories, creating a retro feel that is simultaneously visionary, fun, and electric.



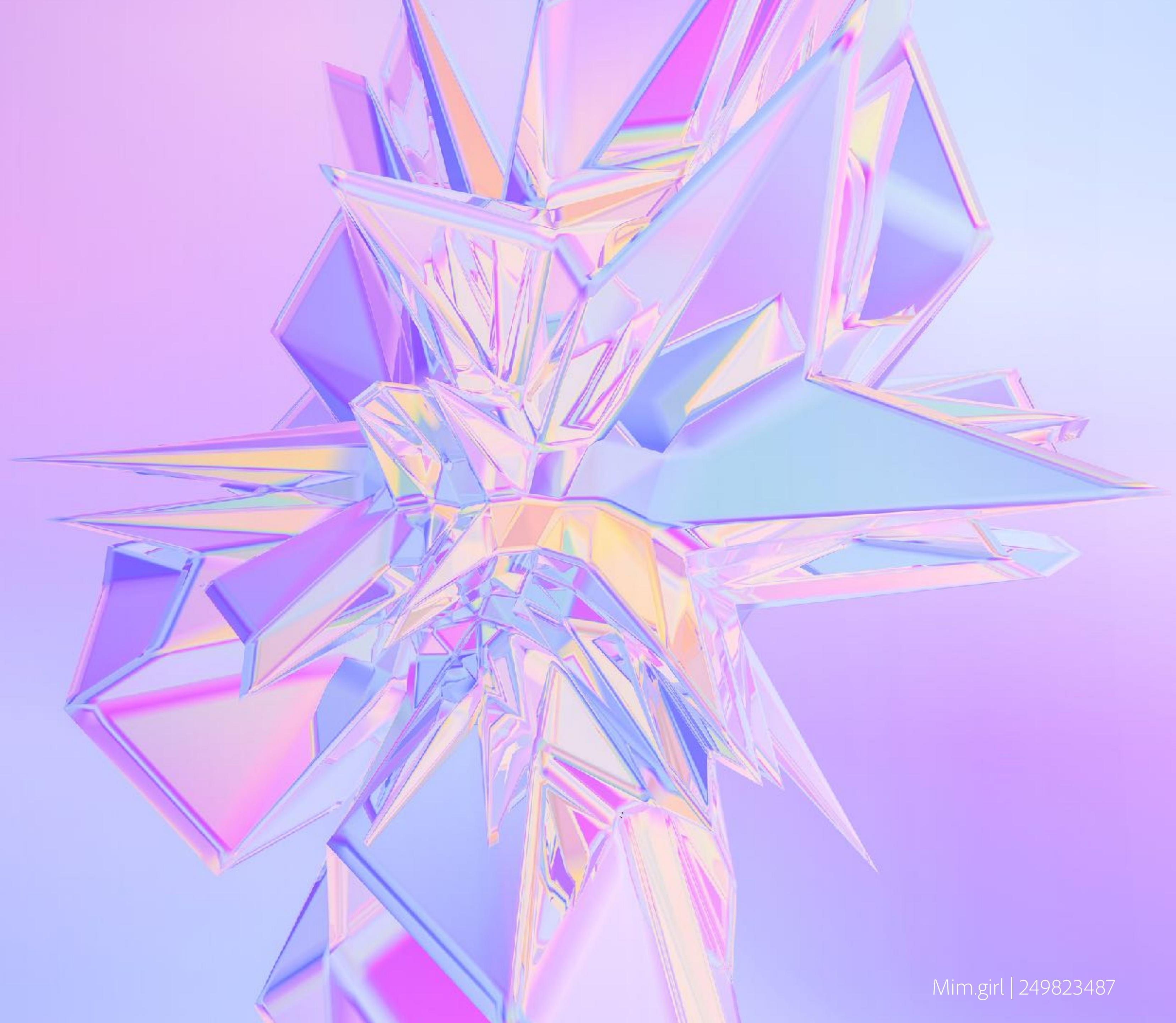
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