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# Call for Content

Psych Out

Creative Trend 2021

## Design trend: Psych Out

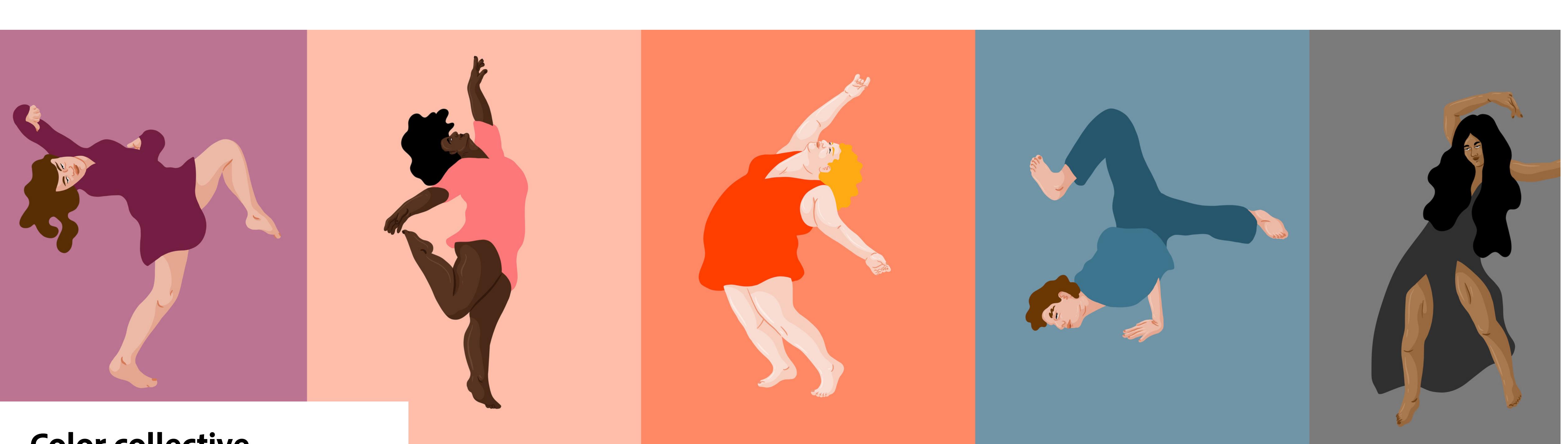
Everyone associates psychedelia with the counterculture movement of the late 1960s and 1970s, ornamented with intense patterns, wildly colorful palettes, and a variety of surreal and eye-catching text treatments. This year, graphic designers and brand campaigns are re-imagining these wild styles with a sense of balance and restraint, giving us a Psych Out design trend that is both nostalgic and contemporary.

The psychedelic look owes a debt to art nouveau, with many artists and designers of the 1970s incorporating and re-imagining the detailed ornamentation, flowing lines, feminine figures, and maximalist themes that were a hallmark of turn-of-the-century art and design from 1890 to 1910. These aesthetics share much in common, with the "free love" of the 1960s updating the romanticism of the art nouveau era; an aura of 70s self-seeking updating the turn-of-the-19th-century Spiritualist movement; and both featuring floral motifs, as well as skulls, birds, and voluptuous women with long, flowing hair.

Society finds itself in a similarly celebratory position today: people are becoming more social again, with a renewed sense of self and personal expression. Creatives are finding thoughtful ways to convey the self-reflection and positivity developed in the past year through identity design, product design, and illustration. Joyous patterns, free-form fonts, and exciting gradients splash screens and the physical world alike, reaching for the fun and far-out.

Funky, escapist, and bold, the Psych Out trend is a fresh take on well-known nostalgic elements—and still full of surprises. [Check out the Psych Out collection on Adobe Stock.](#)





## Color collective



## Chill out

The cooler, darker aspects of psychedelic art from the beatnik movement built an introspective mood from creative pairing of complimentary tones with black, gray, and other smoky tones.

Palettes incorporating lavender, mustard, and shades of blue can have a calming visual effect when juxtaposed with black and white. These designs can stay funky and fresh by channeling a creative groove with adventurous texture and type. This is a particularly effective style for:

- Creative events
- Reflective or neospiritual graphic design
- Educational designs
- Interior scenes and still lifes

### Artist Credits:

1 – dinadankersdesign | 434074959

2 – Andrey\_A | 211515807

3 – Nataly | 414189879

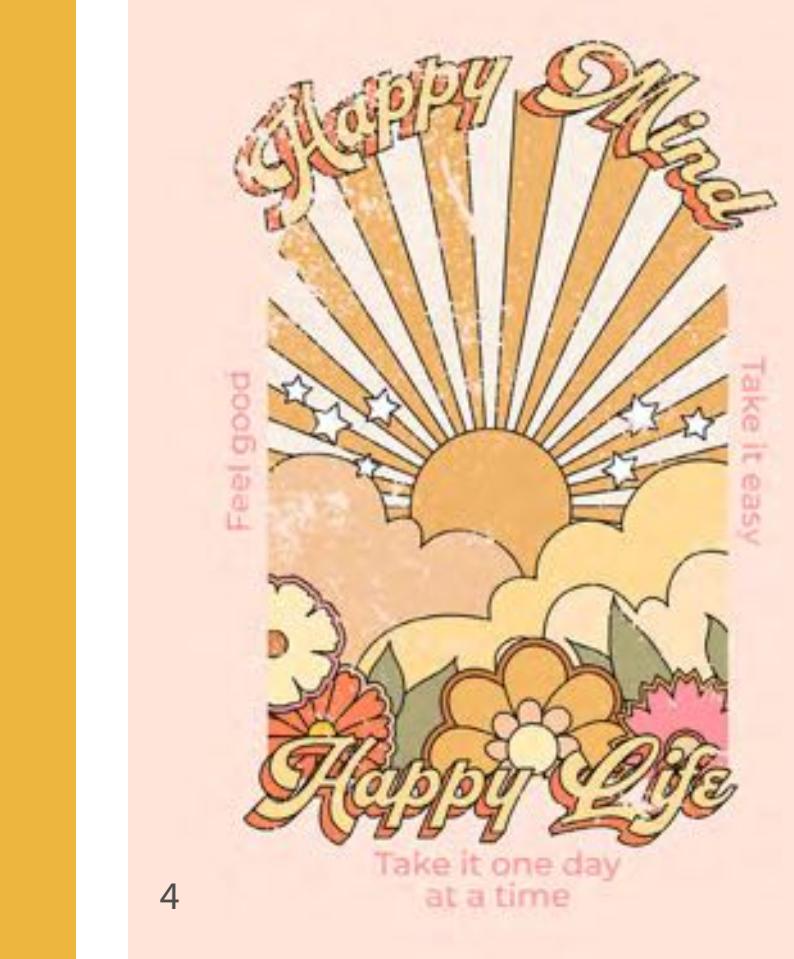
4 – Wavebreak Media | 442181069

5 – The Royal Studio | 382429669



A collage of various graphic design elements. At the top is a woman wearing headphones and a red jacket. Below her is a section titled 'MEET OUR AMAZING TEAM' with a purple background. To the right is a graphic with the text 'LOREM IPSUM'. Further down is a graphic with the text 'NEONEU 01.02.21'. On the far right is a graphic with the year '2021' repeated twice. The number '4' is in the bottom left corner.

An abstract graphic design featuring a rainbow gradient at the bottom. Above it are stylized white clouds and small, delicate flower-like shapes. The number '5' is in the bottom left corner.



## Here comes the sun

Sunny optimism and high-energy activism resonated throughout the 60s and can be seen echoed in the designs coming from similar social situations today. As creators and buyers look to spark joy post-pandemic, there's been an uptick in combining sunny, warm colors to celebrate the shift in mood. Find inspiration from the [pop art movement](#), the "[Lilly look](#)" and flower-power counterculture to recreate this spirit.

Warm, summery colors often work well in patterns, elevating excitement and highlighting the craft of graphic design. Combining several colors in the same side of the color wheel can increase visual impact and alter the feeling of the design as a whole.

### Artist Credits:

- 1 – Shamanska Kate | 421810871
- 2 – Brandi Lyon Photos | 433340571
- 3 – gigirosado | 372555363
- 4 – NKN | 436666514
- 5 – galyna\_p | 270182021
- 6 – Tosca | 270612885

## Retro roller

Deep jewel tones bring back an entire era of bell bottoms jeans, paisley patterns, and roller skates. Navy, teal, and red play prominently in this aesthetic, though rich shades of orange and mustard work well with burgundy, beige and cream in a similar way. Retro designs can retain a vintage vibe by restraining color usage to align with printing technologies of the past - steering clear of digitally produced hues and opting for ink-inclined combinations.

- Use cream, beige, and brown to mimic natural neutrals in digital designs
- Try adding paper, fabric, or ink streak textures to allude to a more organic touch
- Pair colors with high- and lower-saturated color variations in the same hue to create the illusion of rays

### Artist Credits:

1 – Graphicook Studio | 352984020

2 – koyash07 | 362304482

3 – Pro\_Vector | 194960937

4 – theaphotography | 320863185

5 – Slanapotam | 408318181

6 – Vector Tradition | 431604782



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**Groovy glyphs**

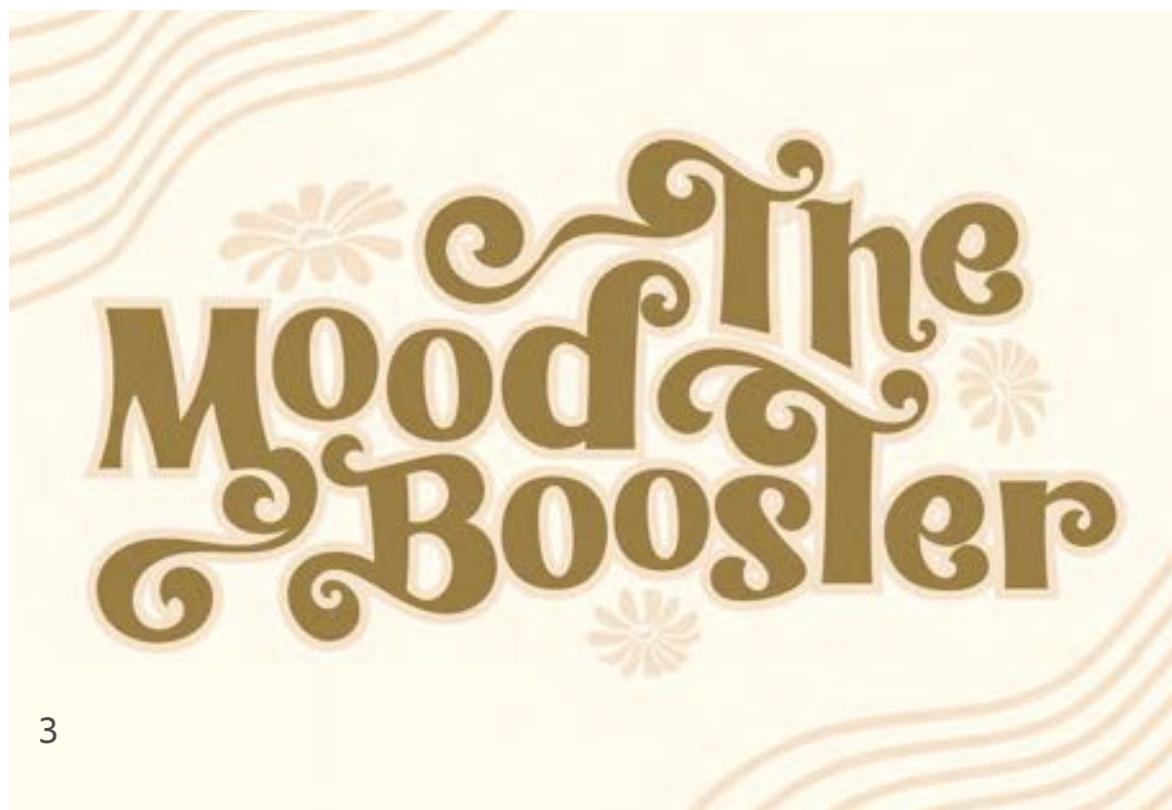




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## Custom curves

A key component of psychedelic design is the "Typographic Eclecticism" that flourished in a design space that prioritized personal expression over clinical composition.

As photo typesetting methods replaced metal typesetting in the 50s and 60s, designers were able to set their own type and create more fluid layouts with organic, custom letter forms. This helped develop typographic styles synonymous with the groovy movement, and present-day designers are [combining decorative font designs with modern sensibilities](#) to apply them today.

Check out these expressive, curvy [Adobe Font](#) picks:

- [Whomp by Alejandro Paul](#)
- [Synthemesc by Ray Larabie](#)
- [HWT Arabesque by Terry Wüdenbachs](#)
- [Opake by Natanael Gama](#)

### Artist Credits:

1 – kokoshka | 437066120

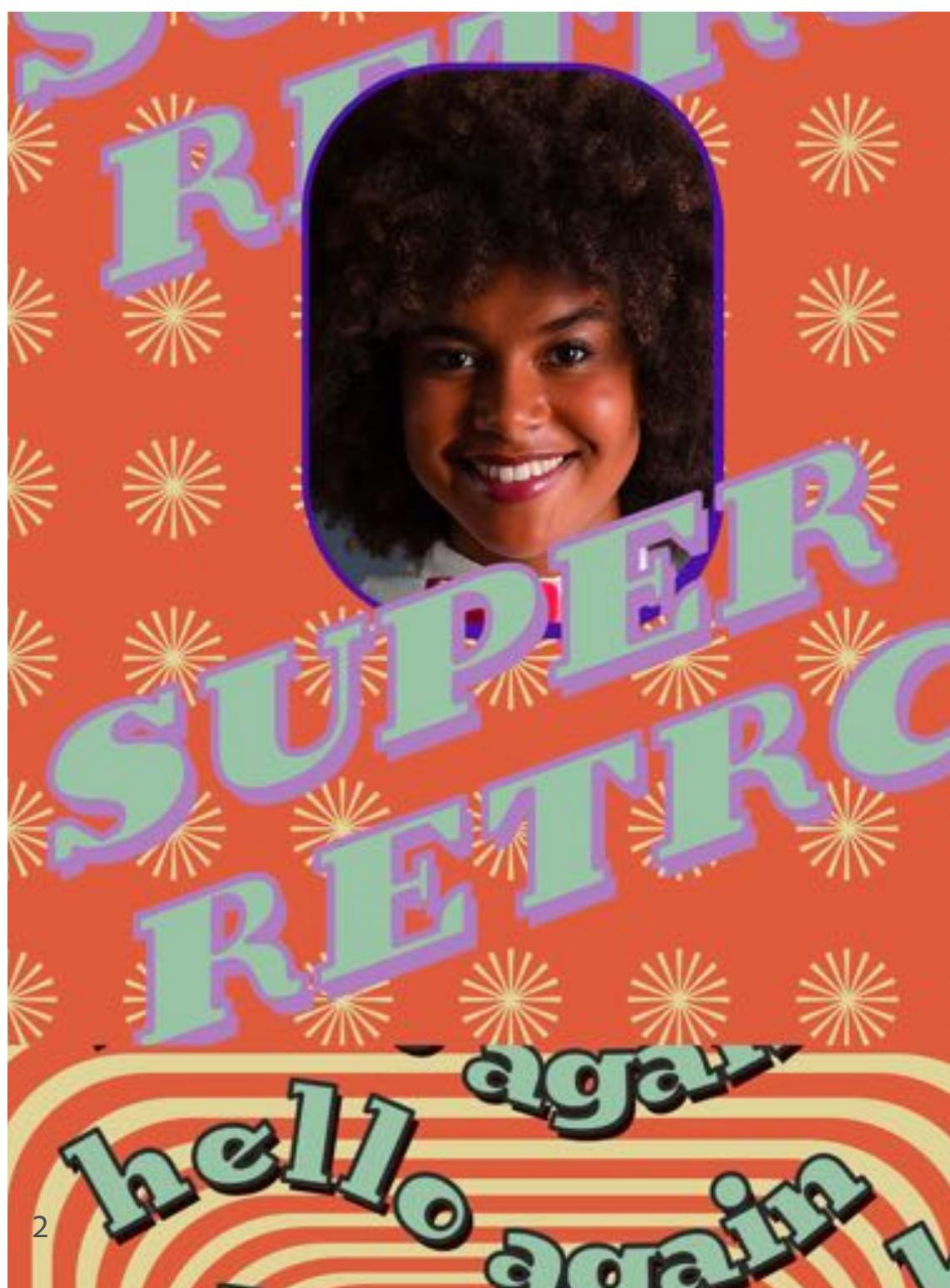
2 – Wavebreak Media | 368486837

3 – Irkham | 416441145

4 – blackcatstudio | 373973122

5 – varvarabasheva | 291788729

6 – Patrick de gris | 298949287



## Heavy weights

Victorian and art nouveau influences can be found throughout psychedelic art, including in the pervasive use of fonts with heavy weights, widths, and decorative elements like bold serifs.

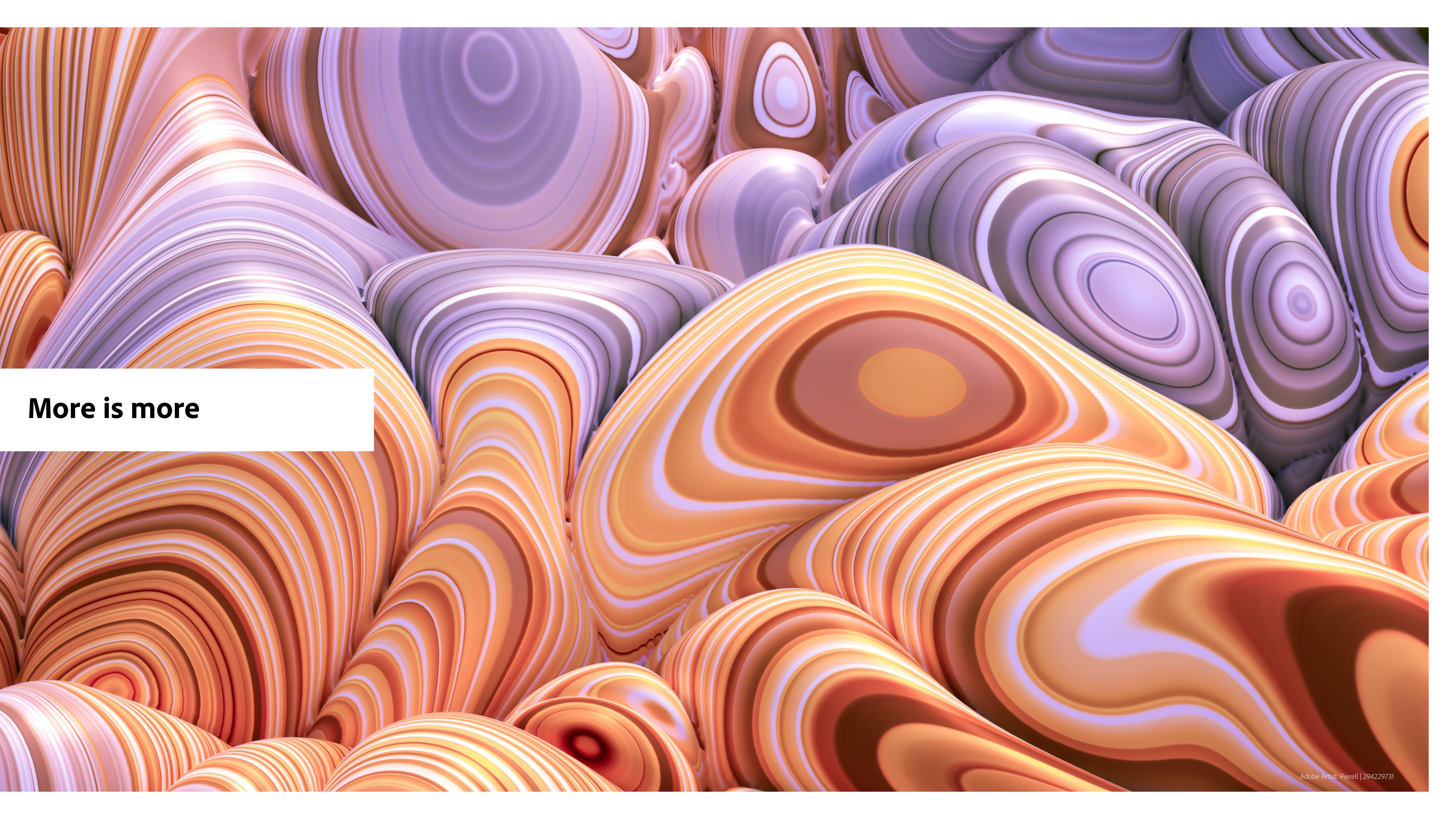
Balance bold fonts with sans-serif families and geometric line art to give new compositions an updated presence. Negative space and breaking the grid can also be used to sculpt creative, functional layouts.

Explore new design directions with the font filters on [Adobe Fonts](#):

- [Play with weight and width](#)
- [Find "Funky" Fonts](#)

### Artist Credits:

- 1 – Wavebreak Media | 307498920  
2 – Wavebreak Media | 442181057  
3 – amil | 442538903  
4 – Wavebreak Media | 288228418  
5 – Wavebreak Media | 424240001

The background of the image is a dense, organic pattern of concentric, glowing orange and purple swirls. These swirls are composed of numerous thin, curved lines that create a sense of depth and motion. The colors transition from deep purple at the outer edges to bright orange and yellow at the centers of the swirls. The overall effect is reminiscent of a microscopic view of a biological tissue or a complex fluid flow.

**More is more**



## Framing folk art maximalism

Folk art and maximalism often emerge historically in aesthetic responses to restrained and homogeneous culture. The elevation of extravagant, expressive design today can include frames, rays, and illustrative elements that draw the eye.

Adding folk art elements to layouts can help create a tone of playful celebration and add a humanizing touch. Try making maximalism work in modern design assets such as:

- Social media posts
- Abstract 3D renders
- For-placement objects
- Collage and element sets

### Artist Credits:

- 1 – Aiyari Graphic | 359478474
- 2 – beingeniusloci | 434177729
- 3 – PhoenixNeon | 429590157
- 4 – Nataly | 437392183
- 5 – Borisovna.art | 361752853
- 6 – koyash07 | 437745160



## Textured touches

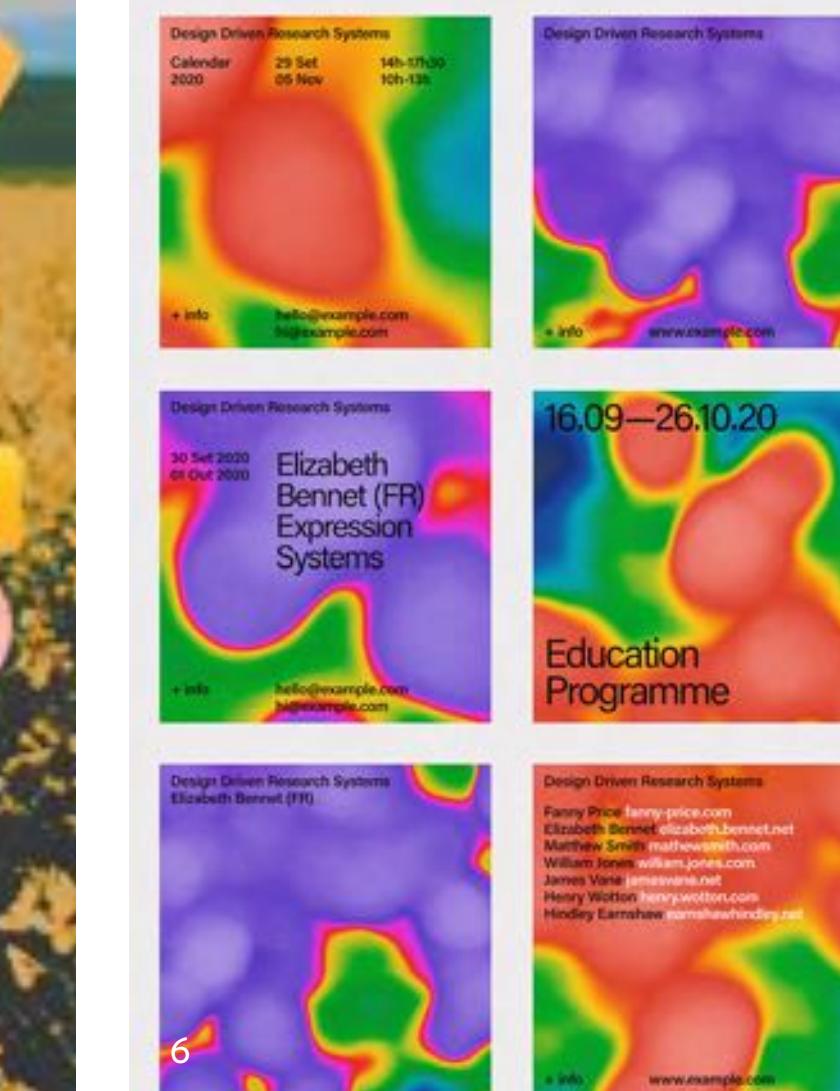
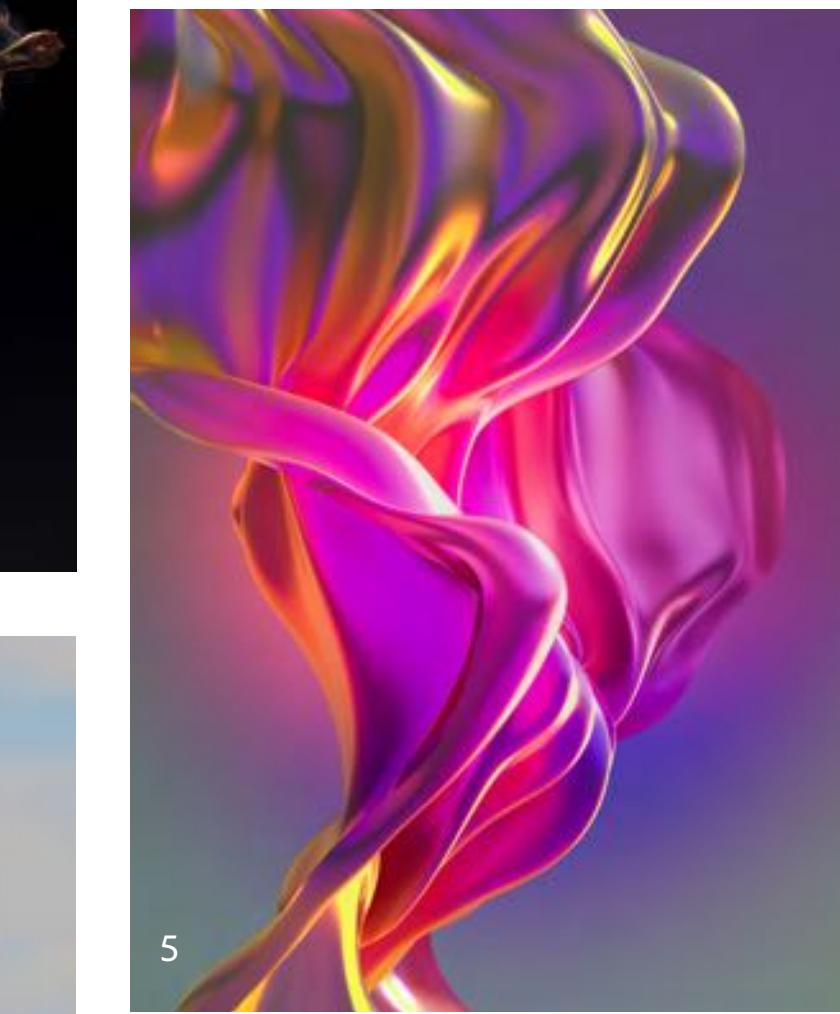
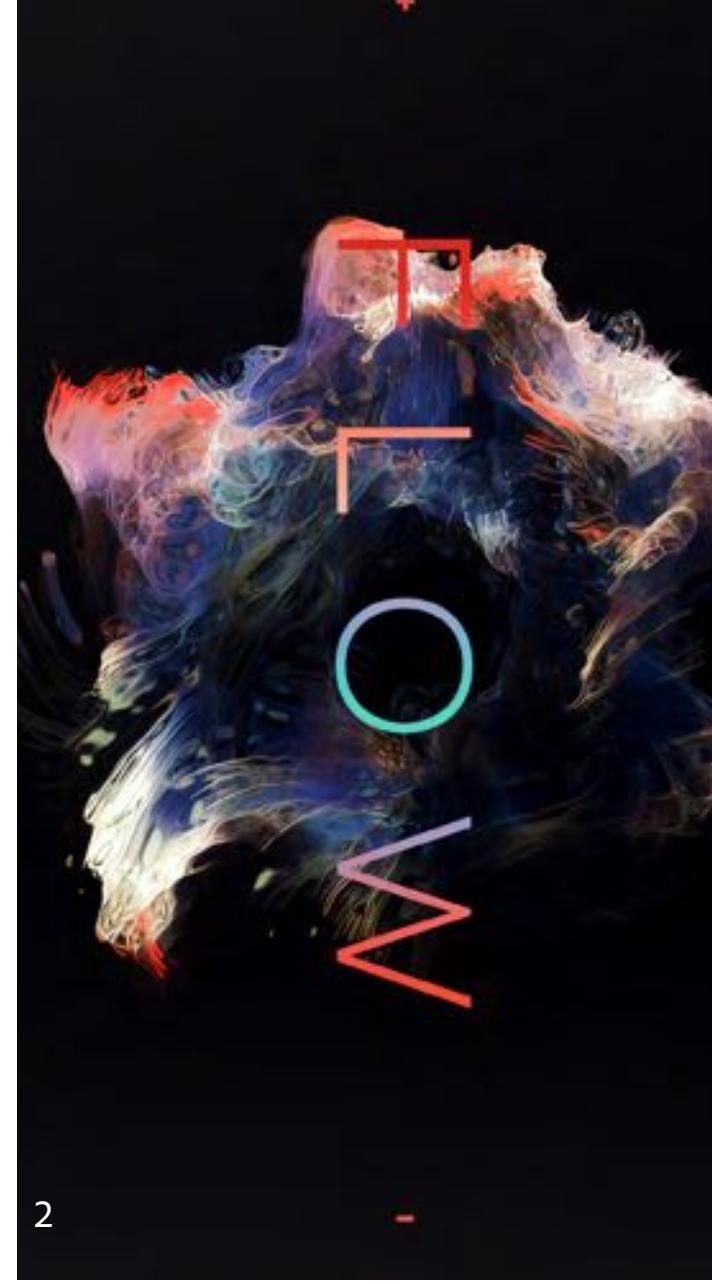
Adding a variety of visual texture can provide the illusion of depth as well as reinforce visual allegories to the past. Noise gradients, grain effects, and fabric textures are especially effective in adding textured depth alluding to dated fashion, printing and film technologies.

Paper, brush and ink layers can be created in both rasterized and vector graphics with a number of tools for recreating organic textures. For rasterized images, try playing with the [painting tools in Adobe Photoshop](#) and [Adobe Fresco's high-tuned brush controls](#). In vector designs, explore [tracing textures in Adobe Illustrator](#) and saving textures from the world around you with [Adobe Capture's vector shape feature](#).



### Artist Credits:

- 1 – atdigit | 397580002
- 2 – Nataly | 422933077
- 3 – Nataly | 410183318
- 4 – VVadi4ka | 435075484
- 5 – ezgi | 370510504
- 6 – flovie | 424125063



## Free form flow

Fluid, melting compositions were found beyond the lava lamp in psych art of the past. While these were inspired by the "Electric Kool-Aid Acid test" psychedelic influences, they also captured a free spirit mentality that aimed to challenge audiences and social norms.

The world of commercial digital design is infused with subtler applications of these choices in backgrounds, renders, and decorative elements. Legible reinterpretations of wavy layouts can revitalise compositional structure and bring far-out flow to new audiences.

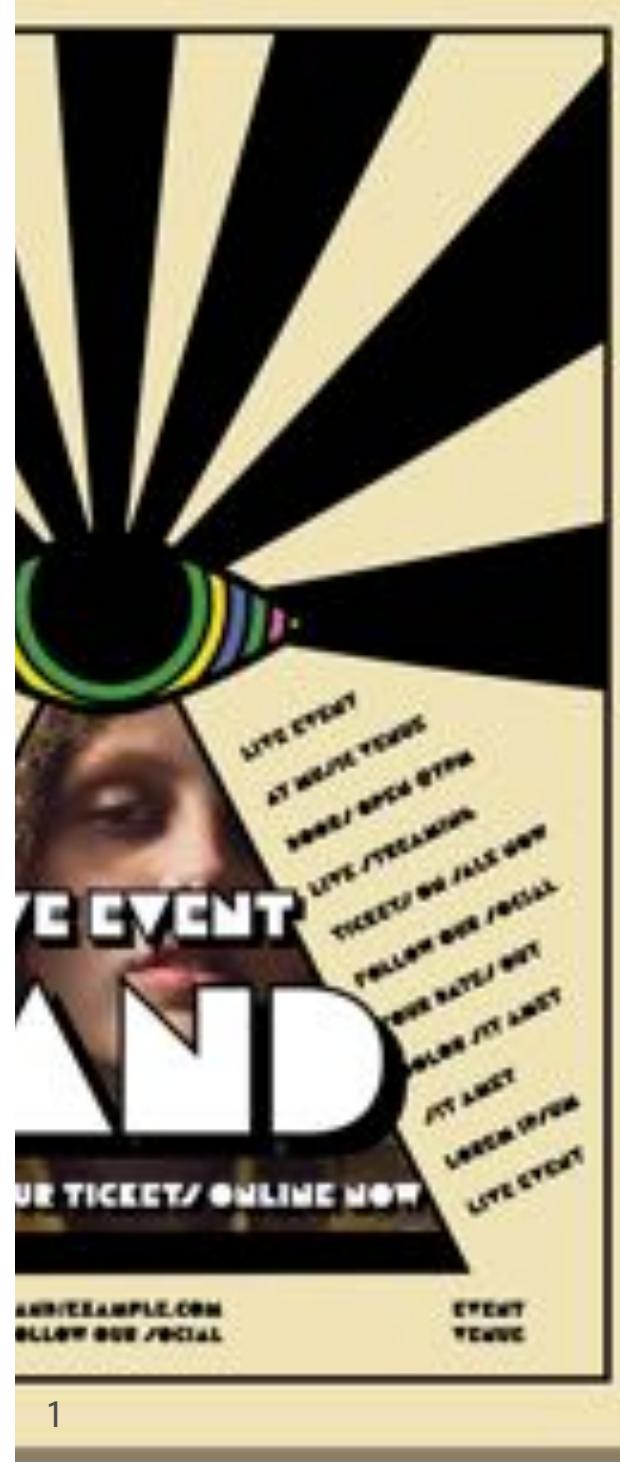
Experiment with waves, curves, and gradients in any medium to bring an organic vibe to digital work.

### Artist Credits:

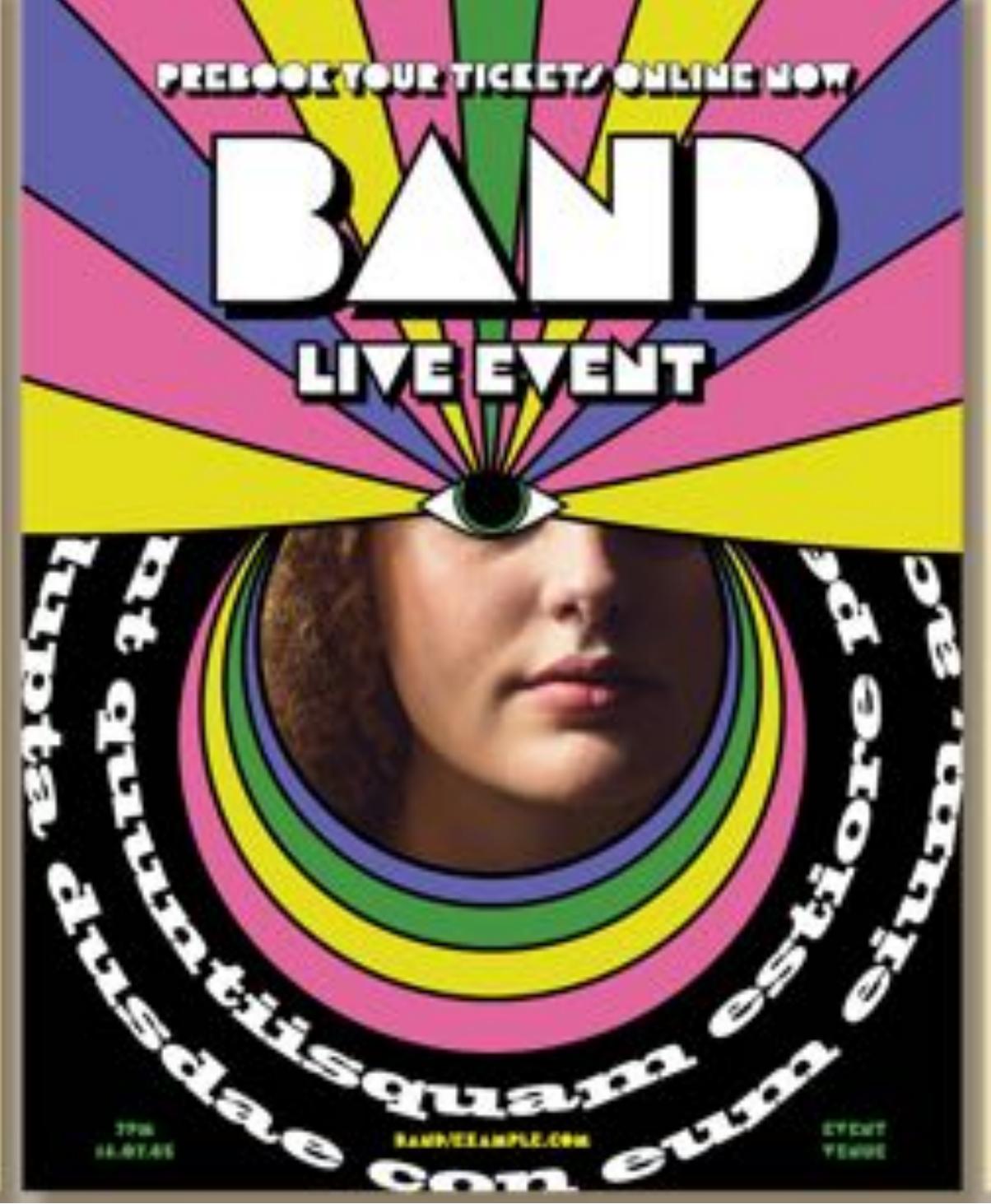
- 1 – Wavebreak Media | 422401682
- 2 – Nidia Dias/AvantForm | 379953011
- 3 – Wavebreak Media | 430446394
- 4 – Wavebreak Media | 442181068
- 5 – vj310749355
- 6 – The Royal Studio | 383125294

**Summer of love**





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## Party people

Post-war and anti-war culture celebrated art, music, and having a good time - which today's creators can relate to by bringing colorful, visual passion to their work.

Create party flyers, social media sets, patterns, and illustrations that combine the vibrance of [Filmore Posters](#), the exciting energy of [Haight-Ashbury](#), and the needs of modern users. Consider submitting:

- Announcement layouts that are online, offline, or a mix
- Patterns showcasing elements of different celebrations
- Mockups with specific, celebratory assets

### Artist Credits:

- 1 – Aiyari Graphic | 389975361
- 2 – ivector | 181251246
- 3 – Stellar Bones | 366953160
- 4 – Serge Zimniy | 399925103
- 5 – iVector | 182191312
- 6 – Ihor | 421209632

Get the message out

Contemporary graphic designs are exploring the content of their work as much as the composition. Artists are writing out their thoughts and feelings in messages that can be both inspiring and versatile. Introspective, neo-spiritual positive messaging can be utilized as powerful design elements as long as it works within a wide audience and reflects current social values.

Explore the [Adobe Stock Play on Words Collection](#) for more inspiration on how to incorporate lettering, letter sets, headers, and patterns into your work.

Artist Credits:

1 – NKTN | 436666176

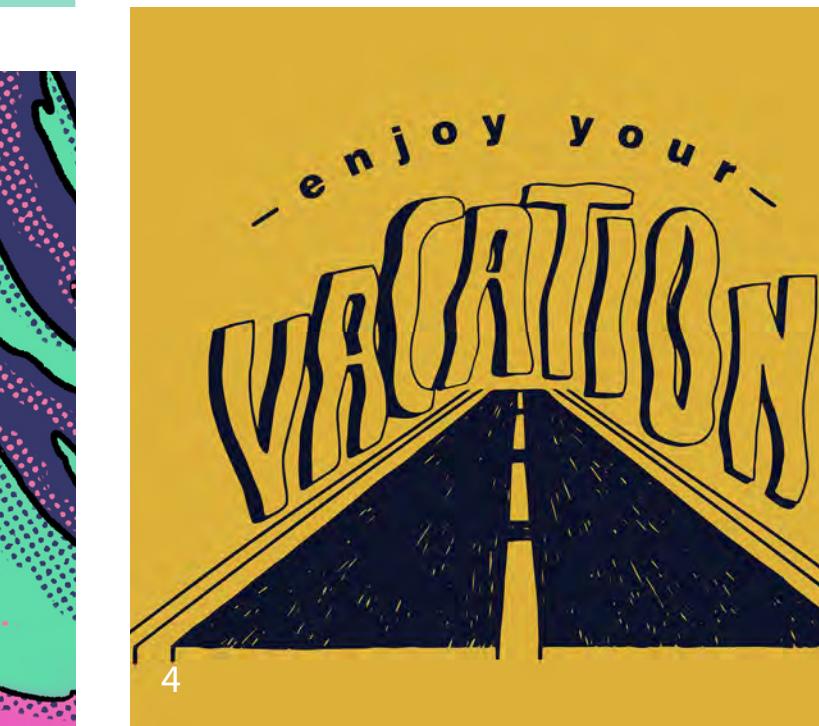
2 – Katya Sever | 436550942

3 – san | 419538879

4 – Nataly | 437392169

5 – InnaPoka | 272703353





## Out of this world

While escapism shapes the technique and structure of psychedelic art, it also plays a heavy hand in the subjects explored. Modern psychedelic themes are especially important in conceptual and abstract illustrations that help tell stories that are hard to articulate in literal visual representation.

Today's illustrators can explore mental health concepts, adventure and travel images, and stories about growth in their own style. Creative interpretations of dreams, waking up and going far-out are welcome in this reflective new world.

### Artist Credits:

- 1 – Mysterylab | 367005260
- 2 – Goce Ilievski/Stocksy | 420579144
- 3 – Andrea Vollgas | 443403678
- 4 – Good Studio | 194398867
- 5 – Complot | 17979488



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