Creative
Trends
2022

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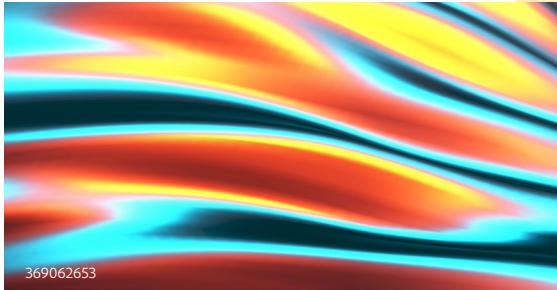
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Introduction

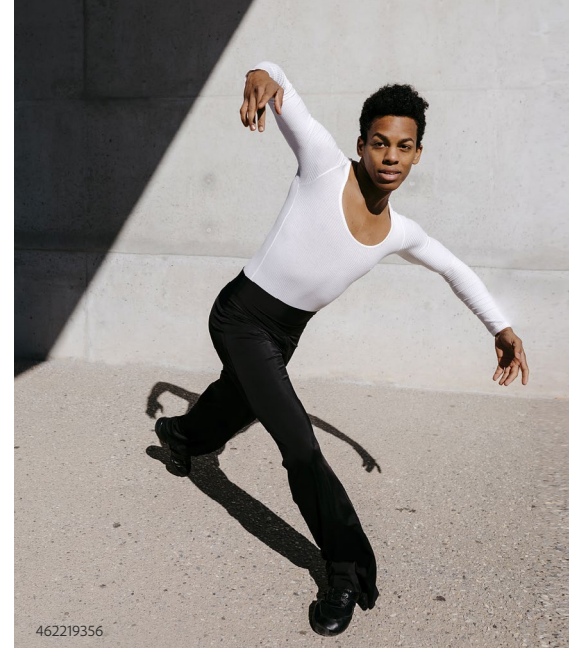The seriousness of life during the pandemic has taken its toll. Tired of the mundane and familiar, people are more carefree, high-spirited, and joyful as they seek re-connection, escape from boredom, and positivity in the new year.

The 2022 Creative Trends report combines consumer insights with extensive research on trending visuals, socio-economic developments, and global narratives to forecast the most relevant visual, design, and motion trends to help guide creative, marketing, and client-servicing needs throughout the year.

Read on to explore visual thought starters and thematic collections of movement, nature, the metaverse, and positivity — curated to help you stay ahead of the curve.
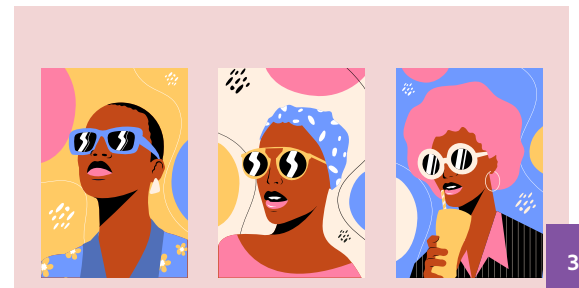

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Visual
Trends

Powerfully Playful

Following the seriousness of living life during a global health pandemic, some people are heading outdoors and being more carefree, high-spirited, and joyful as they experience activities like fitness, sports, or simply a walk in fresh air. They are discovering the power in play — whether that be because of its impact on their wellbeing or because it helps to build stronger ties with others.

Powerfully Playful captures this through images of unbridled optimism, enjoyment of the small moments in life, outdoor fun, and candid scenes with friends and family.

See the full gallery →

Adobe Artists:

1 - beáta angyalosi | 318112414 →
2 - Vladimir Tsarkov | 369131519 →
3 - Igor Madjinc | 261090153 →
4 - Goodness Grace Photography | 175529090 →

5 - Hero Images | 457027183 →
6 - Juan Moyano | 382265687 →
7 - oneinchpunch | 323486180 →
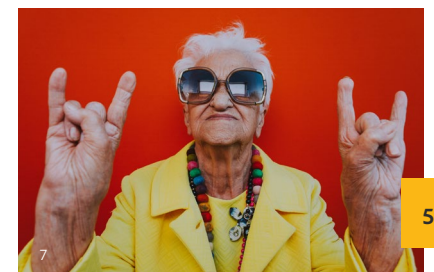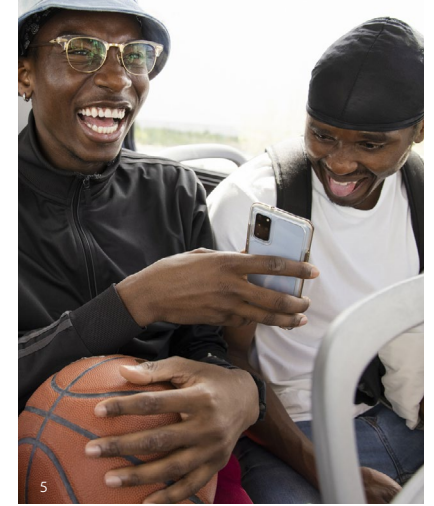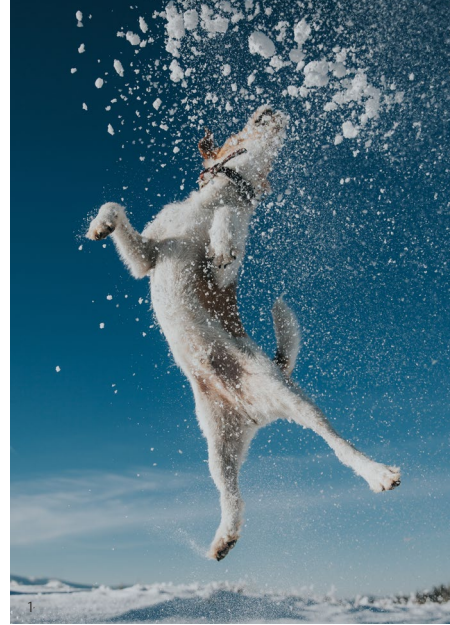
Studies[1] have found people report a higher level of vitality, enthusiasm, pleasure, and self-esteem, and a lower level of tension, depression and fatigue after they have walked outside, which may be why research revealed exercising outdoors was the most popular fitness trend in 2021.[2]

Prioritize Our Planet

Whether through wildfires, floods, or record-breaking temperatures — people are experiencing the effects of climate change more directly than ever — making conversations around planetary justice gain momentum. There's a renewed sense of urgency and solidarity among consumers to join hands before it is too late and to create a new vision of an eco-utopia.

Prioritize Our Planet captures moments of planetary health, sustainability, environmentally-friendly practices, environmental activism, and images of natural disasters to raise awareness.

See the full gallery →

Adobe Artists:

1 - dmytro_khlystun | 279249209 →
2 - Smith & Turner Creative Services | 215888385 →
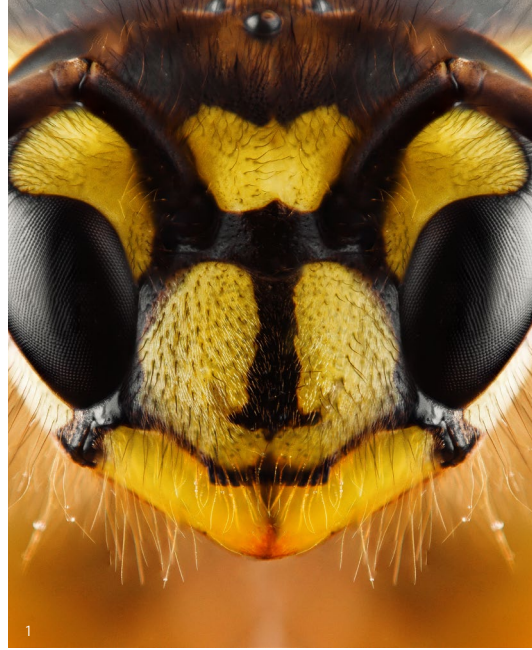3 - Hero Images | 427493522 →
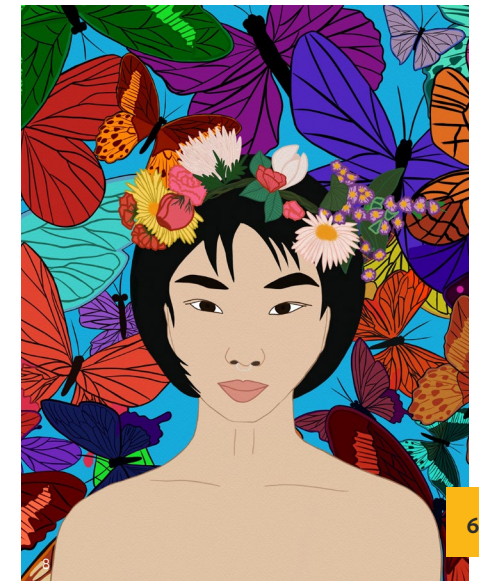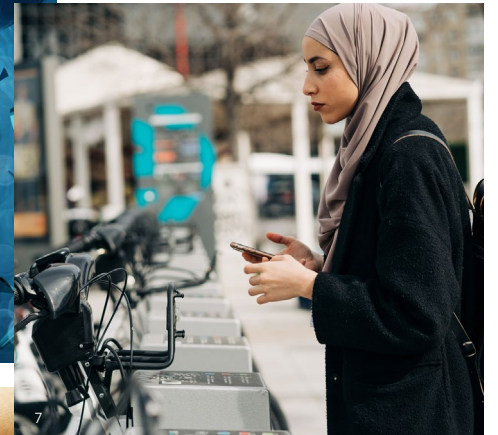4 - David Munoz | 401273579 →

5 - James Thew | 308716508 →
6 - 365mm | 310753307 →
7 - Jake Jakab | 433677865 →
8 - Danil Nevsky | 420567204 →

Research by PwC,[3] which surveyed 8,681 consumers across 22 regions, shows that 50% of respondents believed that the pandemic has changed their behavior, encouraging them to be more sustainable.

The Centered Self

The self-love movement is here and there is a bigger emphasis on self-care and emotional hygiene to battle the moment of collective grief that psychologists have pointed out we are experiencing post-pandemic. New tools and resources have also emerged to help better serve human and communal wellness needs of the moment.

The Centered Self captures this through visuals depicting self-acceptance, meditative moments, body positivity, and connections with nature.

See the full gallery →

Adobe Artists:

1 - Riku Ounaslehto | 264548512 →
2 - Studio Firma | 336238924 →
3 - Raw & Rendered | 447568475 →
4 - Kristen Curette Photography LLC | 420647643 →

5 - fvckrender | 462970265 →
6 - Adam Perez | 452619135 →
7 - Cavan Images | 403839974 →
8 - Nicola Suttle | 439896540 →
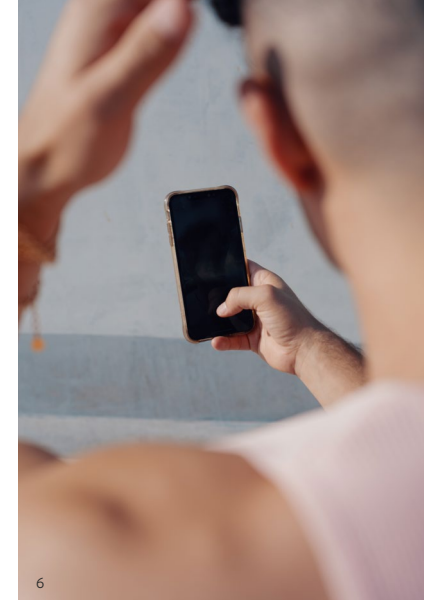
A series of mental health apps have launched in the last few years, demonstrating strong consumer demand: Coa[4] is the first mental health gym, and Quilt[5] is a social audio network focused on mental wellness and community.

In the Groove

After years of only being able to be with others virtually, people are turning to dance as a touchless way to connect with others and express themselves. As a result, dance has expanded to become a method of exercise, self-expression, coping, celebration, and a mental health ritual.

In the Groove captures this through imagery of individuals dancing, community troupe dancing, rhythmic movement and shapes, and interpretive dancing.

See the full gallery →

"Movement is the foundation of life. Dance takes this human imperative to an expressive imperative that supports our ability to make meaning and deepen our understanding of this world."

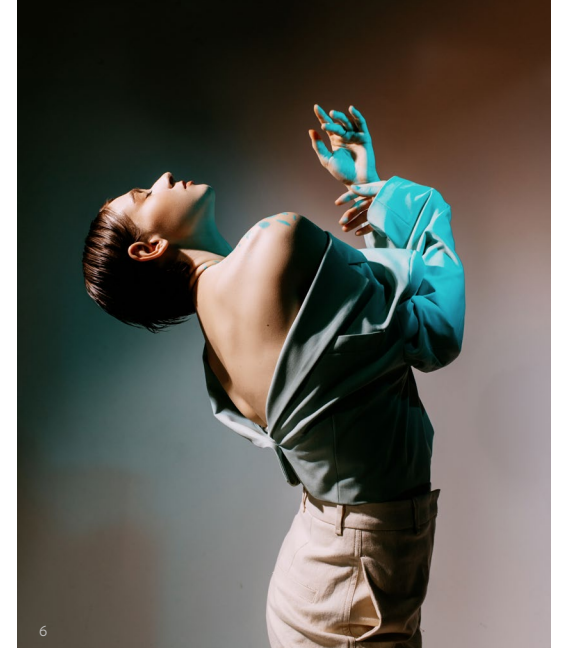*— Jawole Willa Jo Zollar, choreographer, recipient of the 2021 MacArthur "genius" grant*

Adobe Artists:

1 - Stocksy | 232559972 →
2 - Yakobchuk Olena | 456692880 →
3 - Antonio Rodriguez | 435387675 →
4 - rolffimages | 257078858 →

5 - Manuel Ruiz | 380746716 →
6 - Sergey Filimonov | 388159715 →
7 - Evgeny Lobanov | 175676877 →
8 - vpanteon | 431694621 →
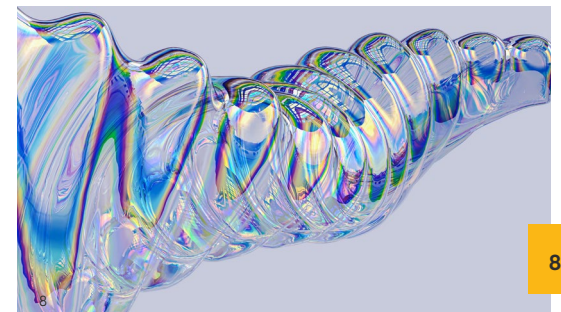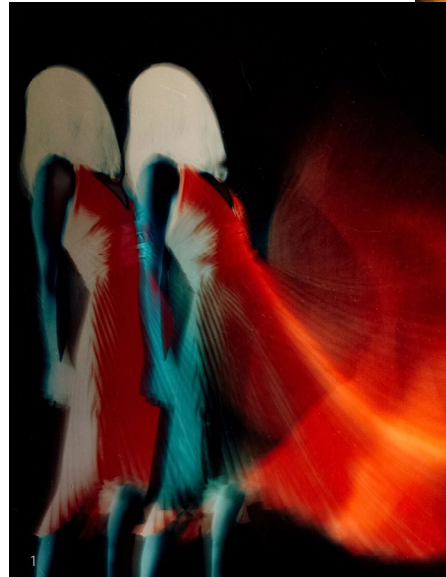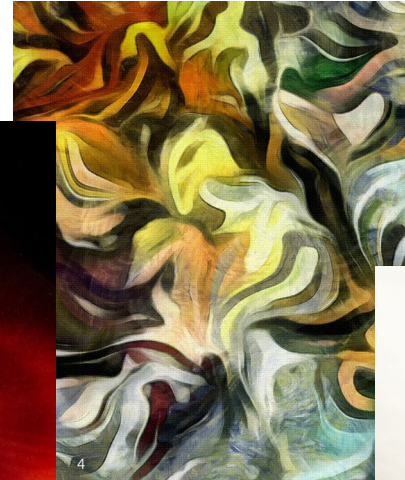
Visual Asset Shortcuts

Find a beautiful photo that fits your needs quickly and intuitively with search powered by our artificial intelligence technology, Adobe Sensei, and with previewing and licensing capabilities built directly within Adobe apps.

Find images to match your brand color palette

Use the Color filter on Adobe Stock to select a specific color and reach results close to that value.

How to do this:
- Pick a color from the Color filter on Adobe Stock, or enter the hexadecimal (HEX) value of the color to get color-specific search results.

Quickly find images with blurred backgrounds

Use the Depth of Field filter to find images that are perfectly in focus or images shot with a blurred background.

How to do this:
- For images with a blurred background (maximum depth of field), set the Depth of Field slider to More Blur.
- For images with most or all of the image directly in focus, set the slider to Default.
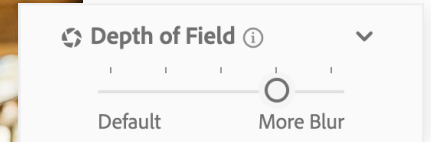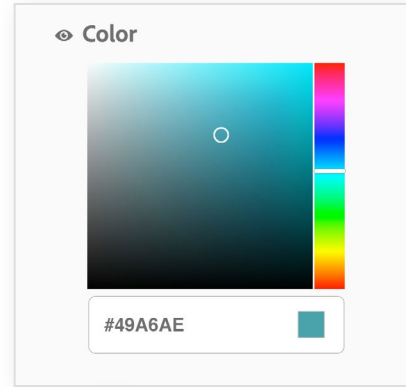
Design Trends

Soft Pop

People are avoiding burnout and seeking out positive images and soft, happy colors. With a focus on pliable forms, **Soft Pop** is characterized by 3D cartooning, character narrative, and a squishy whimsical appearance. The soft pastels and rounded shapes satisfy the pursuit of positivity and add child-like glee.

See the full gallery →

Adobe Artists:

1 - Rachael Presky | 449667516 →
2 - Raw & Rendered | 447568492 →
3 - Veronica | 417774900 →
4 - love_is_love | 399552578 →

5 - Katya Havok | 432813309 →
6 - Dmitry | 460753004 →
7 - Dariia | 391316660 →
8 - Wavebreak Media | 454416029 →
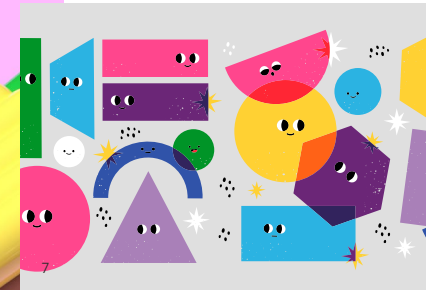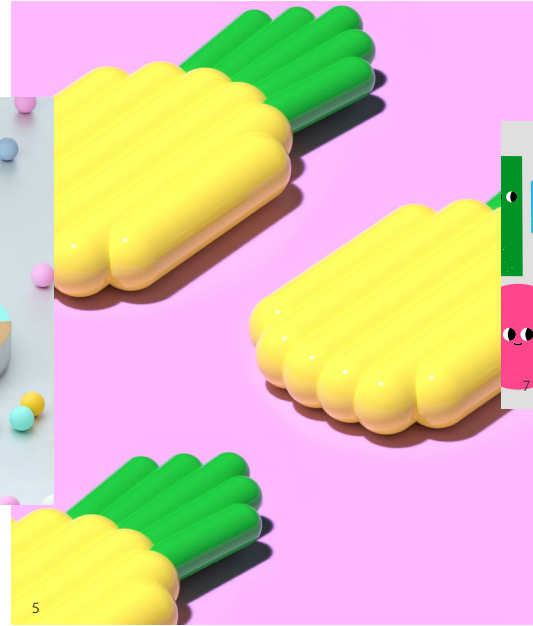
"**Taking the time to engage with positive content can have an almost instantaneous impact on our emotional state.**"

— *Emma Kenny, psychologist*

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New Naturalism

The digital disconnection of the natural world provides a sense of calm for many people and has become a guiding light in their lives — entering their homes, personal aesthetic, and diets. **New Naturalism** captures this through its clean modernism, elevation of the organic, and visuals inspired by post-minimalism and clean living that isn't just aesthetically pleasing, but revitalizing.

See the full gallery →

Designer Kristin Bartone[8] **of Bartone interiors told CNN, "By infusing natural elements into our interior spaces, we stay connected even when we are indoors. Designing this way helps reduce stress and increase environmental stewardship."**

Adobe Artists:

1 - rawpixel | 452599196 →
2 - rawpixel | 430425089 →
3 - Cute Designs | 457991454 →
4 - Raw & Rendered | 447568479 →
5 - kopikoo | 404998419 →
6 - artjafara | 425829370 →
7 - Pixelbuddha | 442991711 →
8 - rawpixel | 435679318 →
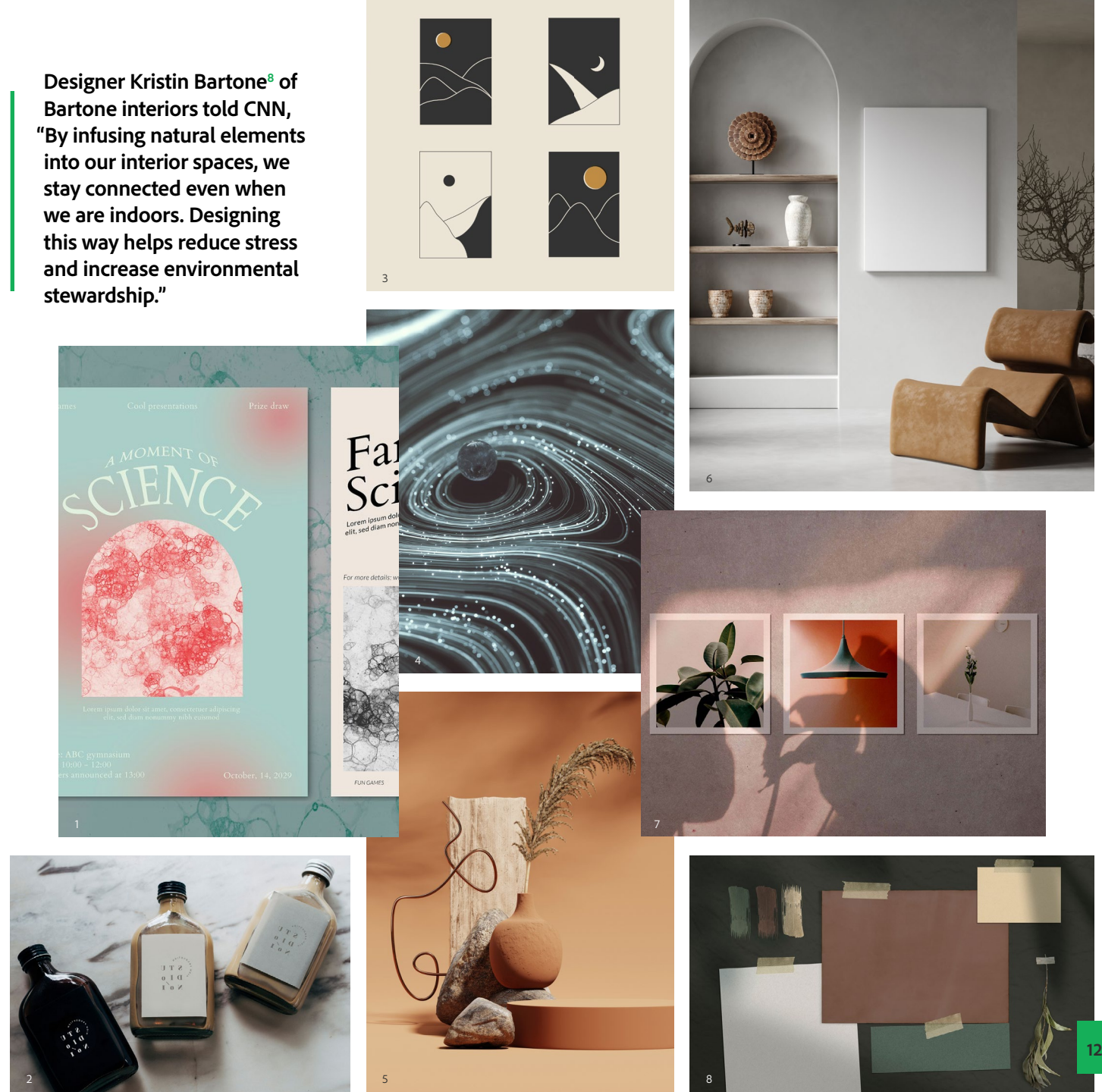
Otherworldly Visions

In an escape from boredom, people are creating projects that present alternate and immersive realities. **Otherworldly Visions** draws inspiration from the metaverse, science fiction, and Afrofuturism by working with optical illusions, wild designs, and exploring dreamy combinations and contrasts.
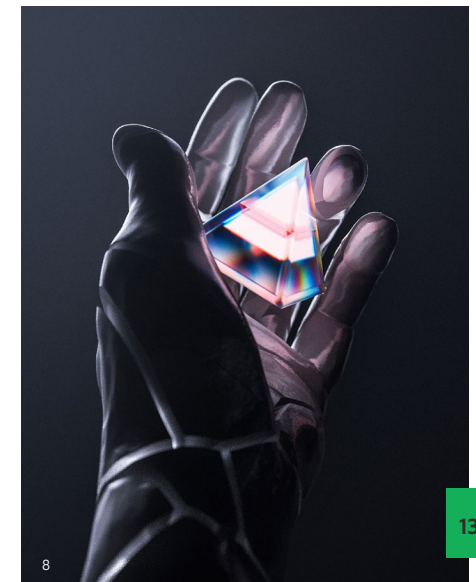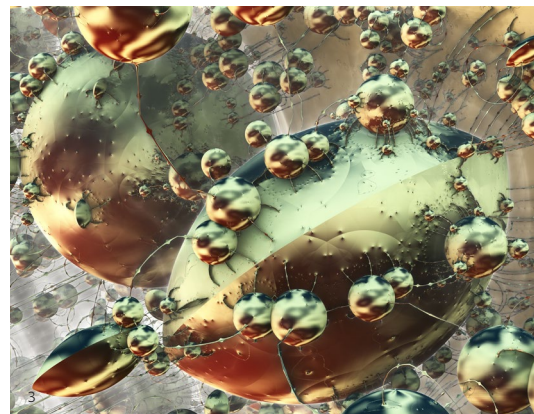
See the full gallery →

Mark Zuckerberg[9] believes the metaverse will be an "embodied internet, where instead of just viewing content — you are in it."

Adobe Artists:

1 - Beeple | 447567360 →
2 - orangeberry | 430690964 →
3 - Natalya Yudina | 347778400 →
4 - bawan | 444381587 →

5 - Beeple | 447567386 →
6 - khius | 347291554 →
7 - Sarah Alice Rabbit | 449505684 →
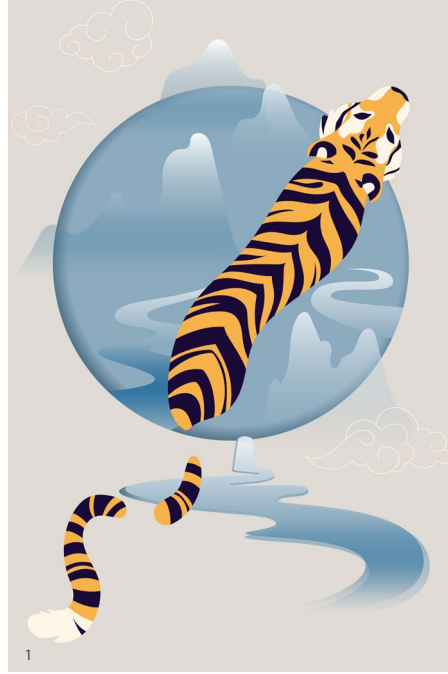8 - Ryan Hawthorne | 379953075 →

Heritage Craft

Tired of the mundane and familiar, people are exploring local folk art across many cultures. They are searching for maximalist expressions and vibrant patterns that transport them. **Heritage Craft** celebrates craftsmanship through folk art, patterns, art, and bold and bright expressions from all around the world.

See the full gallery →

According to a 2018 study,[10] boredom is triggered by two opposite emotional forces: overstimulation and under stimulation. Brands like IKEA[11] tapped into a pandemic-induced boredom with an anti-boredom manual.

Adobe Artists:

1 - VD_ele | 460835237 →
2 - IHOR | 424387068 →
3 - Andrea Vollgas | 393353902 →
4 - Isobel Hsu | 343973284 →

5 - Deeplab | 365080102 →
6 - Sport_Vector | 404124880 →
7 - mego-studio | 425634972 →

Visual Asset Shortcuts

Add graphics to your projects with hand-picked vectors, express conceptual topics with modern illustrations, and create faster with artist-designed template layouts and mockups.

Easily change the size and color of vectors

Perfect for everything from website prototypes to infographics, vectors can be downloaded in AI or EPS files and uploaded to Adobe Illustrator for customizing.

How to do this:

- In Illustrator, select the vector then open the Recolor Artwork panel to select your custom colors.

Express conceptual topics using illustrations

Upgrade your project with creative illustrations from popular and emerging global artists — all available as JPEGs and made to be placed in any application.
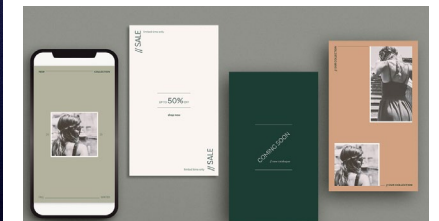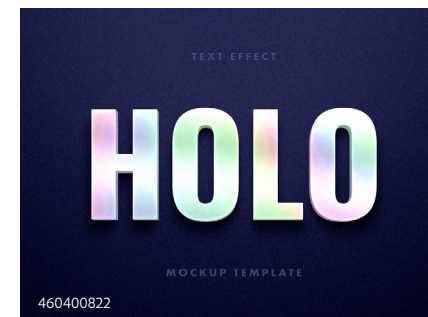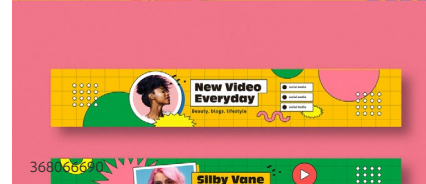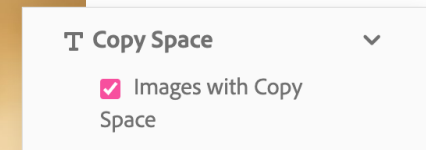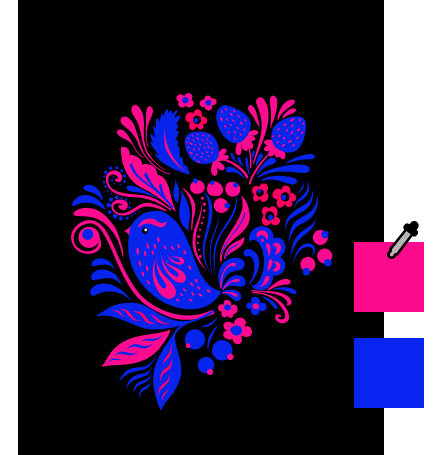
How to do this:

- Browse Illustrations on Adobe Stock and use search filters like Copy Space to find illustrations that meet your brand needs.

Streamline your creative process using templates

Get fully customizable free poster templates, social media kit templates, or presentation templates.

How to do this:

- Find these free templates by opening Photoshop, Illustrator, or InDesign and going to File > New or hitting CMND+N.

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T **Copy Space**

☑ Images with Copy Space

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368066690

368498572

15

Motion Trends

Metaverse Mix

As more of our lives are spent online, digital spaces are becoming safe spaces. From an increase in YouTube and Twitch viewers, to more people flocking to gaming to alleviate stress — people are turning to the metaverse to find respite and share experiences in virtual social spaces. **Metaverse Mix** captures the wonder of the virtual world with calming futuristic movement, special effects depicting technological advancements, shooting neon colors, and bustling streets.

See the full gallery →

Adobe Artists:

1 - Thiago Melo | 259449327 →
2 - 3dsculptor | 457847978 →
3 - twistah | 462900655 →
4 - Gorodenkoff | 321541531 →

5 - whyframeshot | 461994720 →
6 - 3dsculptor | 406749148 →
7 - Oleh | 416651051 →
8 - wavebreakvideo | 320364926 →
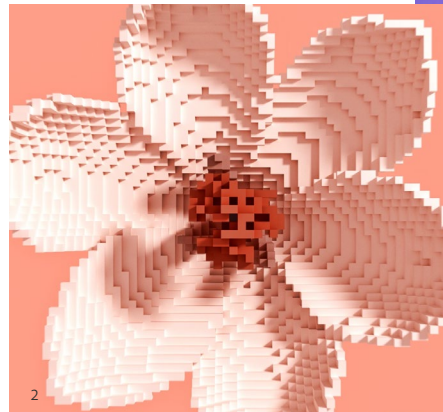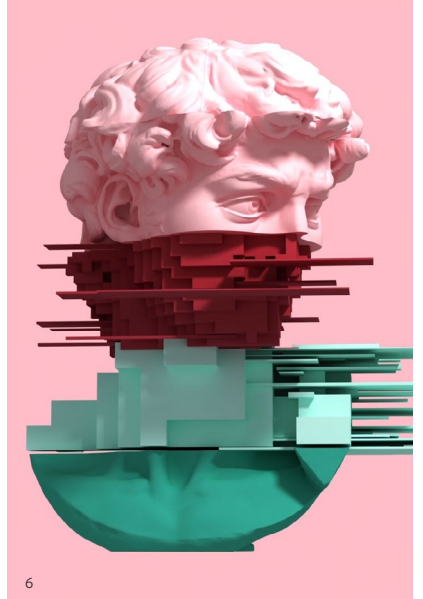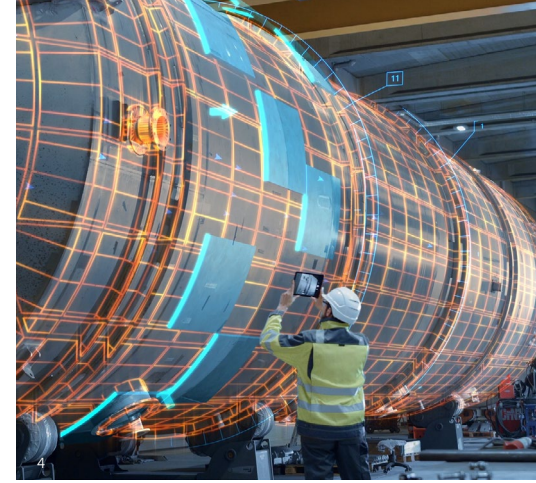
A Microsoft study[12] found that 84% of respondents agreed gaming has positively impacted their mental health over the past year, while 71% said gaming helped them feel less isolated.

17

Dimensional Delights

People are delighting in these hyperreal and sweet visuals created with cutting-edge advanced technology that presents surreal levels of fun. **Dimensional Delights** captures creative expression in a virtual world with dynamic movement, repeating organic shapes, negative space, and 3D scenes.

See the full gallery →

Adobe Artists:

1 - Green Wind | 462093136 →
2 - NeoLeo | 356258935 →
3 - blackboxguild | 414840163 →
4 - VAlex | 304942255 →
5 - lexaarts | 354449460 →

6 - tykcartoon | 345530042 →
7 - Gorodenkoff | 383268401 →
8 - NeoLeo | 412356260 →
9 - Green Wind | 303938237 →
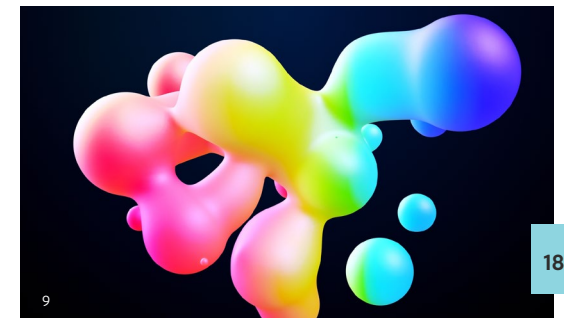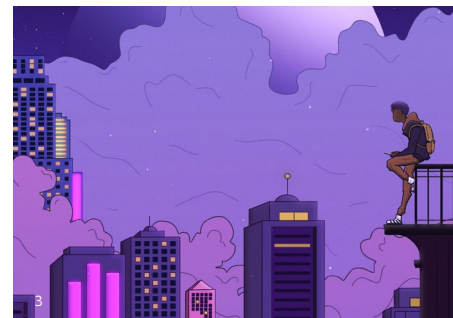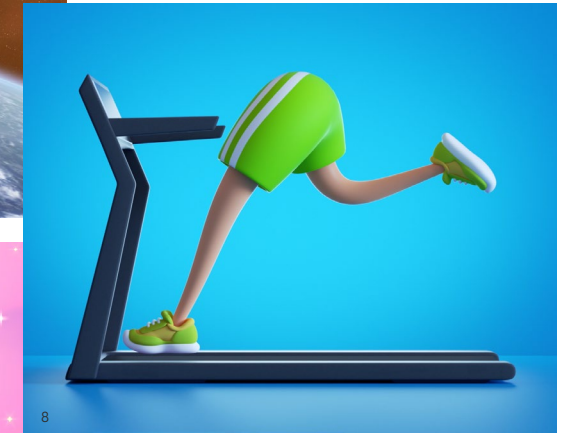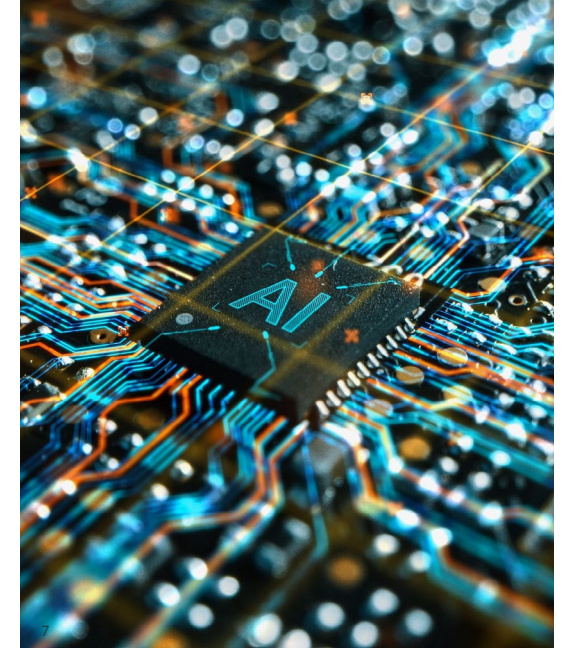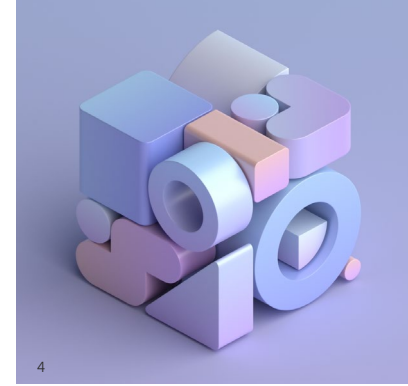
Copy and Captions

With the digitization of communication, comes the rise of virtual storytelling and brands finding ways to further enrich their content with evocative language and eye-catching designs. **Copy and Captions** features dynamic slide-in captions, energetic glitches, colorful shapes around text, and repeating text that make the messaging stand out.

Whether copy, captions, or subtitles — text elements are an absolute must for social content in 2022.

See the full gallery →

Adobe Artists:

1 - JacGeorge Media | 446837251 →
2 - Wavebreak Media | 430446394 →
3 - Flux VFX | 357935365 →
4 - Wavebreak Media | 456808328 →
5 - Lucas Langworthy | 175290387 →

6 - Wavebreak Media | 398284677 →
7 - Wavebreak Media | 445609092 →
8 - Wavebreak Media | 348228169 →
9 - Digital Wind | 321560125 →
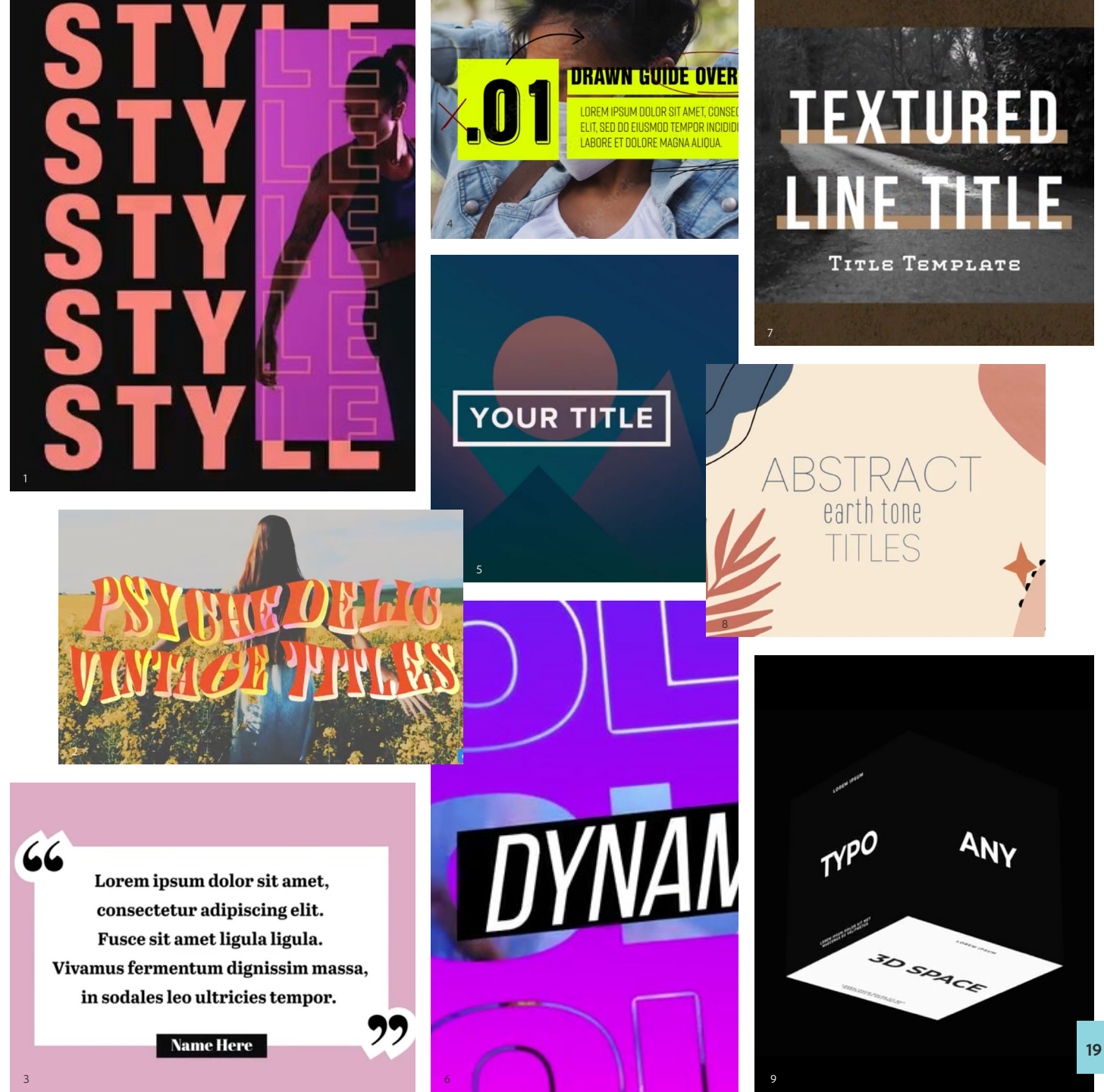
Get Moving

From dancing to playing sports — people are embracing movement as a celebration. **Get Moving** expresses different types of movement through interesting angles, people expressing themselves through dance, groups enjoying communal festivities, and people taking part in high-energy fitness routines.

See the full gallery →

Adobe Artists:

1 - kohanova1991 | 289156221 →
2 - Pavel Losevsky | 21225231 →
3 - wavebreakvideo | 438645902 →
4 - fixsya | 429702211 →
5 - puzurin | 302221540 →
6 - pressmaster | 447730042 →
7 - AILA_IMAGES | 104883488 →
8 - Карим Бойко | 313331743 →
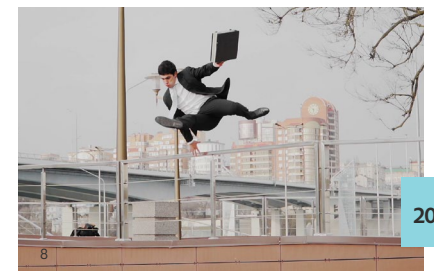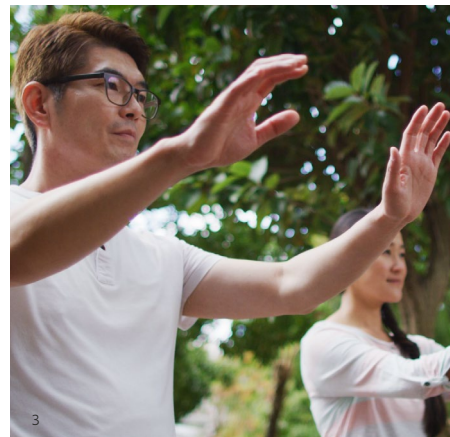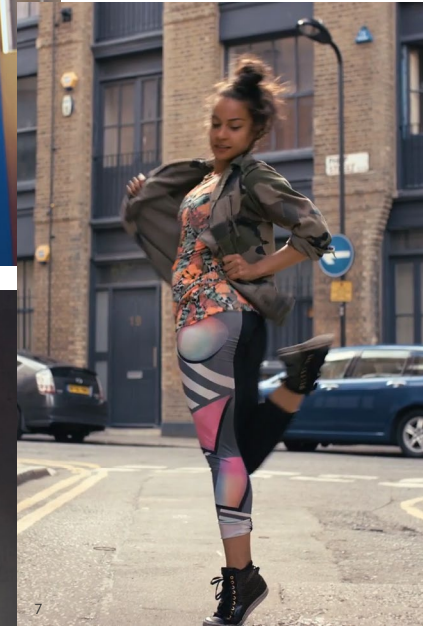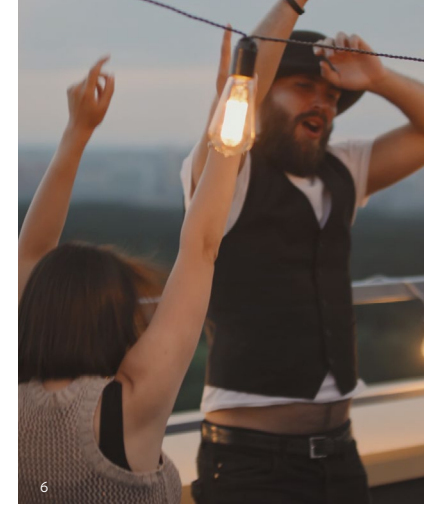
Visual Asset Shortcuts

Bring your stories to life by enhancing your creations with high-quality video and dynamic, pre-built motion graphics assets.

Add dynamic elements to projects with Motion Graphics templates

Motion Graphics templates are customizable and allow you to change color, text, and the layout of animated graphics. Find what you need, whether it's a lower-third for a documentary or an animation for a YouTube vlog.

How to do this:

- In Premiere Pro, simply drag and drop the MOGRT file to a sequence. Select the asset then open the Essential Graphics panel. Click the text and select the font you'd like to use.

Use video to fill a storyline gap, provide an establishing shot, or match existing footage

Adobe Stock video assets come in HD and 4K and include themes such as lifestyle, business, cinematic, aerial, action animation and more. Easily find video assets on Adobe Stock through search filters such as Shot Size and Shot Angle.

How to do this:

- On Adobe Stock, click the Search Filter panel on the left. From there, use the Shot Size and Shot Angle filters to find the perfect video.
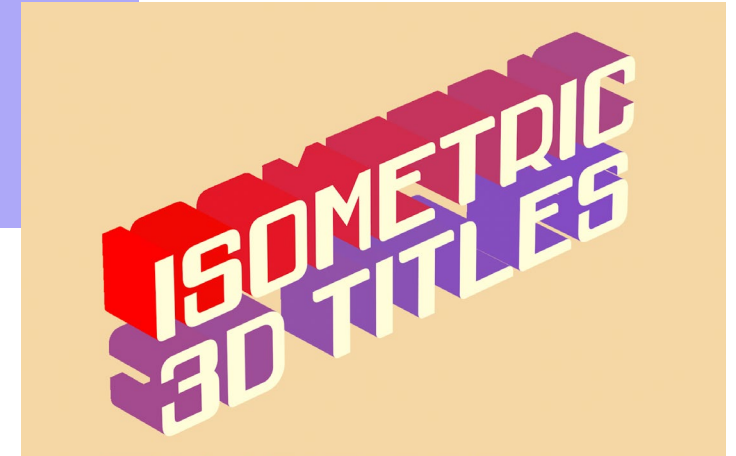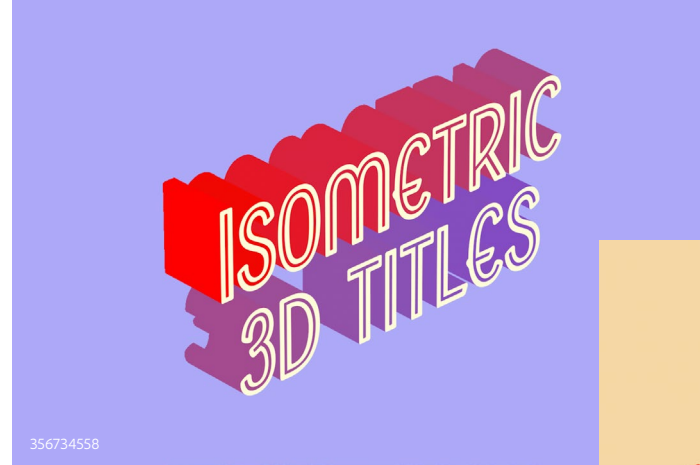
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Citations

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7 Rachel Chang, comment on "Iceland Introduces the Idea of Joyscrolling with Waterfalls, Geysers, and Puffins," by Travel and Leisure, December 15, 2020. →

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11 Tom Ravenscroft, "IKEA Designs Forts for Children in Lockdown," Dezeen, May 15, 2020. →

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