Visual Trends

Volume 1
Whether you’re a creative professional or an aspiring artist, everyone is influenced by trends. You can change them, challenge them, be inspired by them. But you can’t ignore them. Trends encourage artists to master age-old techniques and push new boundaries. As award-winning designer Paul Trani puts it, “A new design trend is no different than a new invention—inventions either make something better or reveal a need we didn’t know we had.”

Take a look at current visual trends to see what’s making noise in the creative community.
Digital art gets delicate.

At the intersection of technology and creativity comes a new wave of digital art—full of intricate detail, delicate brush strokes, and realistic textures.
Analog techniques in a digital world.

There’s no doubt the boundary between fine art and digital art is blurring. As the world becomes more industrialized and more technology-focused, many artists are gravitating toward handcraft in their digital art by mimicking the world of reality.

With new and evolving technologies like tablets and responsive pens, designers now have the tools to create precise colors, textures, and details like never before.

VIEW THE COLLECTION
VISUAL TREND

View from above.

With the popularization of drones comes a new movement of aerial photography that captures the world from a fresh perspective.
Aerial photography reaches new heights.

While satellite and helicopter photos have been available for some time, the flexibility and relative accessibility of drones have opened the door for more intentional artistic choices in aerial photography. Artists are capturing the world from angles and viewpoints not previously explored.

This yields unexpected and eye-opening images that have powerful emotional impact—especially as artists explore the environmental, social, and political power of drone photography.
The female creator.

The portrayal of women in stock photography is changing to provide a more balanced representation of the human experience.
A fresh feminine perspective.

More and more photographers are challenging stereotypes and gender norms—especially how women are portrayed in stock images. It’s not just a creative trend, but a social movement that has brought diversity to the forefront to provide a balanced and complete representation of the human experience.

Female artists in particular are bringing different and new perspectives to the table—both behind and in front of the camera. As a result, we’re seeing more authentic photos that capture and show the world through the eyes of women.

VIEW THE COLLECTION
No man is an island.

With an increase in environmental awareness and responsibility, artists show a balance between the natural and modern worlds.
Back to our roots.

As our world becomes more urban, we become more aware of our inherent need for nature. Artists are exploring this paradox through finding connections between the natural and industrialized worlds.

As a result, there is a developing trend in stock photography that shows man-made structures in balance with natural elements including rivers, parks, and trees. These kinds of images communicate harmony and interconnectedness between the modern and natural world. They remind us we are all part of something greater than ourselves.
With decades of experience, Adobe has led the creative community with cutting-edge technology. And Adobe Stock has helped lead creative trends by empowering artists with the tools to create and use images that are visually stunning and inspiring.

Today, Adobe Stock offers millions of images, graphics, videos, templates, and 3D assets, plus the Premium and Editorial collections from our most inspired community of artists. And because it’s integrated inside Adobe Creative Cloud, designers can search assets without leaving the apps they use every day.

The best of stock, now scaled for enterprise.

But the right stock service should provide more than beautiful images. Adobe Stock for enterprise empowers creative teams with the tools they need to work fast, stay organized, and collaborate across the enterprise. You can:

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- Track content usage with flexible true-ups and easily assign access to users or groups
- Get unlimited global users, sharing rights, distribution, impressions, and print runs
Adobe Stock for enterprise makes it easy for teams to search and license world-class assets inside their Adobe Creative Cloud apps—all while meeting the critical licensing requirements of large organizations. For more information about how your team can get started with Adobe Stock for enterprise, visit www.adobe.com/go/stock.