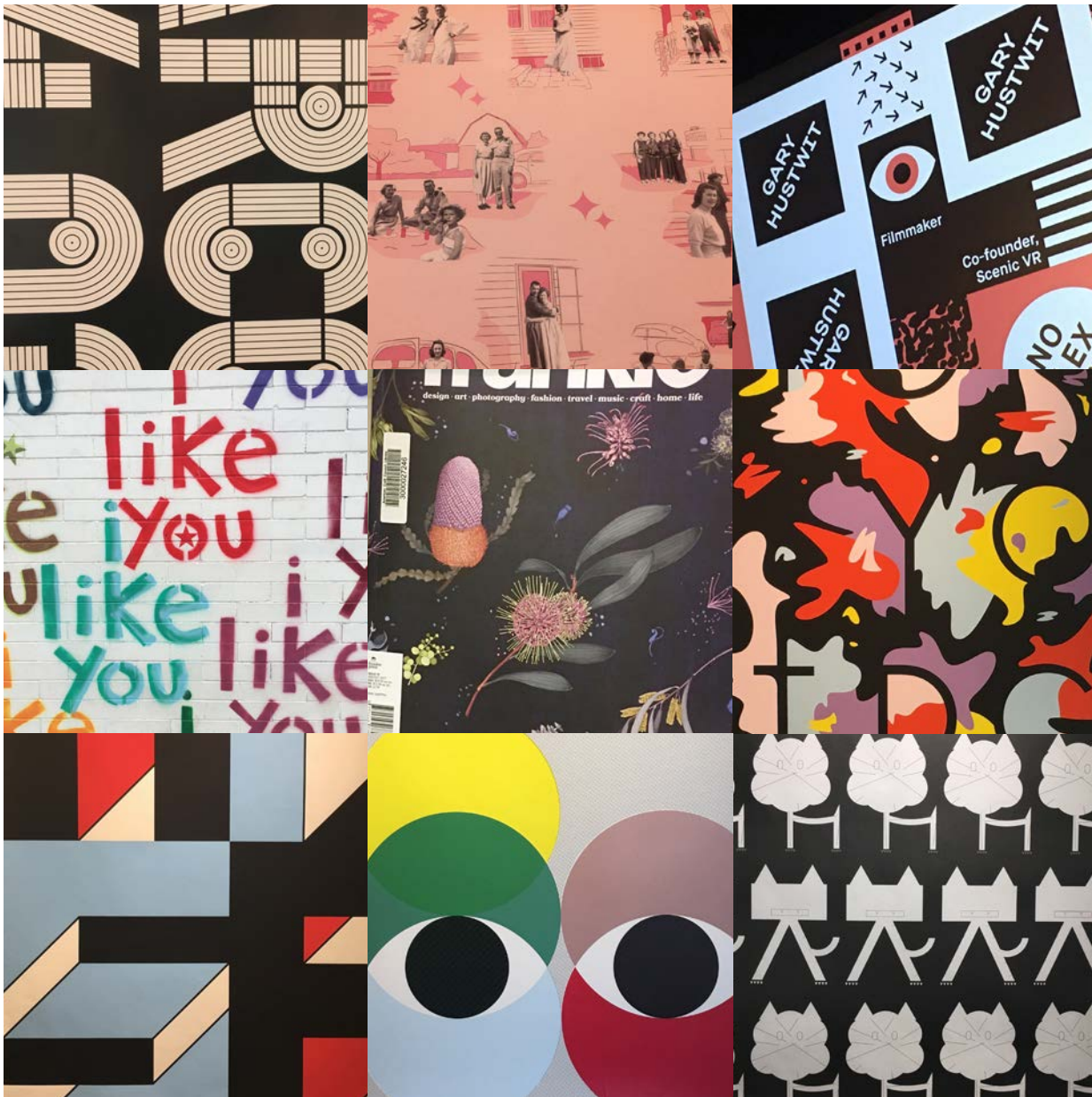


## Pattern design

438 Graphic Design III

Cutler-Lake



**Your assignment in a nutshell:** design three related patterns.

**What do I mean by "related"?** This could be achieved in a number of ways: for example, though a shared color scheme or subject matter. There are few limitations as long as your concept is solid. It should be obvious that the resulting patterns are related to each other. You might even design them to work together. (Hint, contrast the scale.)

**What software should be used?** Probably Illustrator. If you must use Photoshop for raster images, keep an eye on the resolution.

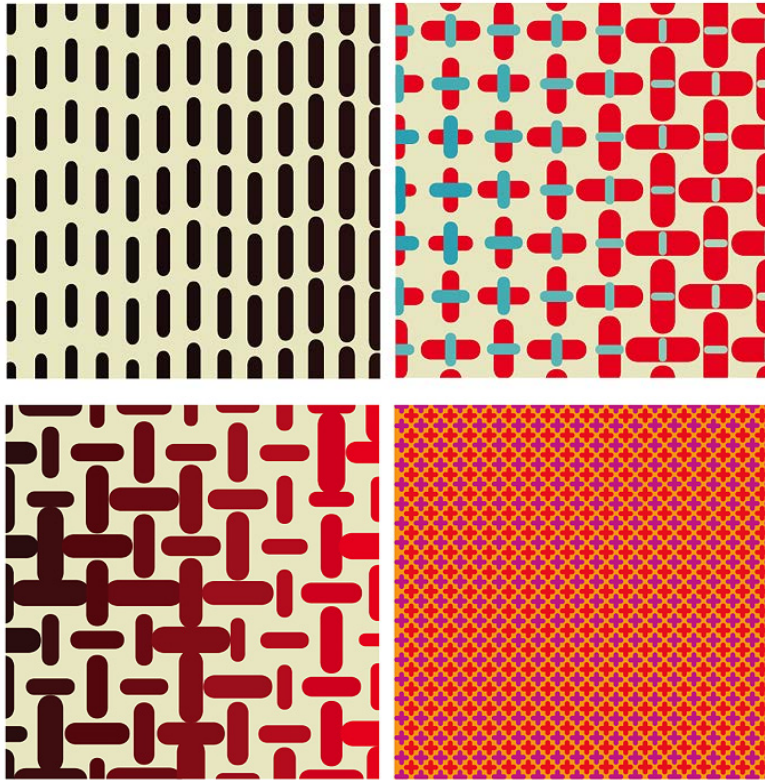
**What are the submission guidelines?** On one board, please give swatches of each design (no smaller than 6" x 6" square) as well as a corresponding photo mockup showing each pattern in use. Use different mockups for each pattern. Mockups could show upholstery, clothing, accessories, wallpaper, etc.

**Do I also need to submit a process book?** Always.

## Techniques to get you going with pattern design.

Cutler-Lake

ADAPTED FROM GRAPHIC DESIGN: THE NEW BASICS BY ELLEN LUPTON & JENNIFER COLE



### A. One Element, Many Patterns

Open a new file. Specify an 8 inch x 8 inch square.

1. Devise a single simple element, such as a dot, diamond, line, or square.
2. Copy & repeat the element in columns or rows to make an overall pattern. (Hint: you might find it useful to turn on the grid: "View>Show Grid." While you're in there, selecting "Snap to Grid" might be useful too.)
3. Vary the spacing of the elements in the rows to create variation.
4. Continue to create new variations by varying the size of the elements.
5. Create five variations total. Color is up to you.



Yong Seuk Lee

### B. Random Repeat

1. To create a pattern that appears random, but actually repeats, begin by creating a tile. The tile can be any shape that interlocks with other shapes.
2. Anything can happen inside the tile, but objects that appear on the left and right edges and the top and bottom edges must align perfectly with each other. You are welcome to use shapes, digital drawings, or photo imagery.
3. Test your tile by copying it and linking the copies together. Do the edge elements overlap correctly? Does a random appearance prevail, or do visual "events" begin to form that make the repeating structure obvious?