

Pattern Design

Diseño de Patrones

Repeat Pattern Focus / Repetir Enfoque de Patrón
Applied Arts I / Artes Aplicadas I

Whooooo!!

time for the

Pattern Pre-Test!

¡Whoo! ¡Es hora de la prueba previa del patrón! ¡No se preocupe, esto es solo para crédito de participación! :)

Don't worry, this is only for participation credit! We're here to learn together :')

ELEMENTS & PRINCIPLES OF ART

LINE

Line is the path of a point moving through space



PATTERN

Pattern refers to the repetition or reoccurrence of a design element, exact or varied, which establishes a visual beat.



SHAPE / FORM



Shape implies spatial form and is usually perceived as two-dimensional. Form has depth, length, and width and resides in space. It is perceived as three-dimensional.

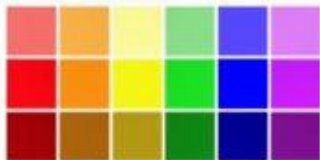
RHYTHM / MOVEMENT

Rhythm or movement refers to the suggestion of motion through the use of various elements.



COLOR

Colors all come from the three primaries and black and white. They have three properties – hue, value, and intensity.



PROPORTION / SCALE

Proportion is the size relationship of parts to a whole and to one another. Scale refers to relating size to a constant, such as a human body.



VALUE

Value refers to relative lightness and darkness and is perceived in terms of varying levels of contrast.



BALANCE

Balance is the impression of equilibrium in a pictorial or sculptural composition. Balance is often referred to as symmetrical, asymmetrical, or radial.



TEXTURE

Texture refers to the tactile qualities of a surface (actual) or to the visual representation of such surface qualities (implied).



UNITY

Unity is achieved when the components of a work of art are perceived as harmonious, giving the work a sense of completion.



SPACE / PERSPECTIVE

Space refers to the area in which art is organized. Perspective is representing a volume of space or a 3-dimensional object on a flat surface.



EMPHASIS

Emphasis refers to the created center of interest, the place in an artwork where your eye first lands.



What's a pattern anyway? ¿Qué es un patrón de todos modos?

- Pattern is one of the principles of the elements of art and design.
El patrón es uno de los principios de los elementos del arte y el diseño.
- A pattern is a design in which lines, shapes, forms or colours are repeated.
Un patrón es un diseño en el que se repiten líneas, formas, formas o colores.
- The part that is repeated is called a motif.
La parte que se repite se llama motivo.
- Patterns can be regular or irregular.
Los patrones de pueden ser regulares o irregulares.

When do we encounter patterns
in daily life?

¿Cuándo encontramos patrones
en la vida diaria?

How is pattern design related to earning a living as a graphic designer?
¿Cómo se relaciona el diseño de patrones con ganarse la vida como
diseñador gráfico?

We encounter patterns daily through...

Nos encontramos con patrones diariamente a través de...

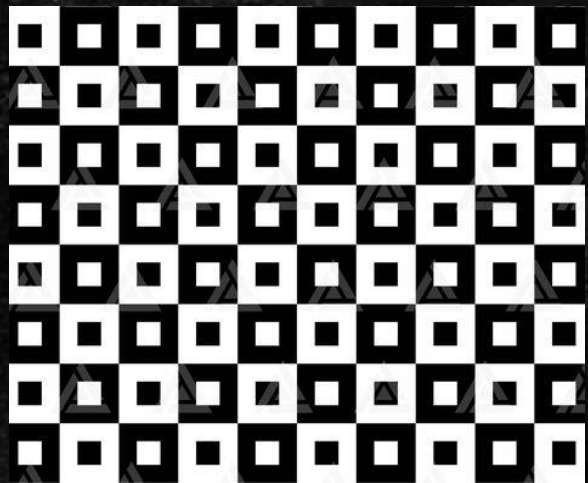
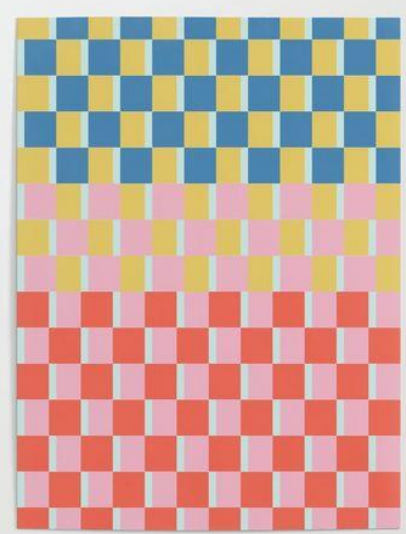
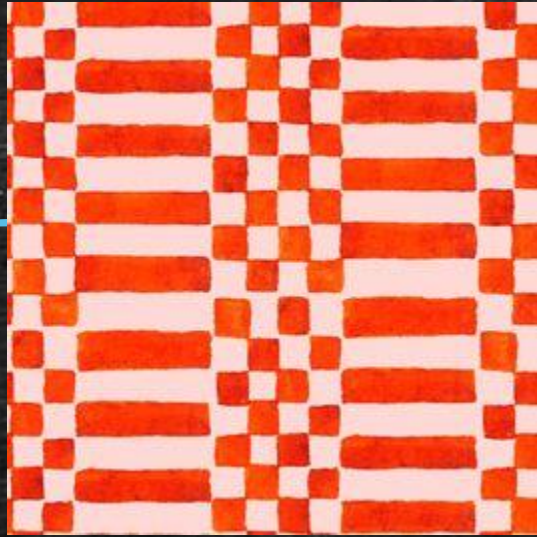
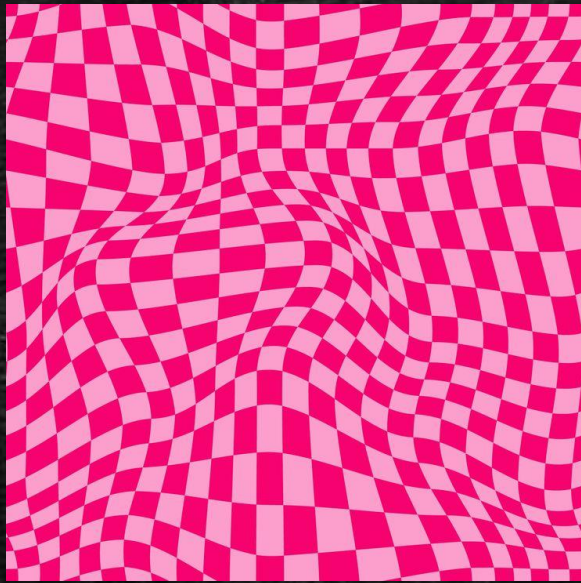
- Fashion
Fashion
- Branding/ Brand Design
Branding/ Diseño de marca
- Wallpaper/floor tiles (interior decoration)
Papel pintado / baldosas (decoración de interiores)
- & More!
& Mas!

Geometric / Geométrico

Geometric patterns consist of a **series of shapes.**

Los patrones geométricos consisten en una **serie de formas.**

Checkerboard El Damero



Houndstooth

Pata de Gallo



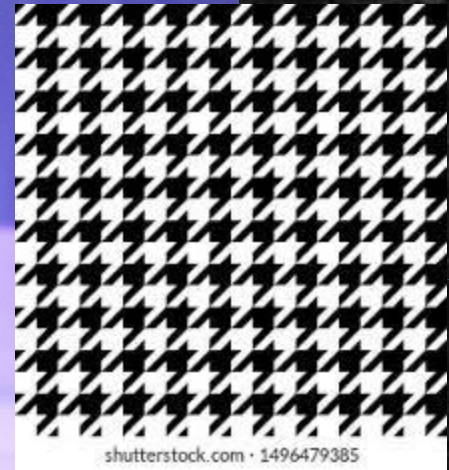
Alexander
McQueen
2009



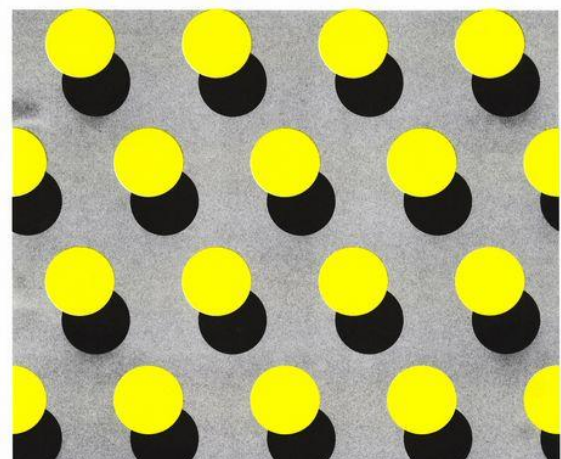
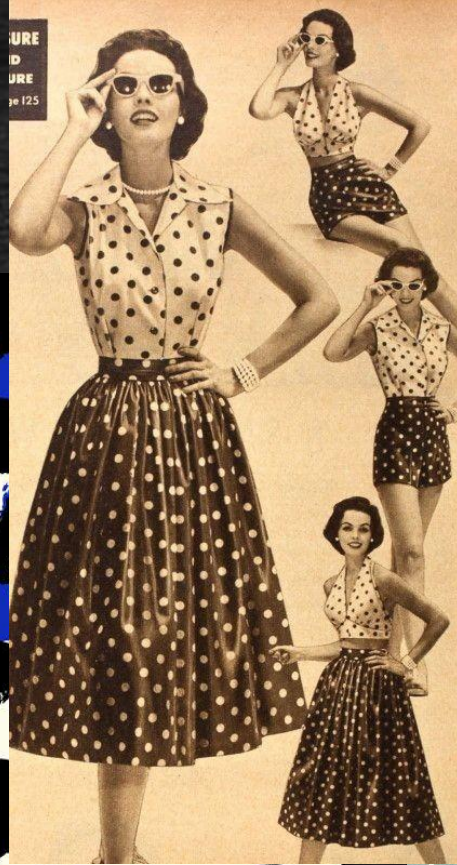
Alexander
McQueen
2009



Jean Paul
Gautier
SS20

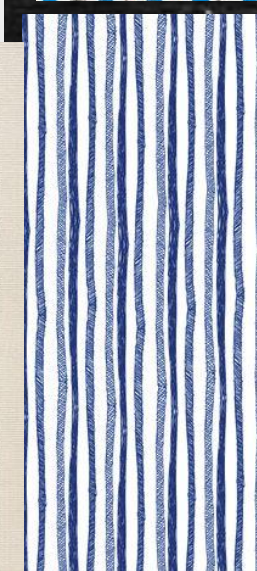
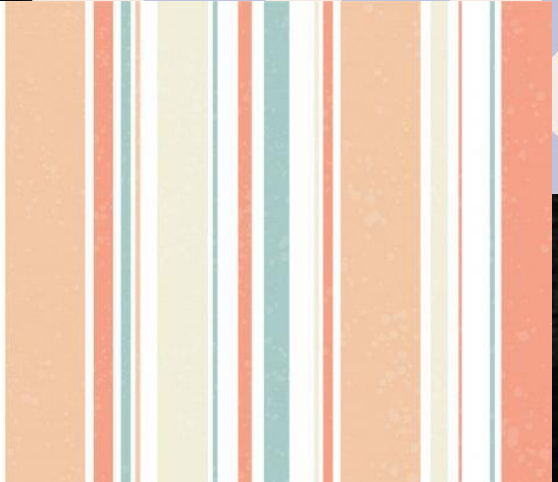
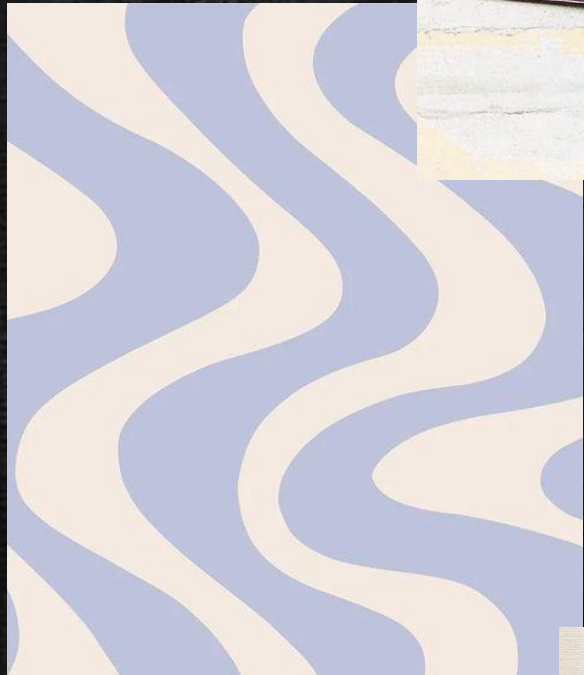


Polka Dot El Lunar



Stripe

La Raya



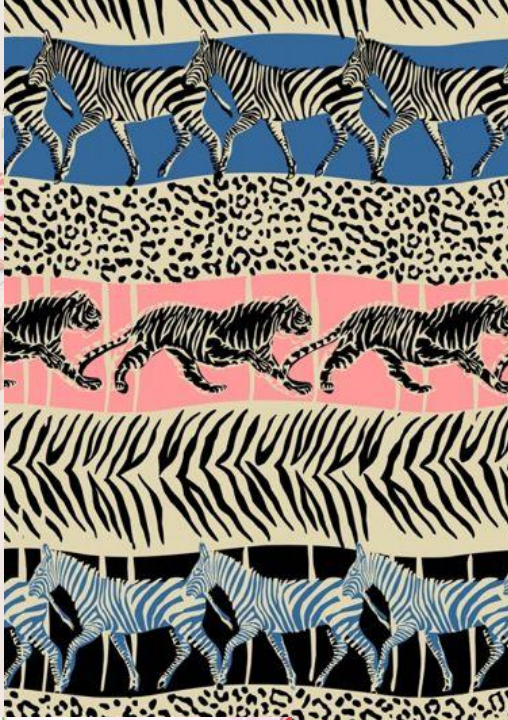
Plaid/Tartan Tela Escocesa



Conversational Prints

Impresiones conversacionales

A conversational is a **novelty print** that **features recognizable objects** such as **animals, sunglasses, dinosaurs and paper airplanes** – anything you can imagine. Un conversacional es una **impresión novedosa** que **presenta objetos reconocibles** como animales, gafas de sol, dinosaurios y aviones de papel, cualquier cosa que puedas imaginar.



Animal Prints

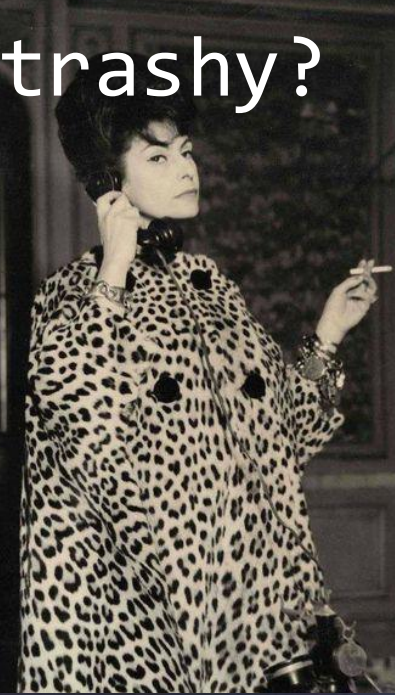
Estampado Animal

Animal print is a clothing and fashion style in which the garment is made to resemble the pattern of the skin and fur, feathers or scales of animals such as a leopard, zebra, giraffe, tiger or cow. Animal print is also used for room decoration, handbags and footwear and even some jewelry.

Estampado animal es un estilo de ropa y moda en el que la prenda está hecha para parecerse al patrón de la piel y el pelaje, plumas o escamas de animales como un leopardo, cebra, jirafa, tigre o vaca. Animal print también se utiliza para la decoración de habitaciones, bolsos y calzado e incluso algunas joyas.

Leopard print: high class or trashy?

Depending on the styling: it could be either or a secret third option: Camp!





JAGUAR

Has larger rosettes with spots in the middle, as well as a darker, thicker outline



LEOPARD

Has plain rosettes with no central spot in the middle; and more densely packed



CHEETAH

More solid spots which are not arranged into rosettes



CHEETAH

LEOPARD

JAGUAR

Florals?



For spring?

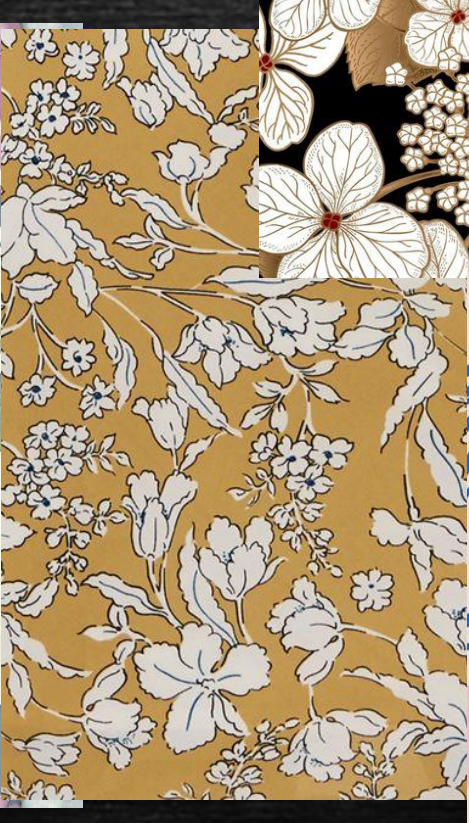
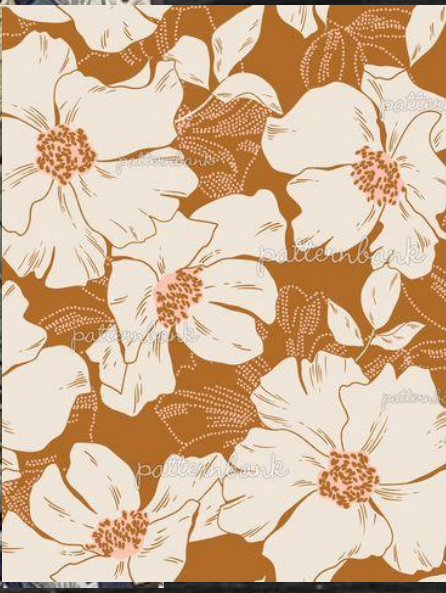
Para la primavera?

Groundbreaking.

Revolucionario.

Floral patterns feature flowers or other plant materials such as leaves and thorns.

Los patrones florales presentan flores u otros materiales vegetales como hojas y espinas.

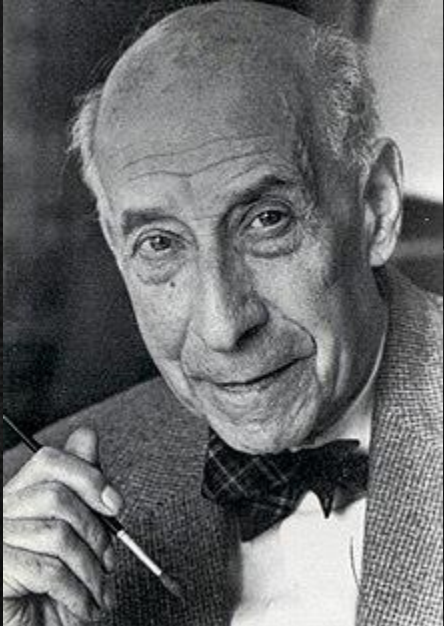


Ditsy

A Ditsy print is a **very small scale all-over pattern with a random look**, not linear or geometric. Flowers are often depicted, but are not exclusively used. Una impresión Ditsy es un patrón a **escala muy pequeña con un aspecto aleatorio**, no lineal o geométrico. Las flores a menudo se representan, pero no se usan exclusivamente.

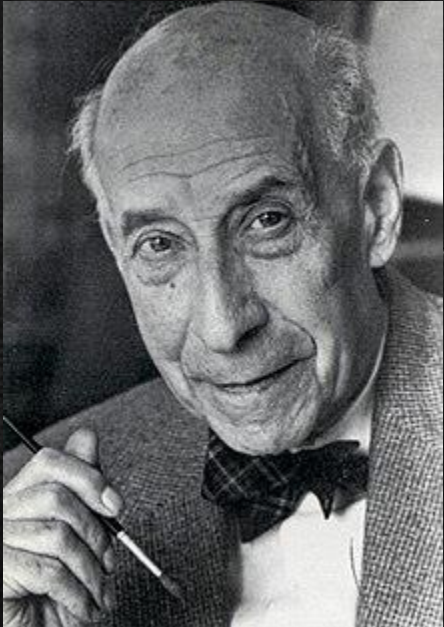


Artist of the Day: Josef Frank



- Lived 1885 – 1967
- Josef was an Architect and Designer (this can be called total design, when the architect of a house or building also designs the interior furniture and wallpaper decorations)
- Born in Austria, Josef Frank and his family emigrated to Sweden to escape the Nazis in 1933
- Father of Swedish Modernism
- His work paved the way for the likes of Ikea and Marimekko
- "Lagom" is a Swedish word, meaning "just enough" which Frank's work stretches and typifies :)

Artista del día: Josef Frank



- Vivió 1885 – 1967
- Josef fue arquitecto y diseñador (esto se puede llamar diseño total, cuando el arquitecto de una casa o edificio también diseña los muebles interiores y las decoraciones de papel tapiz)
- Nacido en Austria, Josef Frank y su familia emigraron a Suecia para escapar de los nazis en 1933.
- Padre del modernismo sueco
- Su trabajo allanó el camino para empresas como Ikea y Marimekko.
- "Lagom" es una palabra sueca, que significa "lo suficiente", que el trabajo de Frank estira y tipifica :)

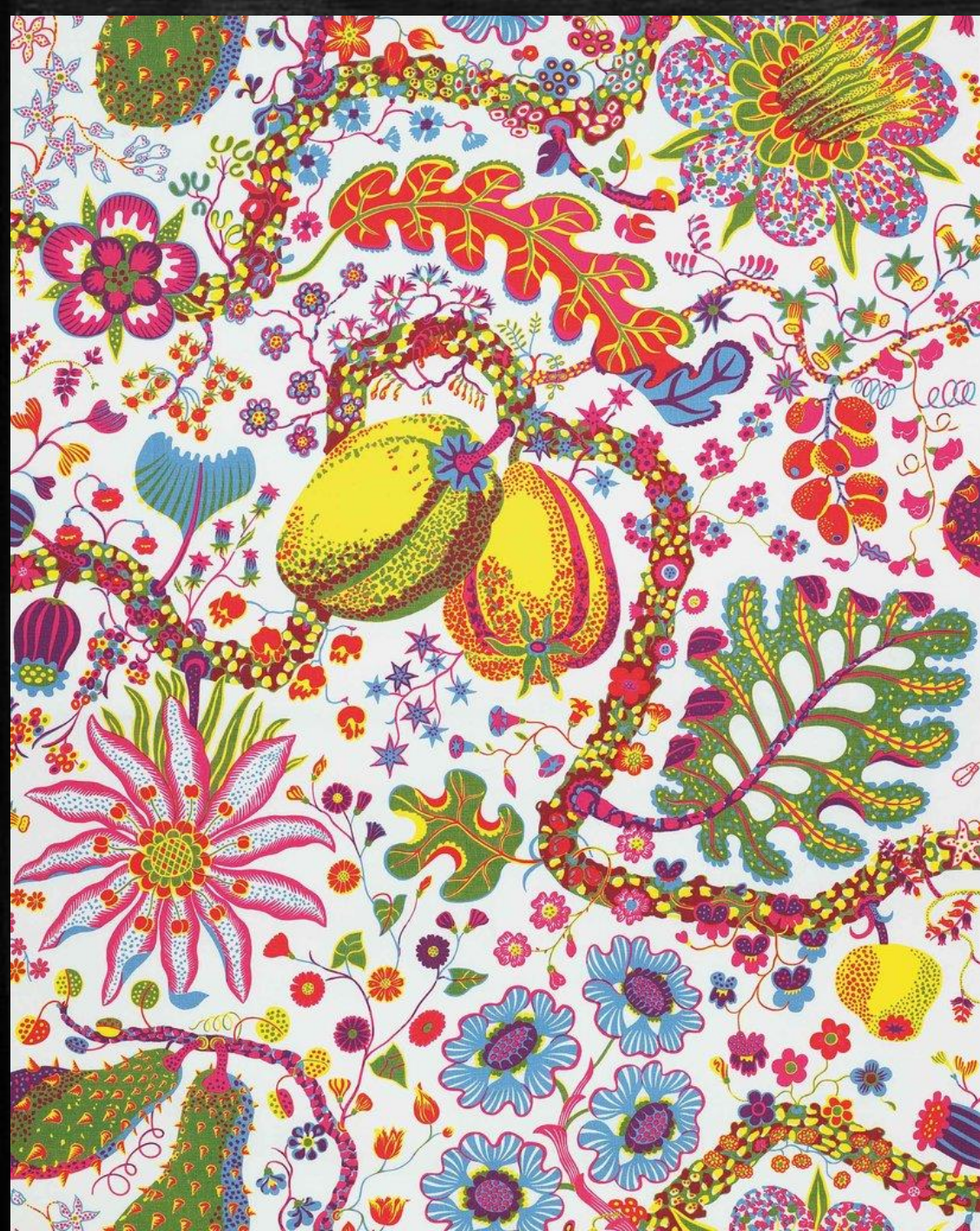


Nippon Print



Hawai Brun print









Pattern Project #1: Proyecto de patrón #1:

Hand drawn Illustrative Floral Perfect Edge Repeat

Dibujado a mano Ilustrativo floral Repetición perfecta de bordes

Things to consider:

Aspectos a tener en cuenta:

- How does color affect what season the floral will be associated with? Do you want your floral to be for spring? Summer? Winter? Fall?
¿Cómo afecta el color a qué temporada se asociará el floral? ¿Quieres que tu floral sea para la primavera? ¿Verano? ¿Invierno? ¿Caída?
- How does color affect who will wear your floral? Do you want your floral to be masculine? Feminine? For toddlers? Kids? Teens? Mid 30s? For grandparents?
¿Cómo afecta el color a quién va a llevar tus flores? ¿Quieres que tu floral sea masculino? ¿Femenino? ¿Para niños pequeños? ¿Niños? ¿Adolescentes? ¿A mediados de 30s? ¿Para los abuelos?

Benchmarks

Some silly patterns I whipped up using materials found in the classroom
:)



Materials Used: Cake Tempera, Oil Pastel, Prismacolor Pencil, Cut paper, Acrylic Paint

Color Scheme: Blue, Green, Yellow, Pink, Orange, Red

Motif: Mushrooms, Acorns, Flowers, Frogs

Theme: Summer Sweetness

Size of Pattern Block: 10 x 13 in.

Direction: single direction (pattern elements are oriented one way)

Audience: 16 – 22 yr. Olds who wish they could've gone to Woodstock and say the phrase "positive vibes only" unironically



Materials Used: Cake Tempera, Metallic Watercolor, Acrylic Paint, Salt, Paper Die cut

Color Scheme: Purple, Red, Yellow, Green, Blue, Brown
Motif: Mushrooms, Acorns, Flowers, Frogs

Theme: Psychedelic Forest

Size of Pattern Block: 11 x 14 in.

Direction: Omni-directional (pattern elements are oriented in multiple ways)

Audience: 16 – 22 yr. Olds who have cottage-core inspired pinterest boards and enjoy camping



A Note on the Importance of Planning - Una nota sobre la importancia de la planificación -

This pattern and the pattern that precedes it have the same basic building blocks. However, I didn't thumbnail out the previous pattern or do any real planning other than brief visual research for reference photos and a quick theme brainstorm (woodland vibes of mushrooms, frogs, and acorns). As a result, even though there are some things I really liked about the previous pattern, it came out feeling sloppy and disjointed. Sometimes you need to start over and that's ok!! I think the pattern came out much better the second time around. I don't ask you to do all this planning and thinking to frustrate you, it's to help you avoid this mistake :)

Este patrón y el patrón que lo precede tienen los mismos bloques de construcción básicos. Sin embargo, no hice una miniatura del patrón anterior ni hice ninguna planificación real que no sea una breve investigación visual para fotos de referencia y una rápida lluvia de ideas sobre temas (vibraciones boscosas de hongos, ranas y bellotas). Como resultado, a pesar de que hay algunas cosas que realmente me gustaron del patrón anterior, salió sintiéndose descuidado y desarticulado. ¡A veces necesitas empezar de nuevo y eso está bien! Creo que el patrón salió mucho mejor la segunda vez. No te pido que hagas toda esta planificación y pensamiento para frustrarte, es para ayudarte a evitar este error :)



Materials Used: HeavyPaint, Adobe Illustrator, Adobe Photoshop, ProCreate

Color Scheme: Blue, Green, Yellow, Pink, Red

Motif: Rain, Monstera Plant Leaves, Frogs

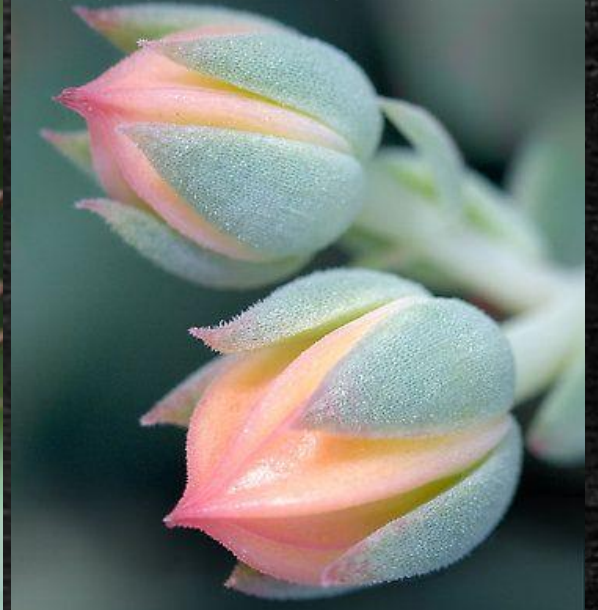
Theme: Rainforest Shower

Size of Pattern Block: 12 x 14 in.

Direction: single direction (pattern elements are oriented one way)

Audience: Moms who want to buy their toddlers an elevated but still playful illustrative print object or wallpaper

What flowers/plants do you find beautiful?



¿Qué flores/plantas encuentras hermosas?



Artist of the Day: William Morris



- Lived 1834 – 1896
- British textile designer, poet, artist, fantasy writer, architectural conservationist, printer, translator and socialist activist associated with the British Arts and Crafts Movement
- He was a major contributor to the revival of traditional British textile arts and methods of production
- His literary contributions helped to establish the modern fantasy genre, while he helped win acceptance of socialism in fin de siècle Great Britain.

Artista del Dia: William Morris



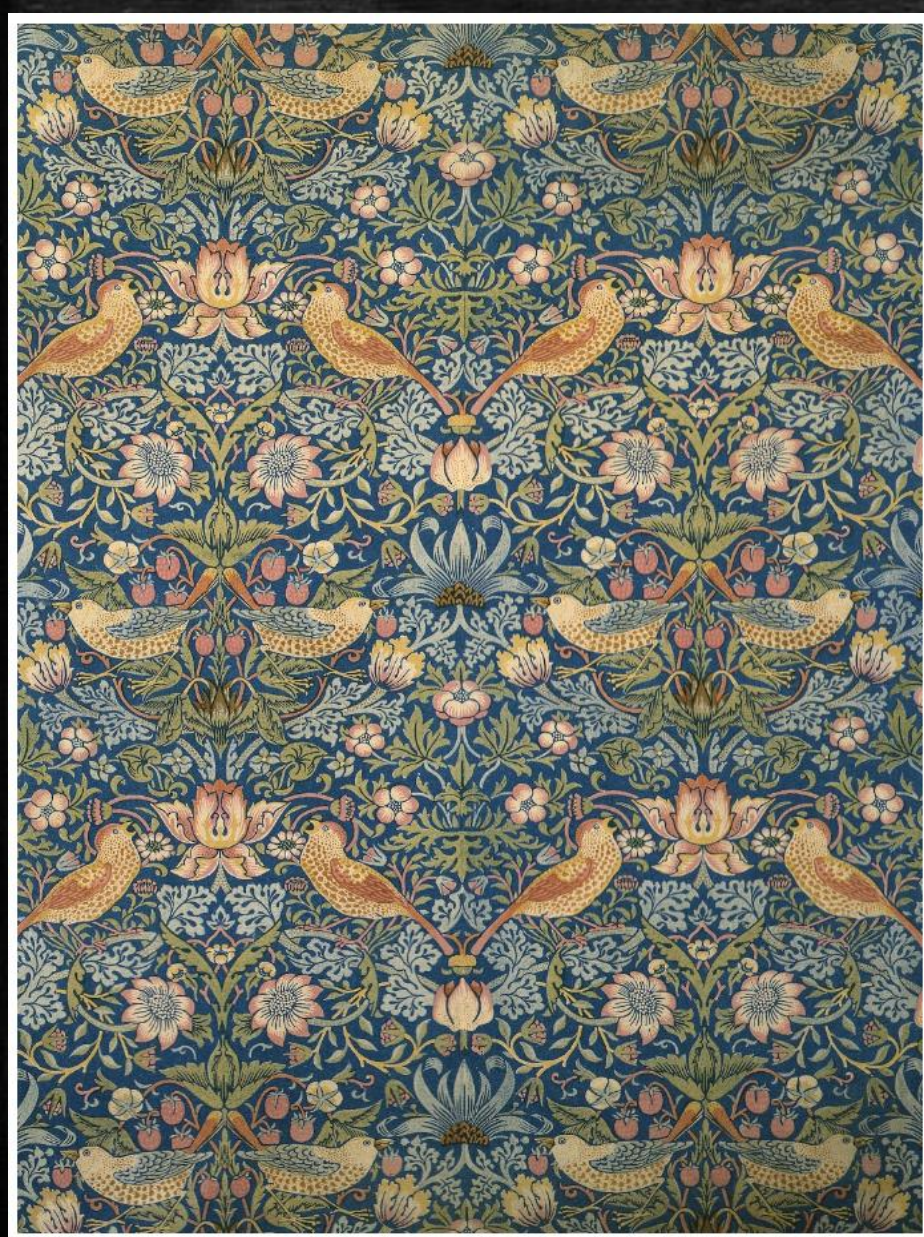
- Vivió entre 1834 y 1896
- Diseñador textil británico, poeta, artista, escritor de fantasía, conservacionista arquitectónico, impresor, traductor y activista socialista asociado con el Movimiento Británico de Artes y Oficios
- Fue un importante contribuyente al renacimiento de las artes textiles tradicionales británicas y los métodos de producción
- Sus contribuciones literarias ayudaron a establecer el género de fantasía moderna, mientras que ayudó a ganar la aceptación del socialismo en la Gran Bretaña de fin de siglo.



'Pimpernel' wallpaper

William Morris, Morris & Co., and Jeffrey & Co. designed 1876, printed before 1940

<https://artsandculture.google.com/asset/pimpernel-wallpaper-william-morris-morris-co-and-jeffrey-co/ogEKbMHFmRghMQ>



'Strawberry Thief' printed cotton

William Morris and Morris & Co. designed 1883

<https://artsandculture.google.com/asset/strawberry-thief-printed-cotton-william-morris-and-morris-co/zOEP5Gvq-NJjDO>

Artists of the Day: Owen Jones & James Ward

- The Grammar of Ornament by Owen Jones:
<https://archive.org/details/grammarofornamenoojoneuoft/page/90/mode/2up>
- THE PRINCIPLES OF ORNAMENT BY JAMES WARD:
<https://www.gutenberg.org/cache/epub/60034/pg60034-images.html>

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- La gramática del ornamento de Owen Jones:
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- LOS PRINCIPIOS DE ORNAMENTO DE JAMES WARD:
<https://www.gutenberg.org/cache/epub/60034/pg60034-images.html>