

# Elements and principles

- Textures and patterns (8hrs)

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## Objectives

- Describe the difference between texture and pattern
- Identify texture and pattern in design work
- Create seamless textures
- Create repeatable patterns
- Apply patterns and/or textures to a piece of work

## Reading

### Texture

<https://www.canva.com/learn/texture/>

<https://blog.depositphotos.com/6-ways-to-use-textures-in-graphic-design-resources-tips-and-examples.html>

### Pattern

<https://99designs.com/blog/trends/pattern-design/>

<http://www.maori.org.nz/whakairo/default.php?pid=sp55&parent=52>

Can you find other examples of the botanical texture compositions shown in [Jerga Argentina's](#) work?

## Watching

<https://www.youtube.com/playlist?list=PL30gKhzL7oSkaEcxtcKP0eRmyS2tfBX1o>

- **Photoshop tutorial: How to create seamless textures**

<https://www.youtube.com/watch?v=FR3Z0zr1RaY>

- **How to Create Patterns in Illustrator Tutorial**

<https://www.youtube.com/watch?v=n34-YmNjMrc>

- **Applying Blending Modes to Texture Layers**

<https://www.youtube.com/watch?v=jPYG6O1tIsk>

## Doing (Tasks)

**Find 3 examples of texture be used in print ads found on Ads of the world**

**<https://www.adsoftheworld.com/>. For each example:**

- Describe how you think the texture was applied (What tools and techniques were used?).
- Why do you think the texture was chosen (How does the texture relate to the message, what additional meaning does it convey)?

**Following one of the video tutorials, Create a texture or pattern and apply it to a typographic composition.**

- Use something from your environment as source material.
- The type can be anything you like. A word, a quote, a lyric, a question, a line from a movie.
- Experiment with the texture or pattern positioning (background, on top, blended into the composition).

**I'm missing one more activity that relates more to comprehension of the reading material.**

## Tutor and student interactions

- Group Discussion (Good sources of textures online, Teams channels)
- One on one Q&A. (Make contact with each student)
- Group presentation and feedback. (learners present their findings/results from the examples they found)
- Software Demonstration. (Converting texture to bitmap for use in distressed type in InDesign)
- Presentation and discussion of typographic compositions.