Visual effects (Texture and Pattern)

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Design elements and visual effects

- **Elements**
  - Silhouette (shape & form)
  - Line (+ Space)
  - Color
  - **Pattern**
  - **Texture**
Design elements: Texture

- Texture is the visible and tangible structure of a surface.
- Determinants of texture
  - Fiber content
  - Yarn structure
  - Fabric Structure

Design elements: Pattern

- Pattern is an arrangement of lines, spaces, or shapes with color on or in a fabric.
- Visual effects (Physical effects)
  - Extremes of pattern size emphasize extremes of figure size.
    - Large motifs on a heavy person accent size by repetition.
    - A tiny motif on a small person reinforces pettiness.
Design elements: Pattern

Figure 23-1. Pattern (Davis, 1997, p.303)

• The larger the motif, the more enlarging the pattern.
• Directional patterns emphasize that direction on the body.
  ◦ Check pattern on heavy person.
Design elements: Pattern

• Extreme contrasts of color and line enlarge.

Design elements: Pattern

• Pattern accents and enlarges the body part where used.
• Pattern attracts attention away from the silhouette (camouflage body contours).
• Visual effects (Psychological effects)
  ◦ Flower motifs (feminine), Animal motif and geometric motifs (masculine)
  ◦ Large motifs and spacing are vigorous and bold.
Design Activity 3

- 3-1: Line & Space
- 3-2: Color
- 3-3: Texture
- 3-4: Patterns

Design Activity 3-3: Texture

- First, find 1 picture that shows any Texture from your magazine.
- Second, attach it to your journal (sketchbook).
- Write descriptions about visual effects:
  - Surface (smooth, rough, slippery, soft, or harsh).
  - Thermal character (Warm, cool, or medium warm)
  - Luster (Soft shine, dull medium, or lustrous)
  - Thickness (Thin, medium, or thick)
  - Season (Fall, winter, spring, or summer)
Design Activity 3-4: Pattern

- First, find 1 picture that shows any pattern from your magazine.
- Second, attach it to your journal (sketchbook).
- Write descriptions about:
  - Physical effects.
    - If pattern effects to silhouette.
    - If pattern accents
    - If pattern emphasizes a figure size. (looks taller or smaller)
    - If pattern has extreme color and lines
    - If directional pattern emphasize a body direction (looks heavier, taller, shorter )
  - Psychological effects.
    - Feminine, Masculine, etc.
    - Loud, vigorous, bold, cute, etc.

Organize All !

- Organize all design activities in your journal !
  - Silhouette
  - Design principles
    - Proportion
    - Balance
    - Rhythm
    - Emphasis
    - Unity
  - Design elements (illusions)
    - Line (10 designs)
    - Color (10 designs)
    - Texture
    - Pattern