

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

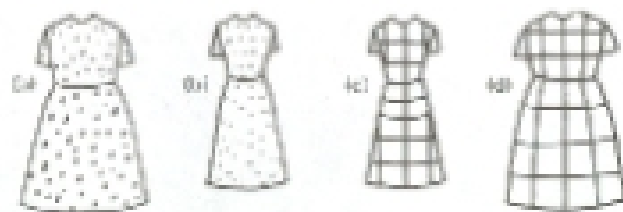


Figure 23-1. Pattern (Dress, 1997, p.303)

Design elements: Pattern

- 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