

Everett Community College
Course: ART110 Visual Foundations and Design
Quarter: Winter 2023
Instructor: Ayad Almissouri

Project 4: Texture, Pattern, Emphasis and Focal Point

Artists create focal points and emphasis to give their work visual and conceptual impact. For this assignment students will be researching a collection of black and white photographic references as a starting off point, in order to create their Texture, Pattern, Emphasis and Focal Point project. When researching, think about textures and patterns from your interests, be creative and think outside the box.

Critique and Due Date: Thursday February 16, 2023 at 6:00pm

Learning Objectives:

- Students will observe and depict accurate proportions from observation.
- They will create the visual illusion of texture with pen/ink to find a balanced composition with an emphasis and focal points.
- Students will identify how to use Texture, Pattern, Emphasis and Focal Point to create their artwork.
- Grading criteria will be within the accuracy of form and modeling when using sharpies showing variety of unique creativity from the images and overall craftsmanship.

Instructions for Black and White Photographic References

- **Step 1:** Start by collecting a few images samples or magazine cutouts (black and white only) and collage them using online sources or digital collage tools.
- **Step 2:** Start to look for a variety of images that convey a convincing illusion of texture as form. Try to avoid using images that show only the idea or concept.
- **Step 3:** Draw a border on a 9in x 12in rectangle (on the 14x17 Bristol Pads) Glue the textural images down flat, covering the surface or compose them using digital tools, or by hand.
- **Step 4:** Students may enlarge one more portion of the allover pattern texture collage that includes at least 3 contrasting textures to create a balanced composition with emphasis and focal points using Pen and Ink.
- **Step 5:** Through experimentation try to create different mark makings like using hatching/cross-hatching/stippling/random hatching techniques.

Key Artistic Terms:

- **Texture** is an element of design that defines the surfaces of shapes and forms. Texture that you feel with your fingers is called tactile while texture that the artist recreates on a flat surface is called visual texture. Tactile texture is three-dimensional because it has height, width and depth. Visual texture is two-dimensional because it lacks actual depth.
- **Collage** meaning “to glue/paste” Creating a design by cutting and pasting bits of cloth, textured and colored paper, and other materials.

- **Pattern** a repeated form or design especially that is used to decorate something.
- **Isolation:** By separating the subject from other distracting elements and placing it against a plain background, the viewer is left with nothing else to focus on. In drawing and painting, this means not adding anything that does not add to or emphasize the subject or purpose.
- **Contrast:** The more strongly something contrasts with its surroundings, the easier it is to see and the more energy it will seem to have. Strong contrast in value, color, etc. can make elements "pop".
- **Size:** The larger it is, the more visual weight it will have and the more clearly it will be visible. Do not be afraid to fill the frame with your subject, even if it means not all of the subject will fit in the frame. Concentrate on and enlarge what is important, so the viewer can connect with it.
- **Hatching** consists of drawing lines in the same direction is another great way to add tonal value to your graphite work.
- **Cross-Hatching** is a drawing technique that involves drawing parallel lines that cross over each other to create a hatched effect.
- The **Smudging** technique when you loosely apply graphite on the paper to smudge over a specific area to create your desired look.
- **Stippling** can be used to create a dotted effect on your drawings. To create darker tones, simply draw lots of dots close together.

Project 4 Materials:

- 14x17 Bristol Pad
- Black and White Photo-based textures
- 18" Stainless Steel Cork Backed Ruler
- Scissors or X Acto cutting knife blade
- Sharpie Twin Tip Black
- 2B Graphite pencil
- Glue stick

Art Historical References:

- Utagawa Hiroshige
- Caravaggio
- Giotto di Bondone
- Georgia O'Keeffe
- René Magritte
- Rembrandt van Rijn

Online Recourses:

Link: <https://photoeducation.weebly.com/texture-pattern-and-detail.html>

Link: <https://www.zilliondesigns.com/blog/designing-pattern-logos/>

Link: <https://www.skillshare.com/en/blog/35-geometric-patterns-and-how-to-design-your-own/>