

## Assignment 2: Surface Design

### Overview:

Our last assignment had us working on lots of unrelated small pieces. Now we'll focus on maintaining a similar level of production towards a single product: the repeating pattern. You'll create original imagery, arrange and color it to produce a repeating unit, and then apply that unit to create believable mock-ups. Please work with the software with which you are most comfortable: there are two videos demonstrating creating patterns with Illustrator or Photoshop.

A note about vocabulary:

Surface design is a broad term that includes any number of methods for manipulating fabric to create imagery. A repeating pattern like you're creating is an example of surface design, but not all surface design is repeating patterns. For example, [batik](#) and [shibori](#) are two dyeing methods that can produce non-repeating surface designs.

### Objective:

- + to produce a cohesive set of at least two distinct-but-related repeating patterns
- + to present those patterns professionally with mock ups in an appropriate context
- + to practice good file management as it relates to creative work
- + to build and share a digital mood board as a visual representation of your thinking

### What You'll Create:

- A digital mood board indicating the direction in which you're headed, 8.5" x 11"
- Two digital swatches showing the unit of your pattern, minimum 5" x 5" at 300 ppi, turned in to me as .jpegs or .tiffs
- A mock-up image of your patterns overlaid on products that make sense for your intended audience
- A final post about the project posted to our class site discussing your process and describing the final patterns and their intended audience, categorized as "final work"

## Schedule

Date	Day	Weekly Slack Writing	Weekly Slack Image	Videos and Readings
2/19/19	Tuesday	Make a post explaining where you keep inspiring images and how you keep them organized. Show examples! Please share any websites or habits you find helpful when trying to find reference images and inspiration.	Post a repeating pattern from your daily life and tell us where you encounter it and what you like about it.	Watch both: <a href="#">Introduction to Designing Repeat Patterns in Illustrator</a> and <a href="#">Illustrating Patterns: Creating Hand-Drawn Wallpaper</a>
2/21/19	Thursday	Written description of your mood board and who you imagine to be the intended audience of your pattern	Mood board from your research, minimum 11" x 8.5", citing images or explaining themes as necessary (use your best judgement). You can use the one Elizabeth Owen supplies or create your own.	<a href="#">How to Keep Your Design Files Neat and Tidy</a>
2/26/19	Tuesday	Check out Lauren Minco Lowen's work and come up with 3 questions for her. // Tell your classmates what feedback you'd like on your work-in-progress.	Post work-in-progress drawings of singular elements for your pattern, any motifs you've assembled, etc.	<a href="#">Lauren Minco Lowen's instagram,</a> <a href="#">Lauren's page on her agent's site ,</a> <a href="#">Lauren's site</a>

2/28/19 Thursday Feedback on classmates'  
elements and mood boards

3/5/19	Tuesday	Write some advertising copy (i.e. text) describing your patterns posted to its intended audience. Tell us who that audience is.	Post one of your patterns, ideally the "hero" pattern	<a href="#">How to Use a Mockup Template in 3 Easy Steps, Creating Product Mockups - Making the Mockup</a>
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3/7/19 Thursday

3/12/19	Tuesday	Final post to class site: both swatches as well as final patterns in context (i.e. on a mockup) and text explaining project // Fill out Self-Guided Rubric and email to me	Final Patterns in context	
3/14/19	Thursday		In Class meeting today	

**Potentially useful sites:**

[Square Pillow Mockup](#)

[Classic PSD Notebook Mockup Vol 2](#)

[Apron MockUp PSD](#)