

COURSE CONTENT

Course Code	DV5003 (DV2011)
Course Title	Pattern, Art, Design and Architecture
Pre-requisites	NIL
No of AUs	3
Contact Hours	39 contact hours

Course Aims

This elective course will introduce you to processes of surface pattern design and illustration, which you will then apply in the creation of an original pattern collection portfolio. This learning forms the foundation for further studies in surface pattern design and commercial pattern applications. The course prepares you for a professional career as a surface pattern designer and is ideal for designers, illustrators, artists, and architects.

Intended Learning Outcomes (ILO)

By the end of this course, you (as a student) would be able to:

1. Identify and discuss techniques used to create a wide range of surface pattern designs.
2. Demonstrate command of techniques required to create original pattern design collection.
3. Apply a series of pattern illustrations to products and mock-ups.
4. Present and discuss pattern related concepts, designs and finished work with clarity.
5. Contribute to the learning environment by participating positively in class discussions, pattern design critiques and activities.

Course Content

Pattern Classification

Introduction to pattern terminology (repetition, element, motifs and meta motifs) and pattern classification (decorative, conversational, figurative, abstract, and geometric).

Designing Pattern Collection

Part 1: The overview of essential methods of illustration for pattern motifs such as sketching, collecting of inspirational visual reference and translating gathered materials into mood-board.

Part 2: Introduction to the essential tools used in working further from sketches for development of finished motifs, such as translating drawn elements into a single motif and into meta-motifs, digital tracing, layering, adding custom color palette and texture.

Designing a Seamless Repeating Pattern

An exploration of strategies to construct a variety of seamless repeat pattern variations and a simple and complex design composed of one or more motifs, multiplied and arranged in orderly sequence. Explained and practiced concepts and the construction principles of each pattern type, as well as the effects of the gradation, scale, texture and optical illusions. The overview of the pattern repeats systems such as block, drop, half-drop, brick, irregular, composite, sateen, etc., will be illustrated by examples from French Art Deco, Neolithic vase decoration, Celtic stone cross carving, North American Indian beadwork, medieval Italian silk, Persian manuscript illuminations, Chinese cloisonné, and many more.

Pattern Applications

You will identify the different requirements for conceiving specific use of the pattern and learn how to apply their patterns to mock-up. Following the overview of the range of pattern applications for

all kind of designs, from textiles and fashion to graphic design, wall and floor coverings for architecture and interior design, you would develop a prototype for large-scale interior application.

How to Design Pattern Collection Portfolio

The topic will help you familiarize yourself with the terms and highlight important steps in crafting perfect professional engaging pattern collection portfolio.

Class assignments

Four creative projects will explore surface design pattern: designing mood-board and pattern motifs, seamless pattern repeat designs, pattern design application and final pattern collection portfolio. Developed through lectures, tutorials, class exercises and peer/instructor feedback sessions.