

## Repeating Pattern

### Objectives:

- create a pattern for a retail product with a particular audience in mind
- learn how to create a seamless, repeating pattern in Adobe Illustrator
- learn how to recolor artwork in Illustrator

### Process:

**RESEARCH** Look for repeating patterns on Pinterest and around your house. Repeating patterns appear on clothing, phone cases, day planners, upholstery, bed sheets, etc. Through your research and brainstorming, choose a theme for your pattern and answer these questions: 1) What target audience are you going to design for? 2) How will your decision affect your design choices? 3) What product can you imagine your pattern on? Include these answers in your submission folder.

**MAKE SKETCHES/CREATE ARTWORK** For this project, you must create original artwork. You may be inspired by photos you take, but you can't, for example, image trace a piece of clip art. We will go over various methods of creating your own vector art. On paper, use a pencil to make sketches for items in your pattern. If you are doing flowers, sketch stems with leaves, sketch flowers and buds. If you are doing robots, sketch a variety of them from which you can choose. You don't have to be an artist to do decent sketches. Using a black pen, such as a Sharpie marker with a thin point, go over your pencil sketches and then erase the pencil lines. Photograph your sketches on your phone, and then we will use your sketch as a template to re-draw the lines in Illustrator or we will use image trace to turn your sketches into vectors.

**COLOR PALETTES** Find or create color palettes. Look for photographs online or take your own photos from which you can create color palettes. We will go over creating color groups in Illustrator for your patterns.

**POSITION ELEMENTS AND CREATE PATTERN** We will practice together how to position your elements, create a pattern, and how to explore re-coloring options.

### Resources:

- Smith's repeating patterns board: <https://www.pinterest.com/kristeninathens/repeating-patterns/>
- If you need it, this video at the top of [this page](#), goes over the final steps on how to make a pattern <https://creativemarket.com/blog/learn-the-trick-to-creating-seamless-patterns-in-illustrator>

### Deliverables:

Create a folder with your name on it. Include:

- 1) your Illustrator file with your repeating pattern in two color variations
- 2) an exported png of your pattern
- 3) a Word document explaining your process of creating this pattern; tell me your target audience; your design decisions based on that audience; and tell me a retail product with your pattern applied that would appeal to your audience.
- 4) Find a mockup template to apply your pattern to. Upload your folder to the drop box in the lab (not on elc; we'll go over this).