

# Categories of Form

Surface Activity

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## Surface Activity - Pattern

- The quality of surface activity helps in differentiating forms from each other, the same way recognizable contours of form itself does.
- Again the dot is the building block of this formal quality.
- Groupings of dots, of varying size, shapes, and densities, create the perception of surface activity.
- There are two basic categories of surface activity.
- They are texture and pattern.

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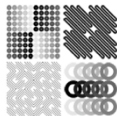
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## Surface Activity - Pattern

- Pattern unlike texture has a geometric quality- it is a specific kind of texture.
- It is created when the components are arranged on a recognizable and repeated structure- for example a grid of dots or lines.
- The existence of a planned structure within patterns means they are understood to be something that is not organic.
- They are something that is synthetic, mechanical, mathematical, or mass produced.



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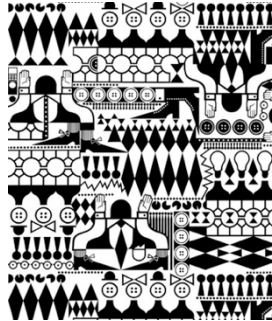
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### Surface Activity - Pattern

- Visual activity on a plane surface should be categorized as pattern if it exhibits some repeated consistent relationship, such as a grid structure, between its component elements.



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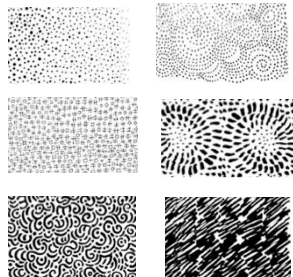
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### Surface Activity - Pattern

- Increasing the density of a pattern's components creates a change in darkness, or value.
- Changes in pattern density, or value, may be stepped.



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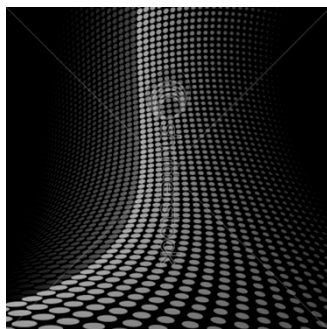
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### Surface Activity - Pattern

- While the continuous transition from lighter to darker values in the dot pattern is smooth and less geometric in appearance.
- The pattern still retains its mechanical quality in contrast to texture.



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### Surface Activity - Pattern

- In a patterned surface, creating the perception of three dimensionality and the play of light is also possible, but the geometric quality of the pattern presents a highly stylized version of volumetric appearance.



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### Surface Activity - Pattern

- When considering texture, it's important to not overlook the selection and manipulation of paper stock—this, too, creates surface activity in the layout.
- A coated paper might be glossy and shiny, or matte and relatively unreflective.
- Coated stocks are great for reproducing colour and detail because the pigments of the inks sit in the polished clay surface of the stock.
- Coated stocks could come across as cold and impersonal because of their slickness or they can be viewed as refined, luxurious and modern.

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### Surface Activity - Pattern

- Uncoated stocks on the other hand, show a range of textural qualities, from relatively smooth to very rough.
- Sometimes, flecks of other material, such as wood chips, threads, or other fibers, are included for added effect.
- Uncoated stocks tend to feel organic, more personal or hand-made, and warmer.
- The weight or transparency of paper also will influence the overall feel of the project.



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### Surface Activity - Pattern

- Matte stock with an raised organic flower-like pattern is used on an invitation.



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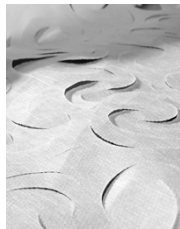
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### Surface Activity - Pattern

- Exploiting a paper's physical properties through folding, cutting, embossing, and tearing creates surface activity in a three dimensional way.

- Special printing techniques, such as varnishes, metallic, and opaque inks or foil stamping, increase surface activity by manipulating the tactile qualities of a paper stock's surface.



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### Surface Activity - Pattern

- A die-cut of an known organic shape on a envelope.



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### Surface Activity - Pattern



▪ A stationary package that utilizes pattern and die-cut business cards.

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### Surface Activity - Pattern



▪ An embossed beverage label.



▪ An die-cut label.

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Break time  
Please return in 10 minutes

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