

# TEXTURE

An element of art and design

# **WHAT IS TEXTURE?**

the feel, appearance, or consistency of a surface or a substance.

the tactile quality of the surface of a work of art.

Can be visual (implied) or physical (real) texture.

# WHAT IS TEXTURE?

There are many different types of texture, and the following are only a few of several categories.

Some can apply to art, and some may not. For example, textures in food, or mouthfeel, is used to describe how something feels when eating it. Texture can also apply to music, describing how multiple elements of sound can create a composition.

# IMPLIED TEXTURE

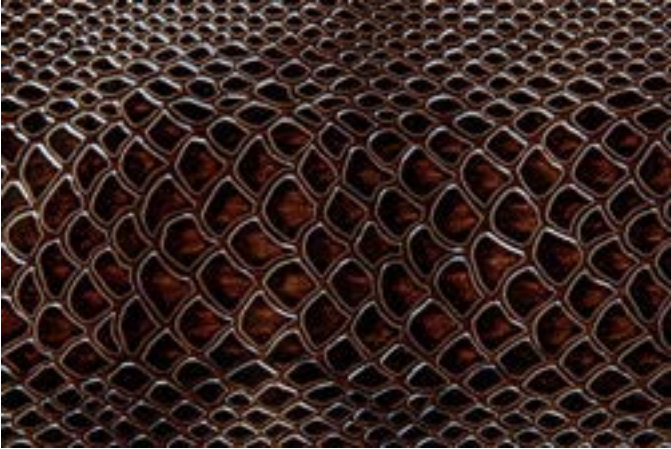


Linoleum floor: looks bumpy, but is smooth.



The Veiled Virgin: appears to be soft fabric, is actually marble.

# ACTUAL TEXTURE



Fake leather: looks bumpy,  
actually feels bumpy.



Breakfast in Fur by Meret  
Oppenheim: An art piece  
using actual fur to convey a  
soft texture. Often met with  
feelings of unease.

# INVENTED TEXTURE

Creates a texture that isn't based on a real life texture. The purpose is NON REPRESENTATIONAL!

For example, this work by local artist Jane Nodine.



# DECORATIVE TEXTURE

Think Art Deco: it's main purpose is to be decorative. Usually it is in a pattern.



# SPONTANEOUS TEXTURE

It's all in the name.  
Created at random  
or not on purpose.  
Think Jackson  
Pollock.





# MECHANICAL TEXTURE

Mechanical texture is achieved usually by use of computer or camera. One example is riso printing. When a riso print is made, it leaves a grainy, spotty texture behind. Another example is photography prints, which also exhibit grain.



# **TEXTURE IN GRAPHIC DESIGN**

The texture is a characteristic component of graphic design that uplifts the presence of other visual elements like patterns, colors, illustrations, content, and more. - eLearningIndustry

# TEXTURE IN GRAPHIC DESIGN, CONTINUED

Texture can be achieved in the arrangement of type or other objects



There are really two elements to texture: three dimensionality and “feel”... One way to convey three-dimensionality without necessarily dealing with “feel” is through overlay.

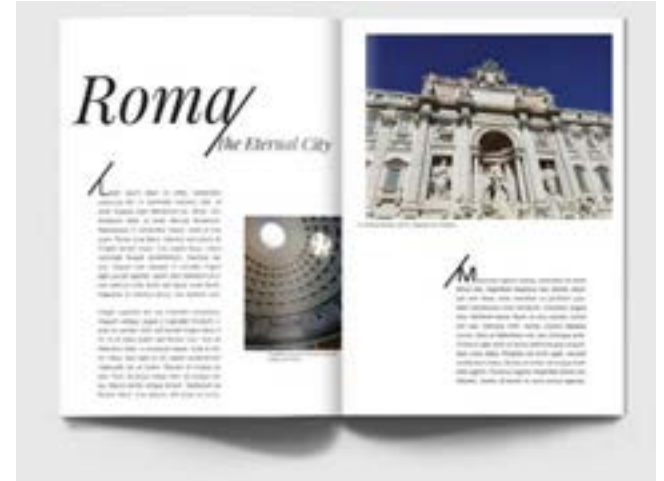
All of the above images give the impression of several successive layers receding back into space. This is one form of texture that designers don’t always think of as such.

- [99designs.com](http://99designs.com)

# TEXTURE IN GRAPHIC DESIGN, CONTINUED



Texture can be as simple as layout of body copy and images on a page. It can also be the sizes, weights, or even sans serif vs. serif.



# TEXTURE IN RELATION TO TYPE

Typefaces (or fonts) are a great way to achieve different effects.

They can accompany images or even be a standalone. There are many ways to reference time, location, and style through type.



Could give a military-ish or rock band type feel.



**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**  
**0 1 2 3 4 5 6 7 8 9**  
**! @ # \$ % ^ & \* ()**

The font on the left is created by ring stains left by coffee. This is an easily identifiable texture to almost everyone.

The font on the right has a dripping texture, giving off a spray-paint/blood dripping vibe, like something on a Goosebumps book.

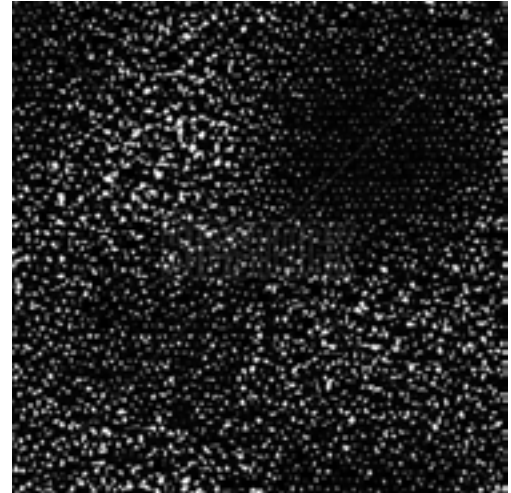
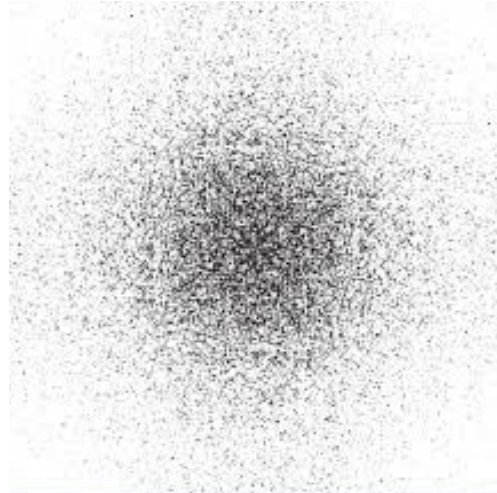
# **TEXTURE AND OTHER ELEMENTS**

Different elements of design can interact with texture.

# TEXTURE AND SPACE

Not the rule, but an example: The more densely the elements of the composition are placed, the finer the visual texture. (Left) The more spaced out, the bumpier the texture. (Right)

Messing with the space of the composition can achieve different textures.





# TEXTURE AND COLOR

The texture of some objects can affect the color; different textures react differently in certain lighting settings.

The velvety texture of this couch makes it look several different hues of blue.



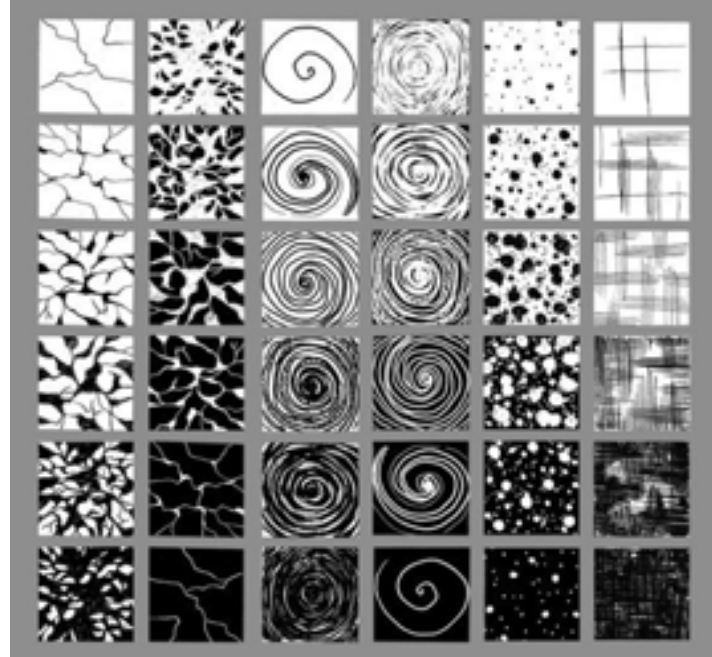
# TEXTURE AND LINE

If lines are arranged in a specific way, they can give off distinct textures. These lines are formatted in a way that messes with the eyes. This visual texture is an optical illusion.



# TEXTURE AND VALUE

Intertwined with space, the frequency and intensity of textures can determine the value, or lightness or darkness, of a design.



# TEXTURE AND SHAPE, TEXTURE AND FORM

The placement of shapes can lead to some interesting textures. For example, when arranged in a pattern, polygons can create an angled and bumpy texture.

Form is similar to shape, only that form is more used for three dimensional objects.

