lexi avery

organic seamless pattern process book

a comprehensive look into the
lexi avery creative process

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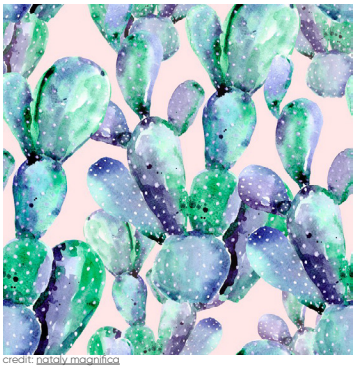
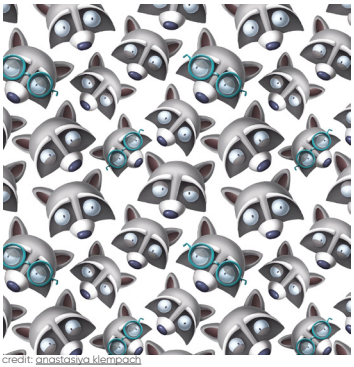


credit: nataly magnitica



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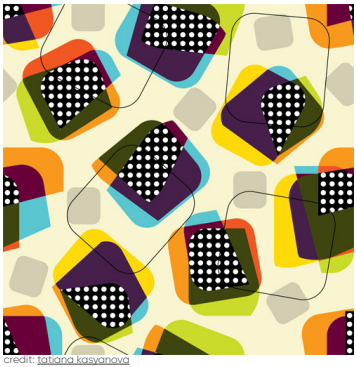
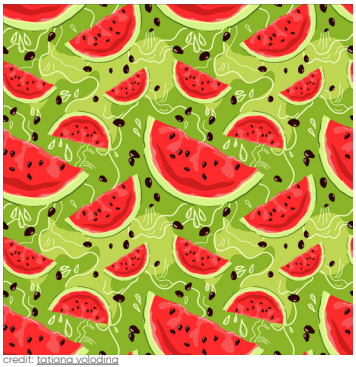


credit: tatiana kasyanova

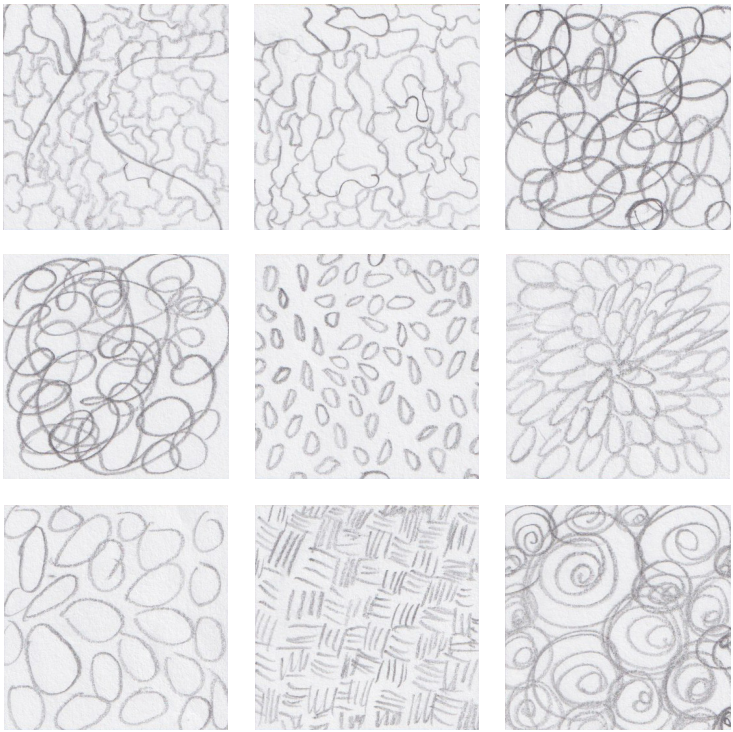


credit: tatiana volodina

concept

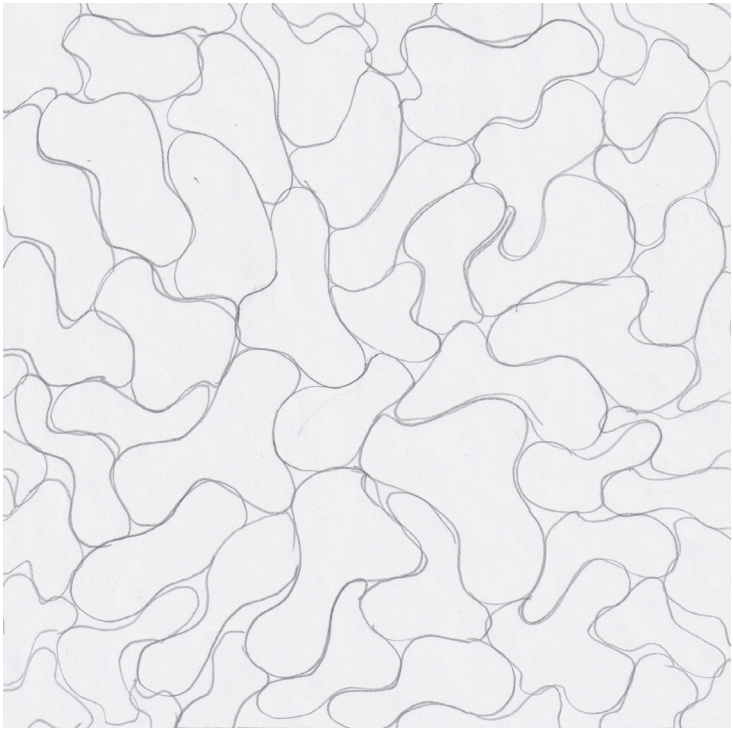
a seamless pattern is a pattern created to be tiled infinitely. done correctly, a seamless pattern will be, well, seamless. when the pattern is tiled, you shouldn't be able to tell where the original pattern square is. this is done by making sure that any pattern items that are falling off the edge are coming back into the pattern on the opposite side.

ideation



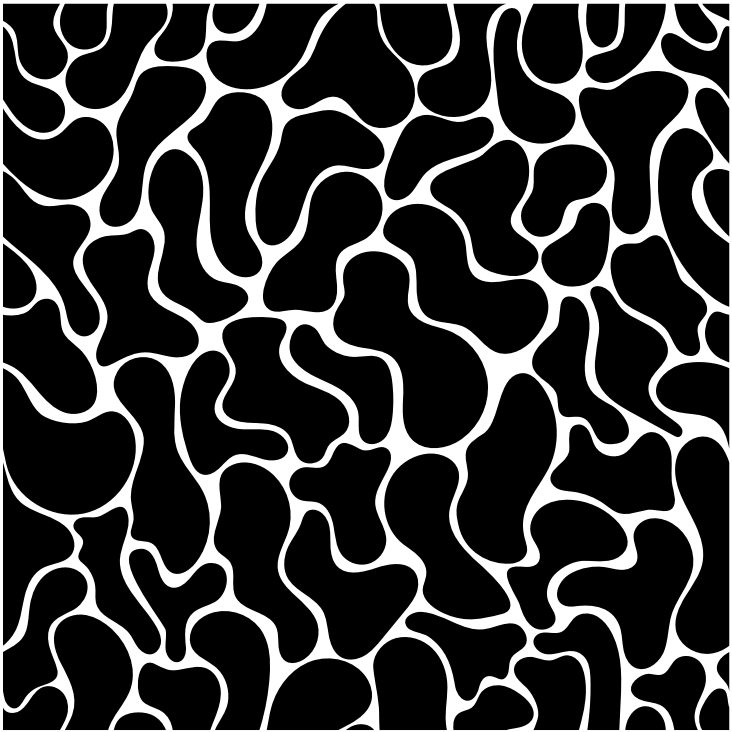
preliminary sketches

i knew going into this project that i wanted to create an organic, free flowing pattern.
i didn't want recognizable shapes or iconography.
going with that idea, i created sketches that explored different shapes and configurations.
some resembled raindrops falling, others looked like daisy petals radiating from the center, and a few looked like random blobs across the page.



refined sketch

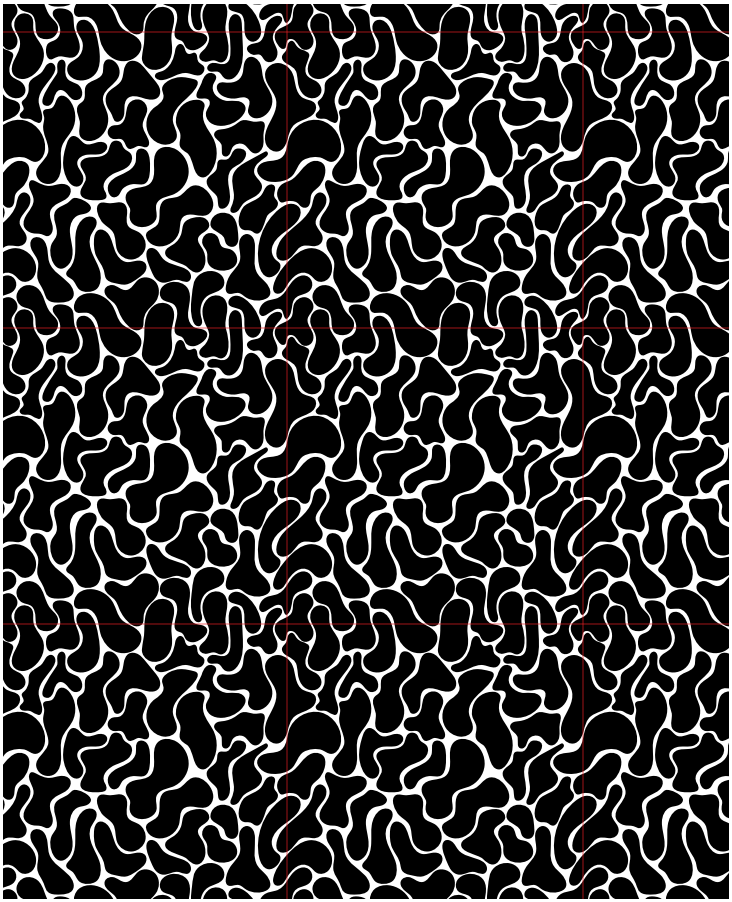
i enjoyed the blobular nature of the first and second thumbnail sketches, so those were the basis for the more refined sketch. i knew that i wasn't going to be able to get too much more work done in sketches now that i had my concept down, so i moved onto the computer more quickly than usual.



computer renders

using my refined sketch as a main reference, i created a first version of the pattern in Adobe Illustrator. i used the pen tool to trace the sketch, altering it as i went to make the pattern truly seamless.

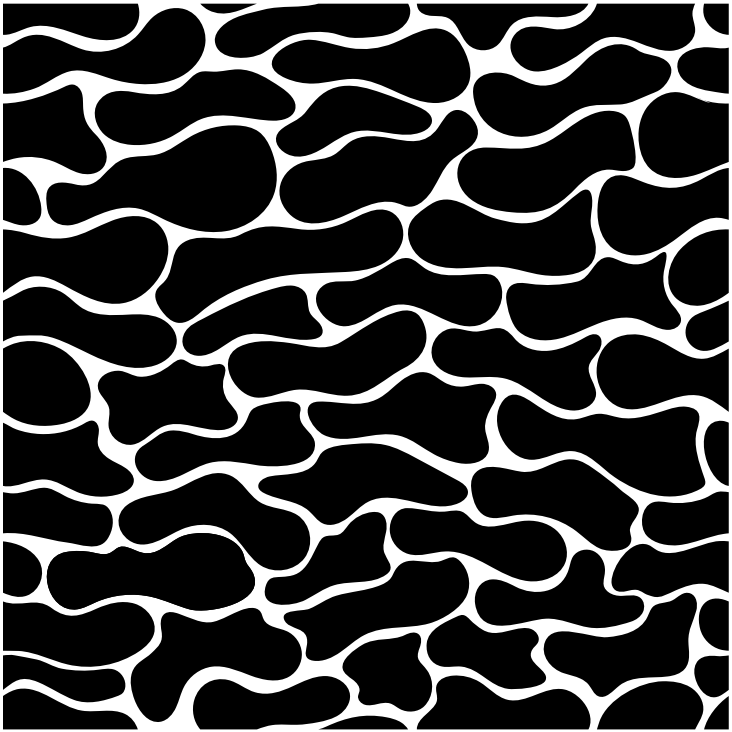
revisions



computer renders

after completing the first round of the pattern, i realized that i could tell where the original square was when i tiled the pattern in a rectangle and zoomed out, even though the pattern was actually seamless. the four sides were denser than the middle. this was a problem that i had to fix.

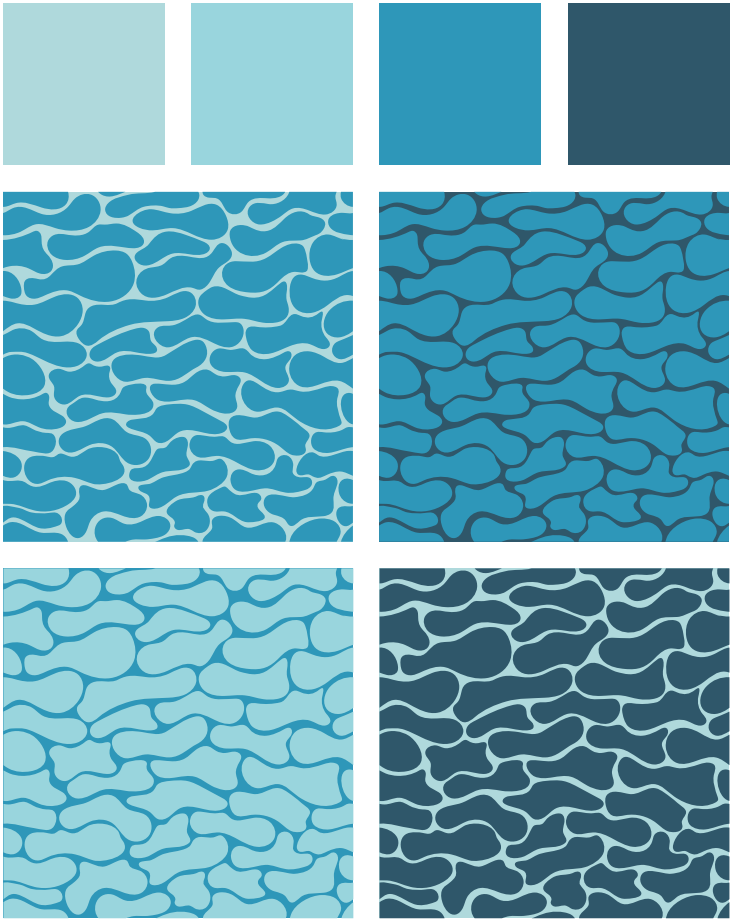
revisions



computer renders

to fix the density issue, i recreated the pattern over from scratch. after several attempts i finally realized that i needed to change the orientation of the pieces in the pattern to all travel the same direction. once I made that change, i was satisfied with the base of the pattern.

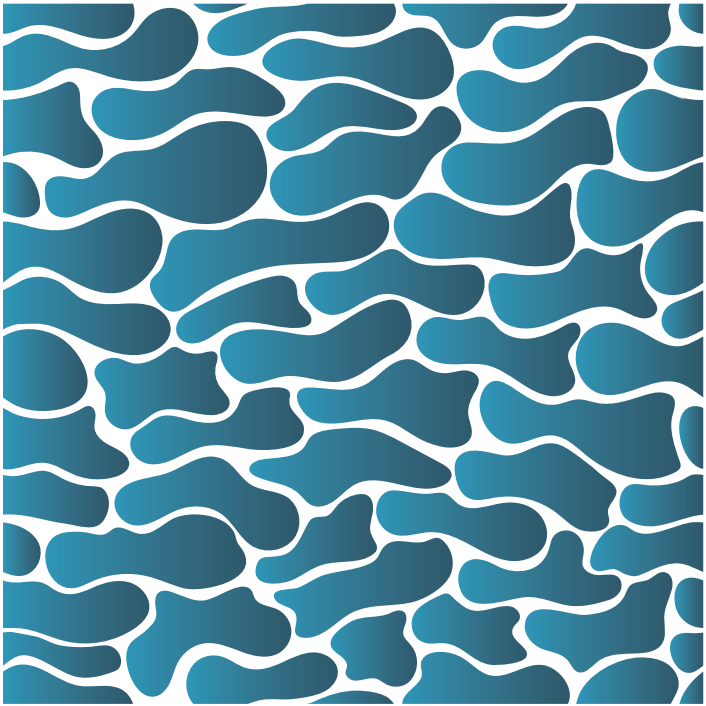
revisions



color selection

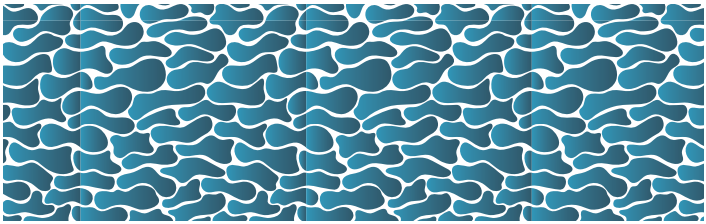
to complement the organic nature of the pattern, i decided on a monochromatic blue color scheme. i played around with the colors, alternating between light on dark and dark on light. nothing seemed to work, and the pattern was too flat. i did finally settle on the two darker blue colors to go forward with.

revisions

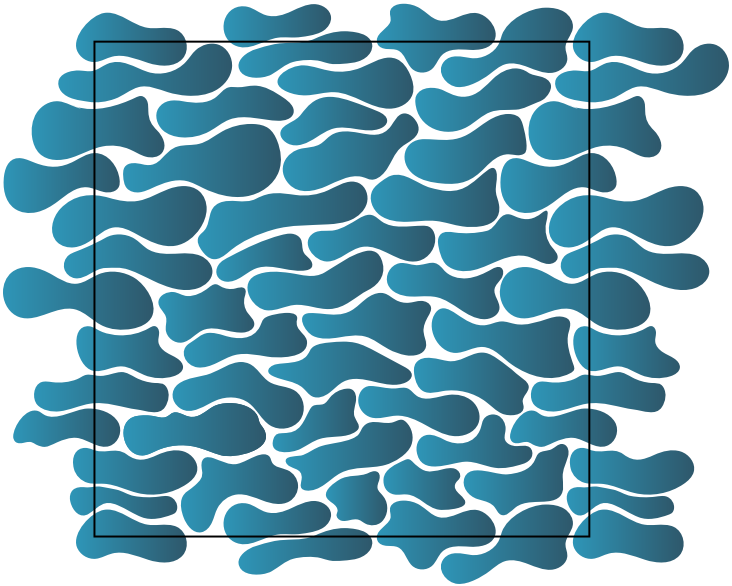


stylization

going forward with the two darker blue colors, i thought about how to elevate this pattern. i knew that many times gradients are usually frowned upon in design, but that's immediately where my mind went. i decided to chase down that idea to get it out of my head. come to find out, that is the idea that really elevated the pattern in the way that i wanted... to a degree. i loved the transition from lighter blue to darker blue; however when the pattern was tiled out, the gradients were very apparent and it ruined the pattern.



revisions

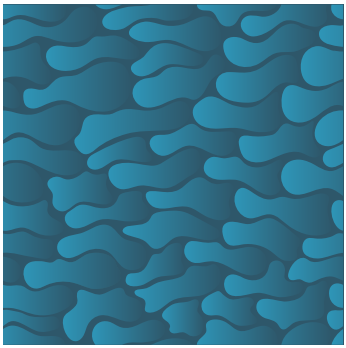


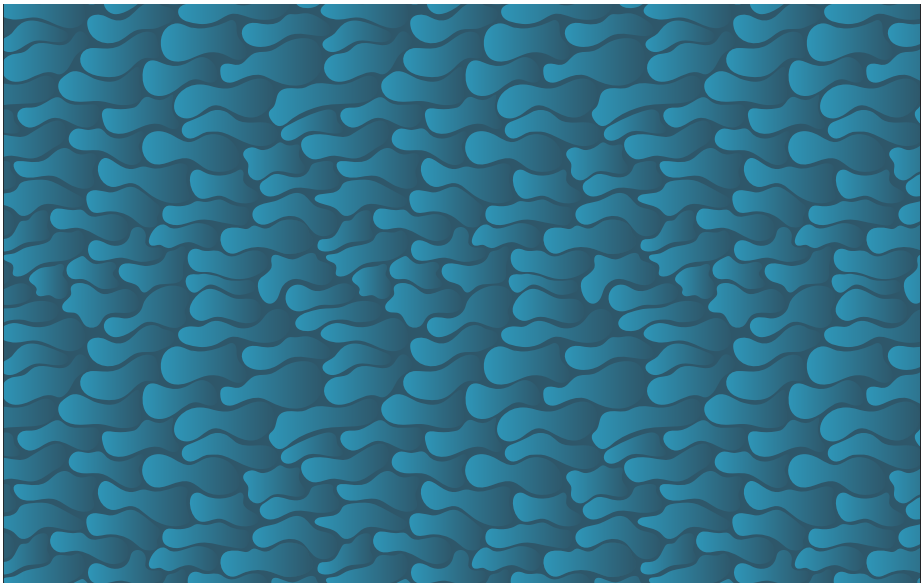
stylization

i felt like this pattern was fighting me every step of the way. first the pattern shapes, then the flat colors, and finally the gradients breaking the seamlessness. after much thought and trial and error, i finally realized that the gradients could work, but only if i added the gradient BEFORE cutting the pattern into the final square. with that out of the way, i decided to use the darker blue as the background color to finalize the pattern.

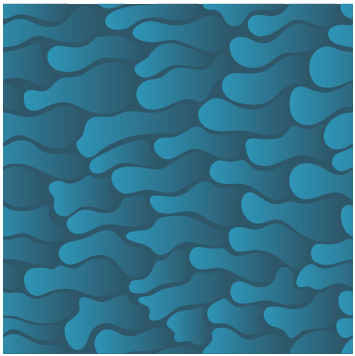
revisions

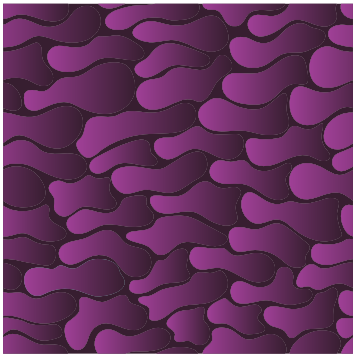
final pattern

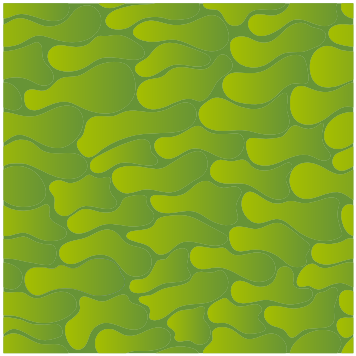


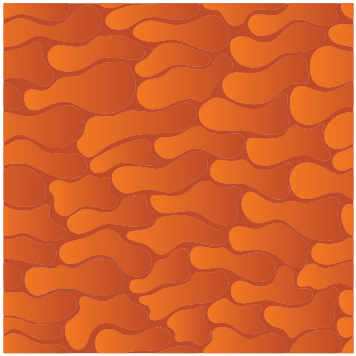


finalizing



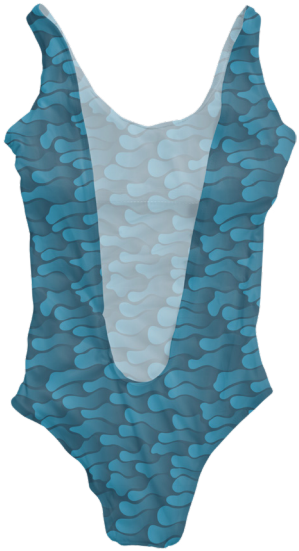






color variations

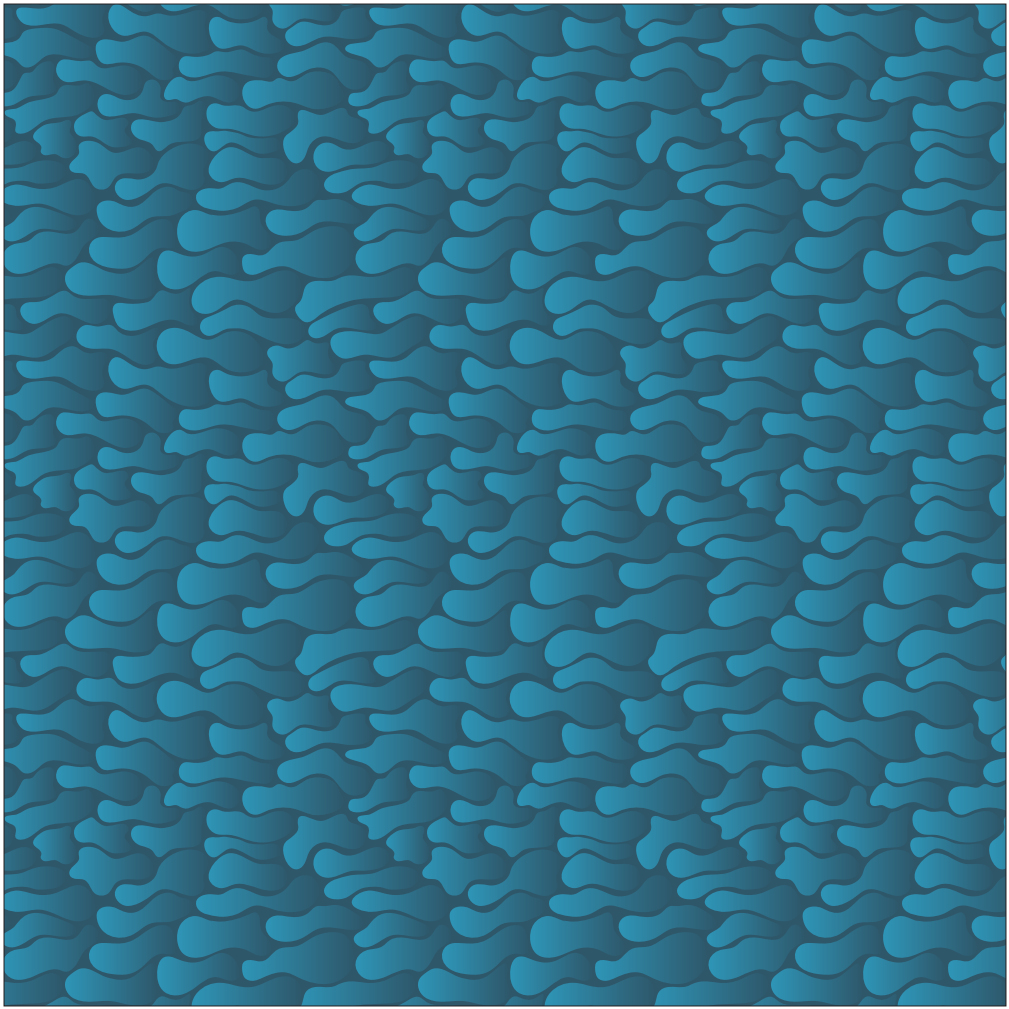
after i had finalized the pattern, i wanted to see what other colors would work. i decided to expand with a purple, green, and orange variation. i loved the ease at which this pattern could be altered.



merchandise

once the pattern was done, i saw that it could easily be transformed into merchandise and garments. because the pattern doesn't have iconography or recognizable shapes, it won't be noticeable if it gets cut off in the middle of the pattern on a shirt or bottle.

finalizing



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thank you

the organic seamless pattern
process book is complete