Textures commonly are used in ads to create a sense of depth and amplify the mood. They also can affect the viewer’s perception of the product itself. Notice how pieces of torn paper were used to make the West Virginia ad seem to have layers even though you know that a printed page has only one surface. The fibers in the papers also convey the impression of earthy and ruggedness.

For the Jansport ad, a topographical map has been printed lightly in the background. The contour lines form an overall pattern of curves and color.

The texture used as the background in all the ads in Eddie Bauer’s campaign was created with nothing more than a scanner and an embossed note card. The surface of the card already has a slight texture called a laid surface. When an invitation sized card is enlarged to the size of a two-page magazine spread, the texture is very obvious.

Look for textures within the imagery in ads as well as in the background.