



Visual Communications

:: project

Silkscreen

Can you use your new-found silkscreening skills to print some killer products (t-shirts, placemats, scarves, etc.)?

:: project overview

You will create a design that can fit on a 14" x 12" silkscreen area. You will make a print on paper and a print on a t-shirt. You will document your final t-shirt product by modeling it yourself (or ask a friend) and taking a digital picture to post on the wiki and include in your portfolio.

:: parameters

1. The artwork/design work must fit on a **14" x 12"*** area (a larger size *is* available, speak with Lisa).
2. You must have 1 design that you apply to a t-shirt *template* in **3 different** ways (composition, color, etc).
3. If you want to create a design that has different values, you must use the half-tone tutorial (this is good for those working from a photograph).
4. You will hand in: **1.** your three different compositions, **2.** a picture of your final t-shirt and **3.** your print on paper.
5. **ALL ARTWORK MUST BE COMPLETELY ORIGINAL; no borrowed imagery.**

:: process

Log on to the WIKI site: www.viscomclass.wikidot.com
Go to: SPRING – Spring Assignments – Silkscreen

1. We will look at professional examples of t-shirt designs and talk about some of the artistic limitations of the project.

2. Begin experimenting in Adobe Photoshop to create the art for your silkscreen.
3. Complete the half-tone tutorial (show a before and after picture) using an original photograph. Show results to Lisa.
4. Once you have completed your final artwork, create 3 different compositions (arrangements) on a t-shirt template. **Get peer feedback.**
5. Prepare your artwork to be printed on 8 1/2" x 11" transparencies (yes, you can use more than one sheet to piece together your work).
6. After printing your transparency (or transparencies), use these 'films' to expose your screen.
7. Rinse out your screen with the power washer and let your screen dry.
8. Mix your ink and make your first print onto *paper*.
9. Dry your t-shirt (or other fabric item) to cure the ink.
10. We will critique your results.

:: beyond the classroom

- Create an online t-shirt shop using CafePress.com or Threadless.com
- Take additional pictures of your finished products for your portfolio
- Enter your design in one of the many online t-shirt design competitions (see wiki)
- Apply your design to: a messenger bag, a scarf, a pillowcase...whatever is flat and not heavily textured!

:: design considerations & tips

- ✓ Always mix your own colors; it *always* looks more thoughtful
- ✓ Create a sense of depth and/or perspective using layers
- ✓ Use your silkscreen space to have both solid shapes *and* line work to layer on top