GID 53C: ADVANCED T-SHIRT DESIGN & GARMENT PRINTING

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2022
Units:	4
Hours:	3 lecture, 3 laboratory per week (72 total per quarter)
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- critically evaluate, define and discuss his or her own projects and the projects of student peers.
- implement business practices of the garment printing industry including order placement, cost estimates, product distribution and product marketing.
- produce and print works of graphic design for portfolio and clients.
- create designs using graphic arts software.
- recognize and appreciate the artistic contributions made by people from diverse cultures and backgrounds.
- prepare complex production art, color separations and halftones for multi-color garment printing.
- manage the printmaking studio including scheduling, supply management, equipment maintenance, safety, and clean up.

Description

Continuation of GID 53B. Advanced instruction in design, printing, management and business operations of a full-service garment printing business.

Course Objectives

The student will be able to:

a. produce and print works of graphic design for portfolio and clients.
b. create designs using graphic arts software.
c. prepare complex production art, color separations and halftones for multi-color garment printing.
d. manage the printmaking studio including scheduling, supply management, equipment maintenance, safety, and clean up.
e. implement business practices of the garment printing industry including order placement, cost estimates, product distribution and product marketing.
f. critically evaluate, define and discuss their own projects and the projects of student peers.
g. recognize and appreciate the artistic contributions made by people from diverse cultures and backgrounds.

Course Content

a. Garment printing design
   i. Working with professional clients
   ii. Building a professional design portfolio
b. Preparation of artwork for garment printing
   i. Analog production art for two, three and four colors of ink on color garments
   ii. Digital production art for two, three and four colors of ink on color garments
   iii. Digital color separations for multi-color jobs
   iv. Halftones
c. Garment characteristics
   i. How to analyze different brand of shirts
   ii. Garment weights, materials (cotton, polyester, rayon), the role they play when printing
   iii. Choosing the proper inks to adhere to different materials
d. Printing
   i. Mixing ink for two, three and four colors of ink on color garments
   ii. Printing two, three and four colors of ink on color garments
   iii. Four color press operations
   iv. Advanced micro-adjustment and color registration
e. Management of a printmaking studio
   i. Scheduling
   ii. Purchasing supplies
   iii. Supply management
   iv. Equipment maintenance
   v. Tutoring new workers and new students
   vi. Safety and safety practice
f. Business practices
   i. Order placement
   ii. Cost estimates
   iii. Product distribution
   iv. Product marketing
g. Marketing
   i. Setting up a business
   ii. Branding your business: Logo, business card, website
   iii. Creating business forms: Estimate sheets and invoices
h. Critique
   i. Client centered projects
   ii. Fine art and works of cultural production
i. Industry professionals
   i. Contemporary print artists/designers and their contributions
   ii. Contemporary print studio and their contributions
   iii. National and international services and organizations

Lab Content

Concept development sketches, planning and production sketches, preparation of color separations, inks, screens and plates for printing, printing, curating of finished work and documentation.

Special Facilities and/or Equipment

1. Facilities: 24" x 36" table space for each student. Screenprinting stations including base, screen, registration system, squeegee, flash dryer. Light table, screen exposure unit, screen washout unit, print drying rack, inkjet printer for film positives, darkroom facilities, ink curating unit.
2. When taught via Foothill Global Access: ongoing access to computer with email software and capabilities; email address; JavaScript-enabled internet browsing software.

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Evaluation of assignments and projects
Evaluation of studio practice
Tests, quizzes or research assignments
Student's ability to analyze their work and the work of their peers

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

Lecture presentations and classroom discussion using the language of screenprinting and t-shirt printing
In-class reading of screenprinting and t-shirt printing texts by the instructor and students followed by instructor-guided interpretation and analysis
Group presentations of major projects followed by in-class discussion and evaluation

Representative Text(s) and Other Materials

Fresener, Scott. How to Print T-Shirts for Fun and Profit. 2005.

This textbook is old but remains the best textbook for this course. The technology of t-shirt printing has not changed significantly since its publication. Research has demonstrated that another text as suitable as this has not entered the publishing marketplace.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

a. Weekly reading assignments from text, online resources, and outside.
b. Weekly lecture covering subject matter from text assignment with extended topic information. Class discussion is encouraged.
c. Laboratory exercises and demonstrations: Weekly lab exercises. Each lab exercise may include individual or group participation and covers assigned reading and lecture topics.

Discipline(s)

Art or Graphic Arts