

Requirements Handout

DESIGN BRIEF: ONE-PAGER

GUIDELINES | INTRODUCTION TO SCREEN PRINTING

YOUR VISUAL SYNOPSIS & PRACTICE PROJECT GUIDE

1 THE NARRATIVE (THE STORY)

Tell the story of Screen Printing (2-3 sentences). How did this industrial process become an art form?



2 KEY VOCABULARY (5 REQUIRED)

1. EMULSION
2. SQUEEGEE
3. REGISTRATION
4. HALFTONE
5. FLOOD STROKE



3 VISUAL PROOF: TECHNIQUE IN FOCUS



Show evidence of mastery with a visual diagram. Choose ONE technique:
A) REGISTRATION alignment or **B) FLOODING THE SCREEN**.



4 THE DEEP DIVE: ARTIST, MOVEMENT, OR CULTURE

Facts & Feels: Choose ONE subject (e.g., Warhol, Pop Art, Japanese Ukiyo-e) to research. Present three cool facts and how it feels to you. What is the emotional or conceptual impact?



5 THE SIDE QUEST MENU (EXPLORE MORE)

A) RISK-TAKING: Show a process fail & your successful adaptation.

B) MEDIA MASHUP: Combine screen printing with another material.

C) PERSONAL SPIN: Make it unique and expressive of your own style.



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TURN THE TEXTUAL INTO THE VISUAL. SUBMIT VIA CANVA LINK | DUE DATE:

Requirement Detials

Screen Printing One -Pager Design Brief

Hit these targets to earn your A!

- **The Narrative:** Write 2–3 sentences on the "story" of screen printing (from industrial labels to fine art).
- **The Lingo:** Use **Emulsion**, **Squeegee**, **Registration**, **Halftone**, and **Flood** correctly.
- **Visual Proof:** Draw a **labeled sketch** of a "Pull Stroke" showing the 45° angle and flood direction.
- **Deep Dive:** Research one artist from the list below. Provide 2–3 "Facts & Feels."
- **Side Quest:** Choose one: **Risk-Taking** (show a "fail"), **Media Mashup** (layered media), or **Personal Spin** (modern remix).
- **Specs:** Plan a rough draft on paper, work for the full 60 minutes, and export as a **PDF**.

Full Unit Requirements: The "Art Boss" Workflow

This guide aligns with the **2025 NC Visual Arts Standards (CR.1, CR.2, RE.1, CN.1)**. Use it to ensure your project demonstrates mastery, not just busy work.

1. The Narrative (Concept Mastery)

Screen printing is the art of "the stencil and the squeeze." It began as an industrial method for mass-labeling crates and textiles, but 20th-century artists transformed it into a powerhouse for bold, graphic expression. Today, it bridges the gap between commercial production and high-end fine art.

2. The Lingo (Art Vocabulary)

You must correctly incorporate these five terms into your one-pager:

- **Emulsion:** The light-sensitive liquid used to "burn" a design into the screen mesh.
- **Squeegee:** The rubber-bladed tool used to pull ink across the screen.
- **Registration:** The system of aligning multiple screens so colors overlap perfectly.
- **Halftone:** Using varying dot sizes to create the illusion of continuous tone or shading.
- **Flood:** The initial stroke that fills the screen mesh with ink before the actual print stroke.

3. Visual Proof (Skill Check)

Show me you understand the mechanics. Create a **labeled sketch** of a "Pull Stroke." Identify the angle of the squeegee (typically 45°) and the direction of the ink "flood."

Advanced Goal: Include a small diagram of a "hinge clamp" setup or a registration mark system.

4. The Deep Dive (Research)

Choose **one** artist you have **never researched before** from this list. You may propose an alternative artist for approval, provided they are new to you.

- **Andy Warhol:** The King of Pop who used repetition to comment on celebrity and consumerism.
- **Corita Kent:** An activist and nun who used vibrant "serigraphs" to spread messages of love and social justice.
- **Shepard Fairey:** A contemporary street artist known for the "Obey" and "Hope" posters, blending propaganda style with screen printing.
- **Clare Halifax:** A modern artist who creates incredibly detailed architectural and botanical prints using limited color palettes.

Prompt: Facts & Feels

List 2–3 facts about their specific process or history. Then, explain the "feels"—how does their use of color or repetition change your emotional reaction to the subject?

5. The "Side Quest" Menu (Exploration)

Pick one challenge to push your project into the "High-Performance" category:

- **Risk-Taking (The Beautiful Oops):** Show a print where things went wrong (bleeding or ghosting). Label it and explain exactly how you adjusted your pressure or angle to fix it.
- **Media Mashup:** Combine your print with another medium. Try screen printing over a watercolor wash or adding hand-drawn ink details to create a complex, layered composition.
- **Personal Spin (The Modern Remix):** Take a classic screen printing style (like Warhol's) and apply it to a 2026 issue, such as digital privacy or climate change.



Submission Specs

- **Plan First:** A hand-drawn rough draft is **required** to map out your layout before the final.
- **Digital vs. Hand-Drawn:** Hand-drawing is encouraged. If you go digital, use spell-check—**grammar and spelling will be graded.**
- **Format:** Final submission must be a **PDF** with sources cited (links or website addresses).
- **Time:** Utilize the full 60 minutes. We value deep synthesis over a "pretty" but empty page.

Pro-Tip: Mastery isn't about the perfect print on the first try; it's about being curious enough to analyze why a print failed and how to improve it.

[Understanding the screen printing process](#)

This video provides a practical look at how iconic artists like Andy Warhol utilized screen printing, which will help you visualize the "Pull Stroke" and "Flood" techniques required for your

sketch.