

> t-shirt design

> objective(s):

Students will create a press ready, two-color (or less) t-shirt design, which can include typography.

> curricular focus:

This lesson emphasizes design utilizing a limited color palette, including making the file print ready through color separation. It also includes using the material the ink is printed on as an "additional color" in the design

> specifications:

save as: T-shirt_LastnameF.psd or T-shirt_LastnameF.ai

dimensions: 13 inches by 13 inches

units: inches

mode: CMYK

> instruction:

- introduction to t-shirt design fundamentals
 - read the article *Fundamentals of Great T-shirt Design*
<http://gomedia.us/zine/insights/fundamentals-of-great-shirt-design/>
 - each color is a separate screen of ink
 - t-shirts are printed one color at a time, so artwork files need to have all colors separated by layers
 - shirt color can be used as an "apparent" additional color within the design
- slideshow of t-shirt designs
 - view T-shirt Design Projects folder in lesson plan folder
 - view website galleries
- introduction to press-ready artwork (presented after artwork is created)
 - color separating is the process of isolating each individual color into their own layer
 - in Illustrator use the Select: Same Fill Color feature
 - in Photoshop use Select: Color Range
 - clean up construction in Illustrator
 - all elements must have Expanded Appearance (no stroke)
 - all overlapping elements of the same color must be combined using Pathfinder: Combine
 - no elements of different colors may overlap

> procedure:

- brainstorm
 - begin sketching concepts on paper (pencil only)
 - must include significant self-created artwork
 - concepts may include traced artwork but cannot be made up entirely of traced artwork
 - your design must be uniquely "yours"
 - provide images of any work that inspired your design to instructor for review
 - discuss concepts with instructor
- mock-up
 - create mock-up of finalized design, including shirt color and ink color(s)
 - approve with instructor

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- begin work on computer
 - open T-shirt Design Template.ai document
 - set shirt color
 - unlock Shirt Color layer and change default to desired fabric color
 - relock layer
 - create artwork in Design layer
 - review with instructor when construction is complete
- clean up construction
 - ink colors should not overlap on a shirt design
 - paint adheres differently to previously applied paint compared to fabric due to absorbency
 - read and perform *Clean Construction* (page 3)
- color separate
 - with the Direct Selection Tool (white arrow) select just one piece of a selected color
 - go to Select: Same: Fill Color
 - this will select all other shapes of the exact same color
 - go to Edit: Cut (or Ctrl + X)
 - create a new layer and name it the color you selected
 - go to Edit: Paste in Front (or Ctrl + F)
 - repeat this for all colors
 - delete your Design layer (should now be empty)

> requirements:

- design uses a maximum of two ink colors with background shirt color
- final design is color separated
 - individual layers for shirt color and each ink color
- final artwork has clean construction
 - text and artwork has Expanded Appearance
 - no overlapping shapes of same or different colors

> clean construction

> what is "clean construction?"

Clean construction is where your work is completely simplified. Text is converted to paths. Strokes are converted to shape. Effects like 3D and Warp are expanded so their paths line up with the intended effect. Overlapping shapes are cut precisely to where they intersect.

> why is clean construction important?

Basically, simplifying your work as much as possible protects it when it is used by others. As an example, text left as text requires the proper font files on other computers. Another example would be someone scaling your work that contains stroke without having the Scale Stroke and Effects turned on- this would change proportions of your work.

> how do I clean construction?

• expand text to shape

- Ungroup your text from any group you've created (go to Object: Ungroup or press Shift + Ctrl + U)
- click on your text with the Selection Tool (black arrow)
- go to Text: Create Outlines (or press Shift + Ctrl + O)

• expand stroke to shape

- click on all elements with stroke with the Selection Tool (black arrow)
(you may need to Ungroup them from any group they belong to)
- go to Object: Expand (you may need to select Expand Appearance instead)

• simplify artwork

- artwork elements should not overlap; they should be cut precisely edge to edge
(meaning one object covers another, or after stroke is expanded it covers part of the original shape)
- select overlapping elements (it may be easier to simply select all)
- go to the Pathfinder palette and select Divide (bottom left)
this will create cuts where elements overlapped, but retains the color that was on top
(thus eliminating the shape that was covered)
- run Clean Up
this will eliminate unwanted/hidden points and paths
go to Object: Path: Clean Up
make sure all boxes are checked then select OK
- rejoin shapes of the same color that touch
with the Direct Selection tool, select an element of a specific color
go to Select: Same Fill Color
(this will select all other shape areas of the exact same fill color)
go to Pathfinder and select Add To Shape Area (top left)
(this will combine areas of the same color into one)
this may take a while depending on how many pieces need to be recombined
- delete any unnecessary anchors/paths
caution!- anchor points/paths should only define edges of shape areas
sometimes you may end up with "ghost" anchors or even paths within shapes
(this is due to the complexity of things that you previously expanded and divided)
use the Delete Anchor Point (minus) feature with the Pen Tool until all unnecessary anchors/paths are deleted
you may also want to delete anchor point inside straight lines (do not do this on curves)

• run Clean Up (yes, again)

- go to Object: Path: Clean Up
make sure all boxes are checked then select OK