

Name: _____

DESIGN BRIEF - SCREEN PRINTED T-SHIRT

BACKGROUND

T-shirts, originating around 100 years ago, were developed by the U.S. Navy with crew necks (high, round neck lines) and short sleeves and meant to be worn under the uniform as an under garment. In the 1940s, the t-shirt was adopted as an unofficial uniform for workers, including mechanics, miners, farmers and factory workers.

T-shirts are now one of the most popular of all types of clothing, amongst all age groups. T-shirts are made in all shapes, colours and sizes and are able to reflect individuality in design. Plain t-shirts can be a blank canvas for wearers to express their own individuality by designing and producing their own unique style.



YOUR DESIGN BRIEF

The production company (your class) will create a range of plain white t-shirts, to be screen-printed with unique designs. You may choose to print on the front, back, sleeves or all three (time permitting).

As a designer, your project needs to:

- be the right size for you to wear;
- be made from plain white jersey (stretch knit fabric);
- be designed appropriately for display in the school; and
- appeal to your own unique style.

PRODUCTION JOURNAL

Throughout your project, you should keep record of the following in your *production journal*:

- make research notes;
- formulate ideas for this project;
- reflect on your process; and
- evaluate the finished design.

Screen-printed T-shirt

Year 8 major project

What to do for your report:

- Use the following headings/sections to structure your report:
 - Ideation
 - Investigation
 - Design
 - Planning and Management
 - Production Journal
 - Evaluation
- Follow the instructions and answer the questions under each section.

IDEATION

For your report:

- Explain your design brief (see first page).
- Describe the product that you will be making. What is the need for this product?
- Explain the reasons why you chose to produce this item.

INVESTIGATION

To do:

- Develop a research plan for your investigation.
- Investigate different types of printed t-shirts, taking particular note of the elements of design and how they appeal (or not) to you.
- Gather further ideas for your product by researching on the internet or in the library, examining books, advertising brochures, and magazines, or observing products at the shops.
- Make sketches of your ideas, write yourself notes and keep any pictures and information you have found.

For your report:

- Discuss how you investigated screen print designs? (shops, online, books, magazines, catalogues, tutorials, talk with classmates etc).
- What information and ideas did you find out from your investigation?
- How did your findings influence your own design?
- Include your sketches and pictures of your findings/ideas.

DESIGN

To do:

- Take your body measurements: chest, waist and hips. Compare your measurements to the measurement table on the pattern to select the size you will make for your body.
- Sketch at least three different ideas for various styles of t-shirt prints you are considering making.
- Choose your final design, and produce detailed, annotated drawings of your t-shirt. In this final design, you need to include the following information:
 - Your body measurements.
 - The size t-shirt you will be making.
 - Draw your t-shirt design from different views (eg front and back).
 - The fabric you are using to make your t-shirt.

For your report:

- Identify the materials you will need to make the item and the purpose they will serve.
- Identify the tools that you will need to make your t-shirt, and how to use them safely.
- Which style of t-shirt did you choose to produce (neck line, fitted etc)?
- What were your body measurements? Did you want a tight or loose fitting shirt? How did you determine which size you would make? Did your shirt end up the size you planned?
- Discuss the fabric you used (jersey knit). What fibre is it made from? Why did you need to use this type of fabric to make your t-shirt?
- Include your final design (annotated drawing as above) in your report.
- Discuss your screen print design.
 - Did you use a simple or more complex and challenging silhouette to print?
 - What inspiration did you use for your design?
 - Did you choose to print on the front and/or the back of your t-shirt?
 - Why did you choose this design over the other ideas you had for your t-shirt?

PLANNING AND MANAGEMENT

To do for your report:

- Write out your production plan.
- Your production plan needs to contain a series of steps detailing: steps, techniques, the order of production of the item; and estimation of the time needed for completing each task (e.g. one class allocated).
- Make specific reference to issues you had with keeping your production on task to your plan.
- Use the following template for your plan:

No.	Step	Details of techniques	Time (approx.)	Class
1				
2				
Etc.				

PRODUCTION JOURNAL

To do:

- Follow your production plan to create your product.
- Document each production step as you work (make notes and/or take photos) and attach to your journal.

For your report:

- Discuss what went well for you and what you had difficulty with.
- Describe any modifications to your design that needed to be made during production. Why did you make these modifications? (e.g. changed your design ideas, ran out of time, found it too difficult etc).
- Include your journal in your report.
- Include a photograph of your finished t-shirt.

EVALUATION

For your report:

- Does the product design meet the design brief? Explain your answer considering:
 - Is it big enough to fit your comfortably?
 - Does it appeal to your own unique style?
- Were your construction techniques suitable? Explain your answer considering:
 - Will the product be durable?
 - Were the techniques (eg. sewing, overlocking, screen-printing) used well executed?
- How good was your time management in relation to your production plan?
- What issues did you have during the process of designing and producing your t-shirt? What were your biggest achievements?
- List at least three ways in which your product could be improved. How would you go about achieving those improvements? Make recommendations for future productions; what might you do differently next time?

REFLECTION

- Identify and reflect upon your learning process and development in textiles and design.