

# CREATIVES in Residence

Fashion ■ Décor ■ Design ■ Print

BY CMYUK

## Brief 1 - Abstract Florals

START DATE: 18th October 2021

CLOSE DATE: 5TH November 2021

Interact with us using the hashtag **#cirlive**

Artwork submissions to: **cirlive@cmyuk.com**

<https://www.cmyuk.com/creatives-in-residence-live/>



## WEEK 1: COMPOSITION

- Using photography and video, flatbed scanners, desktop printers or any other form of digital input to capture the essence of Nature, studying plant life from any natural habitat using live plants. You can do this in a number of ways: cut flowers, hedgerows, public gardens or urban landscapes – there are no limits.
- Preserve image quality – shoot/capture at high resolution with at a minimum of 300dpi in full colour.
- Pay particular attention to the details - the organic shapes, structural forms and balance of the natural world. Play with zoom and macro for maximum textural surface effects.
- Play with light – night and day, coloured neons and filters. Look for discovered shadows and visual echoes of the subject matter that form strong motifs.



## WEEK 2: DESIGN CREATION

- Use a CAD design program, perhaps Photoshop or Corel - transfer your digital files to the design workspace. Build and organised filing system using desktop folders.
- Use images individually or in combination, creating all artwork in a layered format at 300dpi. Make sure you save your original files in a separate folder.
- Create a cohesive collection of patterns in the first instance for your chosen theme.
- Segment into a collection of designs that complement each other and inspire you.
- Create either isolated panels and /or at least 1 x repeated pattern from 3 of your favourite images.
- Choose a colour theme / palette and amend to your liking using tonal variations on each layer using CAD.
  - Check repeats for faults, save files as .psd with an embedded Adobe 1998 profile.
- Prepare files for sampling and digital printing: 40cm x 40cm crops. Duplicate, and flatten files and save a copy as a sample pattern as .jpeg



## WEEK 3/4: PRINTING

- Choose fabrics from the CMYUK textiles library – Fashion and Interior Décor.
- Watch our tutorials – 'An introduction to Polyester, how it is made and how it is printed', 'Explore Circular design and sustainability', 'An introduction to Digital Textile printing using Dye Sublimation'
- Working with the team at CMYUK you will watch and learn how files are sent to print, gain a basic understanding of the RIP and how it controls the print and colour process.
- Print and transfer your 3 sample patterns onto your chosen fabric.



## WEEK 3/4: PRODUCT DESIGN

- Choose a range of products for a High Street Fashion and Décor Collection. Source images for visuals, define the style – look out for white garments, product shots and roomsets that you will layer patterns over.
- Using CAD – create a series of simulations using 2-D renders and create product mockups.
- Calculate the scale of your pattern and how much fabric would be required to make the final product. Record all this information for use later, when we switch to production.
  - Present all ideas, mock-ups and visuals in the Look Book template to all mentors and partners.
- Discuss the month with graduates, mentors and partners – Dates: TBC – Follow our Social Media channels.

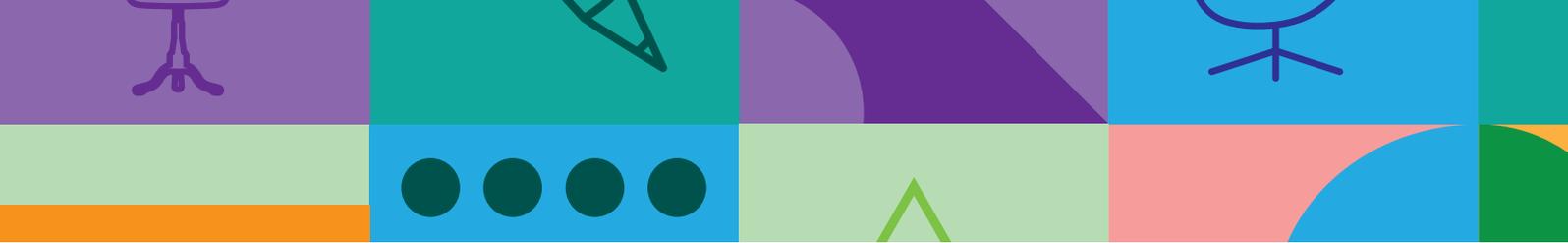


## GETTING INVOLVED

However Final submission date for entries 8th November – We don't live in a perfect world. Our team is sympathetic to your creative journey. Feel free to get in touch and ask the team any questions, you can email us at **[cirlive@cmjuk.com](mailto:cirlive@cmjuk.com)**

To join this project online follow the brief above and our social media channels for updates and tutorials. You can also find live updates on [www.cmyuk.com/creatives-in-residence-live/](http://www.cmyuk.com/creatives-in-residence-live/)

All our tutorials, interviews and weekly updates are available online. This is an evolving syllabus. Nobody is excluded and we welcome your participation.



# COMPETITION

## **To enter the CMYUK “Creatives in Residence – LIVE” Design Project competition:**

- Follow the brief for Project 1
- Interact with us using the hashtag #cirlive
- At any time during the project send your artwork to [cirlive@cmyuk.com](mailto:cirlive@cmyuk.com).
- Please be sure to send your contact details with a 300dpi jpeg file of your work.
  - Make sure your name and project number is saved in your file title.
  - The team will get back to you with feedback.
- Final entries will be judged, and the winners work will be printed and sent to you.
  - Be sure to add your postal address.
- All submissions will be entered into the final awards at the end of the project. They will be judged by industry experts and will feature in our media campaigns – more news on this will follow. It's going to be a fantastic celebration of the next generation, your creativity, and the future of the print industry.



**Special thanks to our Technology Partners & Industry Mentors:**

Epson, Mimaki, Canon, Klieverik, EFI, Kongsberg  
Divine Savages, Standfast and Barracks, Pattern Curator, Mary Jones  
and **Debbie McKeegan** - [Texintel](#)

