



CREATIVES in Residence

Fashion ■ Décor ■ Design ■ Print

BY CMYUK

Brief 3 - ARCHITECTURAL PRACTICE

START DATE: 14th December 2021

END DATE: 24th January 2022

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

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

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



DESIGN INSPIRATION: Architectural Practice

This brief is open for your own interpretation. Look to architecture past, present or future, classic, modern or contemporary to inspire your designs, anything goes! Focus on the shapes and structures found in architectural practice. Buildings offer so many details that are often overlooked. Dive deep, your reference studies could be the face of a building, the plans of a city, documents, aerial photography and layouts, the materials used, decorative details of a building's surface or its ornamental decoration. Look to the past for historical details or the future for technical detailing or simplicity.

Products: Apparel | Décor | Wallpaper | Wood | Metal | Vinyl

FOCUS: SHAPE | STRUCTURE | SCALE | SURFACE





WEEK 1: COMPOSITION

- Research and collate your ideas to build a story board of inspiration.
 - Define your theme and select a colour palette.
- Gather the resources, these can be from your own photography, historical documents and archives, online research etc. Physical or digital - there are no limits, but be beware of copyright. Look for Royalty free references and be sure to check terms and conditions of use.
- Preserve image quality – create/scan/shoot at high resolution with at a minimum of 300DPI in full colour. We are going to play with scale, remember input equals output!
- Pay particular attention to the form and content. Create repeats that don't track. Also create some panels, think wallpaper murals or architectural apparel.



WEEK 2: DESIGN CREATION

- Start creating your design elements on the physical drawing board or use a CAD design programme, perhaps Photoshop, to assemble your ideas. If you have created your patterns externally, transfer /scan them into the CAD design workspace. Build and organised a filing system using desktop folders.
- Use images individually or in combination, creating all artwork in a layered format at 300dpi Image size at least 50cm x 50cm. 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 themes.
 - Check repeats for faults, save files as .psd with an embedded Adobe 1998 profile
- Play with colour and create co-ordinated colourways for each pattern that can be used together in a garment or interior.
- Prepare files for sampling and digital printing. Duplicate and flatten files, then save a copy as a sample pattern as .jpeg



WEEK 3: PRINTING

- Choose fabrics from the CMYUK media library – Fashion and Interior Décor.
- Working with the team at CMYUK you will continue to learn and expand your understanding of the print process, the RIP and how it controls the print and colour process on your chosen fabric or paper.
- Print and transfer your 3 sample patterns onto your chosen fabric.



WEEK 4: PRODUCT DESIGN

- Choose a garment for production and an Interior décor product. Source images for visuals, define the style. Look out for white garments, product shots and room-sets which you will layer patterns over.
 - Using CAD, create a series of simulations using 2-D renders and create product mock-ups.
- 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/partners.
- Discuss the month with graduates, mentors and partners. Dates tbc, follow our social media channels.



GETTING INVOLVED - COMPETITION

Entries to any/all of the briefs should be submitted by the end of February.

What we want from you! One final design along with a product mockup.

Send your files directly to **cirlive@cmyuk.com**

Feel free to get in touch and ask the team any questions, you can email us at **cirlive@cmyuk.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/**

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

By submitting your work you're in with a chance of having your own designs digitally printed.

All submissions will be entered into the final awards at the end of the project.



Special thanks to our Technology Partners & Industry Mentors:

Epson, Mimaki, Canon, Klieverik, EFI, Kongsberg & AE Sewing Machines

Standfast & Barracks | AVA CAD CAM | Erica Horne | The Pattern Room | Freya Richmond | Brennan & Burch
and **Debbie McKeegan** - [Texintel](#)

