Screenprinting for Entrepreneurs
SYLLABUS

ACKNOWLEDGEMENT

Wachiay Studio operates within the traditional lands of the K'omoks First Nation on Vancouver Island, Canada. We are grateful to the K'omoks people for allowing us to create, learn, and live on their traditional lands.

COURSE INSTRUCTORS

Andy MacDougall
Contributing writer Andy MacDougall manages Wachiay Studio, where they specialize in screenprinting art, textiles, and teaching the process. A member of the Academy of Screen and Digital Printing (ASDPT); Specialty Graphic Imaging Association (SGIA) education committee. Andymac runs demo prints for the American Poster Institute (API) at Flatstock Shows in Seattle, Austin, Barcelona. Columnist and feature writer for Screenprinting Magazine, Wearables,

SignMedia, also published in UK, India, and Brazil. Author Screenprinting Today, the Basics, and helped (along with daughter Naomi, a book designer) publish a definitive A History of Screenprinting. Locally done deeds: CVAG into the old firehall, original marketing manager of Musicfest, still volunteers as MC on the Grierson Stage. Loves live music and fun.

Adrian Granchelli

As a maker and educator, Adrian strives to inspire and empower others to make, collaborate, and be creative. It is no doubt that constructivism, learning through doing, is his guiding teaching philosophy. He is a Masters student of Educational Technology at the University of British Columbia and has taught a broad range of topics from physics and math to sailing, woodworking, digital fabrication, and design. When not creating, Adrian is adventuring in the beautiful wilderness of Vancouver Island.

Liv Veenstra

With a focus on ingenuity and creativity, a passion for wellness, and an enthusiasm for community development, Liv's joy is to spark conversation, encourage collaboration, and grow a community of health-happy movers, makers, growers, thinkers, creators, and game-changers.

Liv completed her BFAH at Queen's University (2014) with a focus on printmaking before shifting gears to work in policy development, education, and social services. She now holds the position of Studio Director at Wachiay Studio. When not covered in ink, Liv teaches yoga and tries to grow vegetables in her garden.

Scott Henley

As an avid creator, Scott loves working with wood in the shop, and likewise, loves building and designing on the computer. He is learning the art of programming and likes to sneak in a computer game or two in his spare time. When not building or designing Scott can be found somewhere out in nature, working in his backyard, or practicing martial arts.

COURSE STRUCTURE

Instruction will include a mix of online modules, weekly video meetings, skill-developing activities, and personal projects.

A typical week will include:
- Monday 5:30 – 6:30 – Zoom Meeting One
- Learning Activity One
- Tuesday 5:30 – 6:30 – Zoom Meeting Two
- Learning activity Two
- Thursday 5:30 – 6:30 – Zoom Meeting Three
- Learning Activity Three
- Screenprinting Self-Assessment
- Blog Post

Be prepared to commit 10-12 hours per week.

SCHEDULE OF TOPICS

Week One: January 18-22
- Studio setup
- Basic overview of screenprinting process
- Printing your first print

Week Two: January 25-29
- Introduction to simple stencils
- Flatstock and textile prints
- Coating a screen
- Exposing a screen

- Reclaiming a screen

Week Three: February 1-5
- Digital design
- Mesh counts
- Ink types
- Squeegee techniques
- Troubleshooting
- How to critique
- Vision boards

Week Four: February 8-12
- Fine detail printing
- Half-tones / stochastic / dither
- How-to use a Step Exposure Gauge
- How to analyze a screen / image

Week Five: February 16-19 (Monday, February 15- Family Day)
- Multicolour prints
- Colour separations
- Registration

Week Six: February 22-26
- Colour mixing
- Drying and curing textiles
- Product development
- Product sourcing
- Intro to business economics

Week Seven: March 1-5
- Developing a brand
- Creating a logo

- Marketing basics
- Production of your products

Week Eight: March 8-12
- Business cards
- Printing multiple images at once

Week Nine: March 15-19
- Business economics continued
- Production of your products

Week Ten: March 22-26
- Production of your products
- Show and Tell
- YOU DID IT!

LEARNING OUTCOMES

- Be able to assemble a usable studio from Screen the World equipment
- Be able to perform the whole screenprinting process for textiles and paper
- Be able to design art that is suitable for screenprinting
- Be able to select a suitable ink, screen, and mesh for a print job
- Be able to calculate the cost of a production run
- Establish a brand
- Develop a product line
- Have an understanding of business basics
- Develop a business plan

COURSE MATERIALS

The following items will be provided for you:

- Vacuum table (1)
- T-shirt jig (1)
- Exposure unit (1)
- Light stand (1)
- Halogen Light (1)
- Inks (6)
- Stick-em (1)
- 8" Squeegee (1)
- 12" Squeequee (1)
- 110 mesh screen (1)
- 156 mesh screen (1)
- Emulsion coater (10
- ½ quart emulsion (1)
- Emulsion remover crystals (1)
- Inkjet film (10 + 1)
- Drawing kit (markers, china marker, india ink, rubylith, mylar)
- Paper (20)
- Blank t-shirts (12)
- Textbook: Screen Printing Today (1)

You will need to source the following items yourself:

- C-clamps (4)
- Palette knives (2)
- Additional paper and textiles as needed

LEARNING ANALYTICS

Learning analytics includes the collection and analysis of data about learners to improve teaching and learning. This course will be using the following learning technologies: Wordpress, Zoom. Many of these tools capture data about your

activity and provide information that can be used to improve the quality of teaching and learning. In this course, we plan to use analytics data to:

- View overall class progress
- Track your progress in order to provide you with personalized feedback
- Review statistics on course content being accessed to support improvements in the course
- Track participation in discussion forums
- Assess your participation in the course

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