

# WASH / MW Crew

---

## Surface Studio Project 3: Layered Transfers

Due at 9:30am on 3/7

### Challenge:

Create one 11" x 17" composition by utilizing image transfer techniques and original imagery to demonstrate a message through layering. You will explore a layered approach to surface building by using a wide variety of opaque and transparent materials. There are many image transfer methods, two of which we will demonstrate in class. We will primarily use Xerox transfers. You may explore tape, blender pen, and/or essential oil transfers if you wish.

The conceptual focus of your layered transfers project should be rooted in one of the following four themes: *justice, protest/resistance, community, perspective.*

Your color scheme, subject matter, and style are within your control as you thoughtfully build and layer this composition. Make informed choices about imagery and color; everything should relate to your design choices should reflect your ideas. No written text, words, logos or symbols may be used.

Original Imagery: An image that is created by the artist and is original in both design and content. Your original imagery may be in the form of drawings, paintings, photographs, etc. Do not simply copy something you find online.

### Materials:

11" x 17" masonite surface, gesso, sand paper, gesso brush, bristol, Xerox copies, acrylic paint, brushes, foam brush, pens, highlighters, mod podge/acrylic gel medium, collage materials, spray bottle, cup of warm water, wax/parchment paper, clear packing tape, t-pins. We will ultimately drill holes in each corner so you can install the work on the wall with pins.

### Project Objectives:

- Creatively make original imagery based on your content and incorporate it cohesively into your design.
- Gain a deeper understanding of color via your planned color scheme.
- Explore a range of value, variety, space, and contrast.
- Create a layered and unified composition that demonstrates skilled transfer techniques.
- Execute excellent craftsmanship and material sensitivity.

### Tips and Tricks:

- Let the transfer dry completely before rubbing paper off.
- Warm water can work better than cold water when removing paper residue.
- Black and white copies typically work best, contrast and brightness can be increased in Photoshop before printing.
- Since toner is black it is difficult to see on dark surfaces. Begin with light value.
- A textured background of some kind is a good place to start, work general to specific.