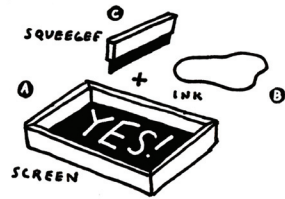


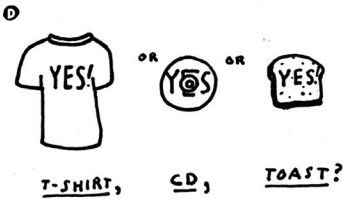
## Silkscreen Printing

Popular for its versatility and its bright and solid color reproduction, silkscreen printing is a reliable method for producing work affordably and handsomely. Throughout the years it has served the likes of Andy Warhol, aspiring rock bands, and tchotchke makers who produce limited-edition prints, affordable low volume T-shirts, and mass-produced branded pens, to name a few examples. Many designers have their own silkscreen setups, thus maintaining complete control of the piece from concept to finish. Just as well as it can be procured from a vendor with big, loud, automated machines, the ability to print on paper, fabric, metal, wood, concrete, plastic, or eggshells is a major benefit of silkscreen printing.

### TOOLS



### RESULTS



The silkscreen printing process begins with the impression of a design applied to a nylon or polyester mesh (A)—originally it was a silk mesh, hence the name—by coating it with photo emulsion, subjecting it to light while blocking out the artwork that will be printed. This stage creates a stencil for each color of the design. Ink (B) is applied with the help of a trustee squeegee (C) unto the final surface (T-shirt, CD, paper, etc.). Over and over... and over.

### THE SUBMARINES DECLARE A NEW STATE!



THE SUBMARINES DECLARE A NEW STATE! POSTER / by Aesthetic Apparatus

### RELATED

ART CHANTRY / Representatives of Design \_\_\_\_\_ P.X

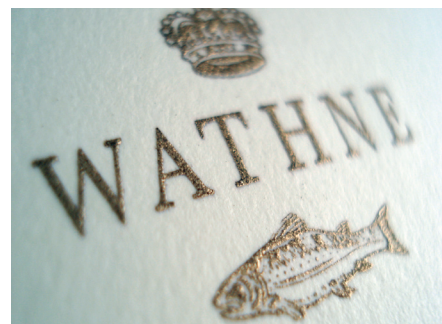
## Engraving

Engraving, the caviar of printing techniques, is an expensive, specialized, and time-consuming printing process resulting in a softly raised surface, dense color saturation, and sharp reproduction worth salivating over. Perfect for invitations to black tie affairs.

Engraving is achieved by carving an image—by hand, or, thanks to modernity, through automated machinery—out of a metal plate (usually copper), filling the resulting hollow spaces with ink, and then placing the paper on top while applying forceful pressure so that the paper “picks up” the ink.



ENGRAVING PLAQUE FOR BUSINESS CARD. Material courtesy of Lehman Brothers, Inc. New Haven, CT

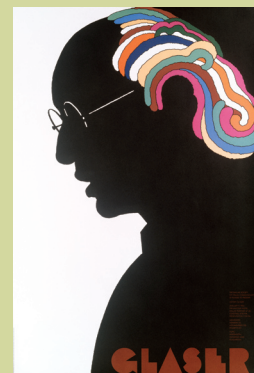


RESULTING BUSINESS CARD FROM PLAQUE. Material courtesy of Lehman Brothers, Inc. New Haven, CT

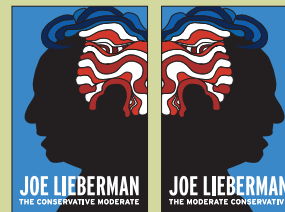
DETAIL OF ENGRAVING WITH GOLD INK. Material courtesy of Lehman Brothers, Inc. New Haven, CT

## Dylan

In 1967, Columbia Records released *Bob Dylan's Greatest Hits*. Milton Glaser was commissioned to design a poster to go with the album. Inspired by a silhouetted self-portrait of Marcel Duchamp and Islamic paintings, Glaser created the immediately recognizable, stark black and white profile of Dylan, superimposed with the infinitely memorable psychedelic and organic forms of the hair. Glaser's own Baby Teeth typeface punctuates the poster with his unique flair. The six million copies that were printed helped make this poster one of Glaser's most widely recognized—and parodied.



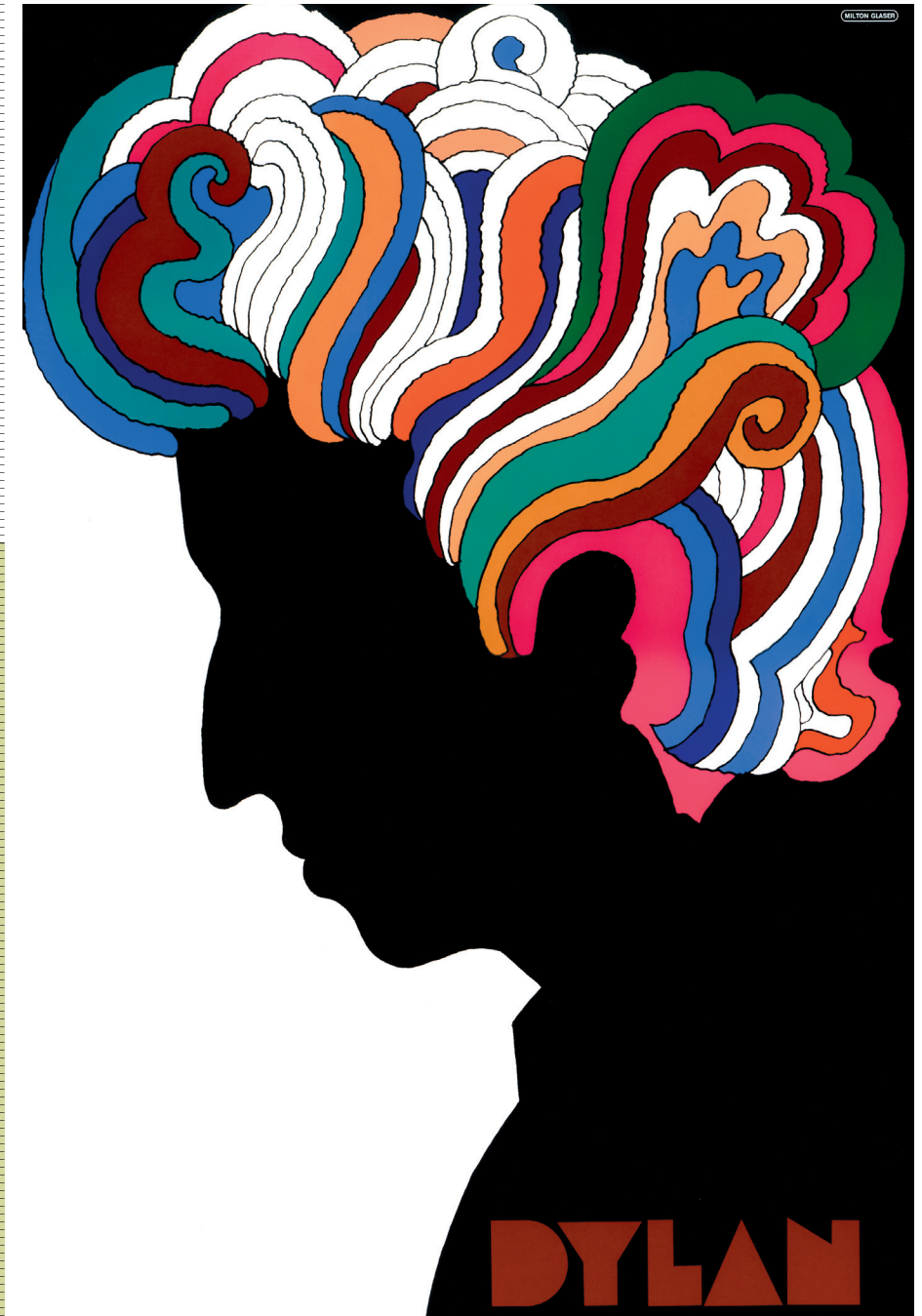
POSTER FOR A LECTURE TO BE GIVEN BY GRAPHIC DESIGNER MILTON GLASER ON “INSPIRATION, INFLUENCE AND PLAGIARISM” AT THE DALLAS SOCIETY OF VISUAL COMMUNICATIONS / Woody Pirtle, USA, 1985



CONTRIBUTION TO “VOTE GETTERS”, A 2003 ARTICLE IN *THE NEW YORK TIMES MAGAZINE* IN WHICH VARIOUS DESIGNERS IMAGINED CAMPAIGNS FOR THE DEMOCRATIC CANDIDATES OF THE 2004 U.S. PRESIDENTIAL ELECTION / Number Seventeen, USA, 2003

### RELATED

MILTON GLASER / Representatives of Design \_\_\_\_\_ P.X



BOB DYLAN POSTER / Milton Glaser, USA, 1966