2021 Surface patten Design Brief

In Line

Based in Bury, England, Darsi Limited was founded in 2016 by Darren Whitney and Simon Latham to serve the global design industry in the provision of exemplary artwork, design separation and engraving.

Having gained significant industry experience over 30 years, we have subsequently built a deeply skilful and knowledgeable studio specialising in wall covering and fabric separations for all print processes supported by the latest high-performance computers and industry standard software.

With our provenance in mind, we are inviting students to create a wallpaper / fabric design suitable for conventional rather than digital print processes. To help gain an understanding of the type of products we mean, please take a look at block, surface, rotary & screen printing. These machine processes imbue printed products with inherent characteristics such as mottling or misfitting, which you can choose to incorporate into your designs, although it is not expected. Conventional printing does come with some limitations, namely in the number of colours that can be used, therefore, with commerciality in mind we are limiting the palette to a maximum of 12 colours - for anyone working with inks / watercolours etc, these can, of course, be tonal. However, one of the great bonuses of conventional print processes versus digital is the ability to use specialist ink effects like metallic, flock, 3-D particles / micro beads and matte opaques, which can be added to designs to provide contrast and an accent feature.

Suggested themes around which to develop your design(s) are:

Abstract
Fantastical
Block / Bold / 3D

These can be explored individually or combined and are provided to give you a starting point as well as a broad range of subject matter to draw upon. Feel free to incorporate elements not mentioned above that you find enhance your design concepts aesthetically. We are looking for designers with flair and an original outlook whose design style and colour sense will propel the industry forward. Whilst we welcome evidence of trend research we expect this to be more forecasting / catwalk / haute couture in bias and would strongly advise against referring to branded wallpaper and fabric products already on the market. As a separation & engraving studio we see a lot of repetition in design, therefore, we want to be surprised, delighted and wowed by something new and fresh.

Points to bear in mind and consider:

1. We are looking for originality in thought processes & design development.

2. We are looking for an exemplary use and control of colour.

3. Please work to 68.5 cm x 68.5 cm as this scale is very versatile for many conventional wallpaper & fabric print processes.

4. The design must be in a recognised industry standard repeat like a straight match or a half drop. Wallpaper is very unforgiving when on the wall. We recommend checking your design stepped out in several repeats so you can look for diagonal / vertical / horizontal runs and patchiness which can appear as dark or light spots that catch the eye and throw the design out of balance.

5. How / where would you incorporate a special ink effect into your design to elevate it further?