



ST. JAMES ♦ TYLER

**DREAMS**  
*on*  
**SCREENS**

COLLABORATIVE  
POSTER EXHIBITION

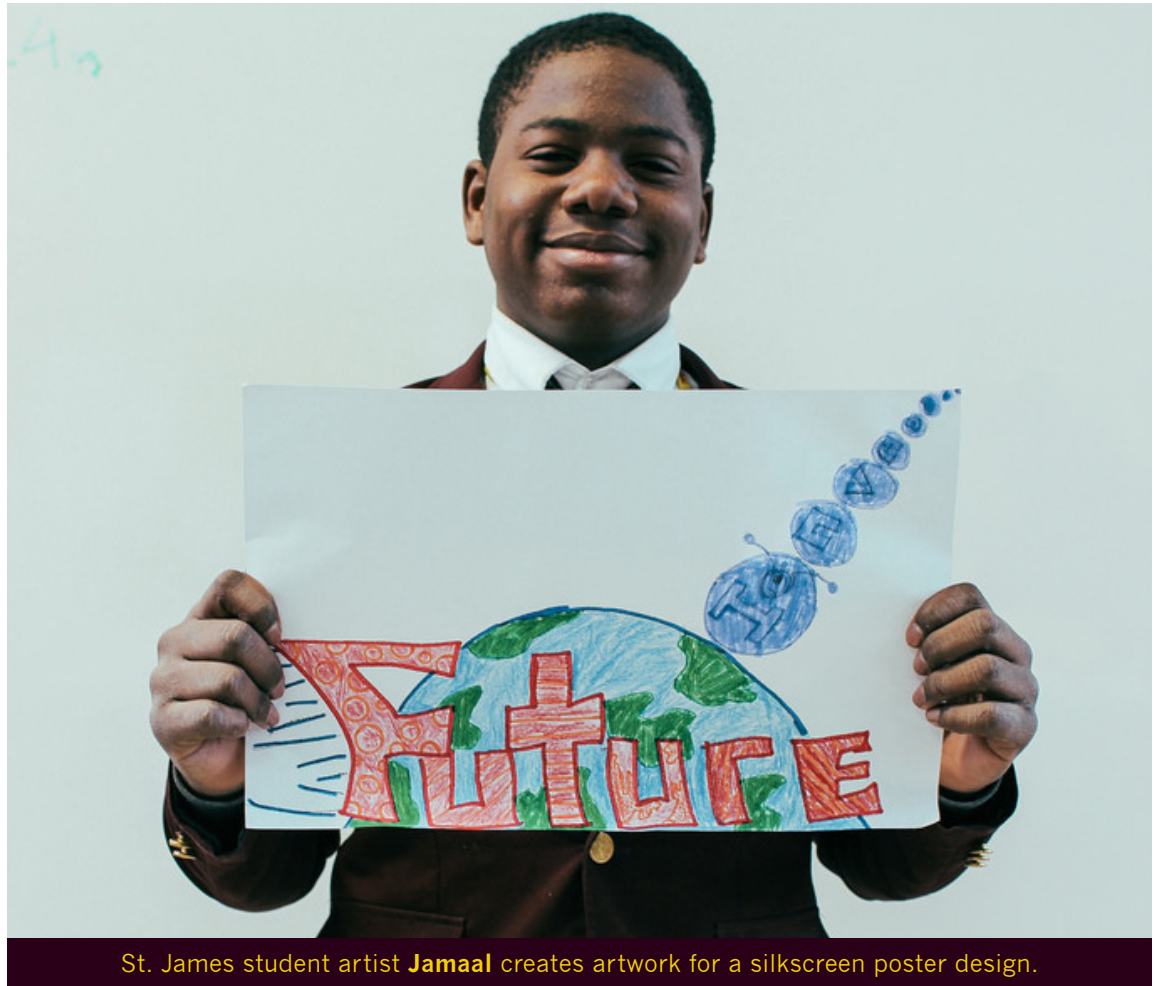
A Community Art Project by:

**The Seventh Grade Class of St. James School**  
**Tyler School of Art Graphic and Interactive Design MFA Students**

January–May 2014, Philadelphia, PA

# Tyler Design MFA & St. James School

## “Dreams on Screens” - Collaborative Poster Project



St. James student artist **Jamaal** creates artwork for a silkscreen poster design.

The Graphic and Interactive Design graduate students at Tyler School of Art are collaborating with the seventh grade class at St. James School to put on a silkscreen poster exhibition. The students will learn about design, the creation process, and exhibiting artwork.

The Tyler grad mentors will be working closely with groups of students to create posters with themes that directly relate to the St. James pledge. These themes include **knowledge**, **positive change**, and **imagining the future**. This project will give the students the opportunity to not only conceptualize ideas, but engage directly in the screen printing process.

**PARTICIPANTS:**

[Tyler GAID Graduate Program](http://tyler.temple.edu/programs/graphic-interactive-design)  
(<http://tyler.temple.edu/programs/graphic-interactive-design>)  
[St. James School](http://stjamesphila.org)  
(<http://stjamesphila.org>)

**LOCATION:**

Philadelphia, PA

**DURATION:**

January–May 2014 (Ongoing)

**EXHIBITION DATES:**

May 5th–9th, 2014  
Reception on Friday, May 9th from 5-7pm

**CONTACT:**

Kelly Holohan (215.777.9145)  
[tylerdesigngrads@gmail.com](mailto:tylerdesigngrads@gmail.com)

**WEBSITE:**

[Tyler GAID + St. James on Design Ignites Change](http://designigniteschange.org/projects/1161-tyler-st-james-poster-collaboration)  
(<http://designigniteschange.org/projects/1161-tyler-st-james-poster-collaboration>)

# Project Goals & Details

## Tyler MFA + St. James “Dreams on Screens” Poster Project



St. James 7th graders practice working together on a **collaborative art piece**.

### PROJECT GOALS

- **Involve** the students of St. James and get them excited about the design process.
- **Raise awareness** in the Philadelphia community about the mission and work of St. James.
- **Highlight** the importance of progressive **art programs** in schools.
- **Attract potential donors** and **partnerships** for St. James School.

### PROJECT DETAILS

The first year Graphic Design graduate students at the Tyler School of Art are collaborating with the seventh grade class at St. James School to put on a large scale poster exhibition in which the students will learn more about design, the creative process, and exhibiting work. The project consists graduate students working closely with groups of St. James students, acting as mentors in the process of creating posters with themes that relate to their pledge:

I am a St. James student.

I am an active member in my community.

I am committed to social justice and positive change.

I can apply knowledge gained in the classroom to real-life situations at school and at home.

I will mentor my peers.

I am ready to lead with compassion and by example.

I will excel in high school and my career.

I am a child of God and I use my gifts to protect, heal and honor the environment.

I am a St. James student.

# Project Goals & Details (Continued)

## Tyler MFA + St. James “Dreams on Screens” Poster Project



Tyler Grad students write, film, and produce an educational video about screenprinting.

**The students will collaborate** in groups to decide the content, layout, and color scheme for their poster while the graduate mentors guide them in the brainstorming process (as well as sharing insight into line, color, composition, and other elements of design).

In addition to the students' posters, each graduate student will produce a unique poster inspired by the creativity of St. James students.

We will set up a print workshop at St. James to screenprint all the posters with the students. In order to prepare the students for the silkscreen process, we created a short video detailing the technical aspects of the medium (emulsion, burning the screen, drying, etc). In this video, we also created a poster featuring all the students' names, and visited St. James to give a demo so that each student could have a chance to hand-pull an example poster to take home.

**Our demo video is available on YouTube:**

[Screenprinting with the Tyler Design Grads](https://www.youtube.com/watch?v=6k6vDGRG6k0)

(<http://www.youtube.com/watch?v=6k6vDGRG6k0>)

# Poster Art Exhibition

## Tyler MFA + St. James “Dreams on Screens” Poster Project



Students practiced by printing **typographic silkscreen posters** featuring their names.

### Our Poster Exhibition is **Friday, May 9th** from 5-7pm!

The final poster art will be displayed in a professional exhibition at Tyler complete with a reception from 5pm to 7pm on **Friday, May 9th, 2014** for the students, their families, and both school communities. In addition to the posters displayed, we will be exhibiting photographs, sketches, mood-boards, and other artifacts chronicling our relationship with the students. We will also create collateral pieces which will be used to fundraise and raise awareness for St. James School. These include sale runs of each poster (8 total, limited runs, all screenprinted), show postcards, stickers, and other items that promote the project.

The end goal of the exhibition is to promote the work and mission of St. James School to Tyler School of Art, Temple University, and the Art and Education communities of Greater Philadelphia. We hope that the project will have a legacy on the creative minds of the St. James students, and that our unique collaborative process will push them to succeed in creative pursuits as they transition to high school and beyond.

# About St. James School

## Tyler MFA + St. James “Dreams on Screens” Poster Project



Brilliant and talented in music, **Ezekiel** will be among the first class to graduate St. James.

### **ABOUT ST. JAMES SCHOOL**

St. James School is a local Philadelphia middle school in Allegheny West committed to educating traditionally underresourced students in a nurturing environment. The school is a community that provides a challenging academic program and encourages the development of the moral, spiritual, intellectual, physical and creative gifts in its students.

Through generous support from community members like you, St. James students benefit from incredible educational opportunities they would otherwise miss out on. For more information about the positive impact of St. James school, please visit [www.stjamesphila.org](http://www.stjamesphila.org).

# About the Tyler MFA Design Program

## Tyler MFA + St. James “Dreams on Screens” Poster Project



Design grad students **Zan, Josh, and Nikki** print a demo silkscreen poster.

### **ABOUT THE TYLER MFA DESIGN PROGRAM**

Tyler’s MFA program in Graphic & Interactive Design is an intensive two-year immersion in the practice of design. The program is highly selective, seeking students whose work demonstrates conceptual depth and experimentation, strong visual skills, and an exceptional degree of self-motivation. With the assistance of Tyler Professor and graduate program head Kelly Holohan, the first-year graduate class conceptualized this project in collaboration with St. James. Please visit <http://tyler.temple.edu/programs/graphic-interactive-design> for more information about the Graphic and Interactive Design program at Tyler School of Art.

### **MORE INFORMATION**

For inquiries about the Tyler + St. James Collaborative Poster project, please email [tylerdesigngrads@gmail.com](mailto:tylerdesigngrads@gmail.com) or contact Kelly Holohan at 215.777.9145.

# Our Community Partners

## Tyler MFA + St. James “Dreams on Screens” Poster Project



St. James students and grad mentor Zan select colors for their silkscreen poster.

### OUR COMMUNITY PARTNERS

The success of our collaborative poster project is growing, thanks to the generous support of our community partners. The following businesses and groups have stepped forward to provide quality screen printing supplies, which are crucial for bringing the students' creative ideas to life.

### Tyler School of Art GAID Program

Special thanks to Stephanie Knopp, GAID student volunteers, and members of administration for their continuous enthusiasm and support. Funding for the exhibition is made possible by the use of general activity fees (GAF).

### Artist and Craftman Supply - Philadelphia

307 Market St. Philadelphia, PA 19106 (267-861-6008) [www.artistcraftsman.com](http://www.artistcraftsman.com)

Special thanks to Artist and Craftsman Supply for providing the students of St. James with screen printing ink, tools, and other great art supplies to create their posters.

### Tyler School of Art Printmaking Program

Special thanks to Richard Hricko, Dawn Simmons, and the rest of Tyler Printmaking for their gifts of time, access to printmaking facilities, and use of screens to complete our project.

### Masthead Print Studio

737 N 4th St, Philadelphia, PA 19123 (215) 359-8118 [www.mastheadprintstudio.com](http://www.mastheadprintstudio.com)

Special thanks to local Philadelphia screenprinting studio, Masthead Print Studio, for providing one of the screens necessary for student artwork.



# Media Resources

## Tyler MFA + St. James “Dreams on Screens” Poster Project



Grad mentor Stephanie's group proudly displays their **inspiring** poster design.

### MEDIA RESOURCES

Visit the [Tyler Design Grads Flickr Stream](https://www.flickr.com/photos/120277323@N04/) (https://www.flickr.com/photos/120277323@N04/) to find **high-resolution images** from the collaborative poster project. These images are freely provided for non-commercial media use.

**If you would like to arrange an interview** with the Tyler Graduate students, or if you would like to cover one of the events listed on page 6, please call Kelly Holohan (215.777.9145). Or, send us an email at [tylerdesigngrads@gmail.com](mailto:tylerdesigngrads@gmail.com). We look forward to hearing from you!

### RECENT NEWS LINKS

Please take a look at our recent media coverage for the collaborative poster exhibition. Special thanks to everyone in the community who has taken interest in our project!

<http://www.newsworks.org/index.php/local/view.finders/66080-temple-art-school-designs-partnership-with-st-james-students-photos>

<http://tyler.temple.edu/blog/tyler-design-mfa-st-james-school-collaboration>

<http://inliquid.org/blog/event/tyler-design-mfa-and-st-james-collaboration/>

# Media Resources (Continued)

## Tyler MFA + St. James “Dreams on Screens” Poster Project



Everyone is excited to see their **creative ideas** come to life in their final poster!

### **SCHOOL WEBSITES:**

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(<http://tyler.temple.edu/programs/graphic-interactive-design>)

[St. James School](http://stjamesphila.org)

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### **COLLABORATIVE POSTER PROJECT WEBSITE:**

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