ENVIRONMENTALLY CONSCIOUS T-SHIRT DESIGNS

by Pat Gaines
Artwork by Earl Poole

At West Coast Airbrush Company's chain of stores, we like to have a great selection of standard, quick-and-easy designs in the $3 to $12 price range for our customers to choose from.

Like most airbrush T-shirt shops, our stores are fairly small, and the space that we allot for our display must be used in the best way possible. This means reserving our limited display area for designs that really sell.

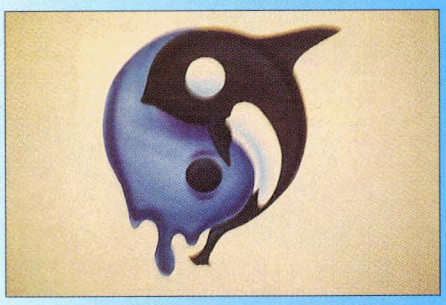
It's important to keep your customers in mind when coming up with designs for your display. The designs that you yourself like may not be the ones that your customers like. And if your designs don't appeal to your customers, they won't sell.

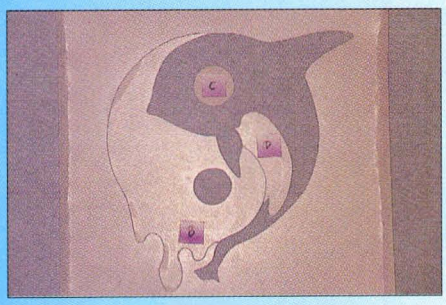
Try to keep a handle on what is new, what is in the news, and what is about to happen of interest in your area. If you follow through with these three themes and change your display on an ongoing basis to reflect them, you can be confident that you have done all that you can do to have a great display.

In this article, West Coast Airbrush artist Earl Poole will demonstrate two designs from his Environmental and New Age Design Portfolio. The entire portfolio of 25 designs, complete with all of the stencils and four hours of how-to video, is available from West Coast Airbrush Company by calling (800) 500-4599.

KILLER WHALE YIN-YANG DESIGN

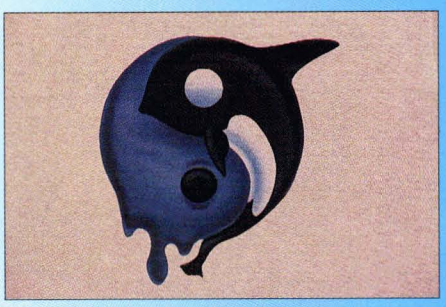
Step 1. This design uses a stencil that has four pieces cut from a single sheet of stenciling material. The stencil material shown here is high-impact polystyrene plastic, but any type of rigid stencil material can be used.





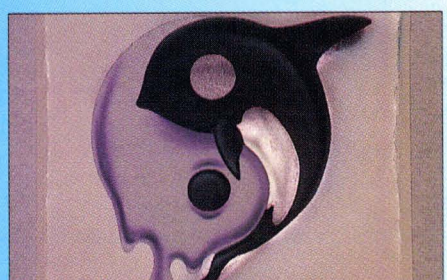
Step 2. Spray the stencil pieces with adhesive and arrange them on the shirt as shown here.

Step 3. Spray the uncovered areas of the T-shirt black with minimal shading. Then lightly spray blue over the entire area.



Step 4. Peel off the water stencil (B) and shade with purple.

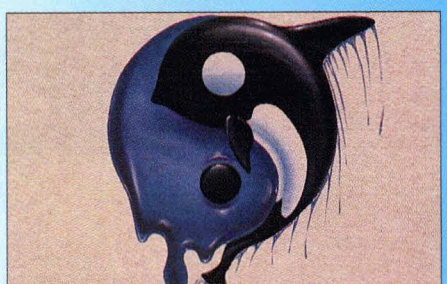
Step 5. Then fill in the water area with pure blue.



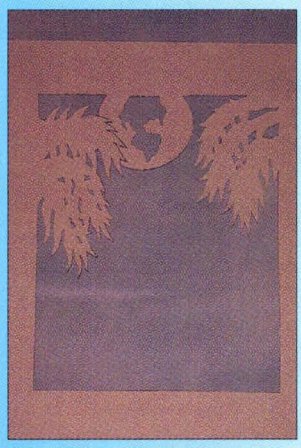
Step 6. Peel off stencil pieces labeled C and D and shade lightly with blue. Then peel off the outer stencil.

Step 7. Now make some water dripping off the back of the whale.

Step 8. Finally, highlight with opaque white.



EARTH SCENE DESIGN



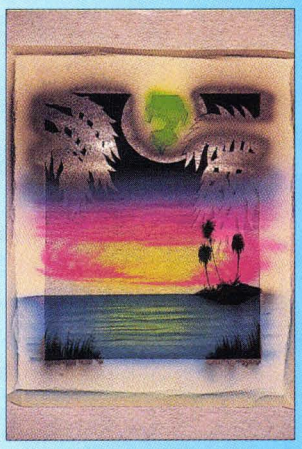
Step 1. This design uses a one-piece stencil with the earth "hinged"—that is, attached along the top edge.

Step 2. Attach the stencil to the shirt, and establish your horizon with pure blue. Then fade some blue from the bottom of the earth downward.

Step 3. Now use hot violet for some cloud formations.

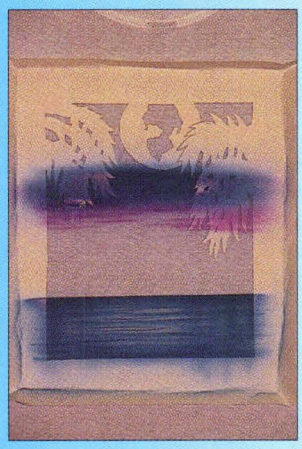
Step 4. Switch to hot pink and add more cloud shapes.

Step 5. Use hot yellow to brighten up the design, in both the sky and the water.

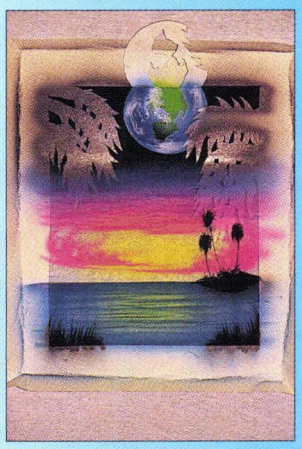


Step 6. With hot green, fill in the land masses of the earth. Then go to opaque black and fade down from the top to make the sky. Next add the weeds and island.

Step 7. Fold up the earth stencil and shade with blue to establish the water on the earth; then add some clouds to the earth.

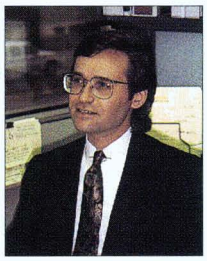
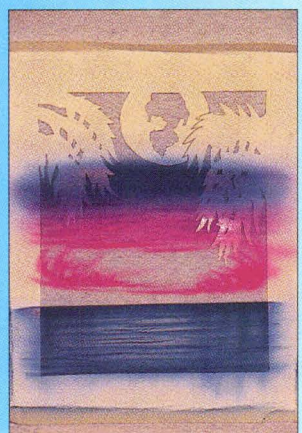
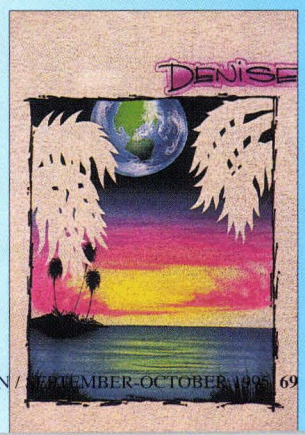


Step 8. Peel off the stencil, and make a scratchy black outline. Then do the name. Finally, add some hot violet as an accent, and you're done!



Wasn't that easy? Working with stencils such as these really makes the job go rapidly. If you're sure to keep your design display updated, customers will respond.

About the Author



Pat Gaines is the owner of West Coast Airbrush Co., the largest chain of airbrush T-shirt shops in the nation with stores in Illinois, Indiana, Ohio, and Michigan. He has been airbrushing for 19 years.