

WHY CANVAS PAINTING IS THE NEW WAY TO HAVE FUN?

1. Recent emergence of painting parties on national landscape, dedicated retail stores, and appearance on national reality TV shows.
2. People are looking for a unique ways to connect with family and friends other than the standard dinner or movie night out.



"A different way to spend time with my husband that we both enjoyed"

"The winters are long here at the country club. There isn't much to do if you can't golf or enjoy the pool. The painting party gave us a fun reason to gather at the club on a dark, winter night."

"What a unique way to spend an evening with my group of girlfriends. Normally, we just go out to eat and we don't have a fun piece of art to take home to show off."



For more info contact us at:
1-800-367-4965 or
socialartworking@decoart.com

We will discuss any questions you might have and kickoff your new, rewarding partnership with DecoArt®.

www.Social-Artworking.com



EXCITING NEW BUSINESS OPPORTUNITY!

- painting parties are hottest new trend in leisure activities
- all products and marketing materials are provided
- minimal investment



THE PROGRAM

(DESIGNS/METHODOLOGY)

The Social Artworking methodology takes the difficulty out of painting for the student as well as the teacher. Whether you have the classes in your store or at an off-site location, the methodology, along with patterns and easy to follow step-by-step instructions, ensures consistent results every time.

It is important to keep in mind that this method capitalizes on the fun aspect of painting and takes the fear out of teaching or learning how to paint. Our designs are varied enough to accommodate a wide range of tastes and simple enough for everyone to walk away feeling good about what they created.



Social artworking method•ology

BRUSH BASICS

- ONE PART**
Brushful of paint, using the brush instructed.
- SMALL AMOUNT**
Just a dab of paint on the instructed brush.

- DOUBLE-LOAD**
Placing two Social Artworking paint shades on the same instructed brush.
- CORNER OF BRUSH**
Dip one side of your brush in the instructed Social Artworking color.

BRUSHSTROKES

- VERTICAL:** Mark or movement of brush, moving in an up or down direction on your canvas.
- VISIBLE BRUSHSTROKES:** Marks of movement of paint on instructed brush can be seen on your canvas.

- HORIZONTAL:** Mark or movement of brush across your canvas, parallel to ground or floor.

PATTERN TRANSFER

Position pattern on canvas. Secure with tape at top. Slide transfer paper, carbon side down, under pattern. Use stylus or pen to trace over pattern. Remove.

- MIXING:** Using the brush instructed, combine the Social Artworking paints together on your palette, mixing well to create a new shade.
- RINSE BRUSH:** Thoroughly remove paint from brush with water. Dry with paper towel to remove excess water.
- USING THE SAME BRUSH:** Brush used in previous step, without rinsing.
- ADD WATER TO BRUSH TO INCREASE FLUIDITY:** When creating fine detail, adding water will allow more control.

- LONG BRUSHSTROKES:** Applying paint with instructed brush in a long, continuous motion.
- SHORT BRUSHSTROKES:** Applying paint with instructed brush in a quick, choppy motion.
- QUICK BRUSHSTROKES:** Applying paint with instructed brush in a free, loose motion.

CANVAS PAINTING TECHNIQUES

- REACH:** Stretching or extending instructed paint around subject or design element.
- HIGHLIGHT:** Adding lighter colors to a subject
- SHADE:** Adding a darker color to a subject
- HORIZON LINE:** Area in painting where two elements of background meet (i.e. wall and table or

- WASH:** Adding water to paint to create a thin, transparent layer.
- LAYER:** Apply new color of paint over existing color.
- FILL:** Using instructed brush and paint, completely cover designated area of your painting.
- BLEND:** Combining instructed color with previously painted step, while wet.
- BLENDING ON CANVAS:** Applying colors on double-loaded brush to canvas, by blending.
- PULL PAINT:** Using instructed brush, spread paint on canvas, while wet.
- REPEAT STEP TO DARKEN:** Decrease amount of paint

PRODUCT DETAILS

High performing, reasonably priced products:

- Complete step-by-step patterns
- Made in the USA acrylic paints specially formulated to deliver fast dry times
- Adjustable, collapsible easels for easy setup & storage
- Quality canvases that are already primed for use
- Artist-grade, long-handled brushes ideal for canvas painting and individually labeled to coordinate with instructions

Social Artworking® products provide the highest quality at the most economical price and can withstand repeated use in classrooms and group settings, which minimizes your investment and the end consumers' costs.



MARKETING SUPPORT TOOLS & TEMPLATES (FREE WITH PURCHASE)

- Advertising posters/flyers
- Sales brochures
- In-store informational leaflets
- Email announcements
- One-sheet listing available designs
- Press releases
- Product catalog
- Radio script
- Window decals
- Business cards/Letterhead template
- Interactive website
 - List you as instructor with information on your classes
 - Display art from students and encourage discussion through forums and social media links
 - Provide access to downloadable marketing assets in a password protected section of the site

