

# Field Visit Report: Screen Printing



Organized by: PDS

Date: 6th February 2026

Time: 8:30 am – 7:30 pm

Participants: 2<sup>nd</sup> Year Visual Communication Design Students

Venue:

## 1. Introduction

As part of the academic curriculum for the Visual Communication Design program, an industrial visit was organized to observe and understand both **manual and machine screen printing processes**. The visit was aimed at exposing students to real-world printing practices, bridging the gap between theoretical knowledge and practical industry applications. Screen printing, being a fundamental technique in graphic design, plays a crucial role in areas such as branding, packaging, stationery, textiles, and promotional materials. This visit provided firsthand insight into how design concepts are translated into physical prints using different production methods.

## 2. Objectives of the Visit

The primary objectives of the visit were:

- To understand the complete workflow of screen printing, from design preparation to final output.
- To study the difference between manual and machine screen printing in terms of process, scale, accuracy, and efficiency.
- To gain practical exposure to materials, tools, inks, screens, and machinery used in the printing industry.
- To observe industry standards related to quality control, registration, color consistency, and finishing.
- To experience hands-on participation in manual screen printing and understand its relevance in small-scale and customized production.



Machine Screen Printing Unit



Manual Screen Printing Unit

### **3. Activities Undertaken During the Visit**

#### **Manual Screen Printing Unit**

At the manual screen printing unit, students were introduced to the traditional screen printing setup. The process of screen preparation, stencil creation, ink application, and hand squeegee techniques was demonstrated in detail.

An important hands-on activity was conducted where students actively participated in screen printing envelopes for a company. This activity involved aligning the envelopes, maintaining proper registration, and manually pulling the squeegee to transfer ink evenly onto the surface. Through this exercise, students experienced the challenges of consistency, pressure control, and precision required in manual printing. This practical exposure highlighted the importance of craftsmanship, patience, and accuracy in small-batch and customized print work.

#### **Machine Screen Printing Unit**

In the machine screen printing unit, students observed semi-automatic and fully automatic screen printing machines. The workflow demonstrated how designs are reproduced in bulk with higher speed and uniformity. The role of machines in ensuring accurate registration, consistent ink deposition, reduced human error, and higher productivity was explained.

Students also learned about industrial inks, drying systems, quality checks, and production timelines, giving a clear understanding of how large-scale commercial printing operates.

### **4. Learning Outcomes**

Through this visit, students gained the following key learnings:

- A clear understanding of the technical and operational differences between manual and machine screen printing.
- Practical knowledge of screen setup, ink behavior, pressure control, and surface compatibility.
- Insight into when manual screen printing is preferred for customized, artistic, and short-run projects, and when machine printing is suitable for mass production.
- Enhanced appreciation of print accuracy, color consistency, and alignment as critical factors in professional printing.
- Real-world exposure to how graphic design outputs are executed within industry constraints such as time, cost, and quality standards.

### **5. Conclusion**

The industrial visit to manual and machine screen printing units was a highly enriching learning experience. It strengthened the understanding of screen printing as both a craft-based and technology-driven process. The hands-on activity of printing envelopes allowed students to directly engage with the medium, reinforcing classroom learning through practical application.

Overall, the visit successfully enhanced students' technical knowledge, practical awareness, and professional perspective, contributing significantly to their development as future graphic design professionals.