

Cromartie

Park Hall Road

Longton

Stoke-on-Trent

Staffordshire ST3 5AY

Tel: 01782 319435

cromartiehobbycraft.co.uk





With Social Artworking, an individual or group starts with a trendy 16" x 20" canvas art pattern (or 12" x 12" for kids) and all the supplies needed to complete a canvas of their own. After a few hours of laughter and fun, they leave with a work of art that they created themselves.



1

Pick the design you want your students to paint.

2

Purchase the Social Artworking kit or supplies that you need.

3

Promote your class using your Social Artworking marketing kit.

4

HAVE FUN!

The Paint



Social Artworking Canvas Art Acrylics were specially formulated to adhere to the Social Artworking pre-gessoed canvases, while also being able to stay "open" on the palette longer than most other acrylic paints. That means that you will have more time to play with the paints to create the desired shade, but the paints still dry on the canvas quickly. This is perfect for all of the Social Artworking designs because it allows you to move on to the next painting step with little time for drying (except where instructed).

Best of all, the paints are non-toxic and clean up easily with soap and water — two great benefits of painting with acrylics! Keep in mind that the colours are permanent, so you'll want to protect your clothing with an apron, and also protect other surfaces that you don't want paint on.

With true artist shades, the range of colours in the Social Artworking Canvas Art Acrylic line make it so easy for you to blend and mix your way to fun!



The Patterns



The basis of the Social Artworking program is the pattern, a 16" x 20" traceable line drawing of design elements that will assist you in successfully creating your work of art. There are also 12" x 12" designs for children.

The Social Artworking program was created to get people to have fun painting again, and our easy design patterns remove the guesswork and challenge of drawing from the painting equation. If you can steadily hold a pencil and trace lines as directed, your success will be nearly guaranteed!

We have a full line of designs to accommodate a wide range of designs tastes, and our collection is always growing. You never know what fun, trendy new themes will show up in a new Social Artworking design pattern!

The Social Artworking Methodology

Each painting has been laid out in a full-colour, step-by-step instructional method for you to easily follow. You will see the illustrated tips and instructions that are the basis of the program — the Social Artworking Methodology. Beginning painters can be easily intimidated in other situations, but the Social Artworking Methodology takes away that intimidation.

Because every canvas is a unique creation made by you, with your own artistic style, there's no right or wrong way to complete a step, which makes Social Artworking ideal for all ages and abilities!



Materials required for a typical Social Artworking class/ party

1 x Social Artworking Pattern Pack (used by host/ teacher)



1 x reusable pattern per 3 painters (these can be shared)



1 x Stretched Canvas per painter

Transfer Paper (we recommend 1 sheet per 3 painters)

1 x Table Top Easel per painter

1 x Brush Set per painter

DecoArt Colour (colours required shown on each design.)

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.

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.

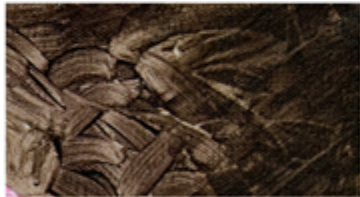
USING THE SAME BRUSH: Brush used in previous step, without rinsing.

ADD WATER TO BRUSH TO INCREASE FLUIDITY: When creating fine detail, adding water will allow more control.

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.

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.

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.

CANVAS PAINTING TECHNIQUES



REACH: Stretching or extending instructed paint around subject or design element.



CONTOUR: Using instructed paint and brush, painting within an outer edge of a subject or design element.



OUTLINE

A painted line that marks the boundaries of an object or design element.



LOOSELY OUTLINE

A relaxed painted outline.



HIGHLIGHT: Adding lighter colors to a subject to represent or imply a light source in your painting.



SHADE: Adding a darker color to a subject to give your painting depth or shadows.



HORIZON LINE: The horizontal line in a where two elements of the background meet (i.e. the wall and the table or the sky and the ground).



DRYBRUSH: Using a clean, dry brush and a very small amount of paint to create a rough, transparent layer.



STIPPLE: To create small dots of paint.

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 transparency by applying additional coats of paint.

REFER TO PHOTO: As seen in photo provided, add instructed step to canvas.

AVOID: Social Artworking is fun and it's your choice where to apply paint. However, sometimes an area, as instructed, should not be painted.

Social Artworking- Design Pattern Packs

Ideal for individual students, home parties, or small classes. Each pack contains all the help you need to transform your paint and canvas into a work of art.

Each pattern pack includes:

- Full-colour, step-by-step instructions
- Reusable 16" x 20" pattern sheet
- Transfer paper
- Supply list
- Full-color reference image of finished design
- Guide to painting techniques



Price: £2.99 per pack

Please note only one pattern pack is required per Social Artworking party/class. Reusable patterns also required- see Reusable Pattern section.

Pink Gerbera Daisy-
Pattern Pack



SAP01

Bowl of Cherries-
Pattern Pack



SAP02

Martini Mayhem-
Pattern Pack



SAP03

Fall Tree- Pattern
Pack



SAP04

Pear Trio- Pattern
Pack



SAP05

Orange Mum- Pattern
Pack



SAP06

Abstract 1- Pattern
Pack



SAP07

Antique Roses-
Pattern Pack



SAP08

Shastas Daisies-
Pattern Pack



SAP09

Delicious Cupcake-
Pattern Pack



SAP10

Red Sunflower-
Pattern Pack



SAP11

Vino- Pattern Pack



SAP12

Doggone It- Pattern
Pack



SAP13

Waterside Cottage-
Pattern Pack



SAP14

Dirty Martini- Pattern
Pack



SAP15

Night Out- Pattern
Pack



SAP16

Pretty In Pink- Pattern
Pack



SAP17

Get In Gear- Pattern
Pack



SADPK18

Snow Pals- Pattern
Pack



SADPK20

Scoops Galore-
Pattern Pack



SADPK19

Pedal Power- Pattern
Pack



SADPK22

Electric Zebra-
Pattern Pack



SADPK23

Peace Out- Pattern
Pack



SADPK25

Whimsical Tree-
Pattern Pack



SADPK27

An Evening in Paris-
Pattern Pack



SADPK28

African Sunset 1-
Pattern Pack



SADPK29

African Sunset 2-
Pattern Pack



SADPK30

Jazz Ensemble 1-
Pattern Pack



SADPK31

Palm Tree Getaway-
Pattern Pack



SADPK32

Star of the Sea-
Pattern Pack



SADPK33

Singing in the Rain-
Pattern Pack



SADPK34

Filly Fun - Pattern
Pack



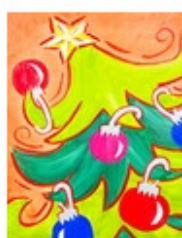
SADPK35

Banyard Alarm-
Pattern Pack



SADPK38

Jingle Tree- Pattern
Pack



SADPK39

Wind Swept
Dandelion- Pattern
Pack



SADPK40

Modern Fleur de Lis-
Pattern Pack



SADPK42

Proud as a Peacock-
Pattern Pack



SADPK43

Lavender Fields-
Pattern Pack



SADPK48

Rockets Red Glare-
Pattern Pack



SADPK54

Beach Walkers-
Pattern Pack



SADPK58

Dandelion Trio -
Pattern Pack



SADPK44

Mayan Temple
Sunset- Pattern Pack



SADPK49

Tiki Room- Pattern
Pack



SADPK55

Bridge Over Lillies-
Pattern Pack



SADPK59

Jellyfish Dance-
Pattern Pack



SADPK45

Sea for Two- Pattern
Pack



SADPK50

Waters Edge- Pattern
Pack



SADPK57

Pablo's
Pandemonium-
Pattern Pack



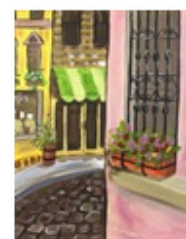
SADPK60

Going Dutch-Pattern
Pack



SADPK46

Cobblestone Way-
Pattern Pack



SADPK51

It's 5 O'Clock
Somewhere- Pattern
Pack



SADPK56

Late Summer in
Tuscany- Pattern
Pack



SADPK61

New Pattern Packs for 2015

£2.99 each

Nativity Silhouette-
Pattern Pack



SADPK105

Winter Woods-
Pattern Pack



SADPK108

Angel of Love-
Pattern Pack



SADPK110

Love Grows Here-
Pattern Pack



SADPK111

Mother & Child
Silhouette- Pattern
Pack



SADPK122

Poppy Trio- Pattern
Pack



SADPK129

Water Lily- Pattern
Pack



SADPK134

Finches & Morning
Glories- Pattern Pack



SADPK136

The Blue Door-
Pattern Pack



SADPK138

Sunflower 1- Pattern
Pack



SADPK144

Halloween Hill-
Pattern Pack



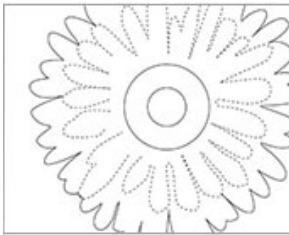
SADPK147

Reusable Design Patterns

Price : £2.50 per pack of 6

16" x 20" Sheet Size Ensures reproduceable designs by beginner painters.

Please note reusable patterns can be shared, we recommend 1 for every 3 painters.



Pink Gerbera Daisy
SAPP01



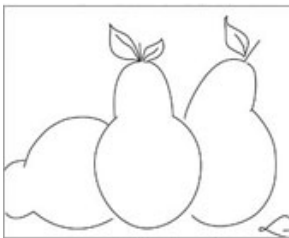
Bowl of Cherries
SAPP02



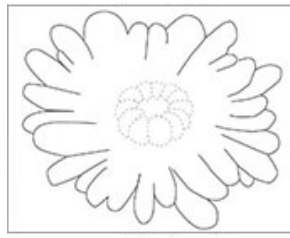
Martini Mayhem
SAPP03



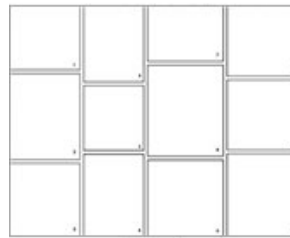
Fall Tree
SAPP04



Pear Trio
SAPP05



Orange Mum
SAPP06



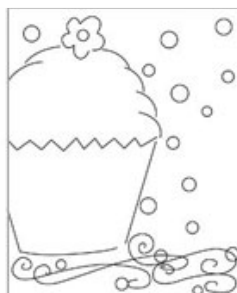
Abstract I
SAPP07



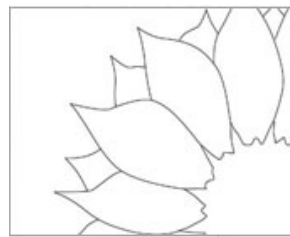
Antique Roses
SAPP08



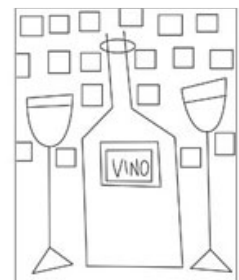
Shasta Daisies
SAPP09



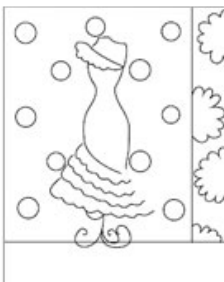
Delicious Cupcake
SAPP10



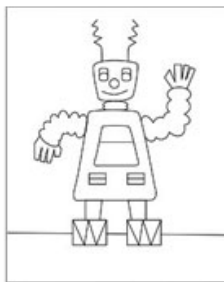
Red Sunflower
SAPP11



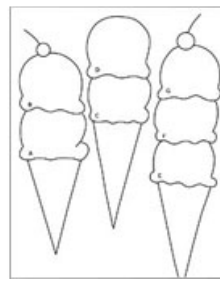
Vino
SAPP12



Pretty in Pink
SAPP17



Get in Gear
SAPP18



Scoops Galore
SAPP19



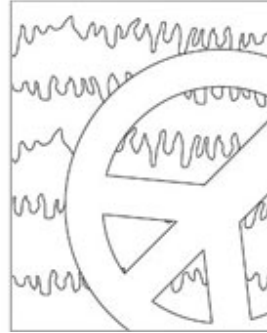
Snow Pals
SAPP20



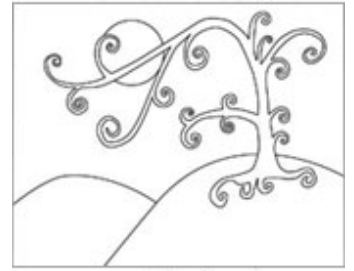
Pedal Power
SAPP22



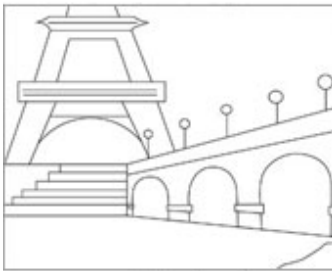
Electric Zebra
SAPP23



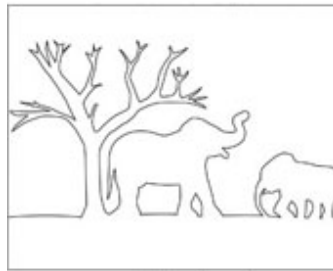
Peace Out
SAPP25



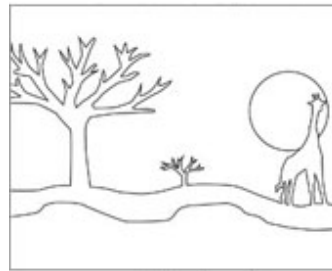
Whimsical Tree
SAPP27



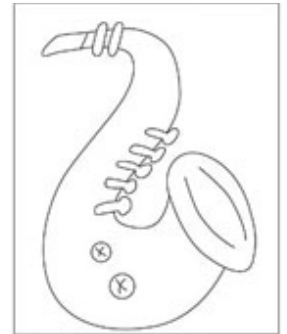
An Evening In Paris
SAPP28



African Sunset I
SAPP29



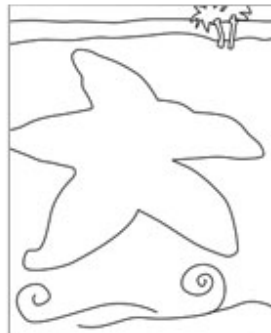
African Sunset II
SAPP30



Jazz Ensemble I
SAPP31



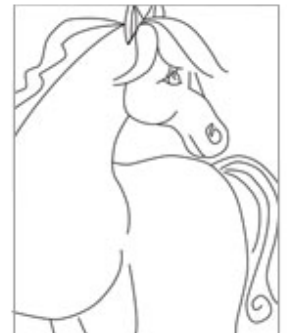
Palm Tree Getaway
SAPP32



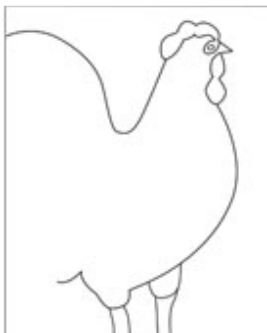
Star of the Sea
SAPP33



Singing in the Rain
SAPP34



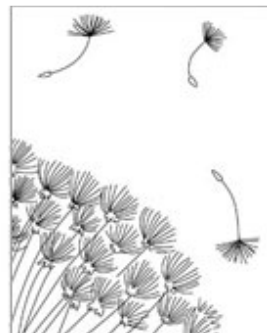
Filly Fun
SAPP35



Barnyard Alarm
SAPP38



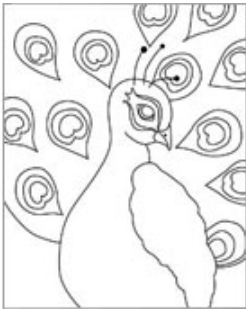
Jingle Tree
SAPP39



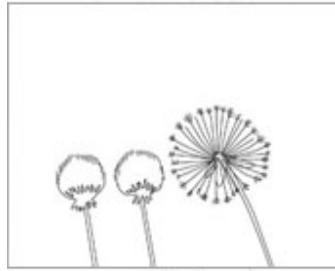
Wind Swept Dandelion
SAPP40



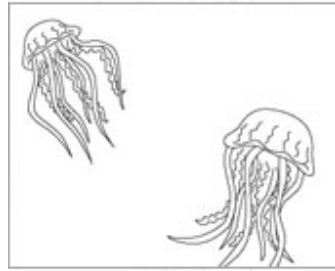
Modern Fleur de Lis
SAPP42



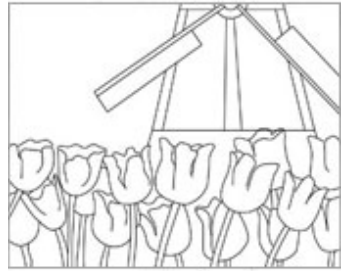
Proud as a Peacock
SAPP43



Dandelion Trio
SAPP44



Jellyfish Dance
SAPP45



Going Dutch
SAPP46



Abstract II
SAPP47



Lavender Fields
SAPP48



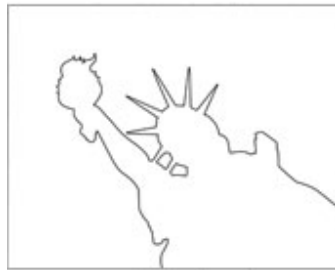
Mayan Temple Sunset
SAPP49



Sea for Two
SAPP50



Cobblestone Way
SAPP51



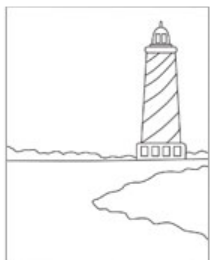
Rocket's Red Glare
SAPP54



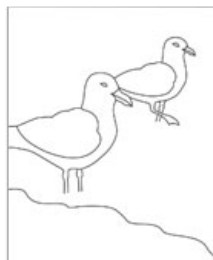
Tiki Room
SAPP55



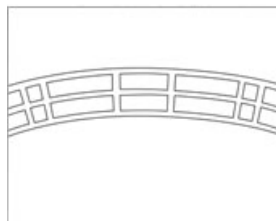
It's 5 O'Clock Somewhere
SAPP56



Water's Edge
SAPP57



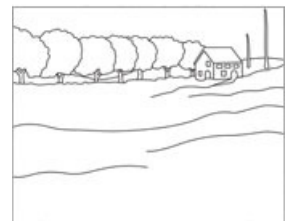
Beach Walkers
SAPP58



Bridge Over Lilies
SAPP59



Pablo's Pandemonium
SAPP60



Late Summer in Tuscany
SAPP61

Reusable Patterns (Single Pattern) New for 2015

45p each (1 per pack)

Nativity Silhouette -
Single Pattern



SAPP105-W

Winter Woods -
Single Pattern



SAPP108

Angel of Love - Single
Pattern



SAPP110

Love Grows Here-
Single Pattern



SAPP111-W

Mother & Child
Silhouette - Single
Pattern



SAPP122-W

Poppy Trio - Single
Pattern



SAPP129-W

Water Lily - Single
Pattern



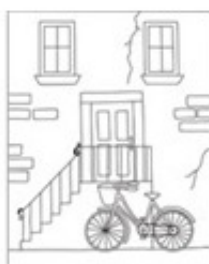
SAPP134-W

Finches & Morning
Glories- Single
Pattern



SAPP136-W

The Blue Door- Single
Pattern



SAPP138-W

Sunflower 1 - Single
Pattern



SAPP144-W

Halloween Hill -
Single Pattern



SAPP147-W




























DESIGNS COLOUR CHART- Standard


Our colour chart is a great reference to see which colours are used by our various designs.



Social Artworking 16"x20" designs

	bright red	burnt sienna	burnt umber	chrome orange	chrome yellow	cobalt blue	deep red	deep yellow	green oxide	mars black	metallic copper	metallic gold	metallic silver	neon blue	neon pink	neon red	neon yellow	phthalo blue	phthalo green	phthalo red	raw sienna	raw umber	titanium white	ultramarine blue	venetian red	violet
Abstract I	X	X	X	X	X	X			X										X	X	X	X	X			
African Sunset I	X			X	X			X		X																
African Sunset II	X			X	X			X		X																
An Evening in Paris						X	X	X	X									X	X				X			
Antique Roses			X						X										X			X	X		X	
Barnyard Alarm	X	X		X	X	X	X	X		X													X			X
Beach Walkers				X	X				X									X	X			X	X			X
Bowl of Cherries	X				X	X	X		X														X	X		
Bridge Over Lilies					X				X									X	X	X			X	X		
Cobblestone Way	X	X	X	X	X				X	X									X			X	X			
Dandelion Trio			X			X		X	X	X									X				X			
Delicious Cupcake			X	X	X	X			X										X				X			
Dirty Martini						X	X		X	X	X	X							X				X	X		
Doggone It	X		X							X	X	X										X	X			
Electric Zebra									X					X	X		X						X			X


																											
Fall Tree	X		X	X	X			X				X										X	X	X			
Filly Fun		X			X					X										X				X			X
Get in Gear	X				X			X	X					X										X			X
Going Dutch	X			X	X	X	X		X											X			X	X			
It's 5 O'Clock Somewhere	X	X		X	X	X			X	X										X	X	X		X			
Jazz Ensemble I				X	X	X	X		X	X		X	X												X		
Jellyfish Dance				X	X														X	X	X			X			
Jingle Tree	X			X		X	X	X						X						X	X			X			
Late Summer in Tuscany			X		X	X			X	X										X		X		X			
Lavender Fields		X	X	X	X	X			X										X	X		X	X	X	X	X	X
Martini Mayhem	X		X	X	X	X			X	X		X							X	X	X		X	X	X	X	
Mayan Temple Sunset	X	X	X	X	X		X	X		X												X		X			
Modern Fleur de Lis										X	X	X	X							X		X	X	X			
Night Out	X						X		X				X							X				X			
Orange Mum			X	X				X	X															X			X
Pablo's Pandemonium	X			X	X		X		X											X				X	X		X
Palm Tree Getaway		X	X		X	X			X											X		X		X			
Peace Out										X				X		X	X							X			X
Pear Trio		X							X													X	X	X			X
Pink Gerbera Daisy			X				X													X				X			X
Pretty in Pink										X			X								X			X			
Proud as a Peacock				X	X				X	X										X	X			X	X		

		bright red	burnt sienna	burnt umber	chrome orange	chrome yellow	cobalt blue	deep red	deep yellow	green oxide	mars black	metallic copper	metallic gold	metallic silver	neon blue	neon pink	neon red	neon yellow	phthalo blue	phthalo green	phthalo red	raw sienna	raw umber	titanium white	ultramarine blue	venetian red	violet
Red Sunflower		X		X	X	X							X						X					X			
Rocket's Red Glare											X				X	X	X	X	X					X			
Scoops Galore		X	X							X												X	X	X			X
Shasta Daisies				X		X			X	X										X		X		X	X		
Singing in the Rain		X			X	X	X		X	X	X										X			X			
Snow Pals I		X			X		X	X													X		X	X	X	X	
Star of the Sea				X		X						X					X		X	X	X	X	X	X	X	X	
Tiki Room		X				X	X		X	X	X										X			X			X
Vino		X		X						X		X												X			X
Water's Edge			X			X			X	X													X	X			
Waterside Cottage					X				X	X	X								X	X				X			X
Whimsical Tree						X			X	X										X				X	X		X
Wind Swept Dandelion											X													X			



DESIGNS COLOUR CHART- JUNIOR

Social Artworking Junior 12"x12" designs

		bright red	burnt sienna	burnt umber	chrome orange	chrome yellow	cobalt blue	deep red	deep yellow	green oxide	mars black	metallic copper	metallic gold	metallic silver	neon blue	neon pink	neon red	neon yellow	phthalo blue	phthalo green	phthalo red	raw sienna	raw umber	titanium white	ultramarine blue	venetian red	violet
Butterfly Kisses	X			X	X	X		X	X												X			X			
Candy Land	X							X	X	X										X	X			X			
Dump Truck	X	X					X	X	X	X										X				X			
Gear Head	X	X				X	X	X	X	X														X			
Goal	X	X		X		X	X	X	X	X										X				X			
Goldie	X			X	X	X																		X			
Laugh Out Loud	X				X			X	X												X			X			X
Neon Love															X	X	X	X									X
Neon Peace															X	X	X	X									X
Pink Kicks	X							X		X										X	X			X			
Puppy Treats	X						X	X												X	X			X			X
Rock Out	X	X	X					X	X	X														X			
Rub-a-Dub-Dub	X	X		X		X	X	X												X				X			X
Scenes from a Balloon	X	X		X	X	X		X	X											X		X		X			X
Summer Fun	X	X	X			X														X		X		X			
We All Scream for Ice Cream	X		X					X												X	X	X		X			X
When Pigs Fly	X					X				X											X			X			

DecoArt Colour

- 27 available colours
- Fast drying
- Light-fast satin sheen
- Intermixable

Price: £6.93 per pint

Description	Stock Code	Description	Stock Code
 TITANIUM WHITE	SA01-83	 RAW SIENNA	SA17-83
 PHTHALO RED	SA03-83	 BURNT SIENNA	SA18-83
 BRIGHT RED	SA04-83	 BURNT UMBER	SA19-83
 DEEP RED	SA06-83	 NEON BLUE	SA200-83
 VENETIAN RED	SA07-83	 NEON RED	SA201-83
 CHROME ORANGE	SA08-83	 NEON YELLOW	SA202-83
 CHROME YELLOW	SA09-83	 SIZZLING PINK	SA203-83
 DEEP YELLOW	SA10-83	 RAW UMBER	SA20-83
 GREEN OXIDE	SA11-83	 MARS BLACK	SA21-83
 PHTHALO GREEN	SA12-83	 YELLOW OXIDE	SA22-83
 COBALT BLUE	SA13-83	 GLORIOUS GOLD	SA250-83
 ULTRAMARINE BLUE	SA14-83	 SHIMMERING SILVER	SA251-83
 PHTHALO BLUE	SA15-83	 WORN PENNY	SA252-83
 VIOLET	SA16-83		

Transfer Papers

16" x 20" transfer paper. Available in White SAM06 or Grey SAM05.

Price: £15.00 per pack of 12

Canvasses & Easels



Stock Code:
SAM01

Table Top Easels

Price: £39.00 per pack of 6

- Fully assembled
- Collapsible for easy storage
- Adjustable and lightweight
- Solid pine with a non-skid base



Stock Code: SAM03-
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DecoArt Canvas

Price: £24.00 per pack of 6

- 16" x 20"
- Back stapled
- Medium grain, 100% Stretched Cotton
- Pre-Gessoed and double-primed

Accessories



Full Colour Images

Price :£3.99 per pack

Social Artworking® 17 Full Colour 8" x 10" Images
(1 Image of each painting)

Stock Code : SARA16



Water Basin

Price : £3.50 each

- 6½" in diameter
- Lift off lid is ideal for colour mixing and can also serve as a palette
- Handle for easy transport
- Molded ridges in the bottom assist in brush cleaning
- Made from durable white plastic

Stock Code: SAM07



Painters Tape

Price: £1.50 each

Stock Code: SAM09



Logo Apron

Price: £25.50 per 3

Stock Code: SAM10



Paper Palettes

Price: £18.00 per pack of 6

- Suitable for use with acrylic, oil, watercolor, gouche, and tempera paint
- (40) 9" x 12" tear-off sheets per tablet
- 80 gram coated stock
- Thumb hole for easy handling

Stock Code: SAM08