Perfectly Personal Word Art
Word Art Customization Rules – Transcript
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Before we get into how to use our gray scale templates. I think it's a good idea to cover some rules about the best ways to customize them.

When you are using these templates, there are some simple rules we need to follow in order to make sure your paper strips look their best. Rule number one, use solid or plain papers for the main portion of the paper strips. The point of these papers strip templates is to add our own custom words to them. If you clipped a patterned paper to the main portion of the paper strip template, your custom words would be very hard to read. So always use a solid paper for the main portion of your paper strip template.

Rule number two, only use patterned papers for the decorative accents that are big enough to see the pattern. What do I mean by this? Let me explain. Let's look at two of our paper strip templates we created. Here's a template where we have stripes. The amount of area the three stripes take up is very small due to the stripes being thin in nature. Clipping a patterned paper to the stripes shows us very little of the pattern on the paper. Because of this, our eyes are confused by the stripes and this hurts our paper strip design. Here's the paper strip where we have half circles. The area taken up by the half circle accents is much bigger than the stripes from the previous example. Because of this, it's okay to use a pattern here just make sure the pattern isn't too large for the space.

Rule number three, when using two or more solid papers, use contrasting colors. Here are two paper strip templates that required use of more than one solid paper. In each case, the paper strip was customized to use colors that are highly contrasting. The reason this is important is readability. Readability is a topic I covered in my secrets of terrific type class, but let me do a quick review about contrast. If we are making these custom paper strips so we can use our own sentiments on our scrapbook layouts that it's safe to assume we want our paper strips to be easily read. So here's an example of a paper strip with high contrast and here's an example with low contrast. It's very obvious that the high contrast is much more easily read. So keep this in mind when choosing from your kit's colors.

And rule number four, use easy to read fonts. If you're going to go through the trouble to create a custom paper strip, then once again, make sure it's easy to read. Thin, hard to read script fonts are not

good here. Make sure whatever fonts you use are easy to read or bold enough that they are easy enough to make out when on a paper strip.

Number five, how you customize the type is important. Besides using easy to read fonts, when it comes to customizing the type of your word art, please keep the following simple rules in mind. Never use all caps when using a script font. But, using all caps when using a basic font is a good idea. Never add a layer style to your type. This is not the place to add a drop shadow or embossing to your type. That would not make for realistic looking paper strips.

Number six, be mindful about the number of words you use. If you're creating a short paper strip, one to three words is all you should use. If you try to squeeze more than that on there, the font size will be so small you won't be able to easily read it. On the flip side, if you have a longer paper strip and only use one short word, this can also look awkward. So make sure the phrases you use fit well. For the length of the paper strip, I recommend using anywhere from one to five words, depending on the length or size of your word art. This means that you should use phrases and not necessarily sentences. Use of punctuation is not usually something you see on word art, but there are always occasions where an exception can be made, especially with the exclamation point and the question mark.

And the last rule, number seven, layer styles are almost always a no. I know it might be tempting, especially for new digital scrapbookers to think about adding layer styles like embossing to the word art templates. In this entire class, there is only one piece of word art where I add a drop shadow to an accent when I customized it. None of the other word art templates need any layer styles added to the accents or the type. I created these paper piece word art templates to look like real paper pieces and so embossing or adding drop shadows to the decorative accents we are adding to the templates is not necessary.

The rules you learn in this video are rules that will remain important throughout this class. I will have you refer back to this list so it might be a good idea to print off this manual and have it handy as you make your way through the class. Following these simple rules will help you customize your paper strip templates. Your paper strips will look professionally designed as well as easy to read. So now that we know what to do when customizing our templates, let's quickly go over how to customize the paper strip templates we created earlier. This is Jenifer Juris with perfectly personal word art.