

# TEST YOUR Skills

## Design Beautiful Pages— Ready To Fly

### Art Journaling

by Jenifer Juris

It's time to put an art journal page together! For this quiz I'm going to walk you through some art journaling design choices as I show you how I built a page from concept to finished product.

So to start, I'm creating a layout about the subject of love. One of my favorite verses talks about what love is and what love isn't. I find the reminder so helpful that I wanted to put the words to page. I'm using one of the class templates as my starting point for this layout.

### Choose A Photo

In the class video I talked about how an art journal page does not need a photo, but in this case I really wanted to use one to help portray the idea of love. In the end it wasn't as easy as I thought it would be.

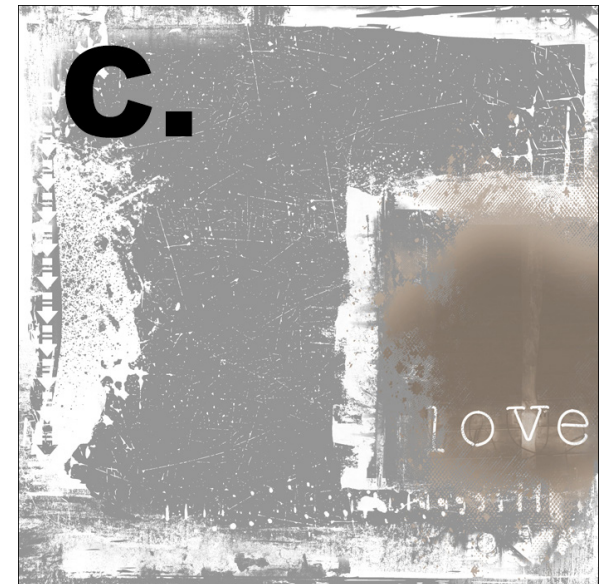
Here are three images I had narrowed my options down to:

**Option A: Flower**

**Option B: Silhouette Heart**

**Option C: Love Light Sign**

Which one do you think might work the best?



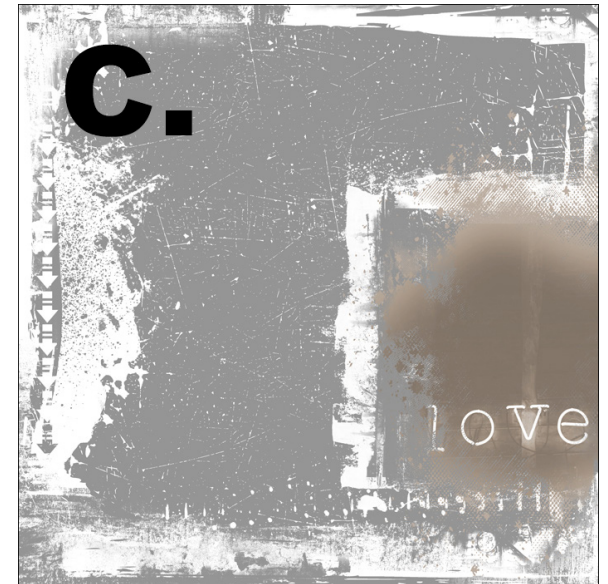
## My Choice

To be truly honest, none of these photos are bad, but I decided they were not equal choices.

**Opt B** is the photo I really wanted to use. I love the idea of the silhouette and thought it would contribute to the artsy feel I knew my page would have. But, when I placed the photo into the mask, I found that the photo was no longer as readable as I would like. I was worried people would look at the photo and wonder what it was because the arms were cut off and not visible due to the size of the mask.

**Opt C**—the love light sign photo—was my next choice. Then I noticed that the focal point of the photo was very close to the bottom edge of the photo. I knew this would present a problem when clipping it to the mask I was using (as you can see) so I went to my third option.

**Opt A**—the flower image—worked better than I expected! The focal point was in the middle so it worked much better within the mask. And the idea of giving a flower portrayed the idea of love without bringing romance into it.



### Choose A Background

The next design choice we have is about the background. I've already picked the main paper I plan to use but I had some choices on which background paper to put behind it.

**Option A: Dark paper behind main background**

**Option B: Medium paper behind main background**

**Option C: White paper behind main background**

Which one do you think might work the best?



## My Choice

**Option A and C** again, aren't bad or wrong. In fact, until I finished the page, I was dead set on using the dark paper. What I liked about the dark paper was that it helped give my square layout a more defined space. But the reason I chose not to use it was because even though it was helping define the space, it was also making the image feel more heavy or weighed down. Option C wasn't used for the opposite reason. I didn't want to use the white paper because it made my page feel washed out or lacking definition.

**Option B** was just right. It wasn't too heavy or too light and it blended very well with the other paper I was using.



### Choose Supporting Elements

When it comes to elements, which choice do you think best fits the style of art journaling?

**Option A: More traditional elements**

**Option B: Stroke/paint elements**



## My Choice

While the use of traditional elements (**Option A**) on an art journal page isn't unheard of, it is much less common. Using traditional elements can still be used effectively to create a beautiful scrapbook page. But if you want your page to have more of an art journal feel, using elements that are more flat in nature (**Option B**, like paint, pen strokes, and other artistic elements) will better achieve that look.



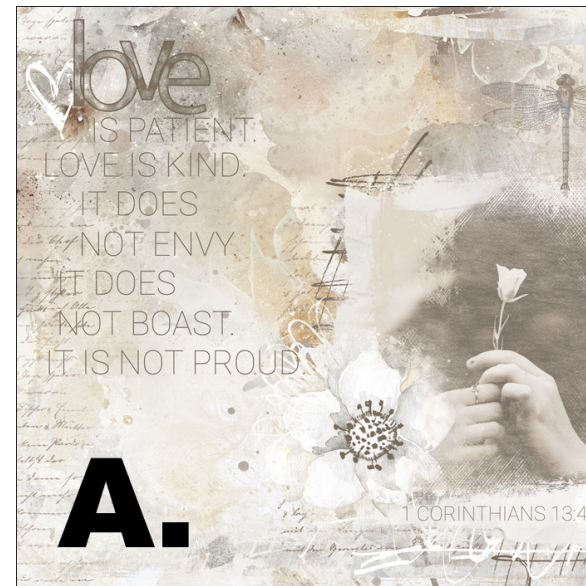
### Choose A Title

The last design choice we have is about the font choice for the title. Which of these three do you think is the BEST choice?

**Option A: Stamped look**

**Option B: Script font**

**Option C: Serif font**

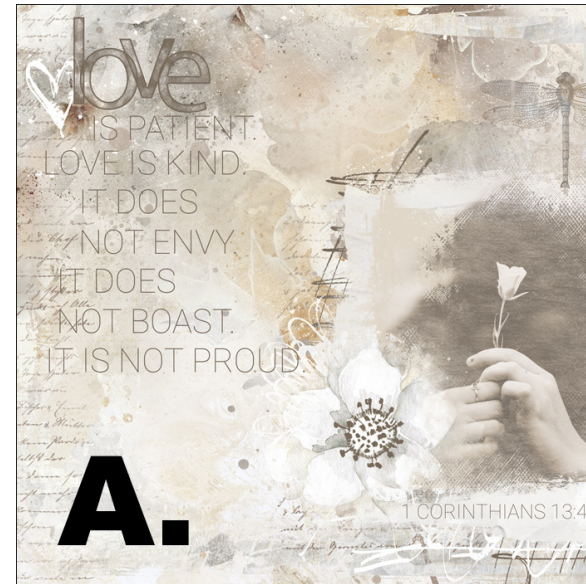


## My Choice

**Option C** is the least appropriate option. If you are going to use a big font like this, it needs to be more on the grungy side. As it is now, this font creates a bit of a visual disconnect to the rest of the image because the rest of the image is full of beautiful, artsy, grunge.

**Option B** is actually an okay choice. It wouldn't be wrong to use this one. It has a hand-written look and balances out the thin journaling font nicely. But I did feel its thin weight made it harder to see and to read. This whole page is about the word love so I really wanted to use a font that would make this word as visible as possible.

Which brings me to **Option A**. In the end, I chose Option A because it was visible, it had a nice grungy stamped look to it, and the thickness of the letters balanced well against the thin letters of the journaling font.



## Wrap Up

Here's my finished page.

I hope this art journaling quiz has helped you get a better understanding of what to look for when creating your art journaling pages. When you're art journaling you will have multiple good choices to pick from. I hope this process has helped you see how what you choose will add to the overall look of the page.

- We picked an appropriate photo that worked well within the size of the photo mask and also portrayed the subject well.
- We chose a background paper that complemented the main paper in a balanced way.
- We chose the right kind of elements that gave our art journal page that quintessential art journal look.
- And we also picked a title font that would be readable while still being grungy enough to match the feel of the layout.

## Credits

Page by Jenifer Juris

Photo: Evan Kirby on Unsplash

Kit: Chasing Dragonflies by Brandy Murray

Extras: Art Journaling by Syndee Nuckles

Fonts: Roboto

