



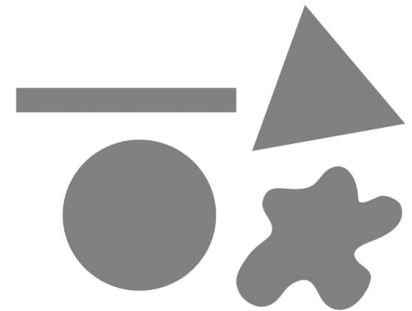
Class by Jen White

Cluster Queen

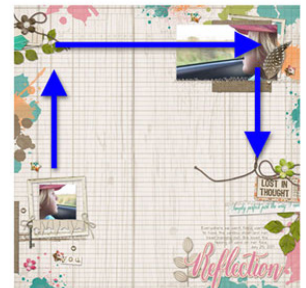
Video 01: Cluster Strategies & Tips

What is a Cluster?

- A cluster is a group of elements positioned close together.
- It will often form a shape of some sort.



- On a scrapbook page, the purpose of a cluster is to lure your eye to important aspects of the page or to establish the flow of the page.



Clustering Strategies

- The Bottoms Up method starts by establishing the anchor and basic shape of the element and then adds focus elements to complete design.
- The Top Down method starts with the focal elements and then works down to create the shape of the design.

Bottoms Up



Top Down



- The Shape Starter method starts with a shape that you then use to place your elements. The trick with this method is keep the outside edges of the cluster uneven.



Shadowing Strategies

- The As You Go method means that every time you place an element on the page, you immediately add the correct type of shadow. Then, you add another element and then shadow that element. Repeat this processed until you're finished.
- The Finishing Touch method on the other hand leaves shadowing of all elements until the very end, when you are satisfied with the cluster.
- Neither one of these methods is particularly correct.

As You Go

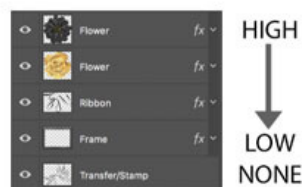
ELEMENT
+ SHADOW
+ ELEMENT
+ SHADOW
(repeat)

Finishing Touch

ELEMENT
+ ELEMENT
+ ELEMENT
(repeat)
+ SHADOWS

Common Sense Layering

- Common Sense Layering refers to the order of the layers in the Layers panel.
- Abide by the rule of never putting a 2D object, like a stamp, over a 3D object, like a ribbon.
- 2D objects should always be in the bottom position of the cluster's layers.
- Items with large shadows should be at the top of the stack of layers.
- Items with low shadows should be near the bottom of the stack of layers.



Credits

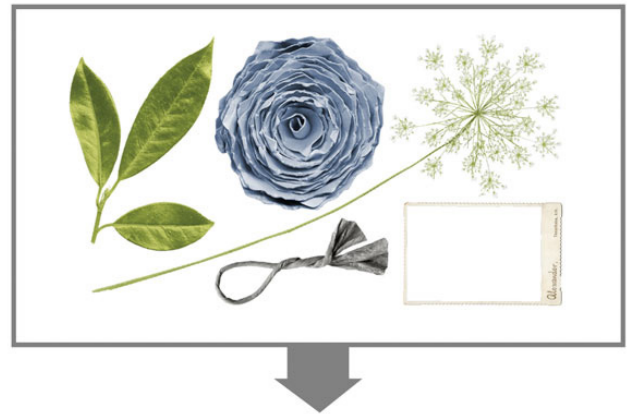
Clusters: Jen White

Kits: Fall Snaps by Laura Louie, Everyday Stories by Syndee Rogers-Nuckles, Perfection by Angie Briggs, Swap Meet by Ginny Whitcomb and Cindy Rohrbough, Live In Harmony by Elisha Barnett, Beautiful Blooms by DRB Designs, Grace by Brandy Murry

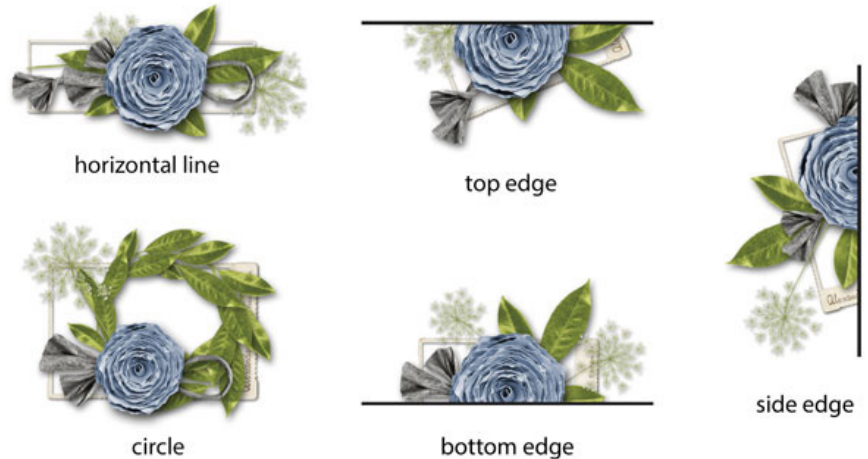
Video 02: The 3-Step Process—What To Expect

Step One

This is the imagination stage. You will be given a link to download approximately five elements. These elements will all be from different designers and different kits.



With those five elements in hand, you will be instructed to create a specific design of cluster. The design might be a cluster in the form of a shape or one that you would find on the edge of a document.



Step One: Experiment

Take time to play. Experiment. Flip, clip, rotate, rearrange, duplicate, and resize those elements you were given. Discover what you like and what you don't like.

Take as much time to experiment in step one as you can. The more you experiment, the more confident you will become in your clustering abilities. Practice makes perfect confidence. Try to make it your goal to let the sun go down at least once before moving on to the next step in a lesson.

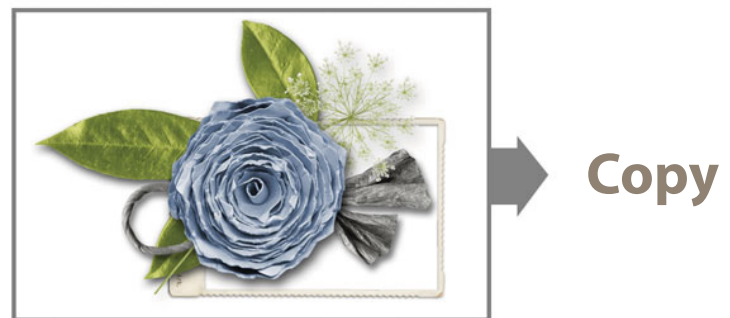
Your cluster designs will not be the same as mine in step two, and that's a good thing!

Step Two: Copy

Step two is the observation stage. It was designed to give you a hands on approach to observing and experiencing the small details that go into a well designed cluster.

Step two will always open with one possible result created by me from step one. You will be asked to copy my cluster exactly, observing and duplicating what I did.

Don't skip this step; don't cheat yourself out of processed learning. Only after you've successfully completed step two should you move on to step three.



Step Three: Scraplift

Step three is the application stage. You will be asked to scraplift what you observed in step two using elements from your own stash.



Credits

Clusters: Jen White

Kits: Effortless by Angie Briggs, Bohemian Gardens by DRB Designs

Video 03: Drop Shadow Tips & Tricks

A good cluster design can be ruined by incorrectly applied shadows. Here are a few tips and tricks that can take your clusters to the next level.

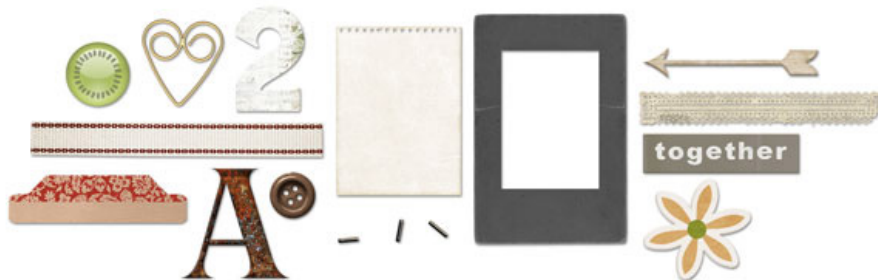
Elements - No Drop Shadows

- Stamps, paint, transfers or grunge, scribbles, word art, complex photo or paper masks, textures, overlays Stitching and Washi tape can sometimes be included in this category if the designer included a bit of shadowing in the design.



Elements - Low Drop Shadows

- Brads, buttons, paper clips, paper or metal alpha, flat ribbons, tags, scatters of beads or sequins, paper frames, word strips, stickers, thin wooden objects, lace, doilies



Elements - Medium Drop Shadows

These elements are typically more 3D in nature and do not lay flat:

- Leaves, flatter flowers, bows, tags, keys, thicker frames, wire elements.



Elements - High Drop Shadows

High shadows should be reserved for things that are bulky:

- Fluffy flowers, leaves and branches that do not lay flat, thick bows, seeds like acorns and pine cones, thick wooden frames, berries on a stem



Elements - Custom Shadows

Custom shadows should always be used sparingly:

- Bunting, stiff bows, always butterflies, twirly strings, curly ribbons, sticks, tricky greens, tacked down ribbon folds

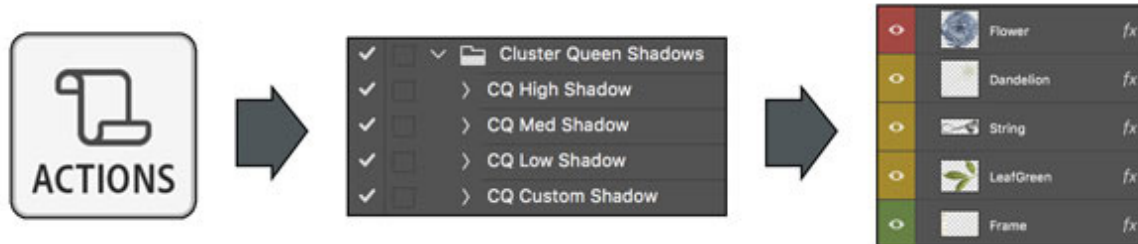


Drop Shadow Action Set

You may download the action set in lesson one, but using it is optional.

The set includes four actions:

- High shadow layers are marked in red
- Medium shadow layers are marked in yellow
- Low shadow layers are marked in green
- Keep the colors in the order of a stoplight



Helpful Links

How To Install Drop Shadows: <https://qwiklearn.com/forums/forumdisplay.php?312-Actions>

Learn Photoshop and Photoshop Elements: <https://qwiklearn.com/signup/qwiklearn-ps-pse-ds.php>

Custom Shadow Mastery Class: <https://qwiklearn.com/signup/custom-shadow-mastery.html>

Credits

Kits (alphabetical order): Antiqued by Jennifer Ziegler, Blendology by Angie Briggs, Bohemian Gardens by DRB Designs, Botanica by Susie Roberts, Bright Canyon by Melissa Renfro, Capturing Moments by Angie Briggs, Cherish Every Moment by Sekada Designs, Count Your Blessings by Digilicious Design, Effortless by Angie Briggs, Everyday Stories by Syndee Rogers-Nuckles, Fall Snaps by Laura Louie, The Family We Choose by Valentinas Creations, Grace by Brandy Murry, Gratitude by Susie Roberts, Great Outdoors by Kristin Aagard, Just a Little Love by Jennifer Ziegler, Live In Harmony by Elisha Barnett, Memory Keeper by Kim Broedelet, Perfection by Angie Briggs, Rosehill Cottage by Cindy Rohrbough, Swap Meet by Ginny Whitcomb, Time For Mistletoe And Holly by Jady Day Studio, Warmth by Melissa Renfro, Well Worn Memories by Laura Louie

Video 04: Private Facebook Group

See how other members of Cluster Queen interpret the weekly lessons and enjoy social accountability as a member of this class' private Facebook Group.

Private Facebook Group

The Cluster Queen private Facebook group is open for posting January 15 to March 31, 2018 for class members only. You may use the group to share creations, receive positive feedback, and enjoy social accountability.

Joining the Group

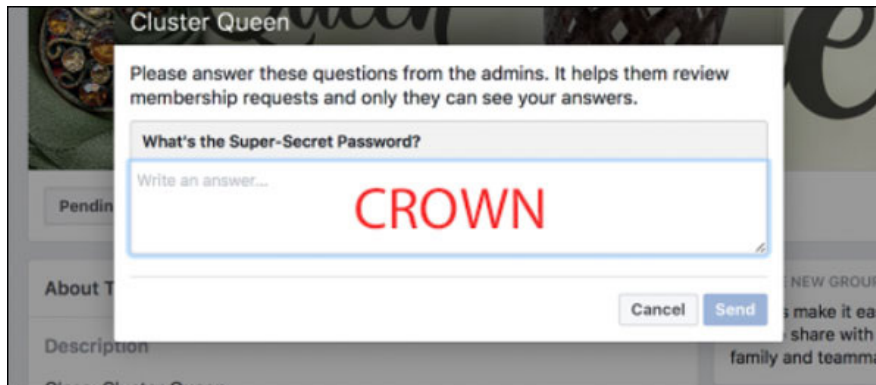
- Access the group by clicking on JOIN PRIVATE FACEBOOK GROUP located on the homepage of this class.



- On the Cluster Queen Facebook page, click on the Join Group button.

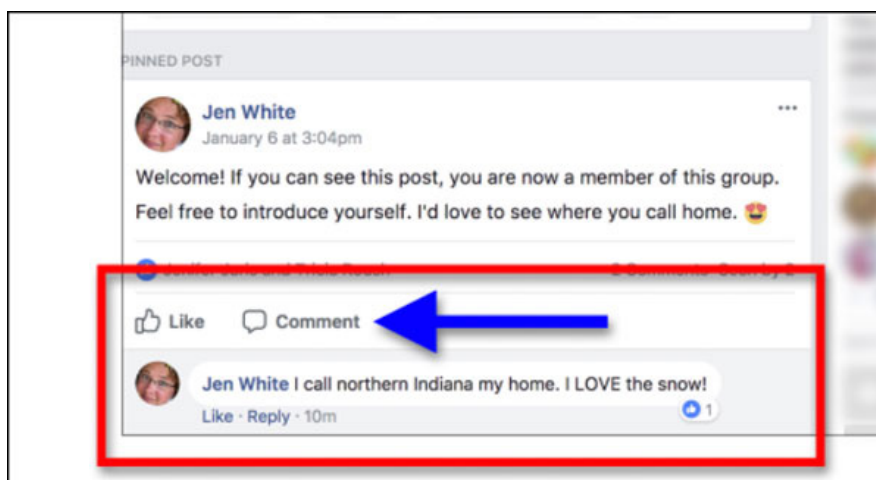


- Enter the super-secret password, CROWN, in the pop up window and click Send. The instructor will be notified to confirm your request and grant you access to the group.
- Please allow time for your request to be confirmed. Please do not share the group link or the password.



After You're a Member

- You should be able to see my welcome post at the top of the page. If you cannot see this post, then you are not yet a member of the group.
- Comment on my welcome post and tell me where you call home.



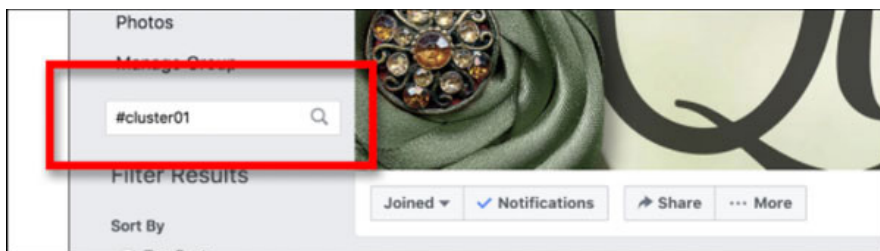
Posting Step Three Results

- Upload/Post your clusters created from Step Three of each lesson.
- You can upload just the cluster or the cluster on a scrapbook page.
- Make sure to include credits of the elements you used.
- Include the lesson's hashtag (#) in your post, which can be found at the bottom of every weekly lesson.



Search for a Lesson's Clusters

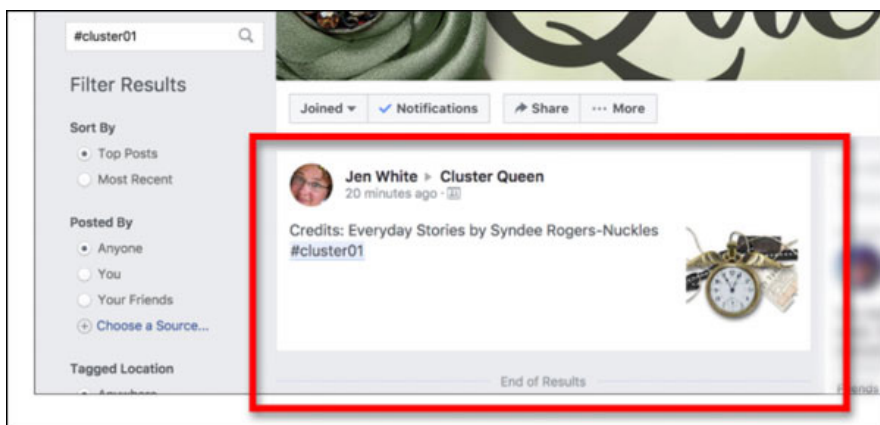
- Go to the private class Facebook group.
- In the group's search box, type in the lesson's specific hashtag. For example, #cluster01.



- Facebook will locate all the posts that include that hashtag and list them out for you.
- To see a post in full, click on it.

Credit

Kit: Everyday Stories by Syndee Rodgers-Nuckles



Video 04: The 3-Step Process, Digging Deeper

There's been a lot of inquiry. You've said, "Why are there no visuals or videos in Step One and Step Three?" Let me explain.

[Black Screen]

This is a pep talk. It's okay. Just sit and relax. There's no need to adjust your video. You should only see a black screen. I'm going to attempt to show you why you need to not see at times.

This black screen or emptiness is meant to represent your mind at this very moment. It's blank because you're expecting me to show you something. There's nothing wrong with that expectation, after all, we all live in a very visual society.

We're going try a little brain exercise. Look at the black screen or close your eyes. Just listen. I want you to imagine a flower. Hang onto that image before advancing the page..

Okay, look at this. Here's the flower that I imagined. Was your flower like mine? Of course not. Your imagination is not the same as mine.

As soon as I showed you my flower, however, you were no longer using your imagination. You were seeing my imagination. The seeing part of the exercise sidelined your imagination process.

That demonstration is why step one of every Cluster Queen lesson does not contain videos or images. You will never learn clustering confidence and skill if you don't first learn to turn off the visuals and take the first step. Seeing someone cluster is all good. But, until you are actually forced to do it yourself, clustering will always be a mystery.



Let's Dig A Little Deeper

I'd like your permission to be completely honest with you, friend to friend. There's a reason that you have not mastered the art of clustering after all this time. You see a beautiful cluster online, but you don't really see it. Up till this point you haven't taken the steps necessary to be able to reproduce its beautiful details.

Those necessary steps all flow from two concepts—Trial and Error and Reverse Engineering.

Step one of every Cluster Queen lesson is built upon the concept of Trial and Error. This is the process of experimenting with various methods until you find one you like. You go through the process until you figure it out. This process takes time and the more time you spend on Trial and Error, the more you will learn.

I know this is different than what you are used to. But if you keep doing what you've always done, do you think your clustering skills and confidence will improve? Think about it.

Steps two and three of every Cluster Queen lesson are built upon the concept of Reverse Engineering. Reverse engineering in this class means taking a cluster apart to see how it works in order to duplicate or enhance it. My plan is to force you to figure out how a cluster works. I'm going to teach you to categorize and learn about all the little parts that made a great cluster great in the first place. But here's the thing, reverse engineering is not built upon seeing. It's built upon doing—with your hands in play teaching your brain what it seeks to know. If I were to show you, it would not be nearly as effective.

Here's an example. As an instructor, this is how I build a class for you. I reverse engineer a finished project or concept and then teach you how to do it step by step. That's how all classes and tutorials are created. It's not that you cannot do it for yourself, you just choose not to. Which is fine with me, because I love to teach. But in this class. I'm teaching you how to reverse engineer so you will then learn to cluster.

Give a Man a Fish and You Feed Him for a Day. Teach a Man To Fish and You Feed Him for a Lifetime.

Each individual lesson in Cluster Queen is designed to introduce you to a key style of cluster. The lessons will give you very specific instructions. If you want to succeed in this class, follow the steps exactly as I've laid them out for you. If you do not want to succeed, then go ahead look for shortcuts and do your own thing. It's your choice and your investment. Plain and simple. All things that are worth learning take time, patience, and hard work. But just imagine yourself seeing a beautiful cluster, knowing how it was made, being able to make it yourself, and being able to determine what the cluster is good for.

So that, my friends, is why Cluster Queen is more about doing than seeing. I know this is very different from other classes you've taken. But given the chance, I think you will quickly come to see the value in this style of learning.

Okay. Pep talk over. Carry on with your awesome self and I'll see you in class.