Lesson 6: Style or Theme Mini Assignment Manual © Syndee Rogers

This video was filmed in Photoshop Elements but the instructions are just the same in Adobe Photoshop unless where noted.

Mini Assignment

- Visit my shop at **ScrapGirls.com**
- Find three of my paper sets or kits with papers.
- Copy the marketing images to your computer by right-clicking on the image and choosing Save As. Navigate to an easy to remember folder and click save.
- Create a new 8.5x11" document (File > New > Blank File) at 300 ppi with a white background. (**Photoshop:** File > New)
- Open the marketing images (File > Open).
- Activate the first image, click and drag over to your 8.5x11" document.
- Arrange on your document, leaving room to type next to the image.
- Follow the previous steps for the remaining two images.
- Get the Horizontal Type tool.
- In the Tool Options, open the Font Picker and choose a font. I used Century Gothic. Set the Size to 12, the Leading to Auto, and the Tracking to 0. Click on the Color Chip and choose black.
- On the document, next to one of the images, click and type what you think the theme, style, and/or direction I was going for. Please keep in mind there are NO wrong answers! This is just a fun way to find out how different we all see things. And it's also good practice at identifying themes and styles.

Here's a helpful article that talks about the differences between 'style' and 'theme' (It's geared towards Home Decor, but is just as relevant in any form of design).

What's The Difference Between Style And Theme?

- Follow the step above for the other two images.
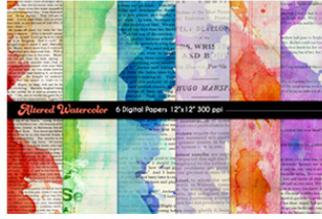- Save your document (File > Save As) as a jpg and share it to our private class Facebook group.

EXAMPLES OF STYLE

Abstract artsy
No clear theme - a abstract & artsy look.

Mixed Media
No clear theme - a mixed media look.

STYLE IS ANYTHING THAT DOES'NT HAVE AN OBVIOUS THEME.

List of possible words for describing my kits &papers.
Don't be afraid to use your own words, too!

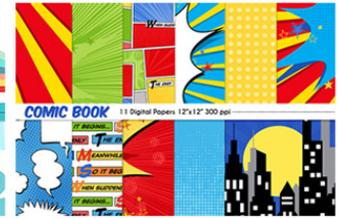|		
ABSTRACT	PAINTED	WATERCOLOR
ARTISTIC	GRUNGY	BLENDED
ARTSY	GRAPHIC	SURREAL
BOLD	BOLD	REALISTIC
COLLAGE	MIXED MEDIA	TATTERED
TEXTURED	SOFT	TORN
PRETTY	SUBTLE	STARK
CUTSIE	GEOMETRIC	HAND-DRAWN
HAND-MADE	SKETCHED	ILLUSTRATED
DOODLED		

EXAMPLES OF THEMES

Retro Summer
Summer themed papers with a retro vibe.

Comic Book
Obvious Comic theme!

DEPENDING ON THE KIT OR PAPERS YOU WILL NOTICE A STRONG THEME THAT JUMPS RIGHT OUT AT YOU SUCH AS THE PAPERS ABOVE AND OTHER POPULAR THEMES LIKE:

List of possible words for describing my kits &papers.
Don't be afraid to use your own words, too!

CHRISTMAS	HERITAGE	FAMILY
ANY HOLIDAY	VACATION	FRIENDS
CHILDREN	TRAVEL	SPORTS
BABY	BIRTHDAY	MOVIES
SCHOOL	WEDDING	BOOKS
FLORAL	ANNIVERSARY	COOKING
GARDEN	RETIREMENT	DANCING
SPRING	HOBBIES	OUTDOOR
WINTER	COWBOY/COWGIRL	CAMPING
FALL	PETS	MERMAID
SUMMER	HOUSE	CIRCUS