COWGIRL PRINCESS

By Jen Jockisch

tutorial

Hi everyone! Today I wanted to walk you through my process for creating a layout. I honestly keep it quite simple, my entire philosophy centers around making quick decisions (NO second guessing myself!) and going with what feels right.
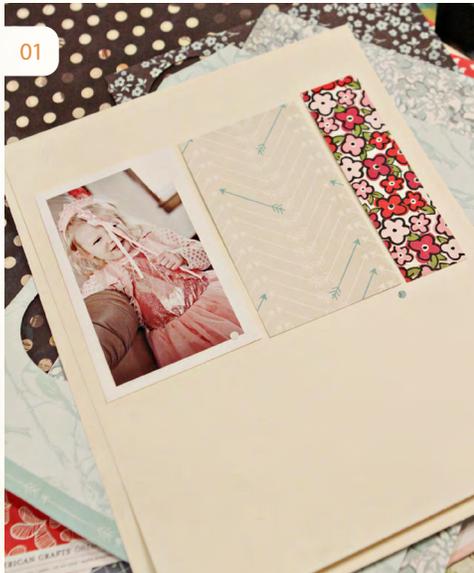
SUPPLIES

supplies: Studio Calico Sock Hop kit and add-ons; Sock Hop printable labels & printable #2; black ink, Tiny Attacher

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I love a layered cardstock look, whether it be cream on cream or white on kraft or any variation thereof. I typically begin by creating my layered cardstock background and then placing my photo on the page. I then just kind of look at the photo - the colors, the theme (if any) and see if there's any particular direction I want to go in. If not, I usually just start by grabbing some patterned paper that I like and see what I can do with it.

When working with a kit, I lay my patterned papers out on the table and choose from those. Once I've chosen a few papers to start with, I like to get the main base of the page laid out and then embellish from that point. For this page, the main base was the grid at the top. Past that basic design structure, everything is embellishment. (I never adhere anything until the end so I can always make changes if needed.)

Next, I happen to see the pink chevron that I had hand cut from some paper for a previous layout. I really like it, so I decide to see if I can incorporate it somehow. The same with the 'hi' printable tab. I lay them down in the general area I think I want them in and move on.

Now I decide to place some patterned paper in a horizontal line beneath my grid to add some different directional movement and a bit of contrast. I choose two papers and laid them down - I first punch the edge of one just to add a decorative border. I think little touches like that can add a ton of visual interest to a page.

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Looking at the page, I decide I need something to counter balance the photo and add some visual weight to the bottom right corner. I embellish this section with some elements that aren't super overpowering but definitely draw your eye. I also decide to add another arrow embellishment opposite my pink chevron just to add some more movement and because I think you can never have enough fun stuff to look at. Even if it doesn't seem to work in a traditional way, I like it.

Now it's on to the title work. I lay down the 'princess' portion and happen to notice that the N can do double duty if I place it directly underneath the chevron point - it also becomes a monogram that I can draw attention to with a thinly punched circle. Once I've decided on placement, I machine stitch this section down so that it can have some lift and dimension at the top. Now I add the 'cowgirl' portion of the title, but looking at this I really think it needs some kind of red or orange color in that area to help define the 'cowgirl' as well as balance out the red patterned paper on the right side, so I add a printed label. I also realize that the grey arrow that points up needs to have something above it, because otherwise it is directing your eye up with nothing to look at. I simply add a stamped word and some more cream cardstock to get a bit more depth.

I could be done at this point, but I happened to see the chipboard leaves and decide I like it, so what the heck, I'll add it. Now I'll call it done.

So that's my basic process. The most important aspect of it, for me, is to have fun with it! If I second guess every decision and placement and color choice it's completely stressful, so I try to just let go and have fun with it and do what feels right.

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