

design your story

Has journaling got you stumped? Never fear!
It's the five Ws to the rescue! BY CATHY ZIELSKE

Back in my college journalism classes we learned how to write a story with "just the facts, ma'am!" There's nothing quite like the five Ws—who, what, where, when, and why—to get your pen (or keyboard!) moving. Let's explore a few fact-based approaches.

layout 1

IT'S THE WHY OF THE THING

I believe it's important to include the basics on every layout.

Time can steal the clarity of our memory and having simple details documented is a great approach. My son's high school graduation page has four of the five Ws in a short, sweet order, but for me, the why of the story will always be where the real heart resides.

STORY TIP: How do the facts make you feel? After the basics are noted, pause and consider how you feel about the story you're saving. There's no need to rush. What is the extended story behind these facts? Therein lies the key to a meaningful journal.

DESIGN TIP: Create your own journal strips. I used Photoshop Elements to design tiny fact strips which I adhered directly to my photos. I typed all the facts onto a single line with ample spacing between them. Then I added a thin black box behind the type layer and changed the type colour to white. Instant white type!



why

supplies CARDSTOCK, INK: Gina K. Designs; ENAMEL DOTS: Close To My Heart; DIES: CZ Design for Simon Says Stamp, Hero Arts; STENCIL: Honey Bee Stamps; FONT: Archer; ADHESIVE: Scrapbook Adhesives by 3L, Therm O Web; OTHER: Vellum

DESIGN TIP: Create a custom

background with your stencils. I used a starburst stencil and some dye ink to add three areas of colour to my white cardstock.

layout 2

BLOCK IT UP

Creating a journal block with the five Ws will ensure those timeless stories behind your photos are preserved. A simple 4 x 6 photo represents a big change in my parents' lives following a bad fall my dad took. Even if you think that journaling isn't your thing, when you start out with who, you may find when you get to the why, you have more to say.

DESIGN TIP: Differentiate through typography. Change the font and weight on your five Ws and even put them in all caps format. It's a nice visual separation for the reader to easily follow. I also like to reduce the size of the bold, capped words by 1 point.

cherish

supplies CARDSTOCK: Gina K. Designs, Simon Says Stamp; PATTERNED PAPER, DIES, ENAMEL DOTS: Honey Bee Stamps; DIES: CZ Design for Simon Says Stamp; PUNCH: We R Memory Keepers; FONT: Avenir; ADHESIVE: Gina K. Designs, Therm O Web

PRODUCT HIGHLIGHT Honey Bee Stamps

Companies who design products primarily for cardmaking are wonderful resources for scrapbooking supplies as well! I adore the dies, stamps, papers, and other products from Honey Bee Stamps for creating scrapbook pages.



WHO: Dad and Mom.

WHAT: Celebrating Dad's exit from rehab.

WHEN: April 5, 2019.

WHERE: At their home on the charming back porch in Henderson, Nevada.

WHY: After only three weeks, Dad left rehab following his tumble over that curb en route to exercise at the mall. This trip marked my first visit to see them in many years. I am so grateful for their health and for this photo. And for my Dad's amazing attitude for getting back on his feet. I am looking forward to returning for another visit soon to see his progress.

DESIGN TIP: Small elements repeat and connect the design. The white enamel dots create points of visual connection on my design. The small m and s also reinforce the repeating white elements on the page.

See more of Cathy's pages, cards, and stories at cathyzielske.com