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archiver's journal



Your source for organizing, preserving and displaying your photo memories

HOLIDAY Photography 101



In winter, the sun sits low on the horizon and casts a pale light which impacts photo quality.

You know the holiday drill—gather the family, grab the camera and make some memories. Yet for many of us, our final photographs don't do either the people or the occasion justice.

It doesn't have to be that way. Taking great photos is surprisingly fun and easy. By applying these few simple tips you can quickly take your photos from awful to awesome.

TIP #1
Composition Basics
Composition is the single

most important element of good photography. While the impulse is to point and click, taking time to compose a shot presents much better results. First, consider

By following a few simple tips, you can greatly improve the quality of your photos

what's really important in the photograph. Ask yourself what image you want to capture. Identify the most important element of the photo-

graph. The focal point should always occupy at least 25% of the photo. If people are the photo's subject, they should fill at least 50% of the frame.

When photographing people, the golden rule is to move closer. Most photographs of children are taken from above the subject and fail to capture the child's facial expressions. Compensate for the height difference

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Now Open! Archiver's Roseville



We are pleased to announce that Archiver's is now open in Roseville. We are located west of Rosedale on Fairview, next to Pier 1. Our largest store yet, Roseville has all of the great features you enjoy at our current locations, plus a workroom that seats 48 and a section of specially priced merchandise. Check our website (www.archiversonline.com) for a map and class calendar for the new store.



When photographing people, the golden rule is to move closer.

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by kneeling and then taking the photo. Shooting the picture from the child's level renders a better portrait. But don't focus on the subject's nose!

TIP #2
Vertical or Horizontal?

While most 35mm cameras take pictures horizontally, this format is not the best choice for all family photos. When photographing one or two people, shoot the

picture vertically. Group photos are best taken horizontally. When in doubt, take the photo both ways—and decide later which worked best. And to counteract camera wiggle, brace the camera against your forehead, position both hands on your sides with your elbows down, braced against your body. Then just gently depress the shutter release.

TIP #4
Northern Exposure

In winter, the sun sits low on the horizon and casts a pale light which impacts photo quality. Morning light has a yellowish hue while late afternoon light has more rosy tones. Both are great for portraits or family groups shots. However, overcast days are the best for people photography. The light is even so there is no worry of shadows or

TIP #6
Props

Smart use of props adds sophistication and symmetry to your photographs. A picture of a child carrying a green wreath and wearing a green hair ribbon, for example, has great charm and appeal. Also try composing your photos with lighter tones against darker ones. This technique adds interest, depth and a three-dimensional quality to photos.

Capturing film images of your family is the first step towards creating a legacy of lasting memories.



When photographing one or two people, shoot the picture vertically.

TIP #3
Down With Clutter!

Background clutter distracts from your subject. Strong, simple architectural lines—like a wall or an archway—add interest and texture to the photo. If it's not possible to remove background clutter, use the zoom feature of your camera or change the angle of your shot to minimize distracting backgrounds. Taking the photo from above directs attention to the subjects. Shooting the photo up from a low angle helps minimize background clutter and makes the subjects appear taller.

squinty eyes. And don't forget about indoor lighting. Even if you're using a flash, turning on additional lamps will result in photographs with a more even lighting.

TIP #5
Color and Patterns

Television personalities never appear in patterns or plaids for a good reason—they distract from a person's face. When selecting clothing for a shot, remember that middle hues photograph best. Stark white or pastel tones tend to wash out faces. The light tones can actually cause a point and shoot camera to overexpose, producing a photograph without expressive facial details.

Capturing film images of your family is the first step towards creating a legacy of lasting memories. Archiver's albums, pens and storage products are the next steps to preserving them. Come and see the wonderful new options for displaying and protecting your cherished pictures. You'll enjoy them now—and your children's children will thank you later.

Extra Help for Taking Better Photos

Looking for additional ways to make your photos the best that they can be? Archiver's has some great books on taking better photographs.

- *How To Photograph Your Family* – Nick Kelsh
- *Mom's Little Book of Photo Tips* – Lisa Bearnson

- *Creative Techniques for Photographing Children* – Vik Orenstein
- *How To Photograph Your Baby* – Nick Kelsh
- *Super Snapshots* – Connie Chase Smith



A Handmade Holiday

Handmade Holiday Gifts

What is more treasured than a shared moment captured in a photograph? Turn your photographs into one-of-a-kind holiday gifts. Archiver's has the tools, workspace, inspiration and know-how to help you create gifts for your family and friends that only you can give.

Picture Frames with Personality

Take gift giving to the next level by personalizing a picture frame. Adding a hand-made touch to one of our unique frames can be easy. Write a short message, record details of the photograph or illustrate a favorite quote on a photo mat. Not only are you sharing a photograph, you are telling a story.



Picture Frames with Personality

Frames with multiple openings allow you to include a note or favorite memory along with the photos. Craft frames

come ready-to-decorate and provide the perfect canvas for stamping, stickers, ribbons, and beads. Get your little "artists" involved – this is a great project for kids of all ages!

Personalized Preservation Box

If you are the family archivist, create copies of your favorite photos to share with family members. An archival storage box, topped with a photo, becomes a treasured keepsake box with photos tucked inside. This project is so easy, you'll want to personalize a box for every member of your family. Best of all, you can create this gift with one stop – from copying your photos on our archival color copier, to personalizing your archival storage box and, then, assembling your gift in our spacious workroom.



Personalized Preservation Box



Gift Albums

Gift Albums

Flood your friends and family with photos, from a small colorful brag book to an album filled with family photos from the past. Share snapshots of fun times spent with friends in a playful accordion album. A small album from our wide selection of albums and scrapbooks makes a big impact when filled with photographs, and can take only minutes to assemble.

Handmade Card Packs

Grouped and tied with a ribbon or neatly tucked

inside a large envelope, a set of handmade cards is a creative gift. Cards can be hand-decorated by stamping, adding stickers, or by layering paper and embellishing with ribbon and beads. Our die-cuts create cards and gift tags quickly and easily. We even have a die that creates a portfolio to hold multiple cards. A set of "Thank You" cards makes a great teacher gift and the uses for all-occasion cards are endless. Give them with some fun gel pens and postage stamps for a complete gift.



Handmade Help for your Holiday Gift Wrapping

For an easy way to add a handmade touch to your gift-wrapping this season, look no further than Archiver's gift tag packs. Punched from colorful holiday paper, these packs are a great value, and are easily accessorized with punches, pens, stickers and stamps.



* Navigator

Compact, durable, and efficient...it's easy to see why this is our most popular organizer! Pockets, pen loops, and adjustable dividers allow you to custom-organize all of your supplies. The Navigator has wheels and a pop-up handle, so your tools can be portable. \$99.99

A Handmade Holiday

Archiver's Gift Ideas

Archiver's has fun and unique gifts for friends and family on your holiday shopping list, from the scrapbook and rubber stamp enthusiasts to just about anyone that takes pictures!

Make Archiver's your stop for holiday gifts.



* Books

Create journals of self-exploration, try new card decorating techniques, peruse the latest scrapbook layouts, or research your family tree. Our books inspire any one of these, from step-by-step projects with idea-packed pages to research information.

* Hand Tinting Pens

These dual-sided brush markers are designed specifically for hand coloring black and white photos with the same ease as coloring with a marker! The acid-free, photo safe ink is fast drying and comes in 24 easy-to-apply shades. Sold individually or in sets.



* Frames

Frame a favorite photo for a quick one-of-a-kind gift. Our wide selection of unique frames, from brushed steel to hand-painted barn board, makes gift giving easier than ever!





*** Archival Pen Sets**

These pens have all the “write” stuff when it comes to embellishing scrapbooks, albums and paper craft projects. They are acid-free, permanent, fade resistant, non-bleeding, waterproof and archival. Pens are available in every color of the rainbow and with various tip styles.



*** Fiskars Gift Set**

This limited edition gift set is only around for the holidays! Our favorite spring-loaded soft grip scissors are perfect for detailed cutting and include a special safety sheath. The 12” personal trimmer cuts a smooth, straight edge and it’s space efficient and portable. \$24.99



*** Scrapbook Gallery Frames**

Why limit your pages to albums alone – show off your talents and share your scrapbook pages with friends in our scrapbook gallery picture frames. Each frame displays one 12x12 scrapbook page perfectly. Create a copy of your favorite page and frame it to display or make it a great gift for the scrapbooker in your life. \$19.99



*** Rubber Stamp Kit**

Create your own kit for the rubber stamper on your list. We’ll help you assemble a perfect, personalized kit from our hundreds of stamps, card packs, inks and other fun tools.



*** Albums**

Everyone takes pictures. Give those pictures a home in one of our albums. From handmade paper to leather, you’ll find hundreds of styles and sizes to choose from in our diverse selection of albums. Plus, all of our albums and scrapbooks are acid-free and photo safe, making your shopping even easier.



*** My Creative Companion**

This book is a creative resource no scrapbooker should be without. Sketches of creative layouts, embellishments, lettering and journaling ideas are featured in this new book from Becky Higgins. This book is sure to be a hit with the scrapbooker on your list. \$29.95

*** Scrapbook Kit**

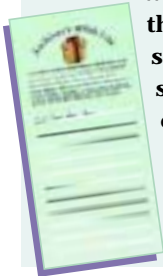
Our scrapbooking kits come stocked and ready to give, with everything a new scrapper needs to get started. Plus, we complete the kit with a coupon for a discount on a new scrapbook. Gift giving just doesn’t get easier than this!

A Handmade Holiday

Making a List and Checking it Twice

Archiver's offers a trouble-free way for your family and friends to shop for you this holiday season. Pick up a wish list form at our customer service counter, list all the great Archiver's items you want, and share the list with your friends and family. They bring in the list and

we help them shop so you're sure to get exactly what you want!



Don't Know What Gift to Give?

'Tis the season to be giving. However, if you don't know what to get your friends and family, wrap up an Archiver's gift certificate! It's a wonderful way to inspire a friend to start scrapbooking or encourage family members to preserve their holiday memories. They also make great gifts for teachers, co-workers and crafters who have it all!

Holiday Happenings at Archiver's

The holidays are a perfect time for memory making. Whether this means creating a special handmade gift or settling in to make holiday cards to send to friends and family, visit our stores and find shelves filled with tools and inspiration.

The handmade cards on display in our stores will spark your creativity! Grab some cardstock, vellum, stamps, punches and pens to create your own personal cards right in our workroom. While you're here, try our on-site color copier as an economical option for quality photo reprints and enlargements.

Whether you simply need a card to display your holiday photo or you want to create one from scratch, we offer an assortment of die-cuts and paper, as well as card sets and envelopes to aid in your card-making projects.

If you are looking for even more inspiration, watch for our weekly product demonstrations or sign up for one of our holiday card classes.



Archiver's has all the tools, gift ideas, and inspiration you need this holiday season

Each is designed to give you great ideas for holiday cards:

★ **Holiday Card Showcase**

Would you like to add a personal touch to your cards? Join us for our Holiday Card Showcase, packed full of useful tips

and creative ideas that encourage you to add handmade details to your holiday cards. We teach you how to use basic tools to create a variety of cards from simple to ornate. You'll leave brimming with new ideas and a sample card you made in class.

★ **Advanced Card-Making**

If you enjoy card-making and are looking for fresh ideas to incorporate into your holiday cards, this class is for you. You will learn creative techniques and new skills that will bring your card making to a whole new level. We provide the tools and materials for you to craft two different cards to celebrate the season!

New Classes at Archiver's



In addition to our holiday classes, we are happy to announce the addition of three new creative classes! Watch our website and class calendars for availabilities at the store nearest you.



Elegant Pages

Are you interested in putting more emphasis on your photos? Looking for additional tips on journaling as well? Our ideas will get you started. You will receive tips on design elements, tools and techniques that help create more elegant

looking scrapbook pages. We will also share journaling tips that will help you tell the story behind your photographs. You will leave with a whole new way to look at scrapbooking and one completed page to add to your scrapbook. *\$10 fee.*

Heritage Pages

How do you plan to preserve your heritage photos and memories for future generations? Archiver's Heritage Pages Class will teach you ways to enhance your photos from the past. You will learn about the use of color, style, journaling and other creative techniques. We'll present unique ways to display memorabilia



and creative tools for adding a special touch to your heritage pages. *\$10 fee includes a page you will make in class.*

Terrific Titles

Are you looking for a new way to accent your scrapbook pages? Creative titles can



provide great embellishments. They can help to define each story in your book while adding a new element of creativity. Come for some great new ideas and tips and techniques to make fantastic titles. *\$10 fee includes supplies to make 2 different titles.*

Our customers want to know

Q Are all the products in your stores acid-free?

A Yes, all of the products we carry that are intended for long term use with photos are acid-free. Our buyers test products for acidity before bringing them

into our stores. There are a few novelty items in our stores that are not acid-free, such as key chains and photo pins. However, these specific items are not intended for the long term preservation of your photos.

Turn your Passion into Your Job!



Dreaming of a job that offers a creative environment and a great team of co-workers? Archiver's is the place. One of the positions we currently have available is **Classroom Instructor**. You'll put your creativity, experience with scrapbooking or stamping and presentation skills to work

teaching a variety of classes for our customers. For more information on this and other positions available at Archiver's visit our website at www.archiversonline.com or call Rachel at 952-345-1398 x119. Applications are available online or at the store nearest you.

Archiver's Holiday
\$3.00 Bonus Bucks

Present this coupon at Archiver's and save \$3.00 on ANYTHING.
 No strings attached.

Offer expires on January 31, 2002
 CC6



Limit one coupon per customer. No cash value.
 Not valid on gift certificate purchases.
 Not valid in combination with any other offers.



ARCHIVER'S CLASSES

Scrapbook Basics

Learn the key elements of scrapbooking from choosing an album and supplies to page layout and decoration. *Free*

Organizing & Preserving Your Photos

Learn how to safely organize and preserve your photographs for future generations. *Free*

Creating Classic Photo Albums

Learn how to choose the right album, pen and adhesive to create this simple album style. *Free*

Rubber Stamp Basics for Scrapbookers

For new and experienced stampers alike, learn stamping techniques and what stamping products are safe for your scrapbook. *Free*

Design Dynamics

Learn how the fundamentals of design apply to scrapbook page layouts. *Free*

Heritage Pages

Learn creative layouts and techniques to showcase your photos from the past. *\$10 Fee*

Elegant Pages

Learn tips and techniques to help you create more elegant scrapbook page layouts. *\$10 Fee*

Hand Coloring Black & White Photos

Discover how fun, quick and inexpensive hand coloring can be with the ZIG Photo Twin System. *\$10 Fee*

Ribbon-Bound Photo Albums

Craft a one-of-a-kind handmade ribbon-bound album. *\$20 Fee*

Mom & Me Scrapbooking Basics

Discover scrapbooking fun with your child. (Children 8 and older) *Free*

Tying the Knot

A creative brainstorming session for handmade wedding invitations, programs, favors and gifts. *Free*

Additional Scrapbook Technique Classes:

- **Creative Lettering** *\$10 fee*
- **Pages with Punch** *\$10 fee*

• Terrific Titles

\$10 fee

• Pages to Die-Cut For

\$10 fee

Scrap Mania

Our workshop is open and reserved for you for 6 hours of pure FUN and productivity. *\$15 Fee includes goodie bag, prizes, dinner and demos.*

For more detailed class descriptions and additional seasonal classes — visit our website at www.archiversonline.com

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www.archiversonline.com

Roseville store
2391 Fairview Ave.
Roseville, MN 55113
(651) 636-9200

Eden Prairie store
1152 Eden Prairie Center
Eden Prairie, MN 55344
(Lower level next to Mervyn's)
(952) 943-8060

Maple Grove store
8046 Wedgewood Ln.
Maple Grove, MN 55369
(next to Barnes & Noble)
(763) 420-1300

Apple Valley store
14658 Cedar Ave.
Apple Valley, MN 55124
(952) 891-4808



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