Vinyl Glitter Stickers with Hello!Lucky with CBTV Live

Chapter 1 - Chapter 1
Vinyl stickers
^(soothing electronic music) - Hey, everybody. Welcome to Creativebug, we're coming at you live like we always do on Tuesdays and Thursdays and it's International Women's Day, and I'm here with two of my favorite gals. These ones are a total powerhouse, they're sisters, this is Eunice and this is Sabrina. - Hi. - Hi everyone. Together they're Hello!Lucky, which is an amazing company, you guys have really done like a whole spectrum, and you guys are really into publishing books right now, right? - Yes! We're totally on a book publishing rampage. - We're on a rampage. (laughter) - It's really exciting. - I love it! - It's so much fun, and it's super creative so we're excited to talk about that. - And you make cards, and I love that the books you guys have been working on now are all about empowering young girls especially, so I thought it would be so appropriate for you guys to be here today on International Women's Day. I'm gonna step out of the frame because these girls totally have a handle on it. They're gonna tell you about their books, including their newest one called, "Be the Change," and show you an awesome project where you can customize your own girl power sticker, so I'll let you guys do it, and remember because we're live you can write in and ask us questions. - Yep, totally. - Totes. - Well welcome everyone, thank you so much Courtney for having us here, we could not be more excited to be celebrating International Women's Day with everyone, and also today is our book birthday for our book, "Be the Change," it is the official launch day. "Be the Change," is a book that we wrote to inspire young women and girls to go out there and be the change in their communities, And the idea was to kind of take their creativity and use that as a sort of starting point 'cause we feel a lot of women and girls really have a natural creativity as we see from y'know the creative community and I think a lot of us all feel that when we were young girls we really loved creativity, but we didn't necessarily from our experience, when we were kids, feel like there was a connection between creativity and actually making change, and having some sort of impact in our community. And so we decided to write this book to help girls who feel creative feel like that creativity can have some sort of an impact. So the book is really about how to be the change from within and then what it means to be creative, how to then change that creative energy, to transform that creative energy into real results in your community and making the world a better place, however your vision is of what a better place looks like, and then creating a lot of different sort of sample projects; so everything from a lemonade stand to raise money in your community-- and I'll just kind of flip through the book and show you guys-- to bumper stickers, which we're going to show here to inspire people as you're driving around town, and these can also be used in your home just as decor. Things like an inspirational journal, to kind of keep yourself motivated and to reflect on the change that you want to have in your community. T-shirts for raising money for charity, a lot of times y'know sort of races and runs, fun runs and athletic activities are popular way to raise money, so we wanted to show how to make your own DIY T-shirts, thank you notes for when people give you donations or volunteer their time, things like raising money to local business, to feed the homeless in this example, but it could be for any charity. So those are some of the examples of things in the book, and we just meant to-- lemonade stand-- meant to inspire people to think about all the different ways that their creativity could be applied to community service, to change, to giving back to their community. The options really are endless, and it's so exciting to kind of be putting this in front of girls and young women, to get them to kind of go out there and

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make a difference. The very back of the book has some just tear out post cards, and cards that you can mail out, letters you can write to your representatives, and even coloring cards so that girls-- and this is targeted at ten to 15 year old girls-- that girls can just come in and just get right in there and feel like they're making a difference, and come away feeling really empowered, so that's the book and we're really excited. So today what we're gonna do is show you a really simple technique, and that's kind of one of the hallmarks of this book, is that these projects are aimed to be really doable, so that doing good just feels really achievable. - So this is a bumper sticker project, and Eunice is gonna explain how to do it. - [Eunice] It could be a bumper sticker, you could stick it on your locker, you can do anything with it, but it's very simple, so it uses a few oil-based pens, and then this fabulous adhesive vinyl, which comes in all kinds of cool colors. Glittery, my favorite personally, but also matte, and silver, and things like that. So yeah, this is a super super easy project. So the first thing you do, when you have a glossy vinyl like this we find that what works really well is like a kid's washable marker, or you can also use a whiteboard marker. On a more matte vinyl you can use pencil to sketch out your bumper sticker. So we're gonna do this girls can do anything bumper sticker, which, fairly simple, so the first thing you do is you just write out your message on a larger sheet of vinyl than you're actually gonna end up with. So I'm just gonna write out, "Girls can do everything, and anything, 'cause they can." - [Sabrina] And so that washable marker you can just wipe off afterwards, right? - Yep, and it smells (sniffs) (laughter) deliciously of orange, actually, this one. But yeah, you can wipe it off with just water and like if it seems like it's kind of sticking and it's a little dry you can take a paper towel and water, and like put a little elbow grease into it and it usually will come off pretty easily. - [Sabrina] Or a baby wipe. - [Eunice] Baby wipe, also very smart solution. Yeah, it's usually fairly straightforward. If you're using a whiteboard marker you can probably even just wipe it off with your fingers, but you have make sure you wait until the oil-based marker really dries before you go in there otherwise you're gonna get some smears, and if you do get some smears it's no big deal. I almost wrote, "ANYTHINGS." (laughter) - [Courtney] Do you have tips for lettering? - Yes! - Oh for lettering. - [Sabrina] I was actually just gonna say we have another book that we published before this one called, "Happy Mail." I was gonna say, "You might notice Eunice has incredible handwriting." - I don't know, (laughter) I mean honestly I just write in all caps, like, it's not actually that fancy. - I know, no that's true, but one of my favorite-- so I don't have the same skills as she does, and so what I do is I look at our book, "Happy Mail," which has all these great brush lettering and different letter style techniques, and so even like pages that you can practice with. So I usually use - You can also find like - something like this. - a lot of really great ideas on Pinterest. - Totally, online. - And the other thing that I'm really loving about what's trending these days is that, like, kinda awkward lettering is really popular. - Yes. - So it's actually cool, - Yeah. - to have your lettering be like, a little wibbly. - It doesn't have to be perfect or fabulous, It's actually kind of hip and cool to like have it look a little bit like a child drew it. - Yeah. - So should I continue? - Yeah yeah yeah, definitely continue. - You continue chatting. - Yeah I'll continue chatting. - [Eunice] So here I have this Decocolor pen which is one of my favorites for working on this surface, and it's an oil-based marker, but a Sharpie will work. I mean really just test it out on the vinyl before you draw with it, and y'know if it's permanent it usually works pretty well. - Mhm. - So what I'm gonna do first is just, I'm gonna trace out the lettering. I'm not gonna stress if the marker is a little bit, not perfect right out of the gate. 'Cause what we'll do is we'll let it dry, and wipe away the orange marker, and then go back in and refine it. I dunno, I like to get rid of the orange marker before I go through and do the actual final swipe because, I don't know, it's easier for me to see what I'm doing, that way. - Mhm - [Sabrina] Yeah, and you can always sketch out your ideas on paper first before

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kind of going to the vinyl, and the vinyl we just got on Amazon, right? - Yep. Just everything... - And the oil-based pens - [Eunice] ... on Amazon, oil-based pens. - You can get your crafts from local craft stores. - [Sabrina] Or these, I mean maybe even the vinyl is more available at a hardware store if you're actually going to a real store. - [Eunice] Yeah it's the kind of vinyl that you buy for, like, a craft cutter, so if you look up adhesive - Yeah okay, so it's like, probably at Joanne's or one of those stores. - [Eunice] Yeah, a roll of adhesive vinyl, there's lots of different options. - Yeah. - [Eunice] They come in rolls, they come in sheets as well. - [Sabrina] They're really cool. - [Courtney] Cricket has vinyl. - [Sabrina] What's that? - [Courtney] Cricket has vinyl. - Cricket? Oh yes, totally. - Oh yeah. Mhm. Totally. - [Courtney] Did you tell them about the giveaway? - [Sabrina] Yes! So, we're giving away a signed copy of "Be the Change." So please feel free to make a comment in Facebook and we will choose a winner, I think, probably by the end of the day tomorrow. What do you think Courtney we didn't decide. - It's not tonight. - Yeah at the end of the day tomorrow to give people some time to enter, and yeah, we'd just love to hear your feedback and comments so just feel free to make a comment and say that you're entering the giveaway, and we will choose a winner, but we also would just love to hear any inspirational ideas that you have, or feedback, about how you're being the change in the community, or just hear thoughts on creativity and the relationship between creativity and giving back. We just would love to hear from you. - [Eunice] So I've finishing the first wave, I'm gonna be brave and just attempt to wipe it off before it's like, totally dry and see what happens. - Okay, yeah. - So it dries pretty quickly. - That's cool. - [Eunice] So yeah, so you can just use this and wipe it off, see how there's like, it's smeared a little because I kind of got a little bit overenthusiastic about getting on with it. (Sabrina chuckling) But you can always go in with a Q-tip and a little bit of nail polish remover and tidy up any like, oil-based stuff that gets a little squirrely on you. So then I'm going through and I'm actually gonna just double up on our lines and just tidy everything up. Make things a little thicker. So, I'm gonna go through and do that whole thing... - Mhm. - ... but, cooking class style I have one that's already worked out. So here it is when this is totally dry, everything is ready to go, and now I have this white Posca pen, I love Posca pens, they're so great, but you can again, use any sort of white paint marker. It all works just fine. - Mhm. - [Eunice] And so all I'm gonna do is just go in and add some dust, just for some like, fun detail. - [Sabrina] Mhm. This is really cool, and in this project we had so much fun just brainstorming different ideas of things you might want to say on a bumper sticker. So, for example, when we were shooting the pictures for "Be the Change," it was a whole gaggle of teen girls and so we kind of asked them what really resonated with them, and the thing a lot of them are really passionate about was animals, and rescue animals in particular. So we made a bumper sticker that's showcased in the book but it says, "Rescue is my favorite breed," and it has a really cute drawing of a dog. So that might be something y'know we have one with sort of ocean's that says, "Protect your oceans," or just like a "Go vote," message or "Peace," message. A really fun one for girls we thought was "Save the mermaids, protect our oceans," so you can kind of doodle a mermaid illustration if you want. So there's no end, you can just choose whatever it is that you feel passionate and positive about, and you know come up with slogans, think about doodles. You might notice some of the ones that Eunice has here are a little bit more elaborate, they kind of involve some doodling and maybe you can talk about how you kind of, how do you go about doing that? Do you start with the lettering and then add the doodles after? - I start with the lettering, and then yeah, again I use the same technique, I use markers to kind of vaguely sketch out where I want everything to be, and I mean honestly I mean I kind of freehand it to be honest, but then, I've been doing this for a long time. So, y'know. - Yes. - [Eunice] I get lazy, but yeah I would definitely pencil it in or y'know, draw it in with

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marker, or pencil if you're using matte, and then go through with the marker and go in, and if you're using for example like a matte, like I had some in the book that are on matte white vinyl... - Mhm. - ... and that you can go in with color, and you can actually go really crazy if you want to get super nuts about it, but I kind of like the simplicity of just black on glitter vinyl. - [Sabrina] Yeah, the glitter vinyl is amazing. And so this is just a really simple white paint pen, right? - [Eunice] Yep, this is just a white paint pen, all I'm doing is making little dots, like, you don't have to get too crazy to get a really cool effect, and I think just like little details like this just add depth to the design, and just give it a little more visual interest than it would have if it were just straight up the writing. - [Sabrina] That's really cool. So, as Eunice mentioned, these are things that can actually go on a car, but if you don't drive or if that's kind of not your jam, y'know we have another project in the book where we use it as the same technique as a switch plate. - [Eunice] Oh yeah, and that uses clear vinyl, which I think is extra cool, because it's kind of invisible. - [Sabrina] ... which is really cool. So in the project in the book it's a switch plate that reminds you to just turn off the light switch and save electricity, and it says, "Stay bright, lights out," and it's just got some doodles and we cut a little hole in the center to go around the switch plate, and it's got kind of just like a similar cloud, kind of bubble shape around the outside. So this could be something that you put on a switch plate or you might want to put one on your bathroom mirror to remind yourself to save water or turn off the water when you're brushing your teeth. There might be something in your kitchen similarly to remember to turn the water off when you're washing dishes. So this type of technique could really work like on a fridge or on tile or in your house, as Eunice said on a locker, there's lots of different uses for it. In a window. - Yeah. Why not? - It's a really cool technique, yeah, a really cool technique. - [Eunice] So then once you're done with this, what I was doing was just cutting around it in kind of a y'know, a little cloudy shape, free-handing it, nothing too specific, so I'm just gonna cut out with a regular pair of scissors. - [Sabrina] And I'm noticing that you have this, "Peace is Possible," peace stuff here. In that case did you sketch out with your marker the shape, and then fill in? - Oh yeah, so that. What I actually did on that one, although you could do it with a marker too honestly, but I actually flipped it over and drew the bird on the back with a pencil... - Oh that's smart. - ... and then cut the shape out first, and then went in with the marker... - Oh that's cool. - and sort of placed my type. And if you notice here that there's a heart between the word peace and is, and that's because I started writing the copy and then somehow managed to leave a giant gap between the word peace and is. (laughter) But because I'm lazy and also, "why not?" I added a heart to it and y'know, I don't know. - [Sabrina] I think that's what's called "A beautiful oops." One of my favorite children's books, about how mistakes turn into beautiful creations. It's part of the creative process. - It's literally a skill I learned in like the third grade, because I used to always just like draw flowers and doodles over massive spelling errors and stuff, rather than erase them. - Yeah, exactly. - Rather than erase it and bother to start again. Okay, so there you are, so look there's your bumper sticker. - "Girls can do anything," Because they can! - Girls can do anything. - Happy International Women's Day. - Totally, and so there's a little tiny trick to applying them, let's see if I can do this in a-- oh, look, I did it in a relatively speedy way. So the back peels off like a sticker, this is a pretty small sticker, so you can probably just peel it and stick it like a regular sticker. But with this vinyl one of the techniques, I actually forgot my little credit card thingy but I'm gonna use whatever I have around. So you just peel back half a little tiny chunk of it, stick it down, and then use pretty much anything. Credit card works really well. - [Courtney] I think it's under the green. - [Euenice] Is it under the green? Oh I do have it, look at that! - Nice! - [Eunice] Ta-da, so this is a specific tool for laying down vinyl, but a credit card or anything with kind of a hard edge will work. So then you just kind of peel this back, and as you're

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peeling it back you just sort of slide this along, and that kind of gets rid of any bubbles, and it lays it down really nice and flat. But that's it, that's the whole project. - [Sabrina] So cool looking, that is so cool looking. - Ta-da! - So, thank you so much for joining us, so, "Be the Change," again it's our new book that's out today is the birthday of the book. - An excellent gift for all your teen tween friends! - Excellent gift I think, yeah for any teen tween friends, 'cause all all of us know like teenagers have been out there in the public sphere-- - In the most awesome way. - So many inspiring things, and so since our book has come out we've gotten such great feedback from people saying "oh my gosh," and teenagers in particular, and teenagers did help us review and kind of give comments on the book as we were writing it, just saying that "this is what we need right now." "It's so positive, it's empowering," and this is what teens really want to see right now. So we have been so excited. - [Eunice] And messages are stronger when they're pretty. - [Sabrina] Yeah that's exactly, and really creativity does amplify this, you know getting out there and being the change, and having a social impact message is can be really fun, it can be collaborative, it can be creative, it doesn't have to be conflict et cetera, so you know we really just wanted to encourage everyone to get out there and be positive. A portion of the proceeds of "Be the Change," I should mention benefits this amazing charity. It's called WE, and it's an international movement of youth helping to make change in their communities. It was started by these two Canadian brothers called Craig and Marc Kielburger in Canada, and they originally started to help children who were in the third world and actually being forced into labor, and so they started as Free the Children and then it kind of evolved into this global movement of children getting out there and doing, y'know, kind of helping with things they feel passionate about. - Good in the world. - And it's the most amazing organization, and so a portion of the proceeds from this book go to, they're a school program where in schools they have chapters of kids who just decide what they're passionate about in their community and then they give them the tools and the encouragement to go out there and make change, so, that's another awesome thing about "Be the Change." - [Courtney] And what about the giveaway? - And the giveaway! - The giveaway! - Yeah we're giving away a signed copy-- - Most importantly. - Most importantly, of "Be the Change," and so please make a comment on Facebook, tell us about change you're making in your community or what inspires you to be creative, we'd love to hear all of that, and we'll choose a winner end of day tomorrow, and announce it, and we would just love to stay in touch. And if you are in the Bay Area we are having a big launch party. Well, big in our mind, like... (laughter.) Fun and big, not stadium big, but just a launch party for the book at an amazing leterpress studio called Dependable Letterpress, it's a gorgeous place, and Joel, the owner, is going to be letterpress printing a poster and we're gonna have crafting stations where we're gonna be writing postcards and making posters, and I'll be giving a little author talk about the book. - [Courtney] And when is that? - That is on Tuesday, March 13th from 5:00 to 7:00, and in the afternoon beforehand there we're gonna be volunteering at the San Francisco Marin Food Bank, and there's still some spots available for people who want to come volunteer with us - Come hang with us. - And then go to the launch party, and the details on RSVP are all on our website bethechange.pub. You can also follow us on Instagram at bethechangebook. - And Hello!Lucky cards. - And on Twitter at bethechangepub, and Hello!Lucky cards. I know I'm just like trying to remember all of our various-- - I'm like over here hawking other things... - No no no, it's all good. All our various ways that you can stay in touch with us, and I think we'll probably be back on Creativebug at some point because we have another really cool empowerment book coming out next month called "My Mom is Magical," and there's a boy's kind of companion to it called "My Dad is Amazing." - Yetis. - And it's basically all about how amazing mom is, and it's like to kind of make

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mom feel good about herself, 'cause as moms ourselves we know sometimes you feel a little bedraggled, you need a little pick-me-up, but for example, you know, mom is "Stronger than a squad of superheroes," so it's like a really awesome empowerment book for moms and also for girls, so that's coming out too. So thank you everyone for being here, we wish you the most amazing International Women's Day, and keep being creative, keep going out there and being the change in your community, stay positive, and please connect with us, thanks. (soothing electronic music)

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