

CREATE ENGAGING JOURNALS

Module Two: The Writing & the Art

CREATE ENGAGING JOURNALS



WHAT TO WRITE...

- What you decide to include in your journal ultimately depends on the theme or focus of it.
- Your goal in providing written content is to create an engaging experience that will keep the user coming back regularly.
- You don't have to write a book here...you are informing, prompting, guiding, and making space for interaction.
- If you have looked at other journals in the same theme you wish to create, what did they include that you liked?
- Were there areas that you felt were missing or lacking?

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WHAT TO WRITE...

- When preparing to create your journal, consider the following:
 - What types of actions or prompts are well-suited for your theme, if any?
 - What types of trackers make sense, if any?
 - What types of to-do lists and checklists make sense, if any?
 - What types of quotes tie in with your theme, if any?
 - What types of goals work best for your topic, if any?
 - Are there instructions or guides that should be included?
 - Should you include a planner or calendar area, if any?
 - What types of journaling areas should be included? Blank or ruled spaces?

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SOME CONTENT EXAMPLES...

Productivity Journal

- To-Do List
- Tasks Tracker / Calendar
- Homework assignments
- Business Plan lists
- Project Management
- Open Projects
- Job Search
- Time Block Notes
- Go-To Resources
- Goal Setting

Health Journal

- Weight Loss Tracker
- Mood Tracker
- Sleep Tracker
- Food Diary
- Fitness Diary
- Workout Routine
- Water Tracker
- Self Care Ideas
- Medical History
- Gratitude Log

Household Journal

- Meal Planner
- Recipe Lists
- Shopping Lists
- Favorite Supplies Lists
- Spring Cleaning Notes
- Daily Cleaning To-Do Lists
- Weekly Cleaning To-Do Lists
- Home Improvements
- Birthday/Holiday List
- Big Projects / Home Wishlist

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SOME CONTENT EXAMPLES...

Family Life Journal

- Funny Quotes From Your Kids
- Family Outing Ideas
- Date Night Ideas
- Family Game Night Ideas
- Social Groups
- School Activities
- School Shopping Lists
- Allergy/Diet Info
- Pet Tracker/Info
- Contact Info (medical, family)

Travel Journal

- Places to Go and See
- Vacation Planning
- Saving Money for Travel
- Shopping List for Travel
- Packing List
- National Parks List
- Attractions to Visit
- States/Countries Visited
- Animals/Birds Spotted
- Photo Log

Memories Journal

- Favorite Toy?
- Did you ever get lost?
- Your best friend in school?
- Ever run away from home?
- Desired occupation in school?
- Favorite teacher in school?
- What's your first memory?
- Favorite cartoon?
- Favorite book?
- Favorite relative? Why?

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8 WRITING STRATEGIES...

- Here are 8 strategies to generate your written content:
 1. Write the content yourself.
 2. Buy the content (sites like CreativeMarket.com).
 3. Public Domain content (books, magazines, newspapers, Gov't sites, etc.).
 4. Uncopyrighted content (lots of blog sites...search “uncopyright”).
 5. Research and Edit (good ole Google search).
 6. Generate it using AI (Jasper.ai is a great example).
 7. User-generated content (answers to questions, polls, or surveys).
 8. Prompt Generators (<https://artprompts.org> for example).

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WHAT ABOUT THE ART...

- Many engaging journals include art to add to the overall design aesthetic of the Journal.
- There are many resources for your art needs...the ones I use:
 - Freepik: <https://www.freepik.com>
 - Creative Fabrica: <https://www.creativefabrica.com>
 - EnvatoElements: <https://elements.envato.com>
 - Creative Market: <http://creativemarket.com>
 - Adobe Stock: <https://stock.adobe.com>
 - Pixabay: <https://pixabay.com>



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WHAT ABOUT THE ART...

- There are a number of different types of art elements that you may want to consider for use in designing your journal, including:
 - Frames and Borders.
 - Backgrounds (Watercolor, Patterns, Papers, etc.).
 - Graphic Design Elements (Flourishes, Dividers, etc.).
 - Icons of All Types.
 - Theme-Related Art & Photos.
 - Coloring Pages.
 - Vintage-Style Logos and Designs.



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WHAT ABOUT THE ART...

- You can ALSO use AI to generate art for your journal designs:
 - DreamStudio: <https://beta.dreamstudio.ai/dream>
 - NightCafe: <https://creator.nightcafe.studio>
 - MidJourney: <https://www.midjourney.com>
 - Dall-E 2: <https://labs.openai.com>
 - Accomplice: <https://accomplice.ai>
 - Artssy: <https://app.artssy.co>
 - Conjure: <https://www.conjure.pro/app>
 - CF Spark: <https://www.creativefabrica.com/spark>



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AND THEN THE FONTS...

- Font choice can make or break your designs...experiment!
- Here are some of the best font options:
 - Adobe Fonts: <https://fonts.adobe.com>
 - FontSquirrel: <https://www.fontsquirrel.com>
 - 1,001Fonts: <http://www.1001fonts.com>
 - DaFont: <http://www.dafont.com>
 - Creative Market: <https://creativemarket.com/fonts>
 - Pixelo: <https://www.pixelo.net>
 - MyFonts: <https://www.myfonts.com>

Fonts Matter

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PUTTING IT ALL TOGETHER...

- In Module One, we talked about creating an outline for your journal...that is where you'll want to start.
- It will be easier if you plan out your journal in outline form BEFORE moving to the design phase (next module).
- Decide on a page size (typically 6" x 9" to 8" x 10") and page count (120 - 160 pages is pretty standard), but feel free to reference other journals as well for more ideas.
- Remember that you will need the boring pages (title page, copyright, "belongs to" page, etc.).

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COLOR (OR NOT)...

- Full-color journals definitely stand out compared to B&W ones, but is color necessary?
- The decision ultimately comes down to cost...here is a price comparison of 3 options from KDP Print:

Calculator
Figures generated by this tool are for estimation purposes only. Your actual royalty will be calculated when you set up your book.

Book Type: Paperback 
Interior & paper type: Black & white interior with white paper
Page Count: 140
Marketplace: Amazon.com
List Price: 19.99
Calculate

Marketplace	List Price	Minimum List Price	Printing	Estimated Royalty
Amazon.com	\$19.99 USD	\$4.22 USD	\$2.53 USD	\$9.46 USD

Calculator
Figures generated by this tool are for estimation purposes only. Your actual royalty will be calculated when you set up your book.

Book Type: Paperback 
Interior & paper type: Standard color interior with white paper
Page Count: 140
Marketplace: Amazon.com
List Price: 19.99
Calculate

Marketplace	List Price	Minimum List Price	Printing	Estimated Royalty
Amazon.com	\$19.99 USD	\$9.82 USD	\$5.69 USD	\$6.10 USD

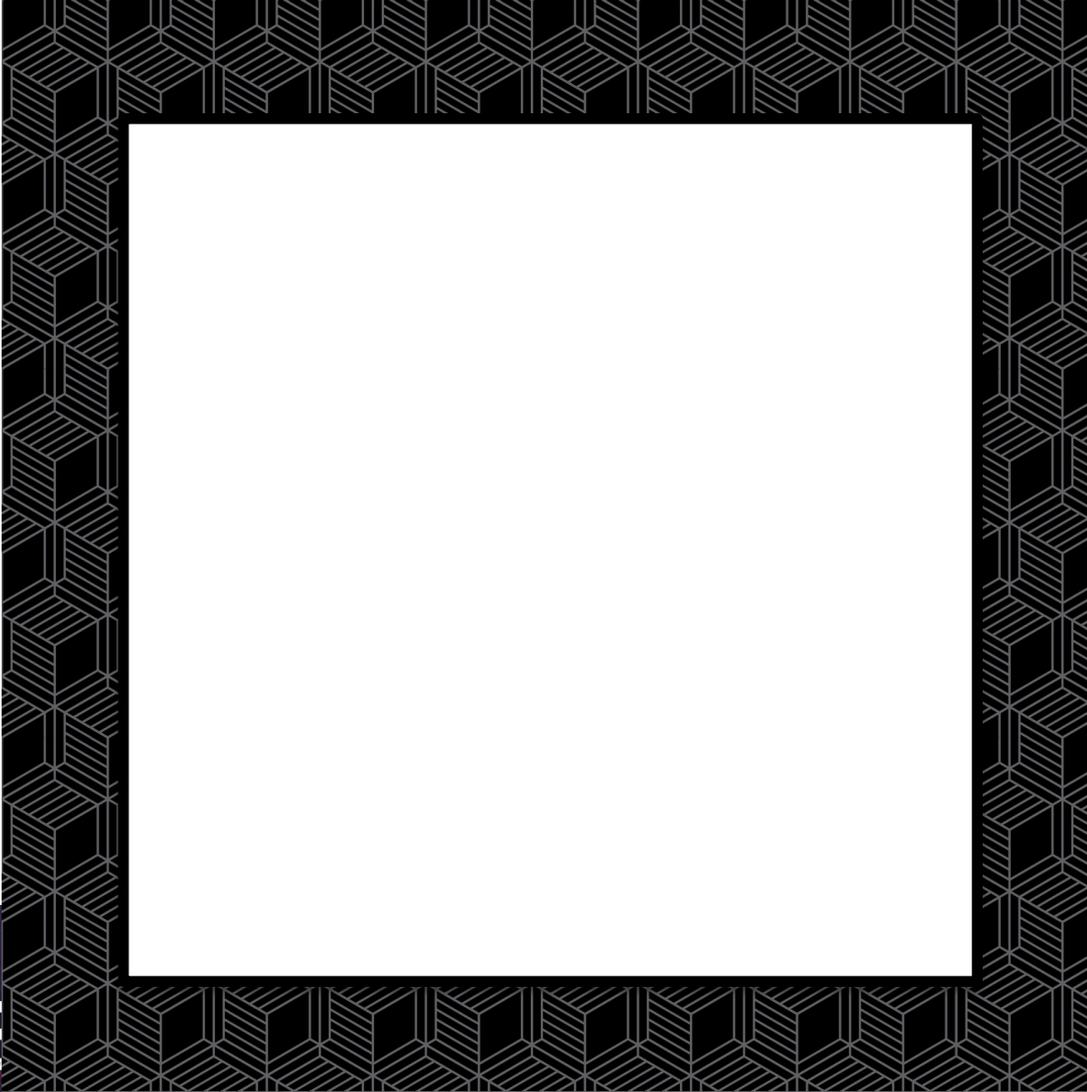
Calculator
Figures generated by this tool are for estimation purposes only. Your actual royalty will be calculated when you set up your book.

Book Type: Paperback 
Interior & paper type: Premium color interior with white paper
Page Count: 140
Marketplace: Amazon.com
List Price: 19.99
Calculate

Marketplace	List Price	Minimum List Price	Printing	Estimated Royalty
Amazon.com	\$19.99 USD	\$17.75 USD	\$10.65 USD	\$1.34 USD

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