

Luckybug Scrapbooking

Volume 1, Issue 1

Welcome to Our First Issue

Advertise in the Luckybug Scrapbooking Newsletter!

We have affordable advertising space available in our next issue. Email us at:

admin@luckybugscrapbooking.com

Showcase Your Creations in the Luckybug Scrapbooking Idea Book!

Just email us photos in .JPG or .GIF format with "Idea Book" in the Subject Line. Be sure to include a description of your work too!

admin@luckybugscrapbooking.com

I just want to take a moment to introduce myself. I'm Heidi Walczak, the founder, creator, owner and operator of Luckybug Scrapbooking. I have spent my entire life being *the creative one*, and in the last five years have become addicted to paper crafting.

I have become so involved and committed to this "hobby" that I do contract design work and teach a wide-variety of classes. My passion for Scrapbooking will launch a whole new adventure in my life later this year, as my mom and I will be opening a Scrapbook Store and Design Studio.

Scrapbooking is incredibly important to me, it is a way for me to create lasting impressions of what my life is. I scrapbook because family is of utmost importance to me. I cherish the idea of passing these memories along to future generations just as much as I enjoy looking at them now. It gives the perfect opportunity to create a legacy ... even if my main life accomplishments are being a

dedicated wife and mother.

Scrapbooking is an ongoing and ever-changing part of my life. I love to use a variety of techniques on a single item. I love to try all those hot new tools. I so easily fall in love with the brand new line. And I will drive way out of my way to visit a new store to make sure I don't out anything good. I will spend hours online going through galleries and boards to see what others are doing.

Because of this, in the summer of 2005, my husband, Bill Crittenden and I decided to start a website. A site full of resources just for scrappers. One site with it all : store directories, manufacturer's information, an idea gallery, sections for both paper scrappers and digital scrappers.

The site started with primitive design and limited

information, however, it is always changing and growing. Please be sure to check the site frequently to see what has been added.

Starting with the next issue, Bill will highlight a section of the website and give you tips and information on how to use the site to enhance your scrapbooking experience.

We will also be unveiling a completely fresh look for the website, so be on the lookout for that.

The photo below is us... Heidi and Bill with our son, Elijah. I figured since we're talking Scrap, we should share a photo.



- Heidi Walczak -

An Intro to Piracy

By Jen Strange

Well, maybe I should call this "an intro to doing the right thing in digital scrapbooking, and AVOIDING piracy."

Digital scrapbooking is a relatively new industry -- really just a few years old. While it has boomed since 2005, there have been a lot of growing pains and a bit of disorganization of the industry as a whole. One of the biggest problems facing the industry is unauthorized redistribution of products, which is often referred to as "piracy." (It's also referred to -- since this is what it amounts to -- as stealing, theft, or shoplifting.)

Many factors contribute to the piracy problem: lack of education about copyright and the ease of file-sharing on the internet are the major ones. Because digital products -- papers, elements, kits, brushes, etc -- aren't PHYSICAL products, users often don't technically feel they are stealing. While the theft of a digital kit is every bit as illegal and as wrong as walking into a scrapbooking store, loading paper products into your arms, and walking away without payment, the "virtual" feel of the digital product seems only like putting another file on your computer.

I started the Stop Piracy blog as a reaction to the brazen, unapologetic file sharing I kept seeing through Yahoo! groups and other websites. The blog is a collection of information: for designers, ideas to protect their work and easy ways to contact websites such as Yahoo! or Rapidshare to report copyright infringements; for digital scrapbookers information about copyright issues -- both general, and as pertains to digital scrapbooking. Sometimes entries are a direct response to things said in e-mails by pirates/shoplifters. We have a lawyer who consults with us on issues that are too technical or above my head, and she is a vital resource in refuting the false claims made by the pirates. You will see the Stop Piracy graphic on many websites throughout digi-world, as a large amount of digital designers and websites support us in this effort. The Stop Piracy blog can easily be found through the front page of JenStrange.com

The blog is also a central resource for reports of copyright infringements of digital scrapbooking designs -- we have an e-mail address that anyone can send a report to, and from that address we work to get information to the designers affected, who then work through the proper channels to put a stop to it. We have had a lot of success thus far getting files disabled, illegal groups shut down, and educating other groups so they will stop. If you ever run across a case of illegal sharing or distribution, I hope you will contact us at stopdigi pirates@gmail.com.

To protect yourself as a consumer, here is what you need to know about copyright and digital designs.

1. If you didn't create it yourself and you do not have express permission from the creator, you should NOT "share" or redistribute anything you did not create yourself. "Derivative works" are also not ok -- i.e. you can not take an element, change it, then pass the changed element off as your own or distribute it.

2. When downloading kits, the ONLY place you should ever download a digital scrapbooking kit is from (a) the designer's personal blog or website, or (b) a store where the designer sells. No Yahoo! groups, no e-mail links from friends. Certainly not from Rapidshare or YouSendIt links from anyone but the designer. Getting kits this way is piracy.

3. Freebies are a highly debated issue -- to sum it up, the reason designers give out freebies is to get people to their site and to give a sample of their work. The actual download links to freebies are not to be shared, as this by-passes a visit to the designer's site. If you want to tell someone about a freebie, give that person the URL address for the webpage where the freebie is located rather than the download link. For more on this, please read "Why it's not ok to share freebies" at the Stop Piracy blog.

4. You may NOT use digital scrapbooking kits professionally (for profit) without a professional use license or permission from the designer. At JenStrange.com under Resources I have a collection of many digital designer's Professional Use policies. In this section is an article called "Why it Matters," which explains why permission or a license is needed.

When you download a kit, you will notice several files included that are not kit elements. Usually a designer will include a Terms of Use (TOU) file in Notepad format, although sometimes it's in Word or a similar program. This file will include contact information for the designer, as well as spell out for you the designer's terms for use of the kit. Reading through a TOU file, it's easy to see that possession of a digital kit does NOT give you a free-for-all for its use. Designers also have taken to including a TOU graphic in their kits to remind users about the key points of the TOU -- specifically, no sharing and redistributing, no professional use without permission. It's important to keep these TOU files in every kit so you can access those specifics if needed.

Really, once you start getting involved in digital scrapbooking, all it takes is some common sense to do the right thing. Read a few Terms of Use files, and look around at the Stop Piracy blog. Stop and think about the person who designed the kits, and how you would feel if you created products for a living and someone went out of their way to steal from you. There are PLENTY of free kits from designers if you can't afford to purchase kits -- my DigiScrap blog (an intro to digital scrapbooking) has two entries about where to find freebies. Designers are wonderful people, and digital scrapbooking is an awesome industry/sub-culture to be a part of. Playing fair will help keep the industry strong and allow it to grow.

Peace.

Jen

Jen Strange: www.jenstrange.com

Digi Scrap Blog: <http://jenjen.typepad.com/digiscrap/>

Stop Piracy Blog: <http://jenjen.typepad.com/stoppiracy>

Why it's not OK to share freebies: http://jenjen.typepad.com/stoppiracy/2005/11/why_its_not_ok_.html

Why it Matters: http://www.jenstrange.com/site/index.php?option=com_content&task=view&id=91&Itemid=129

Jen Strange is the Contributing Editor of Digital Memories Magazine

Events and Happenings in my area
 Contact Heidi For More Details

June 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 2BScrapped.com store opens	2	3 All Day Scrap-A- Thon at Hampton Inn in McHenry IL
4	5	6	7	8	9 Heart & Soul Memories Crop in Lake Geneva WI	10
11	12	13	14	15	16	17
18 Father's Day	19 New Issue of LBS Newsletter Comes Out!	20	21 First Day of Summer	22	23 Scraplift Week- end Retreat in Pewaukee WI	24
25	26	27	28	29	30 Last Day to Order from 2005 Stampin' Up Catalog	

Kaboose Buys Peas

Kaboose, Inc., an internet media company focused on families and children, has reportedly signed an agreement to acquire Two Peas, Inc., the parent company behind the popular Two Peas in a Bucket web site. The sale is for \$600,000 cash up front and more on an earn-out basis.

A Few Summertime Titles...

- Splish Splash
- Chillin' & Grillin'
- Bubble Trouble
- Hello Sunshine!
- Shore Thing
- Lazy Daze of Summer
- Happy Campers
- Sunkissed
- You're One in a Melon
- Zoo Much Fun

Scrapbook Titles

Heidi Walczak

Just as a newspaper headline lets you know what story you're about to read; a Scrapbook Page Title tells you what you're about to view—it sets the tone and a theme for your layout.

Scrapbook Page Titles can be found just about anywhere. It can be something obvious such as a name or a date. It can be lyrics from a song, a movie title, a quote or a cute cliché. You will want to choose a title

that will give the best description of your layout and keep consistent with the overall feeling of the page.

You may find that some titles come easy, and some not so easy. My general rule of thumb, is if I have a title—use it, if I don't—skip it. That is one of the best parts of scrapbooking : it's creative and doesn't have any specific rules, so always do what you are comfortable with.

There are many books, publications and online resources for helping you choose a title for your page. I think my favorite is The Ultimate Word. This book is not only a great source for titles, but quotes, poems and sentiments as well.

The website has a nice collection of page titles to inspire you. Feel free to use them. Also, if you have a title to submit, email us at admin@luckbugscrapbooking.com