

The two-minute art tip segment opens with several small videos on the screen from past shows plus the text "I like shiny". The title of the segment also appears which is "New American Journey Oils."

Hello and welcome to Cheap Joe's Art Stuff, my name is Julie and I'm here to impart to some knowledge to you today via a two minute art tip. And what I'd really like to do today is introduce you to a brand new product line from us right here at Cheap Joe's. (The product webpage appears on screen.) Our very own professional oil line, American Journey Oil, exclusively here at Cheap Joe's. It is a line of 39 colors that were developed to be easy on the wallet, so a professional high-grade oil paint (pictures of the new American journey oils continue to appear on screen) made of pure pigment but also designed to make it affordable. Doesn't make you want to sweat when you're putting some out on your palette, something you can feel really really good about.

So all of the pure pigments that are within this line are combined with refined linseed oil to make sure that they have the most even consistency possible. The whites are mixed with safflower oil because it reduces yellowing. Now you have to keep in mind that if you're mixing something with a lot of that white, because safflower dries longer, that you know your drying time is going to be a little bit more uneven because of the whites and the safflower.

But all of the pigments are ground to a uniform consistency. Now some manufacturers don't choose to do it that way, they will all grind the pigment to the you know the same amount of time and if there is some granulation or stuff that's unique to that particular pigment they just leave it like that. But you know we found that consistency out of the tube is you know a little bit easier for most artists to manage, and so this line is designed with that in mind, to make it as user-friendly, affordable, and just kind of like low stress to use as possible.

This nice creamy consistency (Julie picks up a paintbrush then sets it aside in favor of a palette knife which she uses to pick up some paint) means that there's less drag on the brush and also works well with all kinds of mediums. I've been using a good bit of Lavender Spike Oil (a picture of the lavender oil bottle is on screen) when I'm playing with my oils and I really really have liked it with the American Journey. It works well and really really fun so, and it also mitigates that linseed oil smell that is kind of bothersome to me but not all that noticeable within this line, so I really really like that. So what I want to show you is (an overhead shot of Julie mixing paint with the palette knife is on screen) we're going to mix up a little bit of color here. I'm grabbing some Quinacridone Magenta and some Ultramarine Blue (tubes of those paint colors appear on screen while Julie continues to mix colors) so you can see how quickly and how immediate this color is

and how well they work together. So we've got a really really nice blue-based violet now and I'll show you here what that looks like and how easy that was to do. (Julie paints on the paper with that color mix.) Gorgeous, gorgeous, hello! So we have a really nice blue-based violet.

Now we're gonna we're gonna grab some more magenta and load that thing back up in the other direction. (Julie mixes the magenta with the other colors using the palette knife.) And quick you know just a couple of strokes. And now we need some more medium that's what we need. (A transition effect appears on screen and on the other side of that transition, Julie has her solvent Cup on the table) okay what we did was I grabbed my solvent cup that has my Lavender Spike Oil in it. So, this is from Cheap Joe's. So I'm just using that to kind of clean this off, and we're going to grab a little bit more Quinacridone Magenta (Julie has her palette knife in hand and adding more paint to the mix) like so, and then now this is activated, we can see that we got a much more (Julie starts mixing color with her brush) warmer violet there than we had over here. We have a cooler one over here and a warmer one over here it was really really really quick.

So we're going to clean that off (Julie is cleaning her brush) as you can see, and then we'll (Julie is also cleaning her palette knife) grab some other color, play around so you can see what this does. We're going to grab some

Hansa and some quinacridone (tubes of those paints appear on screen while Julie mixes the two colors together) and bang you know really really hot orange with no muss no fuss and now we'll grab a little bit of Titanium (a tube of Titanium White appears on screen as Julie mixes the Titanium into the other colors), a little bit more, we're going to take that down, lighten that color up, and so now we have like it's almost like pastel orange very very very quickly, and it looks pretty next to that violet that we have. So it gives you an idea.

Now let's take it in another direction and we're going to grab some Ultramarine and some Hansa (tubes of those colors appear on screen as Julie mixes them together), green very very quickly, okay. So some Ultramarine and some Hansa we got this green, so we have a nice draw down here. Let's grab some more, last of our Quin Magenta, and you can see how we can tone all that down and make a, take that in a totally different direction. But let's play with our green some more. Let's take some Ultramarine some Hansa and we're going to make a really (tubes of those colors again appear on screen) even green, and grab some Titanium here (Titanium appears on screen and is added to the color mix with a palette knife by Julie) and take this in another direction. And you just see how quickly all of this color interacts. It's really creamy, it's really even, and you'll notice that when we mix up color we got a beautiful kind of Sea Foam out of that.

(Julie picks up her brush.) That we have consistent, even, wonderful color with no drag on the brush (Julie paints an example of no drag and consistency.) Even application, beautiful, rich, pure color. Just bang, right there at your fingertips, and it is friendly and nice and all the colors play well with each other, and you can see all the nice variation that we have just from this small library of color.

But 39 colors in this line available now. They are in a 60 ml tube and the whites and blacks are also available in 150 ml tube for your enjoyment pleasure. (The American Journey Oils webpage appears on screen.) So we encourage you to take a look, American Journey Oils, out now. They are fantastic. We are partial. Not afraid to say so and we think that you will be too so give them a try and we're sure that you'll enjoy.

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