

# FINDING YOUR UNIQUE *Artistic Style*

WORKBOOK BY LAURA HORN



LAURA  
HORN ART

# Hello & Welcome

Thank you for being here. I have a feeling that you love making art but at times you get overwhelmed and feel uncertain about your style and direction.

I know, because it happens to me too.

We live in a time where inspiration is at our fingertips and while it's wonderful, it can also be confusing.

This workbook is all about bringing your art back to YOU!

I want to help you to nurture your artistic voice, take action on your creative goals and make art that YOU absolutely love!

Are you ready to get started? Let's begin!

Laura

# Finding Your Unique Artistic Style

## PART 1: 10 QUESTIONS TO ASK YOURSELF

1. What materials do you find the most satisfying to work with? Acrylic, ink, watercolour, collage, mixed media etc. Consider also your favourite surface, e.g. paper, canvas, wooden panel etc.

2. Is there a genre, style or subject matter that you enjoy? What themes and design elements regularly show up in your work?

3. What is your mark-making style? Raw vs. refined, large vs. small, organic vs. geometric? Do you have a preferred medium for marks such as paint, charcoal, pencil, pen, pastel?

4. What colours pull you in again and again? Bright, pastel, neutral, monochrome etc. Can you narrow it down further, are there specific colours you use in your work or would like to?

5. What are your interests outside of art? Walking, reading, writing, music, fashion, interiors etc. Are there ways that you could bring your interests into your creative practice?

6. Is there a story or message would you like to share in your art? Are there causes/values/beliefs you feel passionately about that could be expressed visually?

7. What do you want to see more of in your work? What do you want to see less of?

8. What gets you the most excited when you are creating? Are there techniques and processes that bring out the best in you and suit your personality?

9. What research could you do to support your work? Is there inspiration and information that you could gather? How will you go about this?

10. Are there areas where you need to build your skills? How will you improve in these areas? List any practical exercises, books or classes that could help.

# Finding Your Unique Artistic Style

## PART 2: FIND YOUR FOCUS

Looking back over the questions, choose the five most important things you would like to focus on in your art-making.

1.

2.

3.

4.

5.

## BRAINSTORM YOUR STYLE FURTHER

# Finding Your Unique Artistic Style

## PART 3: YOUR ARTISTIC ACTION PLAN

What are you going to create? Be specific. Number, size, medium, substrate?

Why do you want to make this work? Personal fulfilment, build expertise, sell online or in person, add to your portfolio etc.

When will you make it happen? What will be your creative routine and time-frame?

Where will you create the art? How will you organise the space?

What tools and materials do you need to get started? Are there any items you need to source or purchase?

What will be your process? You might find it helpful to list the steps below.

1.

2.

3.

4.

5.

6.

7.

8.

How will you finish your creative project? E.g. varnish, frame, hang, list on-line, exhibit etc.

# Finding Your Unique Artistic Style

## PART 4: REFLECT ON YOUR ARTISTIC STYLE JOURNEY

Once you have completed your first creative project using this workbook, take some time to reflect on the experience. Think about what you have learned and how you can continue to evolve your style going forwards.

# Hey there, I'm Laura

An abstract artist from Adelaide, that had a dream and kept chasing it. My first exhibition was even called Dream Chaser! Noticing a theme?

I followed my passion and created a beautiful, messy creative life around it.

Tapping into my creativity gave me clarity and confidence and it can do this for you too.

Nothing lifts me up more than seeing other artists step into their creativity and really come alive. Through my online classes, retreats and podcasts, I help artists to do just that!

Find out more at [laurahornart.com](http://laurahornart.com)!



## Next Artistic Steps



MINI CLASS

Abstract  
Adventuring



MINI CLASS

Layer by Layer



MINI CLASS

Watercolour  
Explorations



MINI CLASS

Minimal Magic