

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 "Starting art out right - unboxing the Etchr Watercolor Starter Set."

Hello and welcome to Cheap Joe's Art Stuff my name is Julie and I'm here to impart some knowledge to you today via a 2 Minute Art Tip. And today's tip is more like a friendly hint if you're just somebody who's thinking about starting watercolor but has no idea which way to go, what to get, man do I have the thing for you. This product is called the Etchr Watercolor Starter Kit (the product web page appears on screen) and I love Etchr. I mean it's a German company and they are just like precise and everything's designed well and just such high quality. But this set is super cool and I want to show you, walk you through it so you get a feel (Julie opens up an Etchr set which she has on her desk).

This is a what they call a must-have for beginners and I can't say that I disagree. It's got all the necessary stuff plus more. One, you start out with a 20 sheet watercolor block (Julie removes the block which is on the left side of the set) that's right here, pops out. It's really cool and it's got a cold pressed surface, really cool. It is a 50% cotton rag and really nice quality. And then we'll talk more about this in a minute (on the right side of the set Julie removes an instruction sheet and a book to reveal brushes and pins underneath). There are also three really nice nylon brushes for you to start out with (Julie removes one of the brushes). There's a flat and a couple of rounds in there, and then you also have some of their fine liner pens (Julie removes one of the pens and shows it on camera). These are excellent, their graphic pen collection. There's a brush nib and then a regular nib. You have some watercolor half pans, there are six colors in here (Julie picks up a small thin box containing the pans) and this is just the cutest thing

(a color chart pops up on the screen showing the different colors contained in the pans and those colors are Pure White, Just Yellow, Simply Red, Burnt Sienna, Leaf Green, and Cobalt Blue). It's cuter than a bento box full of watercolor, it's little teeny half pans (Julie shows one of the small pans), and you got your standard colors to get you started in, so completely cute, I love it. And then just for a little bit of bling to make you happy, you got your very own Etchr lapel pin, it's adorable (Julie points to the gold color pin).

Okay but now to the meat and the taters that's going to actually help you get started. They actually have an art tips watercolor book (Julie holds up the book and flips through it) about mixing color the correct way to get your water to color ratio right, the things about brushes, about using your water on your paper, and all that kind of stuff. This book is actually really good and it breaks it down into like the really, really necessary stuff that you need to know in order to get started. Then for the extra little cherry on top (Julie reaches over and brings on camera a sheet which has a QR code on it). There is a QR code inside each and every box and with your purchase you can scan that QR code and go to a website and they have many instructional tutorials that you can choose from, and you can pick one that you want to work with to help get you started. So free instructional material and video courses about how to use your materials to really, really launch yourself in the right direction. Now, you can also watch some more two-minute art tips and we'll help you too, but this is included with the purchase and it's just, it's extremely well done. So (the product web page appears on screen) the Etchr Watercolor Starter Kit. You're just going to give yourself a big hug when you get this for yourself. We know that you will enjoy.

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