

# design 101: why it works

Let's study the hows and whys that separate just okay design from great design! BY SUSAN R. OPEL

**Want to know why it works when a design comes together?** Delve into the minds of two designers and their creative processes and learn some fantastic rules for making your next layout a phenomenal success!

## layout 1

### Create balance.

Balance a heavy element (the bottom photo) with a cluster of embellishments in the opposite corner (tab/sticker/tape/flower).

### Select a palette of analogous colours

(those right next to each other on the colour wheel) for a harmonious feel. In this design, Lisa chose orange for Halloween but softened the look by adding pink and red.



**Go beyond the grid.** Let some page elements break out of the grid for a fun, whimsical look that also helps soften all the straight lines & right angles.

**Pour on texture and detail.** Give your design a handmade feel (and bonus texture!) with subtle stitching.

**Ground your layout** with a grid foundation. You'll have a solid base to build a design upon!

**Add dimension.** Use embellishments in the same colour palette as the grid block they'll be adhered to and use foam adhesive to help them pop.



Get a free download of Lisa's fall vines cut file. Add a seasonal sprig to your fall layouts! Find it on our website here:

[scrapbookandcards.com/bonus-content](http://scrapbookandcards.com/bonus-content)



## keep on being you

BY LISA DICKINSON

**supplies** CARDSTOCK: Bazzill Basics; PATTERNED PAPER, ADHESIVE, CHIPBOARD, DECORATIVE TAPE, STICKERS: American Crafts; ENAMEL DOTS: My Mind's Eye; PUNCH: Creative Memories; ELECTRONIC CUT FILES: Blue Star Design; FONT: Traveling Typewriter

layout 2

**Layer it up.** Add charming texture by layering different patterns and tearing the edges.

**Ground your design.** Use a subtle patterned paper background to add texture and small amounts of color to frame the focal portion of your layout.

**Go BOLD.** Create a succinct and dominant title that commands attention.

**Get artistic.** Add watercolours to the flowers for added colour and interest!

**Edit your photos.** Change your photos to black and white to disguise photos that may not coordinate with your products.



**Add colourful interest.** Adhere strips of patterned papers to disperse the colour around the page without being overbearing to the design as a whole.

**Do the grid thing.** Nicole's basic set-up is a rigid grid of two photos balanced with her large title and the journaling section beneath. While it's less of a formal grid than Lisa's, this center-weighted type design is mostly symmetrical and works beautifully.

**beauty**

BY NICOLE NOWOSAD

**supplies** PATTERNED PAPER, DIE CUT SHAPES, STICKERS, WATERCOLOUR MARKERS: American Crafts; SPRAY INK: Tattered Angels; LETTER STICKERS: Pebbles; FONT: AM Typical; ADHESIVE: Therm O Web

101 DESIGN LINGO 101

**Grounding** is a term used a lot in design, and simply put, it refers to creating a space to contain page elements—photos, journaling, embellishments—and to give them a direct relationship to one another. Whether you group all of your elements into a large central area as Nicole did or just use the background paper itself, grounding creates a sense of unity on any scrapbook layout.