

design 101

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

Incorporate multiple photos.

A grid design allows ease in showcasing multiple photos.

Attain balance by creating line.

Nicole's line of embellishment clusters across her page expertly serves to give her design balance.



Don't fear the fussy cut. It's easy to create DIY dimensional embellishments when you layer fussy cut elements with foam tape.

Close up the grid. In the fourth position of your grid, add a block of journaling!

Mix it up. Add variety to your title by mixing serif and sans serif fonts.

Achieve clean design. A central column housing the elements of your design keeps things tidy and fun to look at.

Unify it with colour. Add strips of multi-coloured paper along the edge of the design to draw in all the colours on the page.

crafty friendships

BY NICOLE NOWOSAD

supplies CARDSTOCK: American Crafts; PATTERNED PAPER, DIE CUT SHAPES, ENAMEL DOTS, STICKERS: Doodlebug Design; ELECTRONIC CUT FILE: JustNick Cut Files; FONT: AM Typical; ADHESIVE: Scrapbook Adhesives by 3L

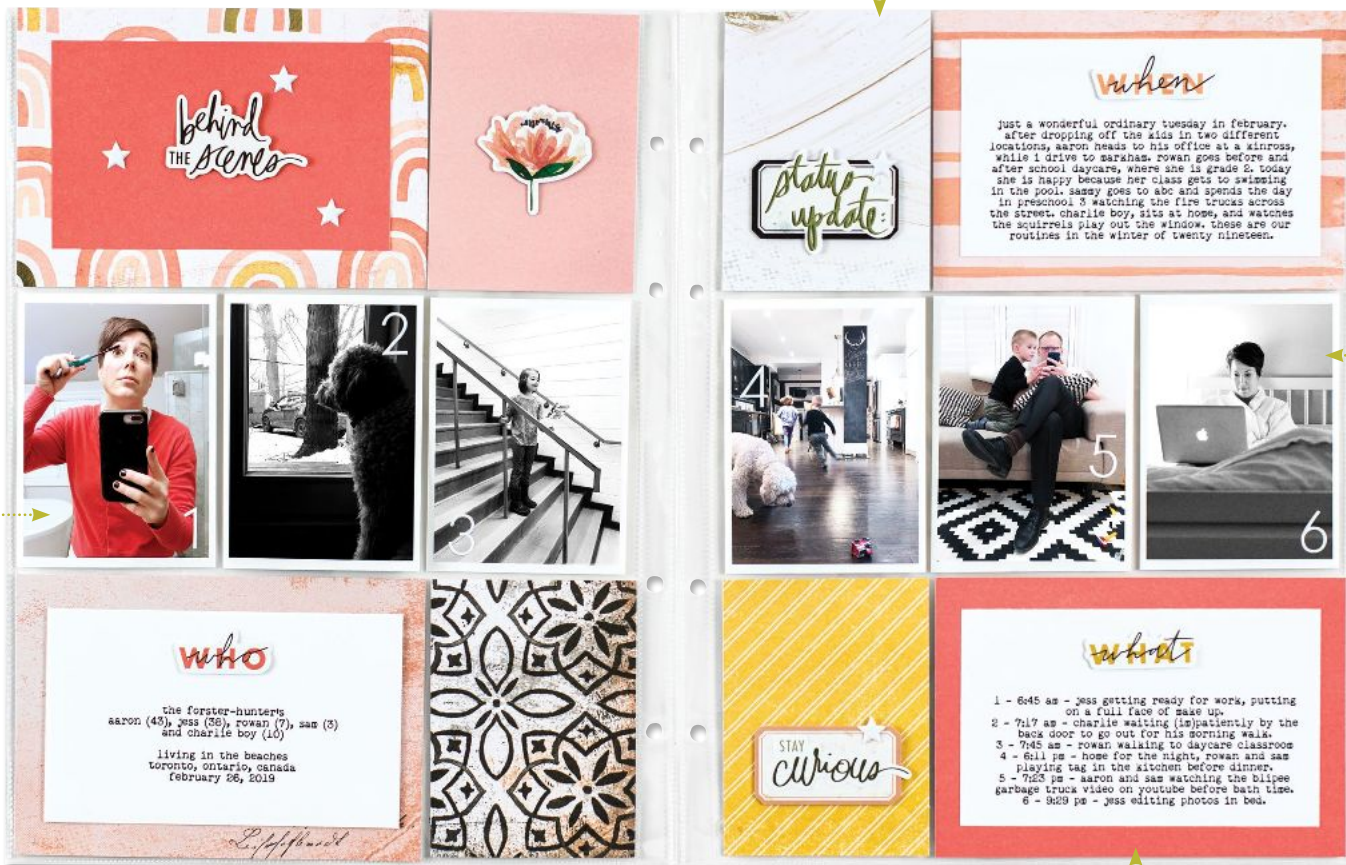
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BIG DESIGN TIP: Black and white photos work with everything! When your layout is awash with tons of bright colours, bring attention to your photos by converting them to black and white. It's an easy way to create harmony among the shots and let the playful colour of the products shine!

layout 2

Try product blocking. Jess has three very distinct lines on her page. At the top and bottom, she has a horizontal line of pattern papers and embellishments. In the middle there is a horizontal line of photos. Grouping like products together makes the page flow easier.

Change photos to black and white. Consider turning your pictures into black and white to hide imperfections or blurriness. Not only does this give a classic look but also creates uniformity in your pictures.



Document specific time periods. This layout features six photos—two document the morning routine while the other four capture everyday life in the afternoon/evening. Remember, you can't document everything, but you can document something. Consider highlighting specific time periods in your day, thinking about what time periods are most important to you.

Incorporate list journaling. Jess numbered her photos and paired them with one or two simple sentences. Sometimes journaling or writing about the everyday can be overwhelming. Breaking the words down into manageable parts can be an easy and fun way to include details of your day-to-day routines.

behind the scenes

BY JESS FORSTER

supplies PATTERNED PAPER: Heidi Swapp; STICKERS: Ali Edwards, Elle's Studio; POCKET PAGE PROTECTORS: Ali Edwards; FONT: Remington Noiseless; ADHESIVE: Scrapbook Adhesives by 3L

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BIG DESIGN TIP: Choose a warm colour scheme. Jess used an analogous colour scheme, including pinks, oranges, and yellows. These shades are located beside each other on the colour wheel and when used together they create a warm cohesive look. Consider using your photos to inform your colour palette like Jess did inspired by the coral colour of her cardigan in the first photo.