

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 three designers and their creative processes and learn some fantastic rules for making your next design a phenomenal success!

layout 1

Unify with repeated elements.

Place a file tab next to each photo for continuity and balance.

Go for finishing touches.

Add stitching around each patterned paper to create a pop of texture.

Make it fun. Add a shaker element to create movement and add interest to the design.



Choose to use vellum. Journaling printed on vellum allows the background colour to show through.

Depend on B sides. Using the B sides of the patterned papers in a collection provides colour without overwhelming the design with busy patterns.

Get vertical. Adding the title vertically in the center of the page creates interest and something unusual to catch the eye.

Incorporate twine. Baker's twine creates texture and movement across the page and connects the title to the two photos.

zipline

BY BECKI ADAMS

supplies PATTERNED PAPER, DIE CUT SHAPES, ENAMEL DOTS, LETTER STICKERS, STICKERS: Doodlebug Design; SPECIALTY PAPER: Hero Arts; TRIM: American Crafts; PUNCH: We R Memory Keepers; FONT: American Typewriter Condensed; ADHESIVE: Scrapbook.com



Watch Becki's design process for this layout in this bonus video! Find it here: bit.ly/beckiadams1

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BIG DESIGN TIP: Design in quads. Divide your layout into four distinct spaces and fill them up! Quadrant design is an easy way to create symmetrical balance on a page. It doesn't have to be static, however! Notice how each of Becki's four quads are filled with playful content? That is how you do it!

layout 2

Frame it.

Use a large mat for your layout to help frame the page with a common margin.

Make wise colour choices.

Use photos with colours that coordinate with your products or find products that match your photos!

Stamp it.

Make your title stand out by stamping a bold title in matching ink colours to tie everything together.

Make it shimmer. Add touches of gold with puffy leaf stickers to add texture and interest.

Soften it up. Pour on the flowers to soften the hard edges of photographs.



Anchor with patterned paper. Erica used the pattern at the bottom to anchor the design, leaving the lighter background at the top, which allows the photos and embellishments to really shine!

Follow the butterflies. Erica created movement in her design with several fussy cut butterflies.

Create a visual triangle. Sprinkle enamel dots in a visual triangle to lead the eye around the page.

sweet

BY ERICA THOMPSON

supplies CARDSTOCK: American Crafts; PATTERNED PAPER, STAMPS, CHIPBOARD: Close To My Heart; INK: Catherine Pooler Designs, Close To My Heart; ENAMEL DOTS: Pinkfresh Studio; STICKERS: Jen Hadfield for American Crafts; FONT: Special Elite; ADHESIVE: Scrapbook Adhesives by 3L

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BIG DESIGN TIP: Repetition is queen! Always look for elements to repeat. From colours to ephemera to enamel dots, when you repeat elements you reinforce the design. Repetition creates visual cues that signal connection. This creates a pleasing design for any page.

card 1

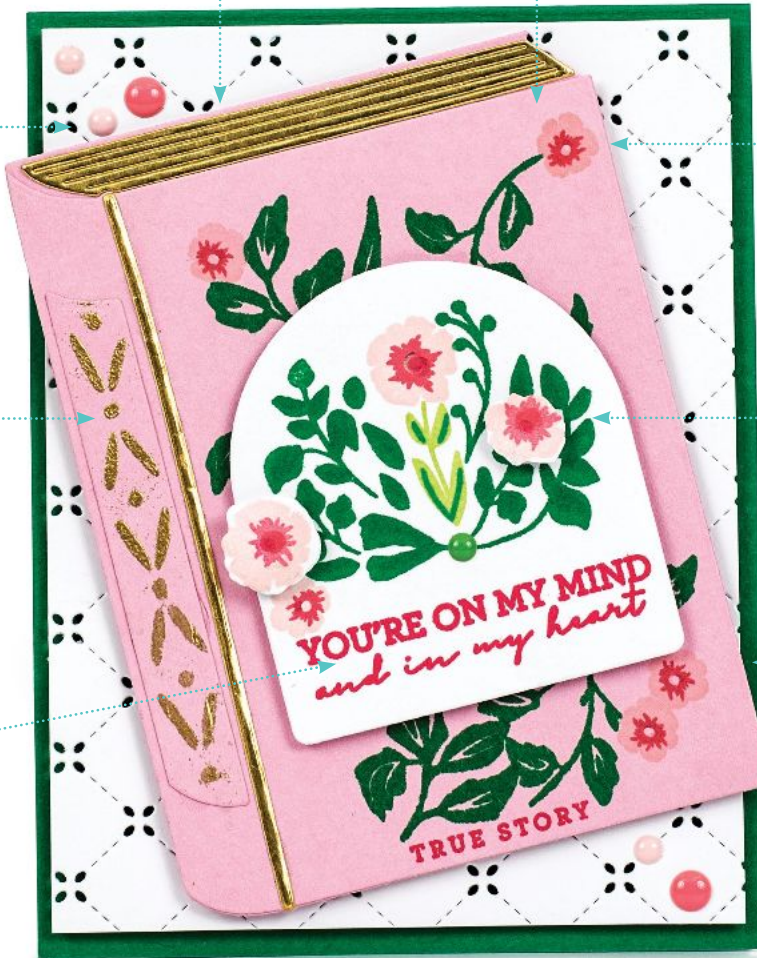
Enamel dot placement. The five enamel dots on Latisha's card draw your eye from the bottom right corner to the top left.

Repeat patterns and colours. For this card the greens, pinks, and metallic gold all show up more than once.

Rein it in. When making an intricate card with a lot of elements, stick to three colour families.

Give your background interest
Use a card die plate that allows the card base to peek through without overpowering the main image.

Don't scrimp on shimmer
If using a metallic cardstock, repeat the shimmer with embossing powder.



Embrace the angles.

Tilt the main image on an angle instead of centering it especially if it isn't a perfect rectangle.

Layer on colour.

Using multi-step, layering stamps adds more interest to the eye as well as a sense of depth.

Ground the design.

Use a dark coordinating colour for your card base to anchor the design.

you're on my mind

BY LATISHA YOAST

supplies CARDSTOCK: Concord & 9th, Lawn Fawn, The Stamp Market; STAMPS, ENAMEL DOTS: The Stamp Market; INK: Concord & 9th, Lawn Fawn, Taylored Expressions; EMBOSSING POWDER: Brutus Monroe; DIES: Lawn Fawn, The Stamp Market; ADHESIVE: Lawn Fawn, Scrapbook Adhesives by 3L



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BIG DESIGN TIP: Let's talk dimension!

Popping up elements on a card design adds a punch of visual interest and texture. Stack a few die cuts on top of each other or add liberal amounts of foam tape for cool texture and lift. Don't forget: it's important to add extra postage to any card with dimension to ensure it makes its way to the intended recipient!

