



tips, tricks & techniques

3ts



design school: repetition

Do you ever wish you had a magical formula to create a stellar finished product? Following the rules of design can make the process a bit easier. Using repetition is an easy way to create balance. Repetition in design is glue—it holds designs together and gives them purpose. You'll want to jot down these superb ideas for using repetition in your layouts and cards! BY SUSAN R. OPEL

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layout no. 1



repeat photo placement

Use the same size of photos for your double page

layout and place each photo in the same place on different patterned papers. You'll note that Virginia's photos feel like they are marching across the page as your eye is drawn to each large vertical rectangle. This design is great for adding cute embellishments and journaling to tell the story. Keep it even more linear by placing the photos in a straight line.

thankful

BY VIRGINIA NEBEL

supplies PATTERNED PAPER, CHIPBOARD, DIE CUT SHAPES, ENAMEL SHAPES, STICKERS: Carta Bella; ELECTRONIC CUT FILE: Silhouette America; ADHESIVE: Scrapbook Adhesives by 3L

repeat an image

Stamp the same image multiple times at the same angle and in the same colour, and then stamp one in a different colour to make it stand out. You'll note that Veronica stamped a second orange leaf, die cut it, and added twine to make it the focal point of her card.

wishing you blessings

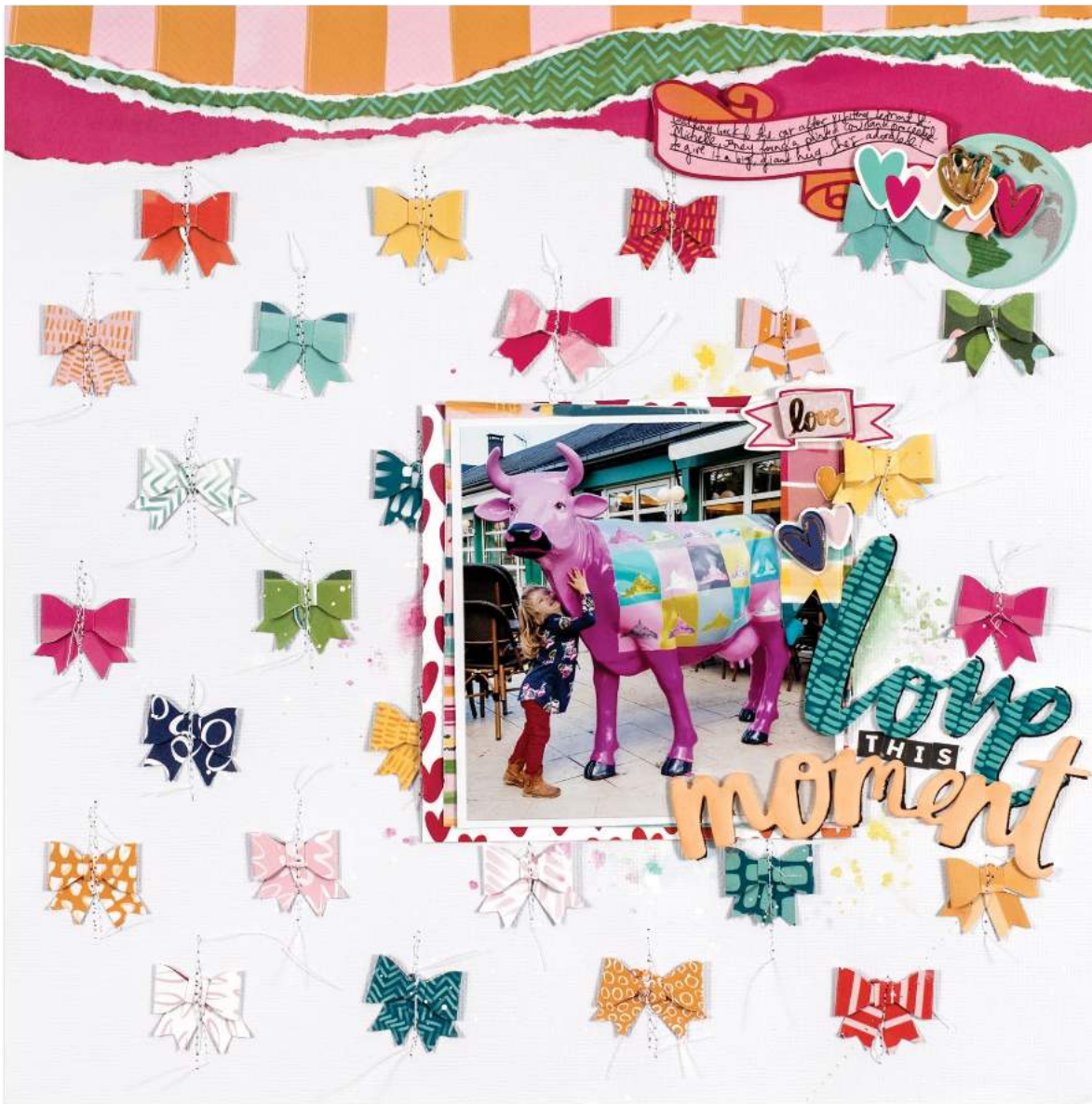
BY VERONICA ZALIS

supplies CARDSTOCK: Papertrey Ink, Stampin' Up!; STAMPS: Hero Arts; INK: Hero Arts, My Favorite Things, Stampin' Up!; TWINE: Stampin' Up!; DIES: Hero Arts, My Favorite Things; SEWING MACHINE: Janome; ADHESIVE: Adtech

card no. 1



layout no. 2



repeat an embellishment

Paige repeated pretty bows for a fun and whimsical look on her colourful layout. Take a look at the cow in the image—it has repeated images on it, too! Paige grounded each bow with stitching which makes the bows feel more stable. Perhaps you have some fun embellishments in multiples that would work well for this technique, or you could create your own like Paige did with a punch and patterned paper.

love this moment

BY PAIGE EVANS

supplies CARDSTOCK, PATTERNED PAPER, DIE CUT SHAPES, FOAM WORD, PEN, STICKERS: American Crafts; LETTER STICKERS: Pink Paislee; WATERCOLOUR PAINT: Loew Cornell; BOW PUNCH: Fiskars

DESIGN TIP: Change the colour of foam stickers with watercolours.

Paige transformed the white letter stickers that spell *moment* with just a few layers of orange paint.

Be sure to check out *Around the Page* (pg. 37) for more fantastic ways to use multiple embellishments.

card no. 2



repeat a critter

Have you ever been commissioned to make a birthday card for someone at the office or from a whole family? Use masking to create a crowd of critters! You can add fun details like bow ties and glasses to customize your gang.

DESIGN TIP: When masking, always stamp the image that you want to be in front first. By masking the other images, they will appear as if they are behind the image in the foreground.

DESIGN TIP: Masking always looks messy until you peel away the masks. Then BEHOLD the magic!

sending a smile

BY VERONICA ZALIS

supplies CARDSTOCK: My Favorite Things, Stampin' Up!; STAMPS: Your Next Stamp; INK: My Favorite Things; DIES: My Favorite Things, Your Next Stamp; EMBOSSING FOLDER: Stampin' Up!; MARKERS: Copic, Spectrum Noir; ADHESIVE: Adtech

MAKE A CROWD WITH MASKING

Try your hand at masking one image several times on your next layout or card by following these steps:



1 Stamp balloons on cardstock. Stamp again on repositionable paper and trim around the edges to create a mask. Place mask on the original stamped image.



2 Stamp the fox at the top of the balloon cluster with the mask covering the balloons. **NOTE:** A stamp positioner tool, such as the MISTI, helps with precision placement of your stamps.



3 Create a mask for the fox following the instructions in Step 1. Place mask over the fox and stamp a new fox right next to his pal. Repeat for additional foxes. Remove masks when done.

layout no. 3



repeat similar photos

When you've taken several photos at once and they're all slightly different, it can be fun to use them all on a page together. By using these three repeated images, they carry your eye horizontally across the page to the journaling.

DESIGN TIP: Instead of pulling out a border punch or your die cut machine,

look for patterns in paper that you can hand-cut to achieve an interesting edge like Meghann did with this teal diamond pattern.

repeat journaling spots

Place your journaling on a series of tags.

By varying the colour and shape slightly, you can achieve repetition with visual interest which will draw the eye to the journaling—one of the most important parts of your scrapbook layouts!

happy are we

BY MEGHANN ANDREW

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER, BUTTONS, CHIPBOARD SHAPES, CLIPS, DIE CUT SHAPES, SEQUINS, STICKERS: Crate Paper; ADHESIVE: Scrapbook Adhesives by 3L

layout no. 4



repeat photos in a grid

Kelly creates repetition in the photo grid she used on the right-hand side of her layout. With two smaller photos at the top and a larger one beneath it, she mirrors the grid below.

repeat shapes

Look closely at Kelly's layout, and you'll find she has repeated stars and circles. Let's take a trip around her layout starting with the circle and star above the title. Now let your eyes travel to the circles and stars at the bottom of the large photo and then to the circles and stars to the right of the journaling. If you were to draw a line from one to the other and back again, you can see these repeated shapes create a visual triangle. Masterful!

DESIGN TIP: Kelly's visual triangle is well thought out—each star and circle cluster highlights the three most important parts of any scrapbook layout: title, photos, and journaling. Visual triangles instantly add connection and energy to a design.

too cute to spook

BY KELLY GOREE

supplies CARDSTOCK: Bazzill Basics, Doodlebug Design; PATTERNED PAPER: Pebbles, Inc.; INK: Clearsnap; LETTER STICKERS: Photo Play Paper; TWINE: Doodlebug Design; BUTTONS: BasicGrey; ENAMEL DOTS: Simple Stories; ADHESIVE: Therm O Web

MORE IDEAS FOR USING REPETITION

- **Repetition in journaling.** Use a recurring phrase like, "I want to remember..." That repetition can add a comfortable cadence and meaningful repetition to your journaling.
- **Repetition of colour.** Create harmony and balance in your designs with repetition of colours.
- **Repetition of type.** Coordinate the fonts used in your journaling and title to add repetition and stability to a design. Trying to incorporate too many fonts can muddle the storytelling.
- **Same thing different colours.** If you love butterflies or circles or stars, punch, stamp, or die several of them in a variety of colours. Place them in a grid, and you've got repetition magic!
- **Group things in threes.** Add sequins or embellishments in three spots on your design to add movement.
- **Repetition of patterns.** Find patterned papers with the same pattern and use that pattern throughout your design.