

design school

Grab your notebook and your backpack, because we're headed back to school—Design School!

h Have you ever stared at a project in process and wondered why it just didn't look "right?" It's likely that one of the rules of design will make it all come together.

In this issue we want to dive into the idea of Line. Achieving balance is essential to good design. Balance is the way the elements of a card (lines, shapes, colours, textures, etc.) are arranged to create a feeling of stability; a pleasing or harmonious arrangement or proportion. Horizontal lines can be calm and quiet or an anchor, while vertical lines can convey movement. Let's take a look at some examples that will teach this rule:



layout 1

LINE TO SEPARATE CONTENT

Create areas for photos, accents, journaling, and your title, with intentional and obvious lines. You'll notice that Sheri paid close attention to our rule of thirds lesson (which we covered in our spring issue)—the photo of her daughter on the left takes up one third of the layout, and the other two thirds include smaller photos, accents, her title, and another photo. Each section is separated by a line. It all just FITS, you know what I mean?

life is good

BY SHERI REGULY

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER: Photo Play Paper; BUTTONS: American Crafts; DIE CUT SHAPES: Crate Paper, Photo Play Paper; ENAMEL DOTS: Simple Stories; STICKERS: Jilibean Soup, Pinkfresh Studio; DIES: My Favorite Things, Simon Says Stamp; FONT: Century Gothic; ADHESIVE: Therm O Web; OTHER: Cork, pinking shears

DESIGN TIP: Sheri's journaling doesn't fit in the grid created by the lines, and that totally works. Since it sticks out a little bit, your eyes will stop and look. Again, completely intentional design.

layout 2



THE PSYCHIC LINE
 Use the angle or glance of the subject in the photo to choose where to arrange things in your layout. The psychic line isn't seen, but rather it is felt. Lean in for this one.... Take a look at the glance of Jen's daughter—it appears that she is looking directly at the title. So when you first glanced at the layout, it's likely you looked at the photo and then the title, which led you to the florals and then the journaling, up to the date and back to the photo. Right? We must be psychic. But seriously... it's all intentional beginning with the glance and stance in the photo.

DESIGN TIP: Consider this when placing photos on a layout—if the subject is leaning or looking left, place that photo on the right. That way the subject's stance will lead you IN to the layout rather than out of it.

so filled with gratitude

BY JEN SCHOW

supplies CARDSTOCK: Recollections; PATTERNED PAPER, DIE CUT SHAPES: Pink Paislee, Pinkfresh Studio; STAMPS: American Crafts; INK: Tsukineko; STICKERS: Pink Paislee; LETTER STICKERS: American Crafts, Pinkfresh Studio; MARKERS: Marvy Uchida; SPRAY INK: Heidi Swapp; TYPEWRITER: We R Memory Keepers; ADHESIVE: 3M, Creative Hands, GlueDots, Tombow

cards 1 & 2

**LINE TO CREATE MOVEMENT**

Incorporate lines intentionally to create movement.

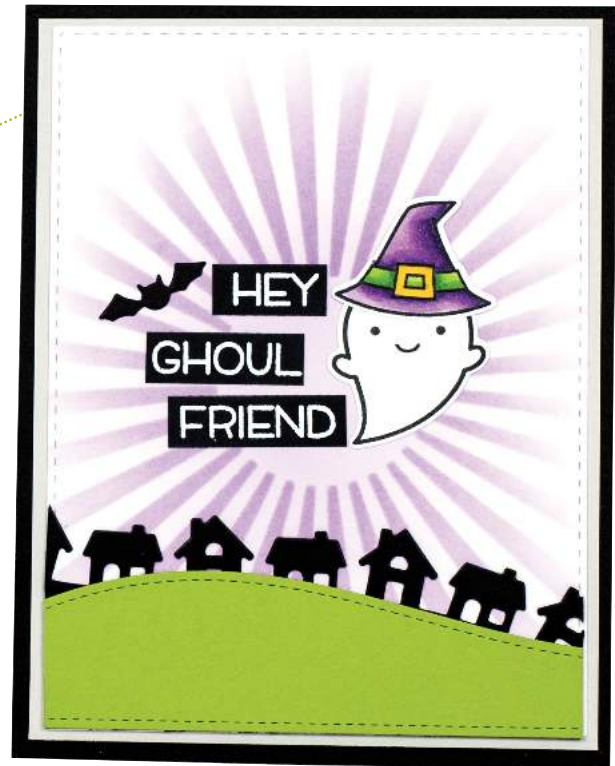
Horizontal lines can convey stillness while vertical lines can give a sense of height (think reclining or standing positions). In this card, Mindy's lines of embellishments (from smaller to larger) make the ghosties feel like they are swooping up into the sky!

DESIGN TIP: Notice how the ghost on the left and the ghost on the right both point to the middle with their bottoms. Yep, that's the psychic line bringing your eye IN to the middle of the design.

happy halloween

BY MINDY EGGEN

supplies CARDSTOCK, INK: Lawn Fawn, Simon Says Stamp;
STAMPS, DIES: Lawn Fawn; ENAMEL DOTS: Your Next Stamp;
ADHESIVE: Scrapbook Adhesives by 3L

**RADIATING LINES**

Direct the eye right where you want it with radiating or diagonal lines. Diagonal lines give depth as well as a lack of stability. In this design, the lines draw you RIGHT to the focal point ghost and sentiment, and if you squint, it might appear that the ghost is wiggling. How fun is that?

DESIGN TIP: The spooky village on the hill gives weight to the design so it doesn't feel like it will fall over. Plus, the hill introduces an additional curvy line into the design, intersecting with the radiating rays. Bonus line!

hey ghoul friend

BY MINDY EGGEN

supplies CARDSTOCK: Lawn Fawn, Neenah, Simon Says Stamp;
STAMPS, EMBOSSING POWDER: Lawn Fawn; INK: Lawn Fawn,
Ranger Industries, Simon Says Stamp; DIES: Lawn Fawn, Simon Says
Stamp; MARKERS: Copic; STENCIL: My Favorite Things; ADHESIVE:
Scrapbook Adhesives by 3L