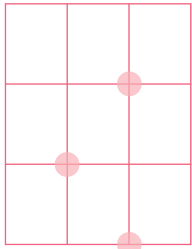


design school

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



8½ x 11 LAYOUT

Up When it comes to creating scrapbook layouts and cards, we don't like to be confined by rules. And that's OK! The time we take to create is pure joy. But 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 delve into the **Rule of Thirds**. The Rule of Thirds is the division of your layout, card, or photo into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines. This type of design leads to an overall visual effect that is pleasing to the eye. Let's take a look at some examples that will teach this rule:



layout 1

RULE IN EMBELLISHMENTS

Cathy sticks to the story with minimal "noise" to overwhelm the eye in her heartfelt layout.

Her title, photo, and journaling create a visual triangle, and the three circular embellishments create another visual triangle. Those two invisible triangles pull the viewer's eye (unwittingly!) to the center of the layout. In addition, her daughter's face, the journaling, and the title all hit a different line in the rule of thirds grid.

DESIGN TIP: Ground embellishment clusters on die cut circles using the same patterned paper for a peaceful and neutral base. The encouraging words on each circle further the theme of the journaling.

lucky

BY CATHY ZIELSKE

supplies CARDSTOCK: Gina K Designs, Neenah; PATTERNED PAPER, DIE CUT SHAPES, STICKERS: Pinkfresh Studio; DIES: CZ Design for Simon Says Stamp, Hero Arts; EDGE TRIMMER: Fiskars; FONT: Archer; ADHESIVE: Scrapbook Adhesives by 3L

layout 2



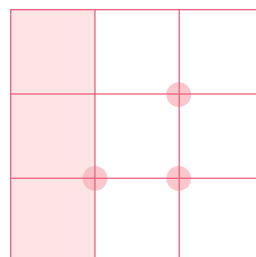
Want to see how this layout was created? Check out this video from Meghann Andrew on our YouTube channel.

bit.ly/DesignSpring2018



RULE IN PHOTOS

Meghann's layout features a large horizontal photograph of her daughter at an art museum. She cropped it so that the focus of the photo lands on one of the grid lines of the Rule of Thirds making it visually pleasing. You'll also notice that the left third of the layout is anchored by teal paper, and it looks like Meghann's daughter is dancing on that line!



12 X 12 LAYOUT

DESIGN TIP: Bring even more focus to your subject with a patterned paper hitting the bottom third line. The teal cardstock and orange patterned paper form an L shape drawing your eye to the happy little girl.

capturing happy moments

BY MEGHANN ANDREW

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER, DIES: Stampin' Up!; STAMPS: Elle's Studio, Stampin' Up!; STICKERS: Ali Edwards; ENAMEL SHAPES: Crate Paper, Stampin' Up!; JOURNALING TAG: Elle's Studio

cards 1 & 2

**RULE IN CARD DESIGN**

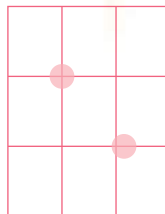
Get great card designs by thinking in threes. In this adorable Easter card, your eye goes from the bow to the focal point to the sentiment. The subtle trail of dots takes your eye on the exact same journey!

DESIGN TIP: Latisha included three adorable stamped and coloured images within her focal area. Elements in threes are naturally pleasing to the eye. Notice how she also featured three stitched and dotted frame dies on the oval and base card panels, again employing the power of three on her design.

i carrot 'bout you

BY LATISHA YOAST

supplies CARDSTOCK: Lawn Fawn, Simon Says Stamp; PATTERNED PAPER, DIES, STAMPS, TWINE: Lawn Fawn; INK: Tsukineko; NUVO DROPS: Tonic; MARKERS: Copic; ADHESIVES: Scrapbook Adhesives by 3L



4 ¼ X 5 ½ CARD

**RULE IN CARD DESIGN**

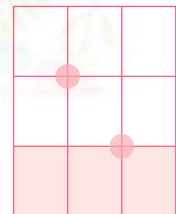
The butterflies on this sweet card take your eye to the sentiment and then to the pretty patterned paper. Dividing your card in thirds helps things to look "right." You'll note that the patterned paper grounds the lower third of the card front leaving an airy white space for the butterflies to flutter.

DESIGN TIP: Intersperse enamel dots between die cut butterflies to create a sense of movement.

hello sunshine

BY LATISHA YOAST

supplies CARDSTOCK: Simon Says Stamp; PATTERNED PAPER, ENAMEL DOTS: Echo Park; DIES: Lawn Fawn; ADHESIVES: Scrapbook Adhesives by 3L



4 ¼ X 5 ½ CARD

