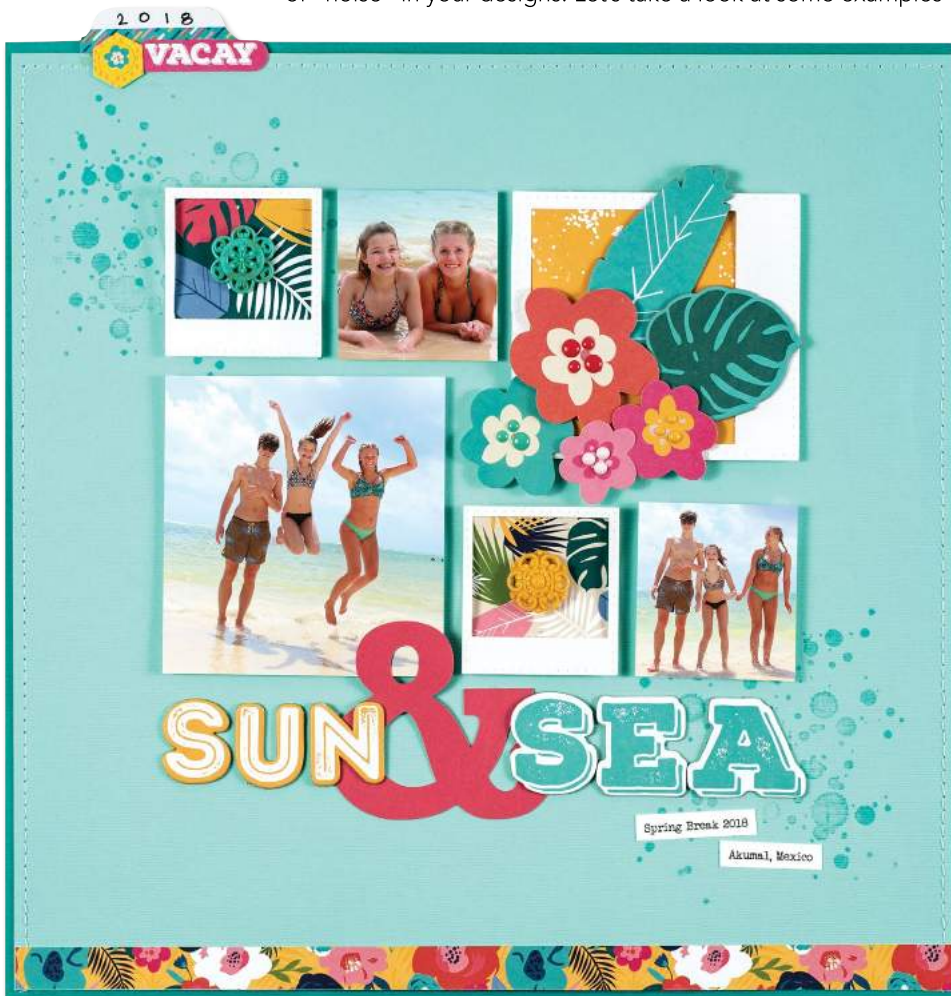


design school

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

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 dive into the idea of White Space. White space (or quiet space) stays in the background to make the photos, title, sentiment, or focal point the unabashed star of the show. And it doesn't necessarily have to be white! White space tends to eliminate a lot of "noise" in your designs. Let's take a look at some examples that will teach this rule:



layout 1

WHITE SPACE MARGINS

Use white space to focus on photos and your title. Lisa arranged her photos in a grid and used equal margins to help all components feel even. Because the photos didn't completely fill the grid leaving a section of trapped white space (basically a hole) in the center, Lisa filled that section with floral die cuts. You can see that she left plenty of white space around her grid to feature the photos and title.

DESIGN TIP: Lisa added some texture to the white space around the perimeter with a water splatter stamp. It's still considered white space, but the splatters add depth so that the background doesn't feel too flat.

sun & sea

BY LISA DICKINSON

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER, CHIPBOARD, DIE CUT SHAPES, STICKERS: Bella Blvd; STAMPS, DIES: Your Next Stamp; ENAMEL DOTS: My Mind's Eye, Simple Stories; PEN: American Crafts; FONTS: Clarendon Black, Bohemian Typewriter; ADHESIVE: American Crafts, Scrapbook Adhesives by 3L; OTHER: Buttons

cards 1 & 2



NON-WHITE WHITE SPACE

White space doesn't need to be white. One way you can think of it is being aware of where your eye rests on a project. Here the traditional notion is flipped. The "white space" is a watercoloured ombré wash while the non-white space consists of mostly white details—tone-on-tone die cuts and clear sequins—that frame the sentiment while creating texture and dimension that draw the eye in.

DESIGN TIP: Juxtapose graphic die cuts like triangles and cutie pie tulips for an unexpectedly fresh design.

thanks

BY MIRIAM PRANTNER

supplies CARDSTOCK: Papertrey Ink; MIXED MEDIA PAPER: Strathmore; STAMPS, DIES: Paper Smooches; INK: Simon Says Stamp; SEQUINS: Neat & Tangled; PAINT: Kuretake ZIG; MARKERS: Copic; ADHESIVE: 3M, GlueDots, Tombow



WHITE SPACE FOCAL POINT

Utilizing white space creates balance. People mistakenly think that designs using white space are merely clean and simple, but white space cards can be rich with detail. Here the focal point cluster has lots to see: layers, texture, dimension, and shine. By creating a focal point, you're able to pack all of those details into a tight space that balances the quiet space on your card.

DESIGN TIP: Create dimension and depth and even more white space by popping up your rectangular panel using foam tape.

have faith

BY MIRIAM PRANTNER

supplies CARDSTOCK: Papertrey Ink; PATTERNED PAPER, DIE CUT SHAPES, ENAMEL DOTS: Carta Bella; STAMPS: Neat & Tangled; INK: Tsukineko; EMBOSSING POWDER: WOW!; DIES: Sizzix; ADHESIVE: 3M, Tombow

layout 2



MINIMAL WHITE SPACE FOR IMPACT

At first glance, this layout doesn't seem to have a lot of white space, but the pretty background at the bottom balances out the top corner cluster with the photo/title area. The larger scale of the bottom of the page plays off the single photo and minimal embellishments on the top corner of the page drawing your eye to the title and photo. This is an out-of-the-box way to use white space minimally.

buried treasure

BY NICOLE NOWOSAD

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER, DIE CUT SHAPES, STICKERS: Jilibean Soup; LETTER STICKERS: American Crafts; ELECTRONIC CUT FILE: JustNick Studio; ADHESIVE: Therm O Web

DESIGN TIP: Photographing subjects from above

brings a unique perspective to your layouts. Test several angles and see what you like best!

DESIGN TIP: Matting your entire page with a background cardstock is another subtle yet effective way to add white space to your design. The quiet margin grounds the design.