

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 Repetition. Repetition is an easy way to create balance; it's essentially glue in design. 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! Let's take a look at some examples that will teach this rule:



layout 1

REPETITION OF COLOUR

Create balance with repetition in colours.

Take a look at the photos that you want to feature on a layout and pull out three hues. Lisa drew her charcoal, pale blue (in her son's shirt), and mint colour palette from her focal point images and used them as the basis for her layout. She found patterned papers to match and repeated them across the page and behind the photos for a well-balanced design. Her additional accents add to the repetition in colour as well!

add more sparkle

BY LISA DICKINSON

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER, BUTTONS, CHIPBOARD, DIE CUT SHAPES, ENAMEL DOTS, STICKERS: Pinkfresh Studio; PUNCH: Fiskars; FONT: Bohemian Typewriter; ADHESIVE: American Crafts, Scrapbook Adhesives by 3L

DESIGN TIP: Why only three colours?

As we've learned in this column, three is a pleasing design number from visual triangles to the rule of thirds. Odd numbers as a whole are the best choice for design.

layout 2



REPETITION OF SHAPES

Create balance and movement with a flurry of snowflakes.

Repeating shapes is a great way to add balance and flow to a card design or layout. But how do you make it not look boring? Layer your repeated shapes, use different colours, add glitter cardstock and cute sayings and sweet little animals to add interest.

Speaking of snowflakes, check out our *PageMaps* article on pg. 30 to see a free snowflake cut file from Nicole Nowosad.

DESIGN TIP: Buttons, stitching, enamel dots, vellum, and felt are other awesome ways to vary and embellish your repeated shapes.

brrr!

BY LORILEI MURPHY

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER, DIE CUT SHAPES, STICKERS: Crate Paper; PAINT: American Crafts; DIES: Sizzix; ADHESIVE: 3M, American Crafts; OTHER: Clip

cards 1 & 2



REPETITION OF SENTIMENT

Make your sentiment (or title) the star of the show.

Use your stamp positioning tool to its full extent by repeating your sentiment all down one side of your design in various shades of green to create an ombre effect. Add a larger sentiment in a different colour over the repeated sentiment for a design with lots of moxie. Mat on neutral kraft and add sequins for sparkle and dimension.

DESIGN TIP: Instead of using ink colours all in one family, create a rainbow effect by stamping your repeated sentiment in ROYGBIV.

DESIGN TIP: Use this same concept for a title on a scrapbook layout.

season's greetings

BY ASHLEY TUCKER

supplies CARDSTOCK: Gina K. Designs, Neenah; STAMPS: My Favorite Things, Simon Says Stamp; INK: Lawn Fawn, Tsukineko; EMBOSSING POWDER: Ranger Industries; SEQUINS: Darice; ADHESIVE: 3M, Gina K. Designs



REPEATED SHAPE TO CREATE A NEW SHAPE

Build a new shape by repeating one shape. Ashley let her imagination soar as she used a triangle stencil to build a Christmas tree! The geometric shapes in varying hues of green build the perfect mod tree for this chic design. You'll note that the stump of the tree continues her shapely theme with a brown square. Incredibly clever, don't you agree?

DESIGN TIP: Draw your large shape lightly with pencil to determine the parameters of the shape, and then fill it in with repeated images. Try a circle with cute animals or a heart with a variety of repeated florals. Don't forget to erase the pencil lines once the large shape is filled to your liking.

christmas blessings

BY ASHLEY TUCKER

supplies CARDSTOCK: Gina K. Designs, Neenah; VELLUM: Bazzill Basics; WATERCOLOUR PAPER: Canson; STAMPS: Simon Says Stamp; INK: Lawn Fawn, Ranger Industries, Tsukineko; EMBOSSING POWDER: Hero Arts; SEQUINS: Darice; ADHESIVE: 3M, Gina K. Designs