

# design your story

Sweeping or specific? Determining the scope of your layout can help you tell the story. BY CATHY ZIELSKE

**Up** **What is the scope of your next layout?** Determining whether you will take a sweeping view of a single topic or event will produce different results than taking a very specific view from the same topic or event. Either choice helps determine the direction your story will take.

## layout 1

### A SWEEPING STORY

The topic for my first layout is Halloween.

I wanted to document how my family has celebrated over the years. By taking an expanded view of an arguably large amount of time, I can include many photos spanning multiple years and add a short synopsis of my main theme for my journaling.

**STORY TIP: Let the photos tell the story.** With 12 shots all focused on the same theme, there is no need for expansive journaling. Keep it short and sweet!

### bootiful

**supplies** CARDSTOCK: Gina K. Designs, Neenah; PATTERNED PAPER: Lawn Fawn; INK: Gina K. Designs; ENAMEL DOTS: Doodlebug Design; ELECTRONIC CUT FILE: Cathy Zielske; FONT: Gotham; ADHESIVE: Elmer's, Gina K. Designs



# BOOTIFUL

## ZIELSKE HALLOWEENS AT A GLANCE

If there is one thing the Zielske family has been all in on over the years, it's Halloween. No, my house isn't the most decorated in all the land, but the spirit of this silly holiday has always been alive and well. I love how the family has bought in on this spooky celebration. Halloween rules!



Get a free download of Cathy's fun cut file and create your own *bootiful* compendium of photos. Find it on our website here: [scrapbookandcards.com/bonus-content](http://scrapbookandcards.com/bonus-content)

# BOOTIFUL

### DESIGN TIP: Work in rainbow order.

I cut scraps of patterned paper starting with black then following the rainbow order for orange, green, and purple. These classic Halloween colours work as a triadic scheme on the colour wheel.



See how Cathy put this page together! Check out her quick tutorial on our YouTube channel.

[bit.ly/czbootiful](http://bit.ly/czbootiful)

## layout 2

### A SPECIFIC STORY

On this page, I'm telling a very specific story about Halloween.

Specific stories act like a zoom lens, zeroing in on the details from a particular event or topic. The story of my bee costume, which has been my go-to outfit since my early 20s, is truly a legend in the Zielske family. The photo is from 2010, but the story is as current as ever. It's a Halloween classic!

**PRODUCT TIP: Make quick work of adhering die cut letters** with a Xyron Sticker Maker. Just feed them through the top, pull out through the bottom, and just like that—instant stickers ready for your project!

### oh beehave

**supplies** CARDSTOCK: Gina K. Designs, Hero Arts; PATTERNED PAPER: Close To My Heart; STAMPS: Honey Bee Stamps; INK: Gina K. Designs, DIES: CZ Design for Simon Says Stamp, Honey Bee Stamps, Lawn Fawn; FONT: Archer; BLENDER BRUSHES: Taylored Expressions; ADHESIVE: Gina K. Designs, Scrapbook Adhesives by 3L

**DESIGN TIP: Repeat elements.** Two stenciled hexagon patterns and two bees create a visual link on this layout. Plus, reflecting the theme of the story with products? Bonus!



**My mom made this bee costume when I was in my early 20s.** This photo was taken in my mid 40s and as I approach my mid 50s, this is still my go-to costume, year in and year out. It always fits, regardless of my size. It's always comfy. It always makes the kiddos smile when they come trick or treating. But most importantly, it brings me a ridiculous amount of joy every year. It has become my signature Halloween look. I will one day be gone from this Earth, but the CZ Bee Costume? Now that's the stuff of legend, my friends.

### STEP-BY-STEP

#### Stencil onto your layout



1 Apply an even layer of low tack adhesive spray to one side of your stencil.



2 Place stencil firmly onto the cardstock. Load ink onto the blender brush and apply in a circular motion, using more pressure in the center, and less as you blend the ink out.



3 Gently peel back your stencil to reveal your pattern. Repeat on opposing corner of your cardstock.