

design 101: why it works

In our new column, we'll study the hows and whys that separate just okay design from great design!

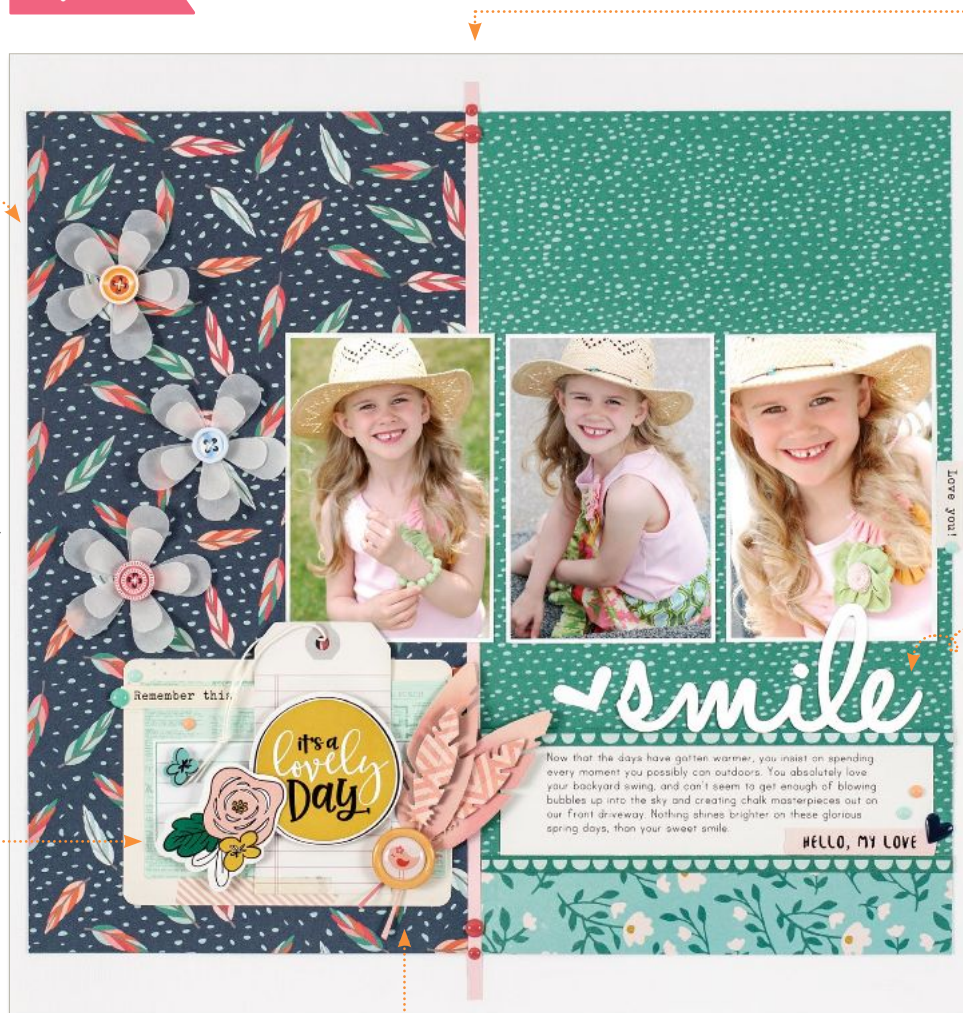
Want to know why it works when a design comes together? Delve into the minds of two designers and their creative processes and learn some fantastic rules for making your next layout a phenomenal success!

layout 1

Think in threes.

Three flowers, three photos, and three enamel shapes to the right of the journaling give this design an evenness that makes it easy for the eye to take in.

Be inspired by your photos. The flower stickers resemble those on Sheri's daughter's top.



Create separation.

This thin pink strip of cardstock creates separation between the bold patterned paper and more subtle design creating a clean edge. Enamel dots at the top and bottom of the strip create a visual ending point to the strip.

Balance your design.

The journaling block, title, and cluster of embellishments help ground the design, while the scattered vellum cut flowers help carry your eye across the page.

Look to your product for further inspiration.

The feather accents were inspired by the feathers on the bold patterned paper. In addition, the smaller feathers cut from the pink tone-on-tone patterned paper play off the feather design on the patterned paper.

smile

BY SHERI REGULY

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER: Crate Paper, Photo Play Paper; VELLUM: Papertrey Ink; ENAMEL DOTS: Echo Park Paper, Simple Stories; BUTTONS: Fancy Pants Designs, Pinkfresh Studio; STICKERS: American Crafts, Crate Paper, Photo Play Paper; DIE CUT SHAPES: Crate Paper; DIES: Paper Smooches, Papertrey Ink, Simon Says Stamp; FONTS: Arial, Halo Handletter; ADHESIVE: Scrapbook Adhesives by 3L, Therm O Web

layout 2

Use numbers.

To lead the viewer through the page, Virginia placed numbers by the photos and co-ordinated them with her bullet point journaling. This is helpful especially when your photos are not people-themed.

Shift the balance.

By grouping the core visual content, Virginia has created an asymmetrical balance. Asymmetry occurs when what you have on one side of a design is not a mirror image to the other side. The result is energizing and unexpected.

Add interest.

By adding patterned papers randomly under the diecut background, Virginia created pops of colour, repetition, and texture in her design.



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Symmetry is a type of balance that occurs when you create a mirror image on your page. What you place on the left, you repeat on the right. Symmetry is said to feel more stable, predictable, and comforting. On the previous page, Sheri's design has more of a symmetrical base, with her two large pieces of patterned paper, yet she has placed her photos, title, and journaling in an asymmetrical layout.

Common margins.

Notice the space between all of Virginia's photos. She has kept them equal, which creates a unifying effect for her cluster of images.

"Bee" clever.

Don't be afraid to have fun with your titles. Virginia added an actual bumble bee on her layout and came up with the cute play-on-words for her title. She also repeated her bee three times, creating a visual link across the design.

bee happy

BY VIRGINIA NEBEL

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER, DIE CUT SHAPES, ENAMEL DOTS: Jilibean Soup; CHIPBOARD: American Crafts; DIES: QuicKutz; ELECTRONIC CUT FILE: Silhouette America; ADHESIVE: Therm O Web

