

design 101: why it works

Let's study the hows and whys that separate just okay design from great design! BY SUSAN R. OPEL

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

Limited colour palette. When you think of summer what comes to mind? For Paige it's warmth, sunshine, and the outdoors. So by choosing warm colours (yellows, oranges, pinks) it invokes the feelings of summer.

Work those angles. All of the paper angles are pointing in towards the photo—the main focal point of the page.



Be cut file savvy. By using her electronic die cutting machine to cut all of the paper layers, this page came together quickly and easily.

Cluster in a triangle. Can you spot the three clusters of embellishments? There is one to the left of the photo, another at the top right corner of the photo, and the title which is also to the right of the photo. This visual triangle helps create interest and draws the eye all around the page.

experience summer

BY PAIGE EVANS

supplies PATTERNED PAPER, CHARM, CLIP, DIE CUT SHAPES, STICKERS: Pink Paislee; ELECTRONIC CUT FILE: Paige Evans; ADHESIVE: Therm O Web



Get a free download of Paige's sunburst cut file. Add a ray of happiness to your summertime layouts! Find it on our website here:

scrapbookandcards.com/bonus-content

Add texture. Paige used texture in three different ways: distressing the edges of all the patterned papers, machine stitching, and different depths of adhesive between layers. All of these elements work together to bring life to the page and make you want to touch it.

layout 2

Pour on pattern.

Add more pattern and colour to the corner of a page by adhering two different patterned papers on the corners of your page layers. Rolling the paper and fastening with a brad or small staple creates interest and texture.

Create contrast.

Black creates instant contrast against bright colours, so adding something important, like a title, in black helps it to stand out on the page.



Dig the diagonal. To achieve movement on a page, using a diagonal line and having it dissect the photo is an instant way to draw your eye to what is most important.

DESIGN LINGO 101

Line is an element of any good design. Lines provide emphasis and define shape. They can be used to convey mood and emotion, and they can be used to ground objects and create connections between elements. On this layout, Meghann uses a strong diagonal line as the anchor for her title, photo, journaling and embellishments. Look for ways to line things up on your next design!

Make a journaling judgment.

Journaling is important, but so is the balance of your page. If you can't find a way to make your journaling work with the layout design, create a pocket for a journaling card behind your photo to add your story while retaining the design.

Show restraint.

A busy floral paper can take away from the focus on the story. Use only half a sheet on the layout and create a multi-layered mat for your photo so that it doesn't get lost.

this life at 33

BY MEGHANN ANDREW

supplies CARDSTOCK, PATTERNED PAPER, STAMPS, INK, DIE CUT SHAPES, DIES, RUBBER SHAPES, SEQUINS, STICKERS: Close To My Heart; LETTER STICKERS: American Crafts; FONT: Rough Typewriter; PUNCH: EK Success; STAPLER: Ranger Industries; ADHESIVE: Scrapbook Adhesives by 3L