

design 101

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

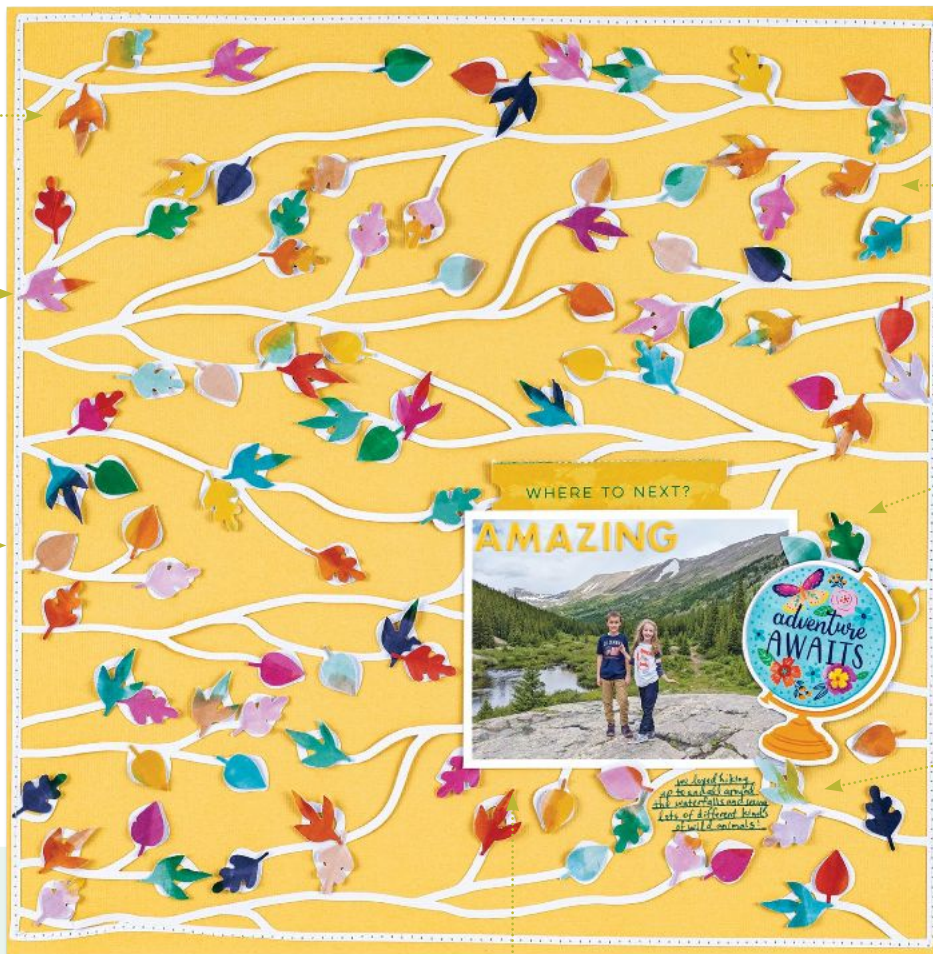
Up Want to know why it works when a design comes together? Delve into the minds of two designers and their creative processes and learn some fantastic rules for making your next layout a phenomenal success!

layout 1

Add detail. Bend and crease the little leaves to create realistic details.

Keep it colourful. A patterned paper with lots of different colours is ideal for punching repeated shapes.

Create texture. Machine stitch around the border to create a bit of texture and attach the background cut file permanently.



Think about dimension. Add adhesive to only the centers of the leaves to let the edges bend up to create dimension.

Use your photos to your advantage. White space in a photo is a fantastic spot for your title!

Use journaling as a design element. Paige kept it close to the photo and placed it in an open gap between the leaves.

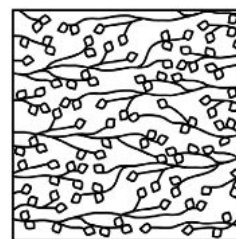
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BIG DESIGN TIP: Line in design.

Line as an element in design adds energy to any layout. It leads the eye and suggests motion. Paige's design is covered in delightful lines seen in her vines. Look for ways, both small and large, to include lines on your next page!

Incorporate deliberate design.

Draw the eye right to the photo by creating a cluster of embellishments on and around the picture.



adventure awaits

BY PAIGE EVANS

supplies CARDSTOCK, PEN: American Crafts; PATTERNED PAPER, DIE CUT SHAPES, STICKERS: Pink Paislee; ELECTRONIC CUT FILES: Paige Evans; PUNCH: Fiskars; ADHESIVE: Therm O Web



Get a free download of Paige's Leaf Vines cut file to help you create your own

version of this scrapbook page. Find it on our website here: scrapbookandcards.com/bonus-content

card 1

Front and center. One simple way to bring attention to your focal point is to place it in the center of the card front.

Remember the rule of thirds. Odd numbers are more appealing to the eye when it comes to design, so Mindy used three images.

Darken the four corners. Mindy adds depth to the night sky by having a heavy ink-blending hand in the corners of the main panel.

Frame it up. By using a common margin—equal space between the panels—Mindy pulls off a finished look.

Add visual interest. While actually NOT white, Mindy's starry sky serves as white space giving the eye a spot to rest.



Use grounding. The imaginary hill allows the haunted house a spot to rest, and the images in the scene overlap to feel grounded.

Don't be afraid to layer. Mindy layered her sentiment on top of a gorgeously stenciled starry sky.

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BIG DESIGN TIP: Center-weighted design is a great way to create a balanced look. By placing your focal image in the center of your card, you can create some very quick symmetrical design. When elements are centered, they feel strong and purposeful. Even though cards are smaller canvases, the rules of design still apply!

happy halloween

BY MINDY EGGEN

supplies CARDSTOCK: Hero Arts, Lawn Fawn; DIES, STAMPS, STENCIL: Lawn Fawn; INK: Ranger Industries; MARKERS: Copic; ADHESIVE: Gina K. Designs, Therm O Web



Want to learn more about design in scrapbooking and cardmaking? Our art director,

Cathy Zielske, has a series on YouTube in which she explores different topics in design as they apply to crafty projects.

bit.ly/CZDesignChats