

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

Create texture.

Add some stitching around your page and ruffle up the edges for a unique and handmade frame.

Edit your photos.

Black and white photos are classy and bold. This subtle change is great for focusing on faces rather than clothing.



Mat your layout.

To really make your layout pop, use a fun and colourful patterned paper to mat it.

Create a visual triangle.

Create three embellishment clusters around the page to help guide your eye around the whole page.

Make your title the focus.

Use a large cut file to really make a title stand out and add some great patterns and colours to your layout.

Type it up. For a twist on journaling, try using a typewriter. It helps give a funky vintage twist to your design.

Tie it together. When using paper with a foil treatment, add some gold or silver splatters on your page to help tie it all together.

this makes me happy

BY ERICA THOMPSON

supplies CARDSTOCK: American Crafts; PATTERNED PAPER, SPECIALTY PAPER, DIE CUT SHAPES, STICKERS: Pebbles; WATERCOLOUR POWDER: Lindy's Stamp Gang; ELECTRONIC CUT FILES: Lacey Ann Designs; TYPEWRITER: We R Memory Keepers; ADHESIVE: Therm O Web

101

BIG DESIGN TIP: Cut files make fantastic titles. There are so many gorgeous cut files out there and chunky outline styles like the one Erica used are perfect for filling in with coordinating patterned papers. To save time, use the same cut file to easily create all of the fills.

card 1

Repeat colour strategically.

The die cut title, the floral outline, and the card base all use the same white cardstock. This creates repetition and ties the design together.

Add some dimension. Foam tape gives depth and shadow to your designs. Here, Cathy cut very thin strips of foam adhesive to place behind the title in strategic positions to create this floating effect.

Limit your colour palette. Using just three colours plus green, Cathy is working on the warmer side of the colour wheel. These hues are *analogous* colours. They sit next to each other on the colour wheel. If you're ever in doubt, just peek at a colour wheel for quick ideas.



BIG DESIGN TIP: Preprinted sentiments save time!

The small sentiment strip on this card is actually a preprinted piece that Cathy designed. If you struggle with stamping and embossing small sentiments, check out Cathy's Reverse Sentiments collection at Simon Says Stamp.

Framing margin space. Cathy cut a pink card panel using a rectangular die to house the title and the floral element. An even border of contrasting cardstock on the card base creates a lovely framing effect.

Let the design breathe! Any open area on your design adds an airy, inviting feel. No need to fill in all those spaces.



Cut a creative border. This floral die comes with an edge border which makes for an interesting and surprising element on any card design. Any time you break away from straight cuts, you add interest to your project.

Know when to shine. Cathy added a handful of tiny sequins where the berries would be for a little sparkle without detracting from the overall colour scheme. Silver sequins are fairly neutral and were the perfect choice to finish off this simple design.

miss you

BY CATHY ZIELSKE

supplies CARDSTOCK: Gina K. Designs; DIES: CZ Design for Simon Says Stamp, Simon Says Stamp, Waffle Flower Crafts; PREPRINTED SENTIMENT STRIPS: CZ Design for Simon Says Stamp; ADHESIVE: Gina K. Designs, Scrapbook Adhesives by 3L; OTHER: Sequins, vellum