

design 101

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

Create balance.

Strips of striped patterned paper balance out the circular photos.

Use primary colours.

Blue, pink, and yellow are all versions of the basic colours on the colour wheel.

Circle it up.

Cutting the photos into a circle creates a focal point that draws the eye.



Unify your design.

Add a small dusting of black spray ink to the background to create a subtle neutral texture.

Use repetition.

Punch or die cut additional circles in different sizes to continue the circle theme.

Play with patterns.

Add different patterns in small doses like Nicole did with her punched circles.

Extend elements to the edges.

The striped paper grounds the cluster of photos, journal strips, and circle elements.

Think about the title.

Nicole's vertical title works from top to bottom and draws the eye over the photos.

sun time fun time

BY NICOLE NOWOSAD

supplies PATTERNED PAPER, SPECIALTY PAPER, ENAMEL DOTS, LETTER STICKERS, STICKERS: American Crafts; ELECTRONIC CUT FILES: Silhouette America; SPRAY INK: Tattered Angels; PUNCHES: Stampin' Up!; ADHESIVE: Therm O Web

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BIG DESIGN TIP: Cluster your design. Nicole's design is a great example of cluster design, where all elements have a physical connection to one another. The base is the strips of patterned paper, and every element connects and flows from there. It's a great way to create unity on a page layout.

layout 2

Create visual triangles. Use the rule of thirds to scatter elements in triangles on your layout like Nathalie did with hearts, enamel dots, and text.

Let the eye rest. Include some negative spaces to give the layout some breathing room.

Consider lighting. Using all similarly lit photos of the outdoors brings cohesiveness to a layout.

Repeat, repeat, repeat. Use a motif several times on a layout to add a finished feel. You'll see palm leaves in numerous areas on this layout.

Add visual interest. Mix close-up shots of people with wide-angle or scenic photos to add variety to your photo storytelling.



BIG DESIGN TIP: Pockets make creating balanced designs simple.

New to scrapbooking and not sure how to build a balanced page? Consider trying your hand at pocket scrapbooking! The pockets create order and balance. All you have to do is fill them up. Over time, get more creative with your embellishments and techniques, like Nathalie did.

Get inventive. Don't let the page protector dictate your photo choices. Instead, make the page protector work for you by using the Fuse tool from We R Memory Keepers afterwards, if necessary.

Go for contrast. Nathalie's use of complementary pinks and greens adds all kinds of contrast to this design.

bahia honda

BY NATHALIE LEONELLI

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER, LETTER STICKERS: Heidi Swapp; ENAMEL DOTS: Doodlebug Design; DIE CUT SHAPES, STICKERS: Elle's Studio, Heidi Swapp; DIES: Memory Box; ADHESIVE: Creative Memories; POCKET PAGE PROTECTOR: Becky Higgins; OTHER: Typewriter