

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

Spotlight a great photo. Give a fantastic photo center stage by enlarging it to fill a big portion of your page.

Manage your margins. If your page margins aren't perfectly even, trick the eye by adding a punched border to one side.



Ground your design. Choose a dark neutral background to ground busy patterns.

Embellish embellishments. Layer stickers over chipboard and add brads or gems for sparkle!

Balance hard and soft. Add soft texture with stitching and twine to soften the hard edges of the squares.

Keep it organized. Fill space with a repeating shape (in this case, squares) to keep the design organized.

Add depth and interest. Give your page elements extra depth by using foam tape.

always remember family

BY LISA DICKINSON

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER: American Crafts, Simple Stories; BRADS, CHIPBOARD, DIE CUT SHAPES, STICKERS: Simple Stories; TRIM: The Twinery; ELECTRONIC DIE CUT MACHINE: Silhouette America; PUNCH: EK Success; FONTS: Bohemian Typewriter, Jenthill; ADHESIVE: 3M, American Crafts

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BIG DESIGN TIP: Visual hierarchy. This design term refers to guiding a viewer's eye across a given space. Oftentimes, the easiest thing to do is to put your largest element at the top and the smaller ones below. It's an easy way to organize information and it improves the flow of the overall design.

Direct the focus. A triangle of embellishments (the stars in this case) help to make the photos the focus.

layout 2

Use the rule of thirds. Split up the background by the rule of thirds. Meghann used $\frac{2}{3}$ of the plaid pattern and $\frac{1}{3}$ of the baking pattern.

Ride a curve. Break up straight lines with an organic, curved element like Meghann's curved happy holiday.



Embellish thoughtfully. Add 1-2 different elements that incorporate all of the colours from the page like the word treats and the border sticker between the patterned papers.

Add visual interest. See-through elements like acetate stars add great shape and colour when layered and allow the patterns behind to show through.

happy holiday treats

BY MEGHANN ANDREW

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER, STICKERS: Photoplay Paper; STAMPS, DIES: Elle's Studio; INK: Close To My Heart, The Stamp Market; ENAMEL DOTS: Pinkfresh Studio; DIE CUT SHAPES: Elle's Studio, Photoplay Paper; FONT: Rough Typewriter; ADHESIVE: Scrapbook Adhesives by 3L, Scrapbook.com

Consider balance. Use visually heavier patterns with darker colours and busier patterns at the base of the layout to ground it.

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BIG DESIGN TIP: Make it interactive. Keep the page clean while adding more photos and words by adding interactive flip-up elements. Plus, it gives you more real estate to add more photos to your layout!

