

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

Frame your page.

The patterned paper framing the page brings focus to the main canvas of the layout and brings all the colours of the page together.

Use a solid colour paper as a background.

This blank canvas showcases all the elements of the page but especially the texture paste.



Use embellishments to create direction.

The banners are placed at the corners of a visual triangle, and they create an invisible guiding line around the page.

Make your own embellishment.

Nathalie created an envelope for this layout to add dimension. In addition, the eyelets add texture and shine, and the loops in the twine continue the motion of the textured background.

Apply embossing paste through a stencil to add texture (tactile and visual) to the page. The curves and placement of the stenciled design create movement on the page and tie all the elements together.

autumn

BY NATHALIE DESOUSA

supplies CARDSTOCK, PATTERNED PAPER, DIE CUT SHAPES, STICKERS: Carta Bella Paper; STAMP: 1Canoe2; INK, EMBOSSING PASTE: Altenew; PEN: Muji; EYELETS, PUNCH: We R Memory Keepers; DIES, STENCIL: Echo Park Paper; TRIM: Doodlebug Design; ADHESIVE: Scrapbook Adhesives by 3L

Repetition for the win!

The three main clusters of embellishments each have repetitive elements which create a cohesive look. Repeating elements is the easiest way to unify any page design.

101

BIG DESIGN TIP: Offset the focal point! The easiest way to energize a layout design? Move your focal image off to one side or the other, or from top to bottom. Nathalie's image appears shifted to the left, and it's the perfect placement on this page.

layout 2

Add softness to hard edges. Use leaves or floral shapes to soften straight lines and angles.

Make easy colour choices. Let your photos guide your colour choices and select products that coordinate.

Frame your photos. Visually group photos together with a shape like a circle, a square, or even a hexagon!

Go 3D. Don't adhere all your elements flat to the page. Lisa allowed the ends of the floral vines to curl off the page for a more 3-dimensional look.



Use handmade details. For a touch of texture, add hand or machine stitching like Lisa did around the perimeter.

Mix your fonts. Contrasting fonts like a loopy script and classic sans serif work well together for a title.

Use subtle patterns. Instead of a plain white background, use a muted stripe on white. It's still crisp and clean, but it has a bit more interest.

autumn outfits

BY LISA DICKINSON

supplies CARDSTOCK: BoBunny; PATTERNED PAPER, INK: Close To My Heart; BUTTONS: Jillibean Soup, Maya Road; STICKERS: Pink Paislee; ELECTRONIC CUT FILES: Blue Star Design; FONT: Bohemian Typewriter; ADHESIVE: Scrapbook Adhesives by 3L

101

BIG DESIGN TIP: Repeat photo sizes. An easy way to create a cohesive design is to use the same photo size on any multi-photo layout. No need to fuss over which one is the focal point! Make them all the same size and arrange them in a grid-like fashion.