

# 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 a visual triangle.** The circle embellishments mark the vertices of a visual triangle. Everything inside the triangle becomes the focal point of the page.

**Offset your images away from center.** This design choice conveys movement.

**Anchor your design.** Use paper strips of different widths to anchor your images to the background.

**Use colour for your background.** Choosing a colourful background complements all the patterns and provides some needed negative space as well.

**Incorporate texture and dimension** Combine foam and cardstock stickers to create your title. Varying the size, texture, and dimension of your title words adds interest and fun.



**BIG DESIGN TIP: Shift the content balance.** The offset nature of this layout is an example of asymmetrical balance. This simply means you create balance with elements that are not mirror images of one another. This infuses the design with energy and delight.

**Give direction.** Use embellishments to emphasize the importance of elements in the page. The small arrow next to the journaling spot directs the viewer's attention to the story.

**Add a subtitle.** The small die cut helps to tell the story, but it also serves as a resting point for the viewer.

## hello today

BY NATHALIE DESOUSA

**supplies** CARDSTOCK: Michaels; PATTERNED PAPER, BRADS, CHIPBOARD, DIE CUT SHAPES, ENAMEL DOTS, STICKERS: Simple Stories; PEN: Sakura; ADHESIVE: Scrapbook Adhesives by 3L

## layout 2

### Create balance.

By adding a smaller cluster in the opposite corner of your largest cluster, you give your layout a sense of balance.

### Use a bold

**background.** By using a patterned paper with a large pattern or image, you have less space to fill and an amazing focal point.

**Start with product.** There are so many ways to approach a layout. If a certain product speaks to you, start there and see where your creativity takes you!

### Make it coordinate.

Choose photos that match the products you are using to help tie the whole page together.



**BIG DESIGN TIP: Divide and conquer.** Imagine your 12 x 12 page is four equal parts. Add the bulk of your content to one quadrant, and simply add accents to the opposing corner. This is a very pleasing and also asymmetrical format!

### Give a handmade touch.

Create texture and interest by adding some machine stitching around shapes on the page.

### Layer up those flowers.

Cut them in half to help stretch them out around the layout, and don't be afraid to go nuts. Can there ever be TOO many flowers?

### Bring focus with

**frames.** Use frames around your photos to draw the eye to the heart of the layout.

## happy days

BY ERICA THOMPSON

**supplies** PATTERNED PAPER, DIE CUT SHAPES, STICKERS: Cocoa Vanilla Studio; FONT: Arvo; ADHESIVE: Scrapbook Adhesives by 3L, Scrapbook.com, Therm O Web