

# 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

### Lead the eye around the page.

Add banner and arrow stickers to your layout to create a nice flow and move the eye around the page.

**Visually tell the story.** Adding two to three photos in a row (instead of one large photo) helps to unfold the story being told.



### Add strips of patterned paper.

The strips at the top and bottom of the page add colour and pattern but still leave plenty of white space so as not to make it too busy.

### Soften rigid lines.

Some fussy cut leaves break the straight lines of this layout with a few soft and curvy shapes.

**Use a bold and legible title.** The woodgrain paper proves a nice spot and good contrast for the title while also creating a visual support for Anya's photos

## new favorite thing

BY ANYA LUNCHENKO

**supplies** CARDSTOCK, ENAMEL DOTS: Carta Bella Paper; PATTERNED PAPER: Carta Bella Paper, Echo Park Paper, P13 Paper Products; CLIPS: Tim Holtz; STICKERS: Carta Bella Paper, Heidi Swapp, Simple Stories; LETTER STICKERS: Felicity Jane; DIES: Echo Park Paper; FONT: Arimo; ADHESIVE: Therm O Web

**Create an organic look.** Add a few layers beneath the photos with patterned paper. Make sure that the papers overlap and the spaces between the paper edges are different for a more organic look.

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**BIG DESIGN TIP: Create connection and unity.** Place stickers in spots where they cross a few different layers to create physical connections and unity for the elements on the layout. The goal is to tie everything together into one big block of visual content.

layout 2

**Add dimension.**

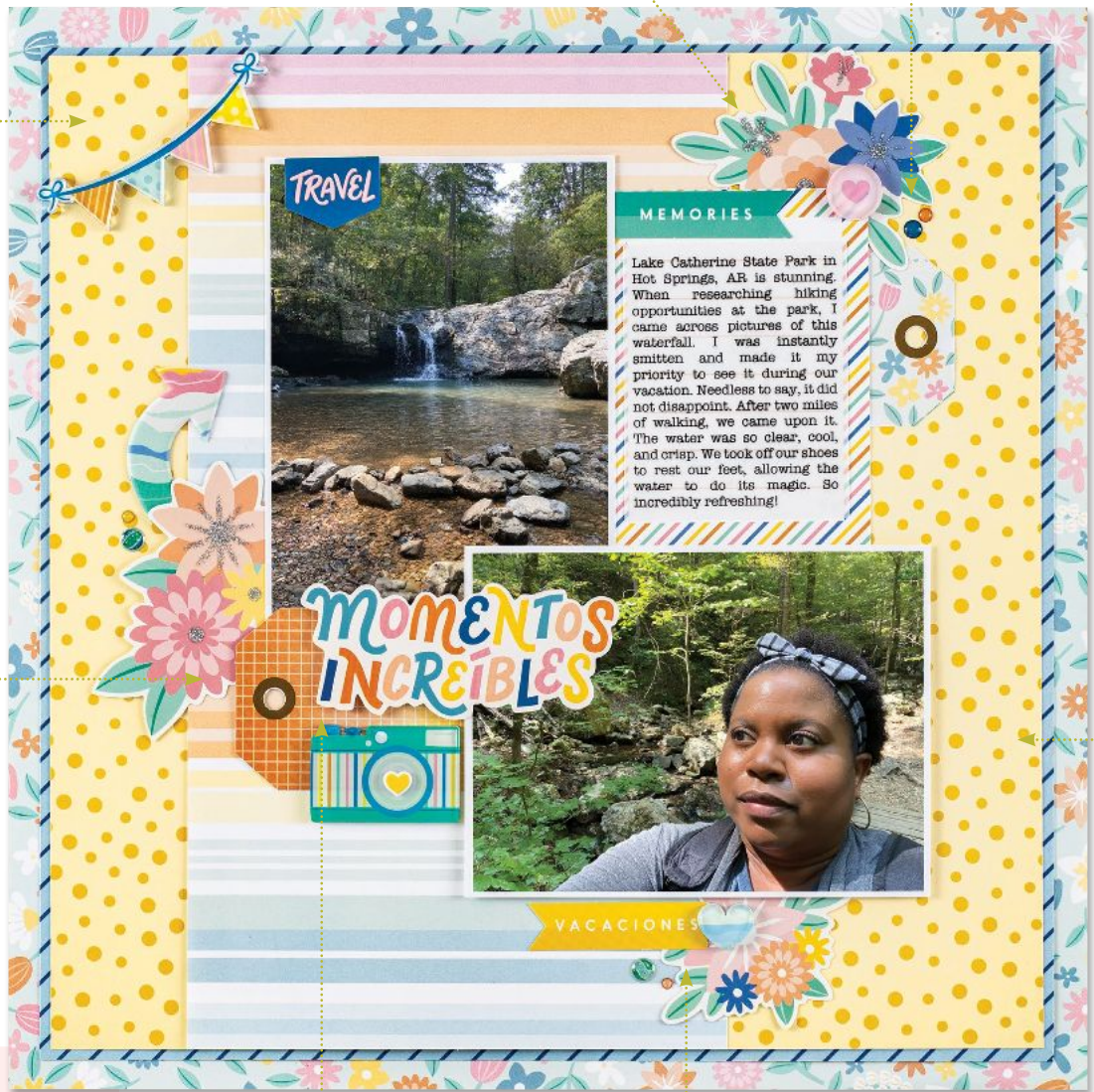
Use acrylic embellishments to add a fun bit of dimension to your project.

**Use tags as a layering element.**

Tags are such a versatile embellishment and can be used as a layering element on a scrapbook project. They are great for journaling, photos, and layered embellishments, too!

**Let it shine.** For a bit of sparkle and shine, add elements on your layouts that feature glitter or foiling.

**Use tiny details.** The glitter enamel dots on this layout add the perfect finishing touch without overwhelming the overall design.



**Go bilingual.**

Is there a collection you want to use that features another language? Go for it! What a great way to add an interesting twist to your layouts.

**Create a collage.**

Photos, journaling, and clusters of embellishments can be layered together to create a collage design. This design grounds and balances the essential elements of any layout.

**Play with pattern.**

Don't be afraid to use lots of patterned paper on a scrapbook page. This project features five patterned papers that create a fun background composition.

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**BIG DESIGN TIP: Visual triangles unify the design.**

Victoria placed three floral clusters on the page to create visual touch points. Imagine drawing a line and what do you get? A triangle shape. This is a fantastic guiding design principle for embellishment placement!

**momentos increíbles**

BY VICTORIA CALVIN

**supplies** PATTERNED PAPER, ACRYLIC SHAPES, DIE CUT SHAPES, LETTER STICKERS, STICKERS: Obed Marshall for American Crafts; FONT: American Typewriter; ADHESIVE: Close To My Heart