

# design your story

Design team member Victoria Calvin gets to the heart of her stories with glorious details. BY CATHY ZIELSKE

**The here and now offers endless ideas for documenting life.** For the rest of 2021, I'm inviting different designers to share ideas for both design and storytelling. We're kicking it off with the talented Victoria Calvin who will inspire you to focus on the minutiae of your life in the present day. It's all about the details!



## layout 1

### YOUR STORY TODAY

#### Focus on the here and now.

This year, Victoria turned the big 4-0. She could have documented her life in retrospect, but instead she chose to focus on who she is right now in this moment. Telling your story in all of its glorious detail can be such a wonderful way to capture real life.

**DESIGN TIP: Make a list!** If you struggle with journal writing or if you're looking for another way to approach documenting your stories, consider making a list of highlights. Dates, facts, quotes, and personal "I" statements are great options for journaling.

**DESIGN TIP: Create a focal point.** If you are looking to add a punch to your layouts, consider creating a main focal point. Victoria created a layered cluster of florals that draw the eye into the layout with the story and photo anchored below.

## hello 40

BY VICTORIA CALVIN

**supplies** PATTERNED PAPER, DIE CUT SHAPES, STICKERS: Maggie Holmes for Crate Paper; DIES: Sizzix; FONT: American Typewriter; ADHESIVE: Close To My Heart, Scrapbook Adhesives by 3L



layout 2



**STORY TIP: State the facts.**

If lengthy prose is not your thing, focus on simple facts. Share basic details about your subject such as their preferences, activities, interests, or actions. This information makes for simple yet effective storytelling.

**DESIGN TIP: Break up your journaling.**

Create small blocks of text that can be positioned around your layout. Victoria created a small grid under her photo that holds the journaling and other decorative embellishments.

**DESIGN TIP: Go small.**

The size and style of this layout is the perfect canvas for smaller embellishments. These tiny icons are a great finishing touch and add a lot of dimension and texture to the overall composition. It's a great way to put your crafty stash to work!

**THE DETAILS OF DAILY LIFE**

**The life of a tween is rich and ever changing!** Victoria served as a journalist capturing specific details from her daughter's daily routine. These are the moments that create a page to remember!

**daily tween**

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See more of Victoria's pages, projects, and stories at [victoriamarieblog.com](http://victoriamarieblog.com)