

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 three designers and their creative processes and learn some fantastic rules for making your next design a phenomenal success!

layout 1

Intentional title work. Use two to three different fonts in your title to give it pizzazz.

Add a "shelf". Hold the weight of something large on your page (like the pair of photos on this layout) with a mantel of colourful ephemera and embellishments. This can also be achieved with borders of paper, stamped images, or decorative tape.



• **Try tone-on-tone.**

Use a tone-on-tone patterned paper for your background to give it a textural look and some extra patterned fun!

• **Balance colours.**

The coral frame at the corner of the photo is balanced by the coral label at the opposite corner.

• **Use negative space.**

Don't be afraid to overlap negative space in your photos with embellishments.

• **Frame it.** Give your page a frame with a ¼-inch piece of contrasting cardstock to add instant balance and contrast.

yes to this

BY MEGHANN ANDREW

supplies CARDSTOCK: Close To My Heart; PATTERNED PAPER, CHIPBOARD, FRAMES, STICKERS: Echo Park Paper; ENAMEL DOTS: Stampin' Up!; DECORATIVE TAPE, LETTER STICKERS: American Crafts; LABELS, TAB: Elle's Studio; FONT: Rough Typewriter; ADHESIVE: Scrapbook Adhesives by 3L, Therm O Web

101

BIG DESIGN TIP: Aim for unity. Meghann's core design is all gathered together in a purposeful way. She has created a unified design. All of the pieces have a direct relationship to the photos.

layout 2

Go crazy for colour. Can't settle on a colour palette? Use them all! Since Paige had eight concentric stars, she chose eight different colours of patterned paper to make an overall rainbow that coordinates perfectly with the colours in her son's shirt.

Try a tilt. When adhering elements to your page, tilt or angle them slightly for a bit of unexpectedness.

Balance it. Create clusters of embellishments to balance white space with areas of layers and interest.

Crush on cut files. Utilize a cut file to customize your layout with a series of concentric shapes. Paige's cut file is available as a free download!



Stitch it up. Add texture and interest to each layer of the cut file by machine stitching with a basic running stitch around the edges.

Spruce it up. Dress up a plain cardstock background with white acrylic paint splatters followed by watercolour splashes to create an interesting base for your layout.

Be obvious. Help draw the eye to the title by literally pointing to it with an arrow sticker.

101

BIG DESIGN TIP: Go big or go home! Don't be afraid to use size as an element in your design. Paige's layered star is a standout here on this design, and is an example of how big elements create energy on a layout. Whether it's a huge embellishment or an oversized photo, size plays an important role in design.

all-star kid

BY PAIGE EVANS

supplies CARDSTOCK, PEN: American Crafts; PATTERNED PAPER, DATE STAMP, ENAMEL DOTS, LETTER STICKERS, STICKERS: Paige Evans for American Crafts; ELECTRONIC CUT FILE: Paige Evans; PAINT: Apple Barrel; WATERCOLOURS: Prima Marketing; PUNCHES: Fiskars, Martha Stewart Crafts; ADHESIVE: Therm O Web



Get a free download of Paige's **Concentric Stars** cut file to help you create your own version of this scrapbook page. Find it on our website here: scrapbookandcards.com/bonus-content



card 1

Make it shimmer.

A touch of gold thread adds a beautiful lustre to the focal point.

Pop it up. Use foam tape behind the floral image to add shadows and depth and allow space for the gold thread.

Embellish

thoughtfully. Give movement to your design with gems gathered in odd numbers to the bottom left and top right of the floral image.

Give your background interest.

Use a card die plate that allows the card base to peek through without overpowering the main image.

Give it texture. Add interest to a white panel with an embossed or die cut pattern.



Let it breathe. Leave a border around the focal portion of the card to allow the eye to rest and take in all the beautiful details.

Add depth and interest. Help the eye go to the focal point with a soft and subtle ink blend behind the image.

Use neutrals. Give interest to a monochromatic card by adding shots of neutrals like a white background and a black sentiment.

congratulations

BY MINDY EGGEN

supplies CARDSTOCK: Hero Arts; STAMPS: Honey Bee Stamps; INK: Gina K. Designs, Pinkfresh Studio; GEMS: Gina K. Designs; DIES: Pinkfresh Studio; TRIM: Altenew; ADHESIVE: Gina K. Designs, Scrapbook Adhesives by 3L

For more monochromatic card ideas, don't miss our Creative Cards article found on pg. 49!



101

BIG DESIGN TIP: Center-weighted

design is a great way to ensure your card design is well balanced. Here, all of the key elements are beautifully centered on the embossed panel. A few gems mirror each other, and everything is connected. If in doubt, center your designs for fantastic results!