

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

Add texture. Nathalie added hand-stitched, looping circles on her layout for a tactile experience.

Extend your design. By placing extra embellishments along the paper strips and on the stitched circles, the lines are stretched, pulling the eye from the center of the page.



Create a flow. Here Nathalie added to her design with enamel dots. Each one is placed to follow the circumference of the stitched circles, thus creating movement on the page.

Use patterned paper to ground your layout. Nathalie used strips of paper to "hold" the pictures and title to the page so they don't appear to float.

Use your stamps. Nathalie used sentiment stamps to create a subtitle and to add a bit of interest to the negative space in the stitched circles.

Keep it simple. In order to create contrast between the paper strips and stitched circles, she avoided adding a decorative edge to the paper strips. The circles soften the lines of the spread instead.

Colour block your spaces. Nathalie placed her embellishments so that the two sections of the page (divided by the patterned paper) represent a colour palette respectively.

delight in the now

BY NATHALIE DESOUSA

supplies CARDSTOCK: Bazzill Basics, Hammermill; PATTERNED PAPER, DIE, DIE CUT SHAPES, ENAMEL DOTS, HOT FOIL PLATE, INK, STENCIL, STICKERS: Pinkfresh Studio; STAMP: Citrus Twist Kits; PEN: Sharpie; HOT FOIL: Spellbinders; TRIM: DMC; ADHESIVE: Scrapbook Adhesives by 3L

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BIG DESIGN TIP: Use your negative space. The bulk of this layout is right at the center of the page. However, the stitched circles and butterflies take your eye around the page. Even though there is plenty of breathing room, there are still engaging elements in that open space.

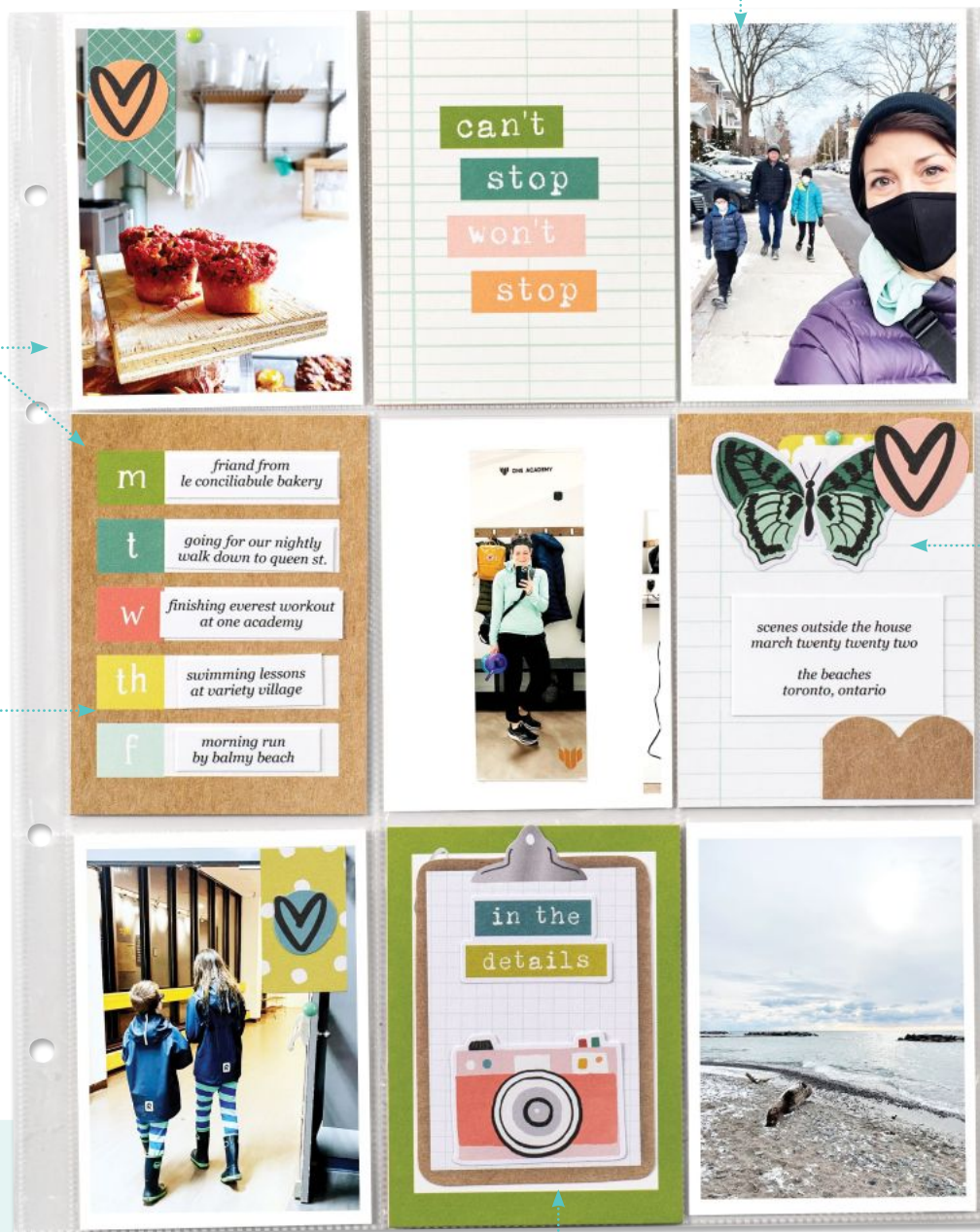
Edit photos using the same filter. Jess used five 3 x 4 photos for this layout, and each photo was edited using the A Color Story app. She increased the brightness and contrast and applied a blue filter to help make the photos feel cohesive.

layout 2

Place in a checkerboard or "AB" pattern in your pockets. A favourite technique that Jess has used for several years is to place one photo and then a journaling card in the neighbouring pocket.

Consider using a go-to favourite sketch when you're in a rut.

Summarize through point form. Jess used the journaling cards for her prompts. She wrote what the family did each day in point form on the M-F journaling card. This summary gives an easy and lovely overview of the activities the Forster family's activities that month.



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BIG DESIGN TIP: Choose a focus or story lens. Jess selected photos of things her family was doing outside the house. For the past few years, they were so focused on staying at home, so she thought it would be fun to document how they were spending their time outside.

scenes from march 2022

BY JESS FORSTER

supplies PATTERNED PAPER, DIE CUT SHAPES, ENAMEL DOTS: Simple Stories; FONT: Georgia Italic; ADHESIVE: 3M; OTHER: Page protector

Select a colour theme. Jess used split complementary colours, selecting journaling cards from the Simple Stories Life Captured collection with blue-green hues, and pink and orange. You can't go wrong by selecting from one well designed collection with defined colours in mind.

Build up through layers. A challenge with any pocket page is how to make it dimensional. Using the die cut shapes and enamel dots, she chose three cards to embellish that were situated in a triangle. Adding die cuts on foam tape adds depth to an otherwise flat page.

Be mindful of your design. Place the second stencil on top of the previous stencil so the stenciled pattern stays within the design area.

card 1

Don't cut off both sides. If your stenciled image is bigger than your card, keep at least one side completely intact and allow the other side to be cut off.

Mix it up. Pair two or more stencils together to add texture to one of the layers when using layering stencils.

Don't be afraid to cover it up. Layer a large sentiment right over your design. You don't need to leave white space for it.



• **Add bling in odd numbers** and place them in a backwards S pattern down the design for an even but scattered look.

• **Use the same colour twice** on both your layering stencil and the pattern on top. The dotted layer in the same colour will appear darker than the layer below.

• **Double up on your die cut words** to make them feel more like an embellishment. Glue two or more together to give them depth.

grateful

BY GINA KRUPSKY
FOR GINA K. DESIGNS

supplies CARDSTOCK, STAMPS, INK, ADHESIVE, BLENDING BRUSHES, DIES, SEQUINS, STENCILS: Gina K. Designs



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BIG DESIGN TIP: Use one blending

brush per colour family. Gently rub off excess colour onto a textured paper towel in between colour changes. Having dedicated brushes per colour family will make your crafting faster and easier than ever! Gina K. Designs brushes have an optional holder as well, and you can clip on little colour collars to easily identify what brush goes with what colour.