

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 four creative designers to learn some fantastic rules for making your next project a phenomenal success!

layout 1

Complement your photos with paper layers.

The coral paper behind the photos creates contrast and complements the blue in the photos as well as the off-white cardstock.

Focus on the focal point. The heavier cluster of leaves to the left of the page brings the eye to the photos.



Frame your layout with a contrasting colour,

and then choose a neutral, solid cardstock background as the base for the main portion. The off-white cardstock serves to bring focus to the center of the page.

Choose a simple title.

Since there's so much interest on the page already, Nathalie chose a simple thin black alphabet for her title.

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BIG DESIGN TIP: Create balance and movement in your page with intention. Since Nathalie's photos are set to the left of the page, the frame and large die cut help balance the distribution of elements on the page. In this case the frame sits diagonally opposite to the heavy cluster of leaves.

Elongate your design. You'll notice the leaves sweep from the left edge of the frame and continue more sparingly on the right side of the page.

fall beauty

BY NATHALIE DESOUSA
supplies CARDSTOCK, PATTERNED PAPER, ENAMEL DOTS, EPHEMERA, STICKERS: Carta Bella Paper; SPECIALTY PAPER: Avery; LETTER STICKERS: Citrus Twist Kits; DIES: Altenew; FONT: Remington Noiseless; ADHESIVE: Scrapbook.com

Add movement to the page.

The idea is to have a flurry of leaves across the page. Nathalie achieved this by only adding leaves along the bottom line of the pictures. It's best to use different leaf styles that aren't bigger than your photos.

Layout 2

Use repetition to create balance.

The corner elements and the placement of the photos create repetition which help contribute to movement and balance in Mari's design.

Focus on shape.

The rounded and braided die cut photo mats define the shape of the photos and add to the elegance of the subjects and the composition.



Give the eye a rest. When you use white space on a design, it allows the focus to be on the important elements like the photos and the journaling.

cute

BY MARI CLARKE

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER, DIES, ENAMEL DOTS, EPHEMERA, STICKERS: Pinkfresh Studio; FONT: Arial; ADHESIVE: Scrapbook Adhesives by 3L

Create order with alignment. The alignment of elements like the photos and the journaling creates a sense of organization. The proximity of each photo to the other creates a connection that just feels right!

Create texture with stitching, a twine bow, the die cut elements, and the use of dimension by popping up elements on foam tape. Even the patterns in the paper can add visual texture.

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BIG DESIGN TIP: Emphasize the importance of line.

The braided die cuts in each corner of Mari's layout help define the edges of the composition and give the eye a place to stop and then continue up the margins. To further complement these lines, she incorporated a strong green margin that serves as a frame for this elegant design.

Choose a focus or story lens. Jess selected everyday photos that represent big and small stories, with a focus on things she was grateful for during the month. She included shots from Halloween and everyday life, her work attire, and a sunset view.

layout 3

Select photos using a colour scheme.

Jess chose five 3 x 4 photos based on a split complementary colour scheme. These colours evoke a feeling of fall.

Place photos in a cross-pattern.

Jess often groups her photos in this pattern. She selected five 3 x 4 photos and stacked them horizontally and vertically in two overlapping lines.



Embellish in odd numbers.

A challenge with any pocket page is how to make it dimensional. Using puffy stars, Jess embellished three journaling cards in a visual triangle. In addition, you'll notice five chipboard circles that aid with her journaling.

Use journaling prompts. Jess used the simple prompt more + less to compare and contrast what she liked and didn't like about the month of October. This is a fun way to incorporate simple journaling on your page.

october daily stories

BY JESS FORSTER

supplies CHIPBOARD, DIGITAL KIT, POCKET PAGE PROTECTOR: Ali Edwards; FONT: Remington Noiseless; ADHESIVE: Scrapbook Adhesives by 3L

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BIG DESIGN TIP: Use products to inspire creativity.

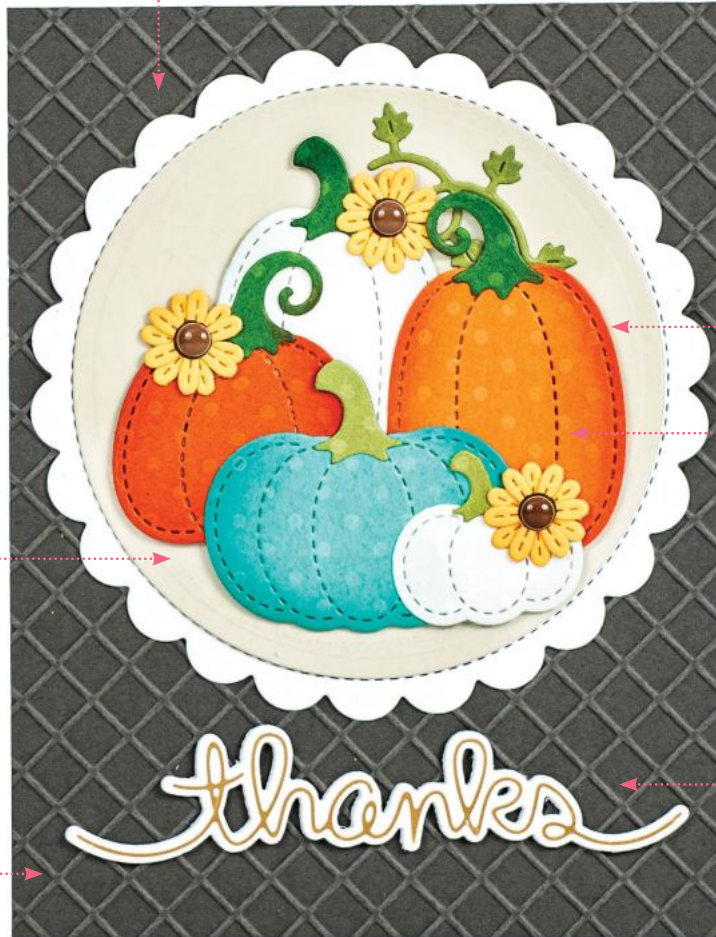
Jess used the October title card to determine the split complementary colour scheme of her page. Then she selected journaling cards based on this theme. Narrowing your focus can help a layout come together quickly, reducing the number of design decisions you need to make.

Don't scrimp on the details. The brown background of Mindy's card is super textured because she used an embossing folder. The basket weave feels like a Thanksgiving cornucopia!

card 1

Use your imagination. Who says all pumpkins need to be orange? Let your creativity flow and see where it takes you. I mean, a pink pumpkin might be cool, too!

Make it extra fancy. When it comes to going the extra mile on a card, the addition of foil or heat embossing is always a good idea.



Add depth and contrast.

Blend the edges of your die cuts with a colour that is a shade darker to give them an extra shot of intensity.

Use textured paper

for your die cuts for added interest. Little tangible details like that make our cards even more special!

When you have a busy card front

dominated by a large focal point, don't be afraid to keep the sentiment simple.

thanks

BY MINDY EGGEN

supplies CARDSTOCK, SPECIALTY PAPER, INK, DIES, FOIL PLATES: Lawn Fawn; EMBOSSING FOLDER: Gina K. Designs; HOT FOIL, HOT FOIL MACHINE: Spellbinders; ADHESIVE: Gina K. Designs, Lawn Fawn

PRODUCT SPOTLIGHT These Stitched Pumpkins from Lawn Fawn are perfect dies to add a fall feel to any card or scrapbook layout. lawnfawn.com



Work in odd numbers. Five pumpkins and three sunflowers are giving us all the rule of thirds vibes! Plus, using any element in odd numbers energizes any card design.

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BIG DESIGN TIP: Dominate your card design

with a focal point. Sometimes a card design calls for a commanding focal point that steals the show. One way you can do this is to layer lots of die cut pieces to create a custom scene. Mindy used pumpkins in various sizes and heights, and she added sunflowers for a delightful contrast. In addition, her contrasting scalloped frame emphasizes the focal point even further!