

design 101

Let's study the hows and whys that separate just okay design from great design! BY SUSAN R. OPEL

Up Want to know why it works when a design comes together? Delve into the minds of four designers and their creative processes and learn some fantastic rules for making your next design a phenomenal success!

layout 1

Overlap the title

directly onto the photos' white space to anchor the title and tie it into the design aesthetic.

Find your focal point.

A sunburst paper by default has a focal point which makes the perfect spot for photos and helps draw your eye in and then out to the rest of the page.



Embellish tone-on-tone for texture and interest! Pink things on pink paper, blue things on blue paper, etc.

Cluster everything in one area to create one big and happy focal element.

Pop things off your page with foam squares to create interesting shadows, depth, and dimension.

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BIG DESIGN TIP: Start big and go small. When embellishing a layout, start with the largest things first like your photos and journaling. Once those elements have been placed, follow up with smaller things like stickers and ephemera, and finish with the tiniest embellishments such as enamel dots and smaller stickers.

Use a chain link stitch between patterns to add homespun charm.

sweet summer

BY PAIGE EVANS

supplies PATTERNED PAPER, CHIPBOARD, EPHEMERA, STICKERS: Paige Evans for American Crafts; ADHESIVE: American Crafts

Plan ahead. If you're adding hand stitching, map out where your photos will go first so you can skip that part when it comes time to stitch. This will save you time and, in turn, give you time for more layouts!

Add interest to an ordinary grid. On this page, Meghann used a postage stamp die to create grid squares, giving them a fun edge and adding more texture to the background.

layout 2

Keep it clean and simple. If you can't seem to find a place to add your journaling, keep your layout clean with a hidden pocket behind your photo. Making this choice gives you more space to write without sacrificing the layout design.



High and low. Pop up random grid squares on your background for extra dimension and interest.

Mix and match. To create a dynamic and fun title, mix and match products like Meghann did with a die cut and puffy alphabet stickers.

Don't overdo it. If you have a lot of pattern and colour in your background, keep your embellishments simple. Meghann chose only a few ephemera, puffy stickers, and enamel dots to finish off the page.

Break up lines. To break up the harsh lines in the background grid, add a big curved element like Meghann did with the title banner.

life is sweet with you

BY MEGHANN ANDREW

supplies CARDSTOCK: Bazzill Basics, Close To My Heart; PATTERNED PAPER, EPHEMERA, STICKERS: LDRS Creative; ENAMEL DOTS: Your Next Stamp; DIES: Concord & 9th; ADHESIVE: Therm O Web

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BIG DESIGN TIP: Emphasize what's important. The most important element on Meghann's layout is the photo. To make it stand out, she layered it with a die cut frame in white. For even more focus, she added a contrasting navy layer behind the white layer helping the photo stand out from the busy background.

layout 3

Create a frame

around the photo to make the photo stand out from the colourful background.

Tie it all together with colour.

When you can't decide on a colour scheme, use a rainbow of colours. The rainbow patterned paper ties everything else together on Becki's sweet layout.

Add some texture. Without the ribbon on the rainbow paper, this layout felt a little flat to Becki. Adding that texture made the layout much more eye-catching!

Give your layout a more finished look by adding crochet thread to the tops of the tags to fill the die cut holes.



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BIG DESIGN TIP: When you use a patterned paper that you just ADORE, you probably

don't want to cover it up, right? One way Becki kept the beautiful multi-coloured striped paper visible was by adding her journaling in strips instead of a journaling block. This simple design choice allows the colour to show through!

Mix it up. Combine die cut words together to make a unique and colourful title.

magical together

BY BECKI ADAMS

supplies CARDSTOCK: American Crafts; PATTERNED PAPER, EPHEMERA, STICKERS: Doodlebug Design; TRIM: American Crafts, Hobby Lobby, Walmart; FONT: American Typewriter Condensed; ADHESIVE: American Crafts, Scrapbook Adhesives by 3L

Draw the eye to the most important parts of the layout (the photo and journaling) by adding stitching with a contrasting thread to one of the stripes on the patterned paper.



Don't miss Becki's video to learn more about her process for creating this layout! Watch here: bit.ly/SU23Becki2

Place the triangles at an angle going from top left to bottom right to create a flow that feels natural to the eye.

card 1

Give your design continuity by repeating colours. The pink on the card base is repeated in the shadow of the sentiment and in a few of the triangles. Doing this gives the card a sense of cohesion.

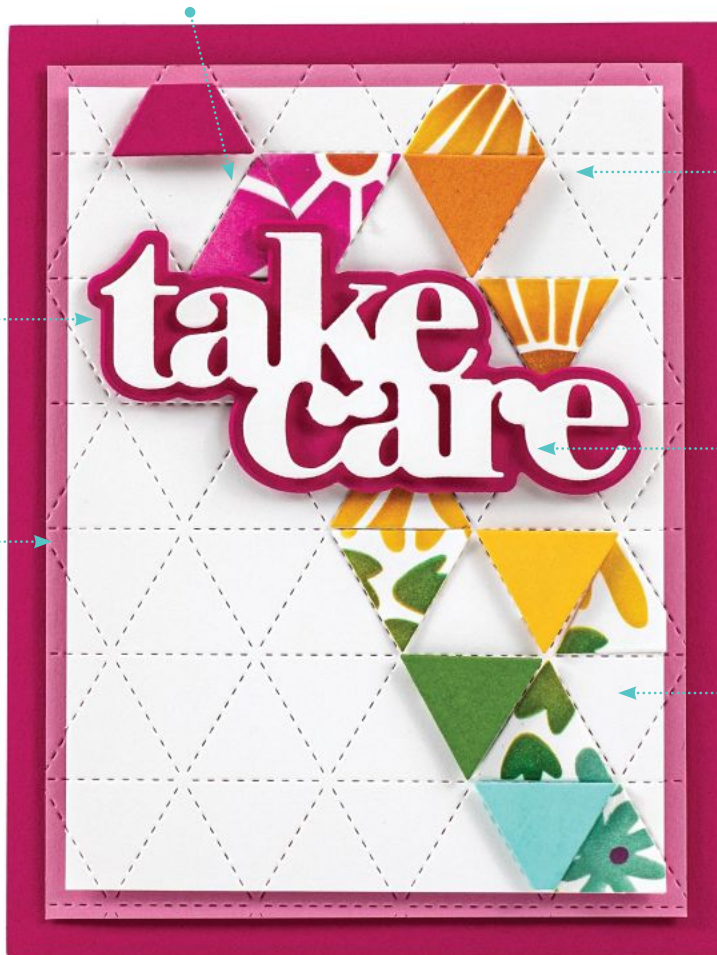
Latisha embossed the light pink panel with the same background plate as the main white panel. Little details like a continued pattern make the design feel finished and special.

take care

BY LATISHA YOAST

supplies CARDSTOCK, INK, DIES, STENCILS: Concord & 9th; ADHESIVE: Lawn Fawn, Scrapbook Adhesives by 3L

The Triangle Background Dies from Concord & 9th offer SO many possibilities for patterns and colours.



Keep things coordinated. Use the same colours of inks and cardstock when you create to ensure that things complement one another. The stenciled triangles and cardstock triangles use coordinating colours from Concord & 9th.

Situate your sentiment in the sweet spot where the top third of the card intersects with the middle third.

Add depth and contrast using foam tape to elevate some of the panels and triangles.



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BIG DESIGN TIP: Repetition is life! Latisha used a background plate to die cut the main white panel of her card front. The background plate itself is dynamic in design, but she didn't stop there. Her stenciled sections and coordinating coloured cardstock triangles repeat the pattern for an overall pleasing finished product!