

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

Homemade touches. Add some stitching for that little something special.

Keep it tight. Mari nestled her elements tightly together with open space around the elements which creates a cohesive design. There are no strange, trapped spaces in between elements on her layout.



Create visual interest with patterned papers. The papers used vary from very busy to subtle, allowing the eye to rest in the quieter spots.

Balance it out. The placement of photos connects the elements in the diagonal line in the center of the layout.

Make it flow. Give movement to your design by adding elements on the diagonal like Mari did with the ephemera clusters and her title.

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BIG DESIGN TIP: Mari wanted to complement the colours in her photos, and she found that this floral paper was the perfect starting point. See how the citrus nestled in the floral paper really draws the eye to the warm yellow winter coat in the top photo. The other papers were chosen to enhance the dominant photo colours in a subtle fashion.

Add harmony to your design by repeating similar elements like the Christmas florals.

christmas magic

BY MARI CLARKE

supplies PATTERNED PAPER, EPHEMERA, STICKERS, WOOD VENEER: Simple Stories; PUNCH: We R Makers; ADHESIVE: Scrapbook Adhesives by 3L

Consider your alignment.

The dark mat on the layout paired with the red patterned paper creates a frame, and the vertical alignment of the photos and papers is pleasing to the eye.

layout 2

Size matters. Make sure your photos fit inside the circle frame. This ensures that the circle is not lost in the design, and the images are still at the center of the layout.

Play with shapes. Create a large circle in a contrasting colour to the background to bring attention to the photos in the circle. The simple white frame around the circle emphasizes and enhances the focal point.

Emphasize the shape. Cluster your embellishments around the circumference of the shape to add emphasis.

Choose a coordinating cardstock to match your patterned paper to create the base of the page. This allows the page to have a bit of contrast while still having enough of a neutral base for the eye to rest.



Finish it up. Add enamel dots around the circumference of the circle frame in order to emphasize the shape and give movement to the circle.

Frame the shape by adding your florals on opposing sides of the circle. Doing this brings balance to the layout and interest to the photo.

happiness is homemade

BY NATHALIE DESOUSA

supplies CARDSTOCK: Bazzill Basics; PATTERNED PAPER, ENAMEL DOTS, EPHEMERA, STICKERS: Echo Park Paper; PEN: Sharpie; CIRCLE CUTTER, PUNCH: We R Makers; FONT: Remington Noiseless; ADHESIVE: Scrapbook Adhesives by 3L

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BIG DESIGN TIP: Give your layout a solid foundation by anchoring your page and title.

Nathalie brought in a piece of the patterned paper at the top of the page with a subtle scalloped border at the bottom of the page. The scalloped border both softens the bottom edge and brings a subtle roundness to the base of the page.

layout 3

Choose a portrait or selfie. With the dominant tree on the layout, a portrait makes a better focal point as it includes faces which the viewer will seek out.

Make the photo pop by adding a frame or patterned paper layers under your photos.

Embrace the elegance of Christmas by adding gold accent stickers to emphasize the special and uplifting qualities of Christmas.

Get inspired by products. One part of this pretty Christmas collection was an embellishment that Flóra loved so much that she created her own version as a super-sized floral Christmas tree.

Make a big impact. Create a main decorative element by using a cut file. The tree makes quite a statement and anchors the main elements of the layout.



BIG DESIGN TIP: White space makes the world go 'round.

Some of us have to fight the urge to fill every last inch of space on a layout or card design with all the things! Flóra's layout is proof that white space (showing up here in the form of a subtle pink patterned paper) can be a very good thing. It allows us to see the photo, read the journaling, and appreciate the beautiful and stately Christmas tree!

Vary your patterned paper choices. For the background, Flóra used a B-side paper with small patterns to showcase the elements and to be a foil to the busy and bold patterns of the tree and the perimeter.

Create texture by layering die cuts and stickers. Use foam tape to create depth.

merriest christmas

BY FLÓRA FARKAS

supplies PATTERNED PAPER: Carta Bella Paper, Simple Stories; EPHEMERA: Simple Stories; STICKERS: Crate Paper, Simple Stories; FONT: Calibri; ADHESIVE: American Crafts, Scrapbook Adhesives by 3L; OTHER: Date stamp

Use white cardstock when your design is busy to help tone down the background and create an elegant look.

card 1

Don't be afraid to foil on coloured cardstock. Foil looks amazing on just about any colour—darker shades, too!

Add extra shine and dimension with glitter and mirror cardstocks. They add instant splendour!



Keep it subtle by colour coordinating your embellishments with the rest of the design.

Give your focal point a more realistic appearance by doubling up your die cuts to create shadows and depth.

warm wishes

BY DILAY NACAR

supplies CARDSTOCK: Concord & 9th, Scrapbook & Cards Today, Spellbinders; INK: Concord & 9th; DIES, EMBOSSING FOLDER, FOIL PLATES, SEQUINS: Honey Bee Stamps; HOT FOIL: Spellbinders; PAINT: Kuretake Zig; ADHESIVE: Gina K. Designs, Scrapbook Adhesives by 3L

Pump up the volume with foam tape in various sizes and thicknesses to add dimension between each layer.

PRODUCT SPOTLIGHT

The Glimmer Hot Foil System from Spellbinders is the perfect way to add shine to your projects like Dilay did for her *Warm Wishes* greeting. spellbinders.com



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BIG DESIGN TIP: Don't be afraid to go the extra mile.

Sometimes you may get to the finish line of a card design or scrapbook layout, and you might feel like it really needs just ONE more "thing"—whatever that may be. Place the project somewhere you can see it to mull over what might be the perfect finishing touch. Dilay saw the need for a little something more, so she used a paintbrush to apply gold paint for a subtle sparkle. It's magic!