

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

Start with a wreath layout.

This design choice will direct the eyes to the center of the layout. The circle of a wreath has a clear beginning and end and allows the viewer to discover every detail on the page.

Create dimension by adding layers around the wreath and photos.



Commit to a colour palette. Choose the colours you'll be working with and stick with those colours. Andrea focused on the pink and teal from the chipboard frames and chose the colours of her background and embellishments based on that.

Frame your photos. Chipboard frames like these from Simple Stories instantly make your photos the focal point of your page. Using solid backgrounds help highlight the photos and embellishments clustered around them.

101

BIG DESIGN TIP: Details matter.

Study this layout by Andrea. Enamel dots pepper the floral wreath, little diamonds add interest and balance to the white space in the bottom left corner, stitching tacks down the white cardstock base, and an adorable birdie is perched on the wreath chirping at Danielle. Each of these elements adds to the cohesive finished result.

Use the good stuff. Choose a collection that speaks to you! Often, we are too afraid to use our favourite stuff, but don't be! Use it all and soon enough, there will be another new collection you'll consider your favourite. The True Colors collection has all of Andrea's favourite colours, and it was absolutely perfect to tell the story she wanted to share about her friend Danielle.

hooray

BY ANDREA LAKE

supplies CARDSTOCK: American Crafts, Simple Stories; PATTERNED PAPER, CHIPBOARD, ENAMEL DOTS, EPHEMERA, RUB-ONS, STICKERS: Simple Stories; PEN: Paper Mate; ADHESIVE: Ranger, Scrapbook.com

layout 2

Circle up with repeated shapes.

While they are layered and used in different ways, having repeated circles helps balance out the design.

Give vertical photos horizontal movement.

For this layout Jill used a half and half approach. You'll notice a light and airy feeling up top with the ledger paper and a heavier feeling below with the large gingham.

Nestle your title. Jill let the title overlap both photos to help fill the negative space above the photo. The goal with this specific layout design was to keep everything clustered together so the eye can take in everything.

Repeat your colours. If your title is black, make sure that black is included in a few other places on the layout so it doesn't feel too stark.

**Thoughtfully choose photo sizes.**

Jill wanted two vertical photos, so she printed them in 3 x 4. This takes up the same real estate as a 4 x 6 horizontal. When you have two photos, you can overlap them or mount them on the same piece of cardstock to make them feel unified.

full of wonder

BY JILL BROADBENT

supplies PATTERNED PAPER, DECORATIVE TAPE, EPHEMERA, STICKERS: Maggie Holmes for American Crafts; PEN: Marvy Uchida; PAINT: Spectrum Noir; TRIM: DMC; STAPLER: Tim Holtz; ADHESIVE: Close To My Heart, Tombow

101

BIG DESIGN TIP: Layer, layer, layer. You could repeat this design again and again and make it unique each time by adding layered elements. Jill likes to think of pattern, shape, texture, and shine when she designs. Matting a photo is the first step, and then you can look for other patterns to help accent the photos without being distracting. Torn edges can add interest to your layers. Add foam tape behind photos so that you can tuck things under. Use shapes like circles or florals to break up all the straight lines of patterned paper layers. Finally, add metallic stickers and thread for texture. It's subtle, but it adds just the right touch to your pretty, layered look!

layout 3

Tie your embellishments into your photo.

Audrey used a chipboard rainbow sticker to embellish the photo because it resembles the rainbow on the watering can her daughter is holding in the photo.

Add journaling on a removable tag behind a photo.

There isn't always a good space to incorporate journaling. One solution is to add a tag between the layers behind the photo. Slide out journaling adds an interactive element.

Hand-stitch elements to add a touch of whimsy to your pages. Notice the hand-stitching Audrey added on the clouds, hills, butterfly trail, and border.

Embellish your cut files to give them depth and dimension. Audrey layered flowers, a bow, and butterflies onto the watering can cut file to add interest and make it multi-dimensional. Foam adhesive makes these elements pop even more.



BIG DESIGN TIP: Choose an element from your photo and build a layout around it.

The watering can from Audrey's photo was the inspiration for this page. She decided to use a watering can cut file and design a scene around it, bringing the layout and the photo together in a fun and whimsical way.

Overlap elements on the page to bring your scene together. Audrey tucked the photo beneath the watering can and the garden gloves so it looks like part of the scene.

Embellish your embellishments! Add puffy stickers, embellishments, and hand-stitching like Audrey did to the Blooming Wild card on the layout.

love blooms here

BY AUDREY MUTSCHALL

supplies CARDSTOCK: American Crafts, Bazzill Basics, Michaels; PATTERNED PAPER, CHIPBOARD, EPHEMERA, LETTER STICKERS, STICKERS: Paige Evans for American Crafts; INK: Catherine Pooler Designs; CUT FILE: Paige Evans; TRIM: DMC; ADHESIVE: Forever in Time, Michaels, Tombow

Build a scene. Tell a story by building a scene around your focal point (the large flower) and tie it all together with a punny sentiment. Add highlights to the critters with shading and white pen for depth, interest, and cuteness overload.

card 1

Make it special and make it sparkle.

Add elements of shine with a touch of gloss and small amounts of glitter.

Get a little edgy.

Instead of a rectangle die to frame the design, try one with a fun edge like this postage stamp frame that Mindy used.



Choose a triadic colour

scheme. Mindy used lots of yellow, plenty of blue, and a bit of pink (rather than red) for her tried and true triadic colour scheme. The green and brown she added were merely for the completion of a sweet, farm scene.

Don't overwhelm the focal point.

Instead, you want to make it shine. Use smaller elements to enhance and tell the story.

i totally dig you

BY MINDY EGGEN

supplies CARDSTOCK, STAMPS, INK: Lawn Fawn; PEN: Sakura; DIES: Lawn Fawn, Taylored Expressions; TEXTURE PASTE: Pink & Main; GLITTER GLUE: Ranger; ADHESIVE: Gina K. Designs, Lawn Fawn, Taylored Expressions

Mask off the edge of the postage stamp frame with masking strips when you ink blend your sky and grass. This leaves a crisp white border around the scene.

PRODUCT SPOTLIGHT

Panel dies like the Quilted Hearts Backdrop from Lawn Fawn make great staples in any die collection! It comes in both a portrait and landscape style.

lawnfawn.com



101

BIG DESIGN TIP: Make the background something special.

Sometimes a background is an afterthought, but Mindy's background is both deliberate and delightful. She starts with a tone-on-tone background with subtle texture created by layering a panel die cut with a cover plate of the same colour. Her background adds colour while not detracting from the focal point.