



DESIGN DEFINED

WINTER 2016

Hybrid: Refers to scrapbooking that combines both physical product and digital products on the same page or project, or simply using some digital processes on a traditional layout. Most often includes the use of Photoshop or Photoshop Elements, or other digital programs or phone apps, as well.

Opacity: The degree to which light is not allowed to travel through, or the ability to see through an object. Example: vellum paper has a lower opacity than a solid cardstock. Opacity can be adjusted digital on photos and other digital elements to create certain effects.



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Line: An element of art defined by a point moving in space. Line may literal, descriptive, implied, or abstract. Anything placed along a line can create visual direction or order. Think of lining up small photos along any area of a page.

Hierarchy: The visual arrangement of design elements in a way that signifies importance. For example, you might make a page title big and bold to ensure it attracts more attention than a smaller page title or other element. Likewise, you may put your focal photo higher up on your page design to signify the importance of elements on the page.