



DESIGN DEFINED

FALL 2016

Emphasis: (also called *contrast* or *dominance*) is defined as an area or object within the layout that draws attention and becomes a focal point. **Subordination** is defined as minimizing or toning down other compositional elements in order to bring attention to the focal point work well together as a complete piece. Emphasis can be created through the use of size, color, and placement. In scrapbooking, we also bring emphasis to the page by the thoughtful use embellishments and other scrapbooking techniques and applications in relation to our desired focal point.



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Widow: A term used in typography to describe a s paragraph-ending line that falls at the beginning of the following page or column, thus separated from the rest of the text.

Orphan: A term used in typography to describe a paragraph-opening line that appears by itself at the bottom of a page or column, thus separated from the rest of the text.

Bad break: A term that refers to widows or orphans in text copy; any break that causes awkward reading. It's a good plan to avoid any weird hyphenation or line breaks altogether in journaling blocks.