



Class by Jen White

Design Beautiful Pages—Design Basics

Lesson 01: Page Design

Credits: Creative team pages, Time Teller by Etc. By Danyale

7 Design Principles

1. Focal Point
2. Flow
3. The Rule of Odds
4. Proximity
5. Repetition
6. Balance
7. White Space

Focal Point

The key to understanding focal point is to ask yourself, “Where do I want the viewer’s eye to be drawn first?”

Pages that practice focal point draw your eye to one place on the page.

There are no distracting elements drawing your eye away from the focal point of the page.

On a scrapbook page, the focal point usually rests on the photo.

All other important features of the page stem from that one place.



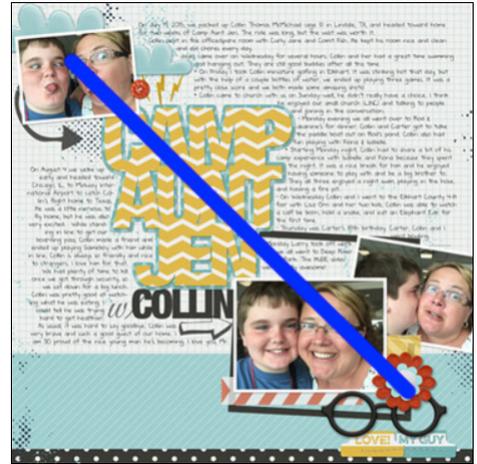
Flow

You should be able to literally draw the flow of the page design with your finger.

You will typically find the flow of good pages to be in a diagonal, a sequence, a triangle, a zigzag, or a circle.

Everything important should reside within the flow line.

When using this principle, make sure to not distract from outside the line.



The Rule of Odds

The rule of odds is design in odd numbers.

The most common odd numbers in scrapbooking are 1, 3, and 7.

Examples would be 3 proportional photos, 7 small stars, or 1 large cluster.

The human brain is naturally drawn to things in odd numbers.

Go with the rule of odds and immediately your page design will be more interesting.

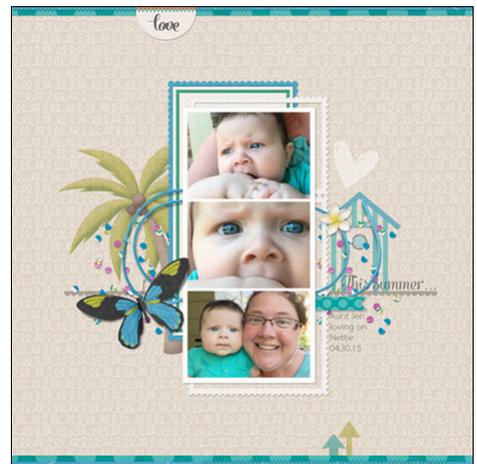


Proximity

Proximity happens when you place related accents close together so the eye processes them as one unit.

This is a good principle to follow when working with clusters of elements or cluster of photos.

You want to try to avoid what we call trapped space, which is an illogical break between two things that should go together.

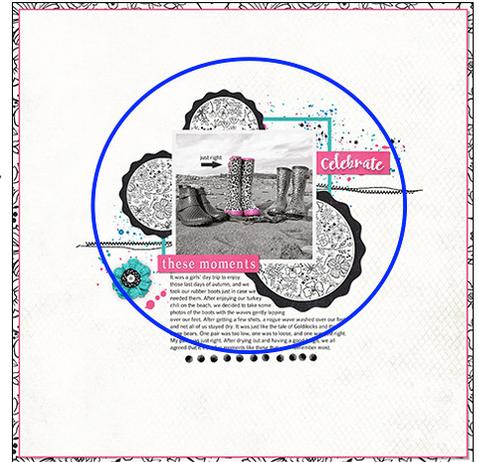


Repetition

Repetition is repeating things on a page like shapes, sizes, colors, or elements.

Three little red hearts in a row would be an example of repetition.

Three circles acting as an anchor is repetition.



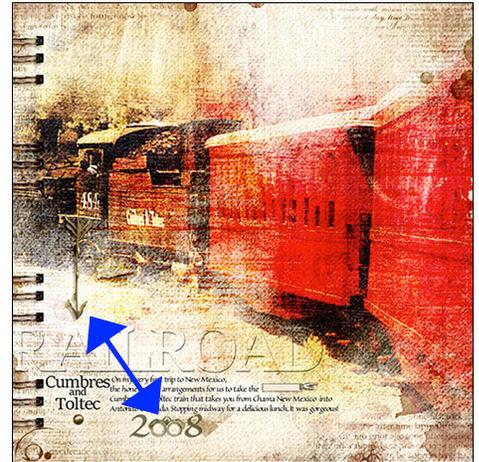
Balance

Maintaining balance can get a little tricky, but try thinking of it in terms of a scale.

If you were to put one large flower one side, it would take lots of little flowers on the other side to balance out the scale.

Balance can be achieved by two asymmetrical photos.

Balance can be achieved with size and color.



White Space

Also referred to as negative space, white space is the portion of a page left empty.

White space is a balance between nothing and everything.

White space still needs to contain the essentials of a photo, title and journaling.



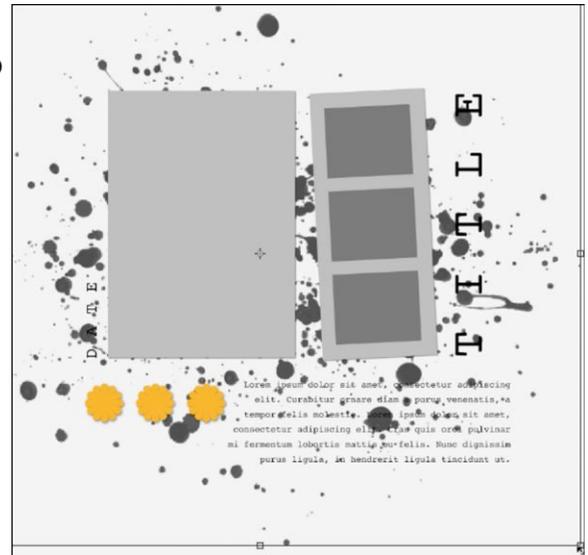
Position on the Page

An anchor should always reside immediately behind photos and 3D elements.

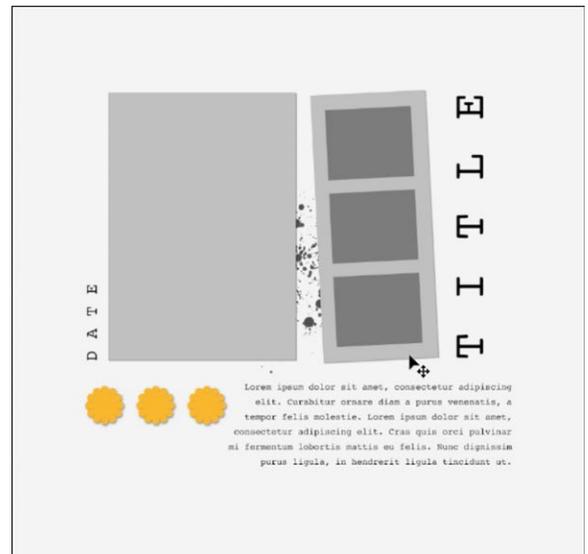
Anchor Size

An anchor should be large enough so that it peeks out from behind the photos and other elements but small enough that it doesn't steal the show.

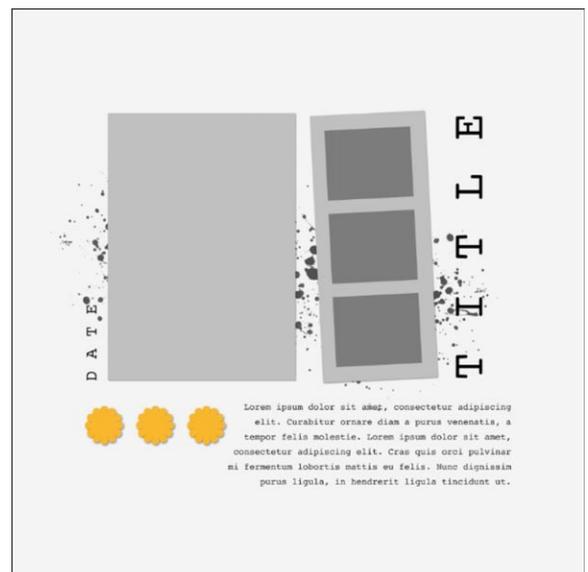
This is an example of an anchor that is too large.



This is an example of an anchor that is too small.



Duplicate and reposition small anchors to provide additional coverage.



Lesson 03: Clusters

Credits: Memory Keeper by KimB, Freckled Fawn by Sweet Caroline Studio, Great Outdoors by Kristin Cronin-Barrow, photos by Jen White, DJB With a Little From My Friends font

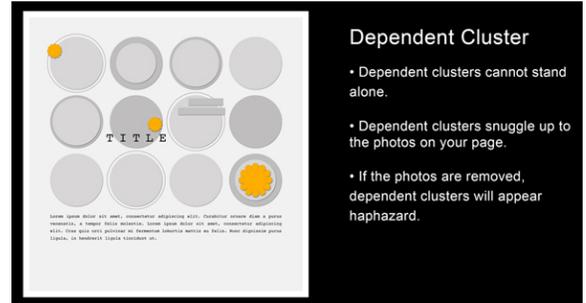
What Is a Cluster?

A cluster is a group elements positioned close together.

What Is a Dependent Cluster?

It cannot stand alone.

It is generally found snuggled up to photos.



What Is an Independent Cluster?

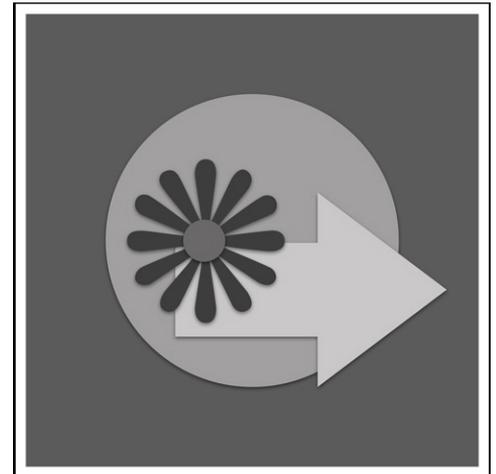
It forms an artistic group of elements that can be used with photos or without.

It is most often found on the edges of a page.



3 Step Cluster Recipe

1. Start with a main shape - ellipse or rectangle.
2. Add the opposite of that shape in a slightly smaller size.
3. Add an ellipse or a rectangle in a much smaller size.



Additional Clustering Advice

- Offset the second element to add interest and a focal point.
- Use logic when creating the order of the elements in the Layers panel.
- Do not place flat elements ovetop of bulky ones.
- Maintain the focal point from step two to step three.
- Make sure the drop shadows in your cluster reflect the logic of real life shadows.
- Stay within the same color family or limit your color choices.



Tips for Using Clusters on a Page

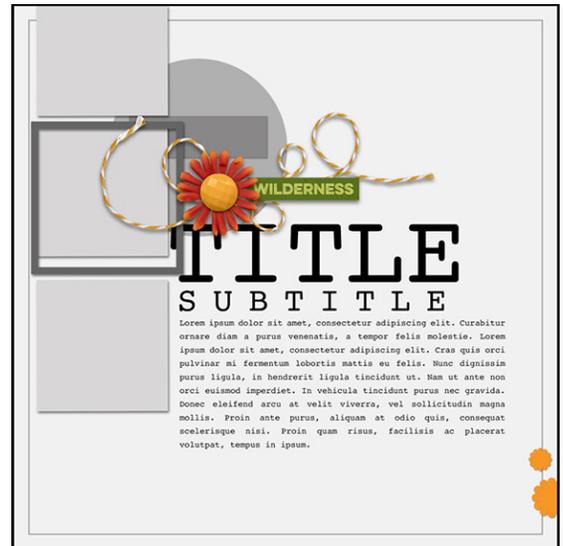
The cluster's position in the Layers panel should be at the very top.

Put dependent clusters along edges.

Put independent cluster up next to photos.

Use the cluster to maintain the focal point of the page.

Balance the size of the cluster with the other elements on the page.



Lesson 04: Papers

Credits: GrandmasSewingRoom-SusieRoberts, MakeAWish-KimB, ALoveStory-KrystalHartley, SweetiePie-BrandyMurry, CountYourBlessings-DigiliciousDesign, AllAboutABoy-ShawnaClingerman, MemoryKeeper-KimB, SpiritOfChristmas-HGDbyLaurieAnn, NaturesPlayground-KimB, LoveMom-KarlaDudley

What Can Papers Do?

- Papers can evoke feelings of nostalgia, festivity, and even unending adoration.
- Papers can bring calmness or chaos to a page.

What Are Plain Papers?

- Solids
- Textures
- Small, single colored patterns
- Tone on tone

What Are Solid Papers?

- Repeating patterns
- Stripes
- Plaid
- Big, bold designs
- Contrasting colors

5 Paper Guidelines

1. Use plain paper for backgrounds.
2. Use plain paper to mat photos.
3. Use plain paper to clip to type.
4. Use patterned paper as an accent.
5. Use patterned paper for borders and edges.

