

10 Title Tips

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vacation 
Myrtle Beach

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I LOVE YOUR  MILE


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peace & quiet

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I LOVE YOU



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happy

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URE  TOS
MAJESTIC

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FAMILY
LOVE GROWS HERE

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take ME to the BEACH

Title Tip #1: Color-Coded Overlapping Title

Overlap low-opacity letters that have been colored to match your subject.

Seaside

Tips for creating a title like this:

- Choose a thick font.
- Place each letter on its own layer.
- Color each letter differently to match your subject.
- Lower the opacity of the letters to 65% and overlap them.

Cute
Boy



Title Tip #2: Element-Added Title

Replace or embellish a letter in your title.



Tips for creating a title like this:

- Choose a word or phrase that is still readable when one letter is missing. This is usually a vowel.
- Choose an element that is roughly the same shape as the letter.
- Place an element inside the letter (like below) or overtop of the letter (like above).



Title Tip #3: Fancy-Letter Title

Replace one letter of your title with a fancy letter.



Tips for creating a title like this:

- Choose one sans serif font and one script font. Font duos are especially nice for this technique.
- Choose one interesting letter in your title and replace it with an alternate font. Generally, this would be the first letter of a word.
- Use the Space bar to create space in your title for the alternate letter.
- Use the same color for both fonts (like below), or make the alternate font a different color (like above).
- If the alternate letter is chunky enough, try popping it out with a drop shadow (like above).



Title Tip #4: Ampersand-Added Title

Utilize a fancy ampersand in your title to add flair and creativity.

peace & quiet

Tips for creating a title like this:

- Type an ampersand on your page, then cycle through your fonts until you find an interesting one. Maybe even seek out an ampersand with a glyph.
- Choose two words that typically go together or two words that best describe the subject of your page.
- Place the two words: one before and one after the ampersand.
- Use a contrasting font for the two words.
- If your ampersand is thick enough, consider adding an effect to it, like we did in Lesson 3 of 10 Timeless Titles.



Title Tip #5: Word-Apart Title

Use color to set apart one word or part of your title to draw attention to it.

I LOVE YOU

Tips for creating a title like this:

- Create a title that is more than 3 words or parts.
- Color the entire title a neutral, like black, white, or gray.
- Recolor the most important word or part bright and colorful.



Title Tip #6: Alpha-Paired Title

Pair a contrasting alpha with type to create an eye-catching title.

memories
in the making

Tips for creating a title like this:

- A big shadow-style alpha will work best.
- Never add a shadow to a stamp-style alpha.
- Use a contrasting font for the second part of the title. For example, serif vs sans serif or print vs script.

pool
party



Title Tip #7: Stacked Contrasting Title

Pair a contrasting alpha with type to create an eye-catching title.



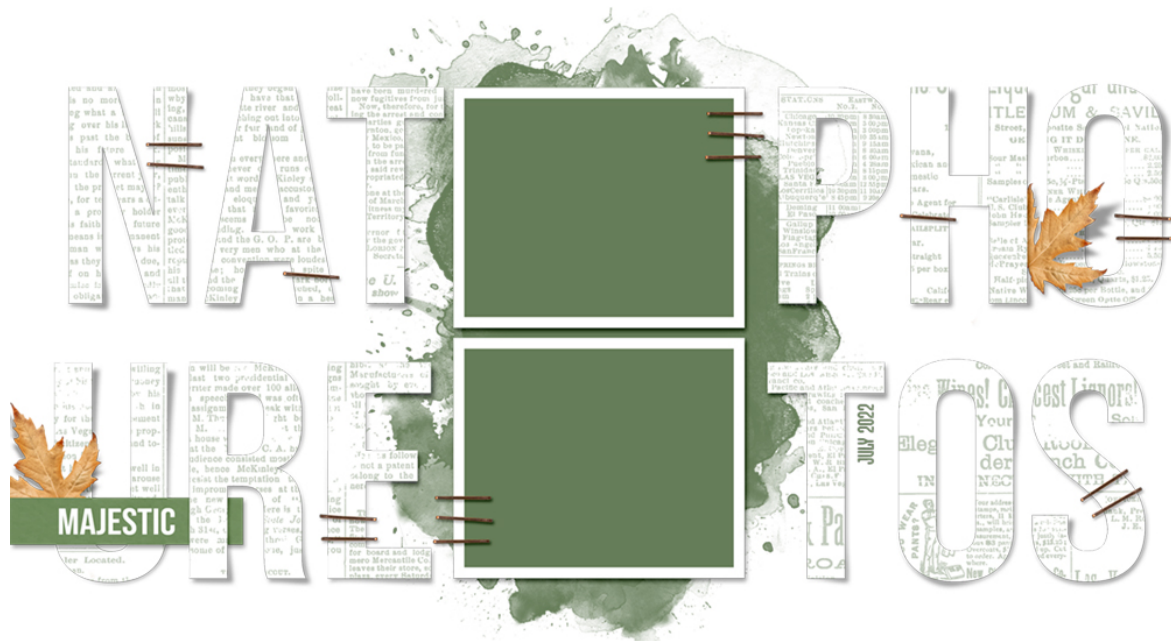
Tips for creating a title like this:

- Use a big san-serif font for the background word.
- Use a small script font for the foreground word.
- Make sure the colors contrast to set them apart.
- Do not add drop shadows.



Title Tip #8: Bold Title Separates

Separate the letters of a big, bold title to create a unique design that can be layered with photos and elements.



Tips for creating a title like this:

- Use a bold sans-serif font. Impact is always a safe bet.
- Try putting each bold letter on its own layer and layering the letters with photos and/or elements.
- Or, try putting the title on one layer, but add a return in the middle of the word.
- Find creative ways to use your photos with the title.



Title Tip #9: Word Strip Title

Pair an extra-large word or phrase with a coordinating word strip to make a title that draws attention.



Tips for creating a title like this:

- Place a large title behind a much smaller, coordinating word strip.
- Use the word strip to either finish the title or complement it.
- Add a drop shadow to the word strip, but not to the larger title.



Title Tip #10: Paired Title

Pair contrasting fonts with contrasting colors to create an eye-catching title for your next scrapbook page or greeting card.

take ME to the BEACH

Tips for creating a title like this:

- Pair two contrasting fonts, one script and one print.
- Size the main words in the title large and the secondary words small.
- If the main words are uppercase, then style the secondary words lowercase, and vice-versa.
- Make the main words and secondary words two or more contrasting colors.

