

Get Videos & Single PDF

Get all 12 lessons in a single pdf along with 12 accompanying video lessons with the class upgrade at GetItScrapped.com/DesignClass

DESIGN PRINCIPLES for the SCRAPBOOK PAGE

{LESSON THREE} Design Principle of Repetition

Unity refers to how the parts of a design come together as a whole. If the elements on a scrapbook page look like they belong together (as opposed to having been collected and placed randomly) you have unity. In the quest for a design with unity, the WHOLE design is more important than any element or grouping in it.

Including repetitions is a good way to work toward achieving unity on a scrapbook page.

Repetition is a great tool for creating unity on a page—or in any work of art. Think about the recurrences of stormy weather in *Wuthering Heights*, of debt in the novels of Charles Dickens, and of smoke (from pipes, cigars, gas lamps, and, finally, of the fire) in *Citizen Kane*.

Think about that thrill you get when watching a movie or reading a book – and some image or key behavior reappears – and you say: “Oh, yes! I knew that was going to happen-”? BUT you didn’t totally know, you just knew when you saw it that it was right. It was surprising but not unexpected.

Repetition without some variety can (and probably will) be dull. The design challenge, then, is to think about how to change something while keeping it the same. For example, Charlotte Bronte put that storm in both the weather and in Heathcliff’s soul.



Cover Illustration by Fritz Eichenberg for 1943 edition of *Wuthering Heights* shows Heathcliff with his stormy soul out in the stormy weather. (Source: Flickr / JoulesVintage)

repetitions with variety are the key

Add repetitions with variety. Ways to get repetition with variety on the scrapbook page include:

- repeating an image or shape in different colors.
- repeating an image or shape in different sizes.
- repeating a color in different elements (i.e., alphas, ribbon, mats).
- using a variety of tones of the same color
- repeating a motif in different styles

On this page, “On Account of Snow,” snowflakes are a repeated motif. There are snowflakes in a variety of sizes, colors, textures and shapes. See the large Kraft snowflake behind a blue flair. Smaller doodled snowflakes at bottom right, a crumpled and splattered snowflake near the journaling. There are also small snowflake illustrations on a patterned paper block below the photos, and the doilies, while not snowflakes, do share a lacy shape with them.



creating repetitions with variety | color repetitions

Add repetitions of color. In addition to repetitions of snowflakes, on “On Account of Snow,” there are repetitions of the color blue.

There’s blue in the tied rubber band, and then a darker blue on the flair. The blue in the title, though, which fills a greater visual area than the other two, is a pale blue.



On “Lamprey Skating,; repetitions of red flow through the photos, and then repetitions of yellow occur in the embellishments to create a visual triangle.



creating repetitions with variety | texture repetitions

Add repetitions of texture. Repeating textures is another way to get the unity that repetitions with variety give a page.

On “Charming Kittens,” I established three foundational embellishment spots with paper clouds and immediately topped them each with cork so that I’ve got repeated texture. Each of these cork pieces, though, has a different shape: a heart, a cloud, and a geo-tag. Glitter elements add another layer of textural repetitions as do the hand-stitched flowers.



creating repetitions with variety | shape repetitions

Add repetitions of shape. Color is my most commonly used method of including repetitions, and shape runs a close second.

On “Rabbit Rabbit Hare Hare,” I’ve included many repetitions of rings and circles :

- There are chipboard rings (painted brown) and circling my son’s initial and the “1” that represents the first day of the month
- There is a punched tag that says “Good Memories” (notice how this is backed up with a slightly larger brown circle which ends up looking like a ring and creating the third point in a visual triangle of brown rings)
- There are three different strips of patterned paper with circles bordering the page at top and bottom (and even the circles in these patterned papers are surrounded by or include dots)
- Notice the brad alphas spelling “July” are circular.



creating repetitions with variety | conceptual and themed repetitions

Add conceptual or themed repetitions. Sometimes your repetitions will be around a concept. For example, when you're making a themed page, you might find yourself collecting different images or word embellishments that are related by subject.

On “Happy Halloween,” I included words, images, and colors that all connote Halloween: the bat, the monster, the word “boo,” and the blacks, golds, and purples.



creating repetitions with variety | motif repetitions

Add repetitions of motif.

Combining images of the same thing but in different styles and formats is a great idea for getting repetitions with variety onto your scrapbook pages—and creating unity along the way.

“Awesome Sight” is a page about my Dad, who loves the outdoors but who reached a point where he could no longer move freely to enjoy it. He did get to sit on the front porch, though, and he loved his bird feeders and looking at birds. On this page there is a little sticker bird, a larger die-cut bird, and a collaged bird.

summary

Repetition is a great tool for creating unity on a page—or in any work of art. It’s important that you have variety in your repetitions. You can create repetitions with color, texture, shape, thematic elements, and motif.

