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DESIGN PRINCIPLES for the SCRAPBOOK PAGE

{LESSON EIGHT} Page Parts

Fresh ideas for scrapbook page design come easily when you've got: 1) a facility with the basics of page design, and 2) an understanding of what role the essential parts of a scrapbook page can play.

design principles

We've spent the last 6 lessons looking at the design principles of:

- emphasis
- repetition
- alignment
- contrast
- balance
- flow

These are your tools for combining the parts of a scrapbook page to make a well-designed layout efficiently.

page parts

The key parts of a scrapbook page are: photos, journaling, title, embellishments, canvas.

Not every page has every part—but most pages have most parts.

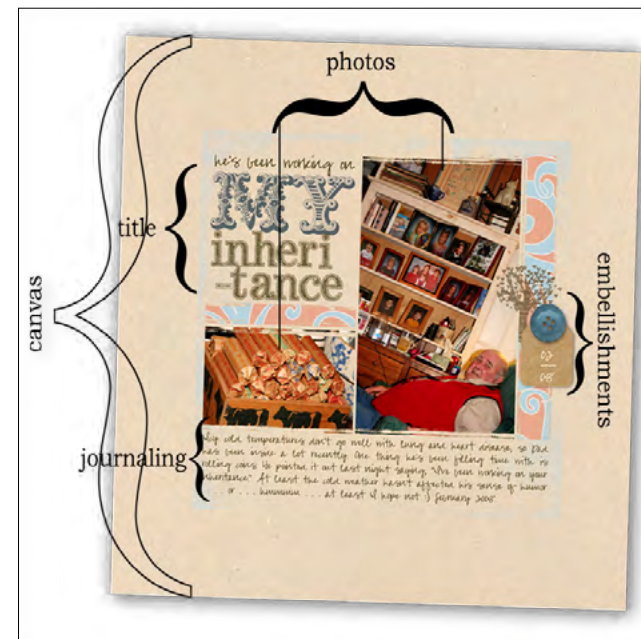
Approach each new scrapbook page by

1. taking inventory of how these parts will need to be incorporated, and
2. considering how best to combine them given the six basic design principles we've covered.



Take a look at the layout here and the labeled page parts. Can you now go through and find the design principles at work. As you find them, note which page parts are involved. For example: emphasis is incorporated with a focal point photo; alignments exist across multiple page parts with the left edge of the title block, journaling, and supporting photo all lined up. What else do you see? Can you find repetitions and contrasts?

In the rest of this lesson I'll outline a process for selecting and placing page parts that will be expanded in subsequent lessons.



Q1: What's the point of the page? What is its purpose?

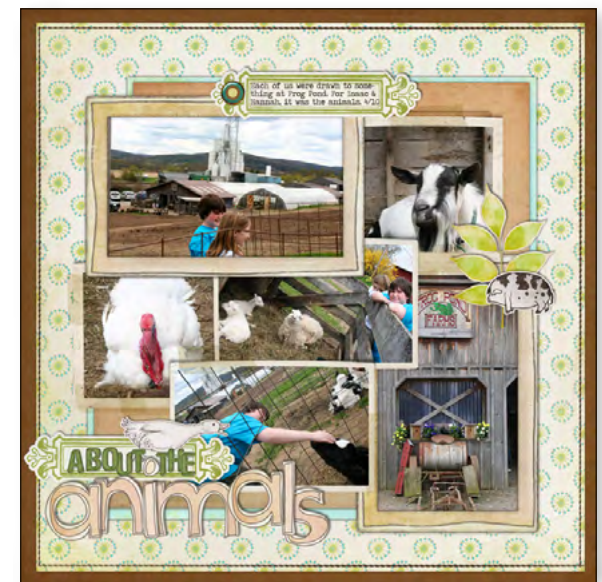
Begin by asking yourself about the purpose of your page. Knowing the answer to this will drive your page-parts choices.

There's a good chance your purpose in creating any page will be one of the following:

- for your creative expression
- to provide an opportunity to experiment and/or play with product and/or design
- to explore a topic and better understand it
- to create a record of a something that happened (anything from a brief moment to a big event)
- to express how you feel about a specific subject and/or person
- to convey a message to whoever you plan to share this page with
- . . . or it may be something else . . . just figure that out and hold it in your mind as you move forward



My purpose with "New Spot" was to play with the design principle of balance--specifically, to make an asymmetrically balanced page and to make something really pretty to present this moment that I was primarily recording for myself.



"About the Animals" needed to hold LOTS of photos and record an outing we made with extended family to a farm. It's part of an album from a week-long visit and I wanted to get a sense of the place and the animals onto a one-page layout.

Q2: Based upon the answer to Q1, consider the role of **photos** and **journaling**.

With your purpose in mind, consider what role the photos and journaling will play on the page. A big part of your work is allocating space on the canvas to include the pieces that will tell your story. You need to be able to plan to do this.

ask yourself about photos

- what photo(s) do you have?
- which do you **want** to include?
- which do you **need** to include to achieve the purpose of your page from Q1?

When I got ready to scrapbook the photos on “Sawmill,” my purpose was to celebrate my brother and a new piece of equipment he had.

The one large photo here was what really compelled me, and I could have told the story with just this photo.

I included more, though--a shot of his tractor and of him with my son and his dog--because I love the context these other shots add (and because I didn't need much room for journaling).



These articles cover some of the basics of making photo selections and organizing photos

- [How to Select Events Photos for Scrapbooking](#)
- [Organizing Events Photos](#)
- [Organizing Everyday Life Photos](#)
- [Scrapbooking Stories on Two-Page Layouts](#)

ask yourself about journaling

Now consider your journaling requirements:

- how much journaling do you need in order to tell the story of your page?
- how much space (relative to other parts) will you need for the journaling?

On “Playing Solitaire,” I started by thinking about photos: two photos would have sufficed--one of my husband and son and one of my husband’s hand guiding my son’s hand to place a card in the game--but I loved all of these photos, and the interaction they showed, so I included more.

Once I knew the photos I was including, I thought about journaling. I needed space for more than just basic descriptive journaling and so used a linear design in order to carve out a block just for journaling.

Everything becomes more intertwined. You’ll start to think about these page parts and how you should choose for good design. You’ll circle around, revisiting these pieces in your mind--not for a long time, but as you begin moving things around on the page. It will be an iterative process.



If you want to see more examples and ideas for scrapbook page journaling check out this article -- it has links to 20 free lessons on scrapbook page journaling: [20 Lessons on Scrapbook Page Journaling](#)

Q3. Based upon the answers to Q1 and Q2, consider the role of **title**, **embellishments**, and **canvas** while keeping design principles in mind.

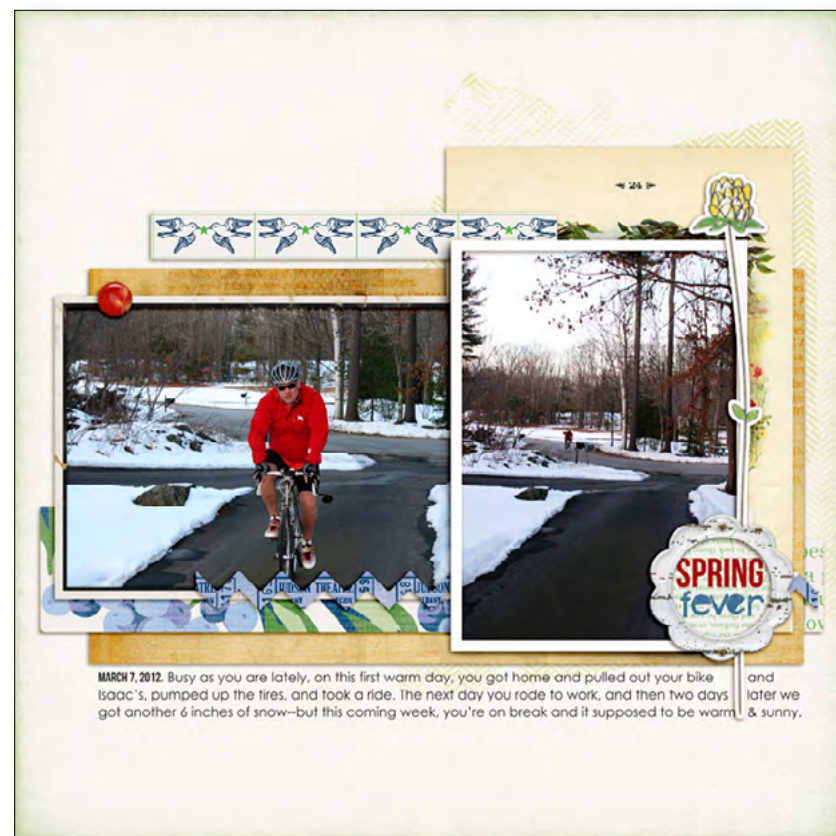
consider title

Now that you've got an understanding of the photos and journaling you'll want to include, think about your title.

- do you need a title?
- would you like to use a clever title or would a simple label work?
- how much space does it seem you have for your title given the photo and journaling requirements?
- would you like your title to be a strong part of the design?
- would you like to use it to create flow?

I like including titles on my pages as much for the cues to subject they provide as for how I use them to create flow, contrast, and emphasis.

The title on “Spring Fever” tells the viewer that this biking was in the spring and not in the winter despite the snow in the photos. Further, it has a spot of red that repeats the red in the brad and my husband’s coat. It creates a point on the downward diagonal flow that leads the eye through the page.



We've got lots of lessons and ideas for scrapbook page titles at Get It Scrapped all linked up here:

- [Roundup of Ideas for Scrapbook Page Titles](#)

consider canvas

Given the amount of space you are thinking you'll need to accommodate photos, journaling and title, what kind of a design will work well? How will you fill your canvas?

Will you need to fill the entire page or could you create a design with generous white space?

Given your page purpose what kind of tone do you want to set? A linear or blocked design will evoke different feelings than that of a freestyle design with flourishes and layers and unusually-shaped white space.

On "I Am a Schlepper," the title is probably the most important page part. It sets a fun, confessional tone, and, along with the photo, cues the viewer to the topic. One revealing photo is all that's needed and the result is lots of white space and a layered approach to the canvas. A cute bird and a row of aligned (but different) buttons are the embellishments.



Here are articles to get you thinking about the many aspects there are to your canvas:

- [Get Started Scrapbooking | 6 Ways to Make the Page Canvas](#)
- [Get Started Scrapbooking | Why Canvas Shape and Size Matter](#)

consider embellishments

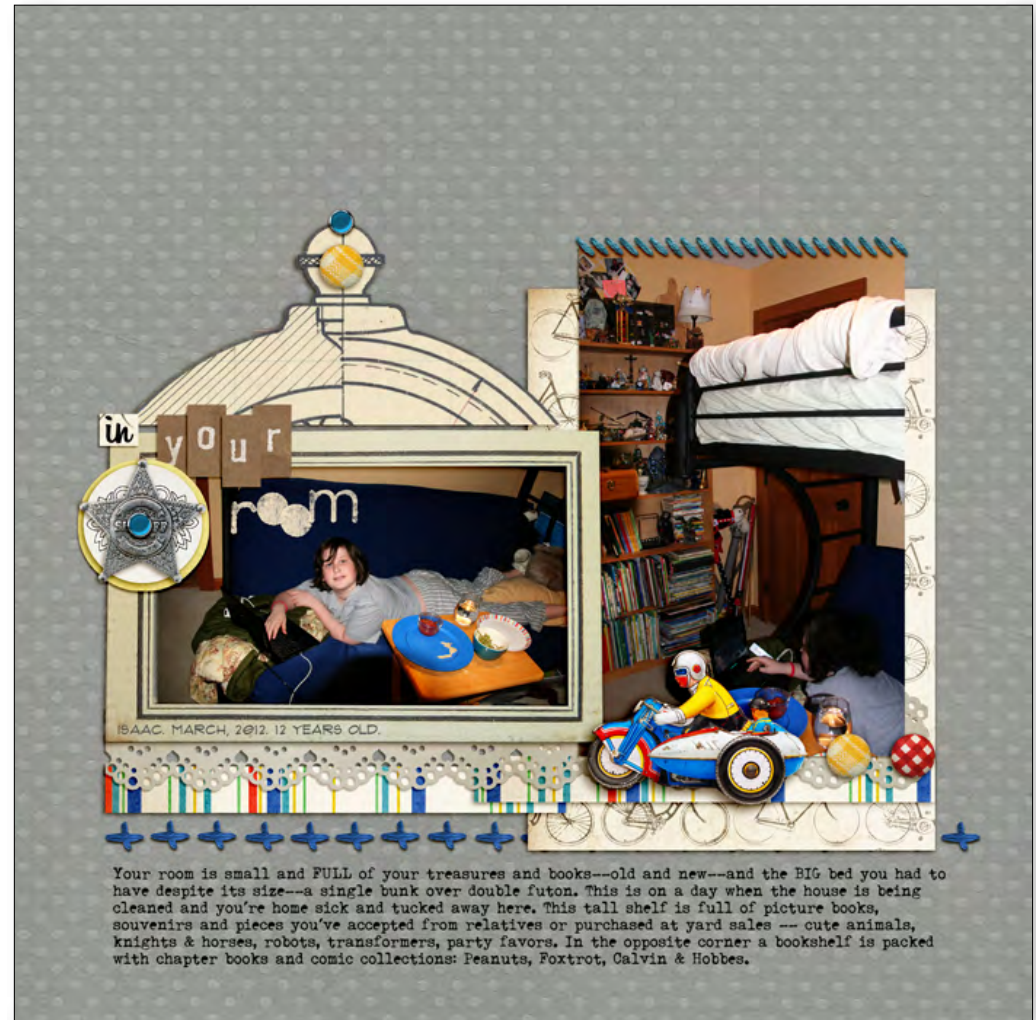
As you start to understand how things are coming together, think about the tone you want to set, and, thus, the type and number of embellishments to include. Consider meaning and what kinds of motifs support your meaning. Think about all of the design principles and how embellishments can help you achieve strong use of them.

“In Your Room” is embellished with an eclectic mix of pieces that remind me of the treasures on my son’s shelves. These pieces not only support page meaning, they also add repetitions of color and texture that move the eye through the page.

As you get these considerations about page parts in your mind, start moving things around on the page, working to integrate all of the parts using design principles and seeking a design with unity.

Check out these articles to get an idea of just a few of the things to keep in mind when embellishing pages.

- [Place Embellishments to Support Scrapbook Page Flow](#)
- [Choosing Embellishments for the Scrapbook Page](#)



4. Start moving things around on the page

With an understanding of your parts, the next step is to start moving things around on the page to get a design that works. This has been an overview of a process for understanding which elements to use. Subsequent lessons will show you more details of each step in the process.