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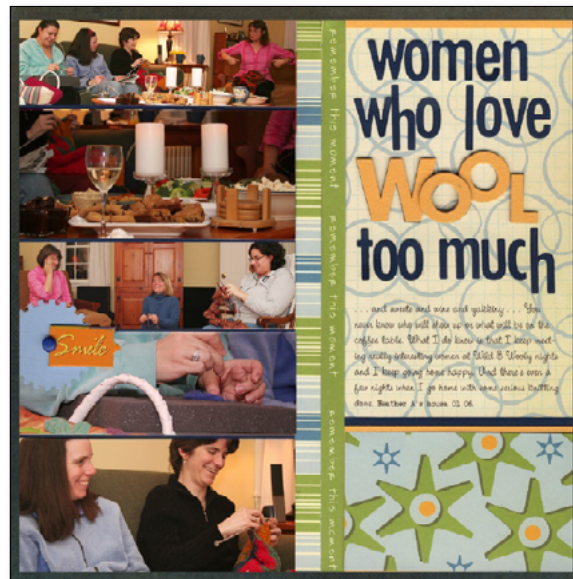
DESIGN PRINCIPLES for the SCRAPBOOK PAGE

{LESSON TWO} Design Principle of Emphasis

Different parts of your scrapbook page should have different levels of importance. Without some variation in emphasis among the elements on your page, everything takes on the same level of importance and the viewer has to find some way into your page on their own. When emphasis exists, though, the viewer's eye is drawn to a starting point and then (with some good "flow management") knows where to continue. The result is the viewer "gets" what your page is about.

To incorporate emphasis you just need to **make something stand out**. Incorporate a strong focal point on your page that draws the eye first. The decision of which element will be the focal point will depend upon the subject of your page and what meaning you want to convey. Focal points are quite often photos but they could be other page parts.

In addition to catching the eye, a strong focal point should also delight or intrigue or just charm. The focal point on "Last Day of School" is a photo while the focal point on "Women Who Love Wool" is the title. Both of these have lots of appeal.



5 ways to create emphasis

How to create emphasis. Differences draw the eye. When one item is clearly different from the others around it, it is attention-getting.

In this lesson, I'll show you five ways to create emphasis:

1. with contrast
2. with embellishment
3. with placement
4. with isolation
5. with content

More Reading

[How to Create Focal Points on Scrapbook Pages](#): article at Get It Scrapped.

if you're a GIS Member

Focal Points: Masterful Scrapbook Design class on creating and using focal points in design. Ebook + videos with guest teachers Noell Hyman, Kelly Purkey, Krista Sahlin, Betsy Sammarco and Celeste Smith.

section opener

how to create emphasis | emphasize with contrast

Emphasize with contrast. Contrast is about differences: differences in size, shape, color, value, and even texture. When something is contrasting (or different) from the other items on the page it stands out.

On “Last Day of School” the photo is the focal point and it is so in large part because of contrast: it is the largest element on the page, the only portrait-oriented item (the other photo and journaler are landscape-oriented and the foundation is square).



how to create emphasis | emphasize with embellishment

Emphasize with embellishment.

When you decorate the mantle over the fireplace you increase its visual draw and significance. The same goes for an element on a scrapbook page. Tie a ribbon around a title letter, add a bright chipboard flourish or eye-catching frame to a photo, or fasten your journal block with eye-catching brads to strengthen their appeal and attention-getting potential on the page.

The focal point on “First Grade” is the larger photo at the top. It’s embellished with vellum chevrons, flair, bow and even the title. All of these items get the viewer looking here first.



how to create emphasis | emphasize with isolation

Emphasize with isolation. You can create a focal point by setting one element (or block of elements) apart from the others with white space.

The focal point on “Your {Full} Room” is the single photo grouped with the page title. Generous margins as well as the photo’s content and the design interest added by the title make it the starting spot for the viewer’s eye. What’s more, the entire focal block contrasts well with the background paper, thus making it “pop.”

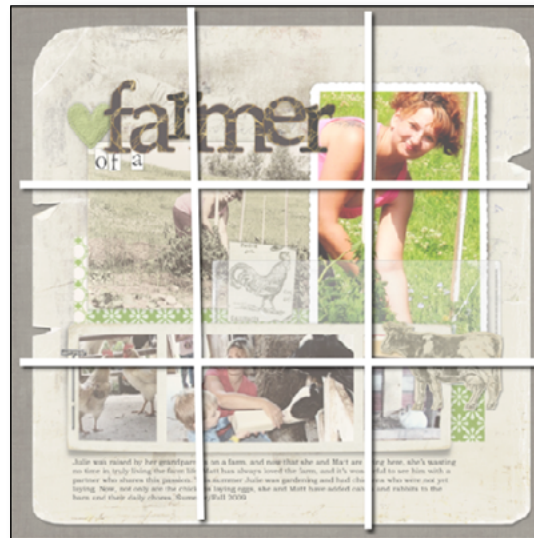


how to create emphasis | emphasize with placement

Emphasize with placement. An object placed in a “sweet spot,” on the page will take on importance. To find the four “sweet spots” on your page, divide it into thirds horizontally and vertically (as if drawing a tic-tac-toe board over it) and find the four spots where your dividing lines intersect.

The larger, full-color photos that is this page’s focal point sits at the “sweet spot” in the upper right of the layout.

Note, though that this is not the only thing making this the starting point for the viewer’s eye. It’s a combination of techniques for emphasis that give it this honor: placement PLUS contrast in photo color and size, framing, and an engaging subject looking straight into the camera all add to the strength of this scrapbook page focal point.



how to create emphasis | emphasize with engaging content

Emphasize with engaging content. A compelling photo—one with a strong image or with people looking into the camera or engaged in an interesting activity—will draw the eye and make a great focal point. You can use cropping to oomph the photo's draw.

“Beach Day” includes 6 photos, and they're all lovely, but the one at the top of the center column stands out because the crop zooms in much closer, the subjects are looking into the camera, and the photo is the most colorful.

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emphasizing page parts | emphasize photos

Emphasizing photos. Photos are often the reason for a layout, and they are what most frequently gets emphasized.

Some ways to emphasize photos include: photo editing, cropping, matting, framing, embellishing, and contrasts in size, shape, color, and

value. See more concrete ideas for doing this on the Get It Scrapped blog in [Creating A Focal Point on Scrapbook Pages](#).

The layouts we've looked at in the lesson so far have all emphasized photos.



emphasizing page parts | emphasize titles

Emphasizing titles. Scrapbook page focal points are not always photos.

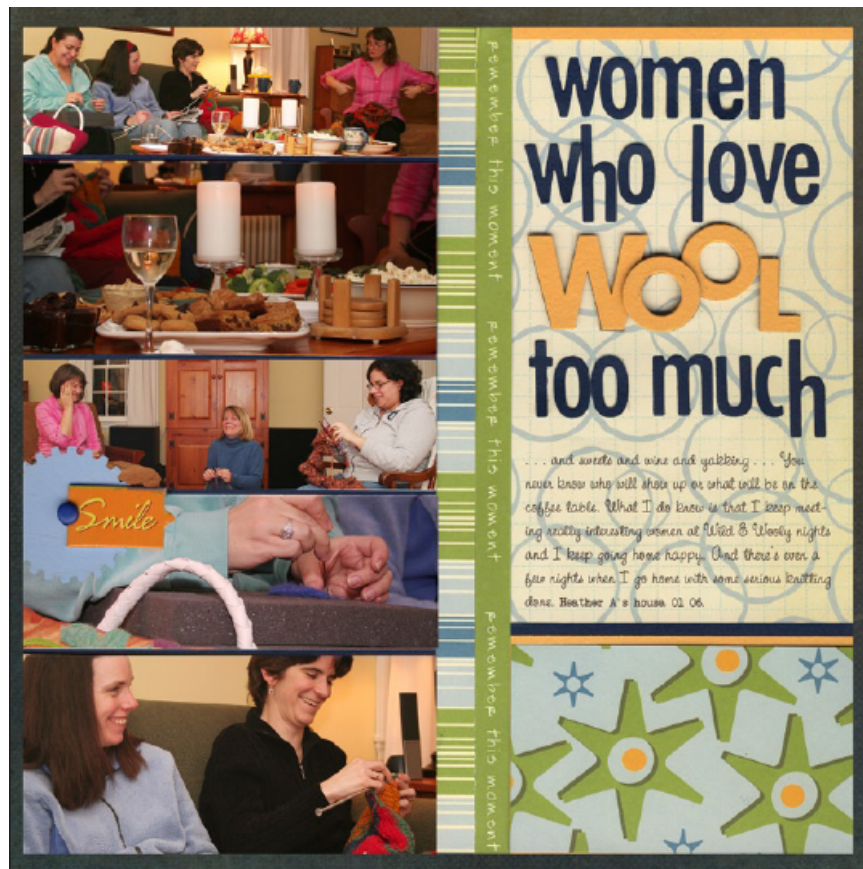
Emphasize your title when you've got a point to make, and words do it best. The point doesn't have to be a serious one—it can be something light. Lots of times we come up with clever titles and showing them off by amping up their design is fun—for you as you scrapbook and for the viewer later.

Emphasize your titles with all of the things we talked about above. This means you could:

- give it lots of real estate on the page
- use a typeface that contrasts with your journaling OR use multiple faces that contrast with one another in the title
- decorate your letters with ties, gems, rub-ons, paint, ink — whatever you think works!

The title on “Women who Love Wool too Much” plays with the title of a book called “Women who Love Men too Much.”

It seemed perfect for these photos from my knitting group—which we call “Wild and Woolly Night.” I gave the title a good chunk of space on the page and used two different fonts for my die-cut letters. “Wool” used a chunk font and irregularly sized letters. What's more, “wool” is punched out of bright orange cardstock layered on punched chipboard to give it more dimension than anything else on the page.



emphasizing page parts | emphasize embellishments

Emphasizing embellishments. On “The Challenges of Today,” I emphasized the image of a bull looking straight out. The emphasis is a result of its large size, the surrounding white space, and its “bleeding” off the edge of the page.

When a known image or shape bleeds off the side of your canvas, it actually takes up space that doesn't exist. The viewer's mind completes the missing part of the image and, thus, it ends up thinking of your page as being on a bigger canvas than it really is.

summary

The items on your page should have differing levels of visual weight--and thus emphasis. Emphasis shows the viewer what's important on your page and helps create a way into your story. Create emphasis with: contrast, isolation, placement, embellishment, and engaging content.

