

{LESSON TEN} Journaling and Design Principles

When your family and friends open your albums, it's the photos that grab their attention first, and it's the journaling they look for next. Here's a process for making sure you are thinking about journaling as you create layouts.

In a nutshell, we'll cover:

1. How much space do you need for your journaling?
2. How will you render your journaling?
3. Where will you place your journaling?



More Reading

[20 Lessons on Scrapbook Page Journaling](#): article at Get It Scrapped

If you're a GIS Member

[Journaling](#). Masterful Scrapbook Design class on the approaches to writing, rendering, and designing with journaling. Teachers include Dina Wakley, Lain Ehmann, Emily Pitts, and Paula Gilarde.

1. How much space do you need for your journaling?

Having a general idea of how much space your journaling will need on the page is a good way to start thinking about a composition that will incorporate all of your elements in an appealing design.

Your journaling could be:

- a brief listing of the names of the people in a group photo
- a caption addressed to your subject; for example a note to your son that when he was learning to walk he liked to carry something heavy and that's why this photo of him carrying a 2-liter bottle of soda is a treasured memory
- the extensive telling of how an event unfolded
- an anecdote
- a personal message about your feelings on the scrapped topic
- a stream-of-consciousness list related to the topic

The journaling on “Glass” fills a narrow vertical band along the left edge of the canvas. It adds a quick “who, what, where, when, and why” to this event page. Placing it in this way defines the remainder of the canvas as a portrait-oriented rectangle--a great base for photos and title.

I used a variety of font sizes to add to the journaling’s visual interest and, in a way, to embellish with word bits since the emphasized words are taken in before the entire journaling.

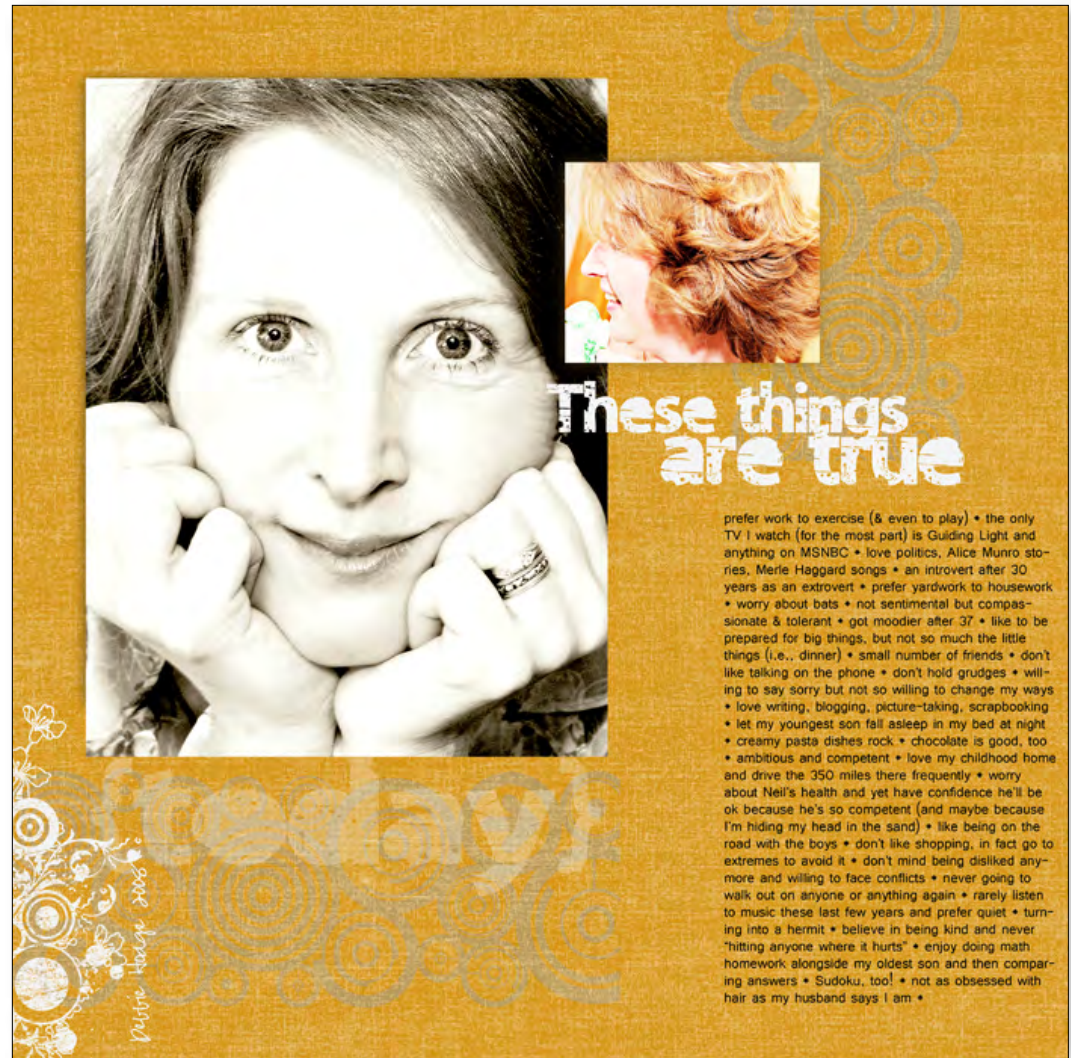


space for journaling | design principle: balance

The way in which you render and place journaling on a scrapbook page affects how much visual weight it takes on--and, thus, the balance on the page.

The journaling on “These things are true” is a block made dense by several choices: the black type, the small and tightly-packed type, the amount of space the journaling takes up relative to other elements, and the block defined by strong lines around three sides of it (left, top, and bottom).

As a result of its visual weight, this journaling can balance a larger photo sitting higher up on the page.



2. How will you render your journaling?

The number of ways you can render journaling on the scrapbook page are limited only by your creativity and journaling tools.

Here's a quick list of ideas and layouts showing them in action follow.

You could

- type your journaling—and the font choices available to you are numerous
- handwrite your journaling
- put journaling on a tag
- put journaling onto the canvas background
- place journaling in open space on a photo
- use journaling strips
- create a border on one or more sides of a photo or mat with your journaling
- create or complete a shape with your journaling
- hide your journaling
- include multiple, smaller chunks of journaling on your page
- fill a large area on your page with journaling

See detailed ideas on the Get It Scrapped blog in [10 Ideas for Placing Scrapbook Journaling on Your Scrapbook Page.](#)

A small bit of handwritten journaling sits on a decorative (and embellishing) tag on “Decked.”



rendering journaling | design principle: emphasis and contrast

If a journaling is going to be your focal point, find a way to emphasize it--and contrast is a great tool for that

The only photo on “My Elusive Dreams” is subdued. The journaling fills a vertical strip on the left and is rendered in white type on a black background which gives it emphasis and contrast. While it is not the most dominant element on the page, it is still a strong and important piece of the page.



rendering journaling | design principle: repetition

Every element on the scrapbook page--including the journaling--offers potential for working in repetitions.

The journaling on “Clarissa Dalloway Moments” is shaped to repeat the curve on the strip of patterned paper along the right edge of the layout.



3. Where will you place your journaling?

There are many options for making journaling a key aspect of your visual design.

placing journaling | design principle: alignment

The journaling block on “Jolly Hike” is printed to the canvas background with edges that align with the photo below. It has a shape that echoes that of the two smaller photos and that gives the page strong lines.



placing journaling | design principle: flow

As I've said in other lessons, flow should be on your mind throughout the design of your page.

On "You Use Too Many Dishes" the journaling is shaped around the other elements and contributes to the strength of the diagonal flow going from top left to bottom right.

Contrast this with the journaling on *decked* which takes up a very discrete spot and draws the eye to one spot in combination with the other elements on the page.



summary

At the beginning of your page-making process understand how much room you'll need for journaling. Render your journaling so that it tells your story well and contributes to the visual design on the page.