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# DESIGN PRINCIPLES for the SCRAPBOOK PAGE

## {LESSON ELEVEN} Titles, Embellishments & Design Principles

In this lesson we're looking at placement of titles and embellishments using design principles. I've grouped the two together in this lesson because titles often work as page embellishments, and the design considerations for them are closely related.

Most of my pages have titles. I like how a title cues the viewer to the subject. I like how it gives me an opportunity to immediately set tone or put a twist on the story.

Ask yourself the following about your title:

- How important will the title be?
- Will it be clever or straight-forward?
- How much space will it take up?
- Will you use it as a major design element (i.e., incorporating colors and textures that will be repeated elsewhere, lead the eye, and set tone)?



The title on "We Burn Wood" is the focal element because of contrasts in size, color, value, and type as well as placement.

The eye moves from title to the embellishments at lower right which are rendered in the same oranges and greens.

The oval tag and fabric flourish provide the only dimension on the page, which helps them catch the eye.

The line from title to embellishment cluster takes the eye across the photo.

# titles

You don't have to know your title absolutely when you start, but you need to know if you'll have one and how much space you think you'll give to it. I often mull over title possibilities in my mind as I make a page, refining them as I go along.

I played with a line from the movie "Field of Dreams" on this layout "If You Build It" about how my son and the neighbors were collecting and erecting every pop-up tent they could find in our yard.

The bold title is grouped with an embellished and tied tag. In fact, part of the title sits on the tag. Additional embellishments are the stamped flourishes at top left and bottom right of the photo block. Title and embellishments work together to draw the eye diagonally down and through the page.



## If you're a GIS Member

**Titles** is a Masterful Scrapbook Design class on coming up with rendering, placing, and using technique with scrapbook page titles. Teachers include: Karen Grunberg, Doris Sander, and Kayleigh Wiles.

## More Reading

- [Scrapbook Page Titles](#)
- [4 Formulas for Generating Scrapbook Page Titles You'll Love](#)
- [20 Awesome Ideas for Making Scrapbook Pages Inspired by Movie Titles](#)
- [How to Come Up with Scrapbook Page Titles from Quotes, Famous Saying and Lyrics](#)
- [Big Scrapbook Page Titles that Earn the Space They Fill](#)
- [5 Ways to Make High-Contrast Titles and Tell Your Scrapbook Page Story](#)
- [Do you need that scrapbook page title? Only if it's doing a job and doing it well](#)



# embellishments

The primary tasks when it comes to adding embellishments to your page are choosing embellishments and placing embellishments.

As you do these things, keep in mind what embellishments can do for your page. You can use embellishments to:

- deepen meaning and set tone
- add charm and design interest
- guide the eye
- provide emphasis and contrast
- contribute to unity on the page

On “Archer,” the title is big and bold and placed near the photo. It’s actually a part of one of the three embellishment clusters framing the photo.

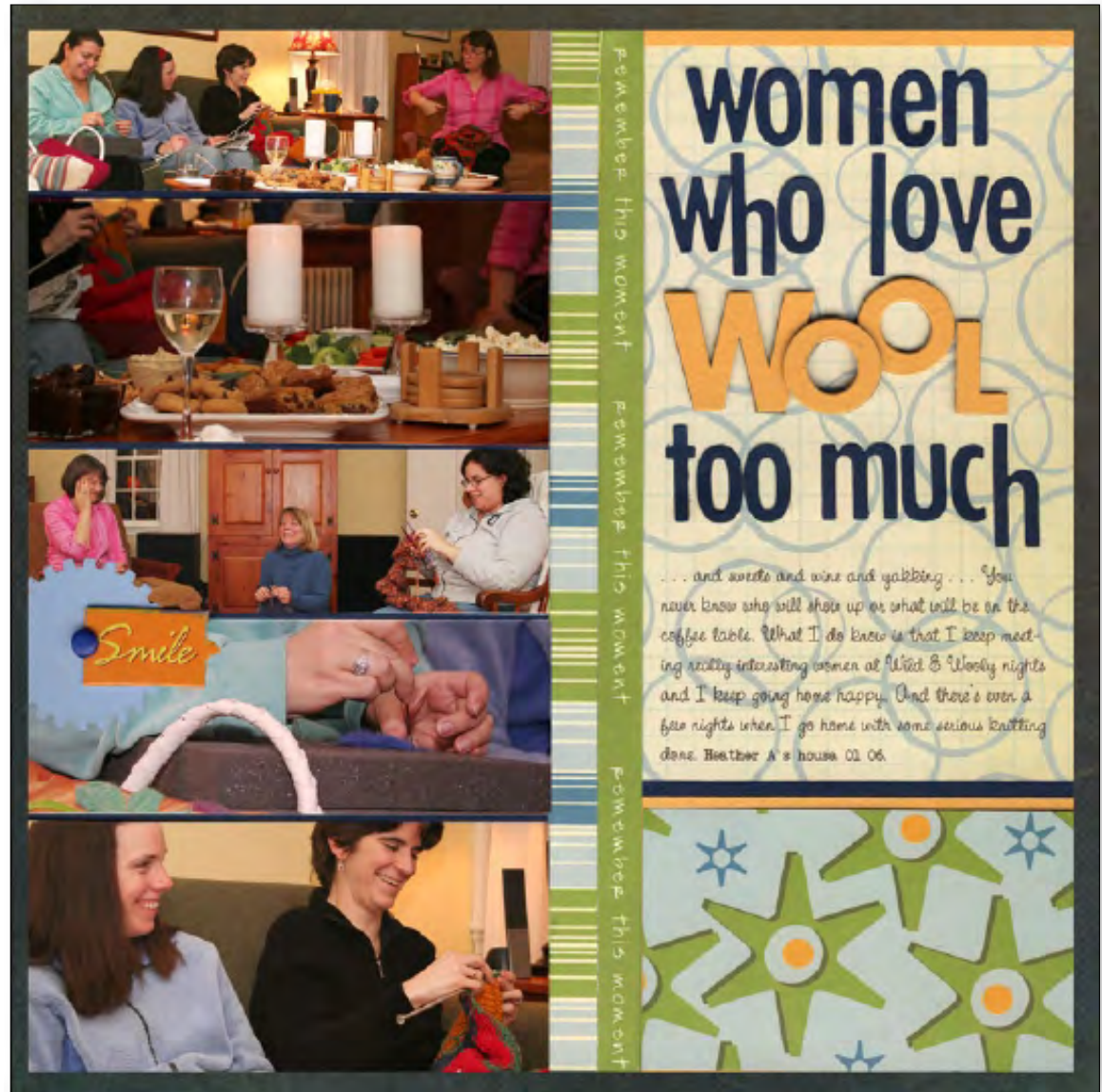
The embellishments support this outdoor story with arrow, flora, and fauna motifs. Additionally, they add repetitions of color (orange and yellow) and shape (circles) that both guide the eye and contribute to unity on the page.



## title and embellishments | design principle: emphasis

When you've got lots of detailed photos, set yourself the task of coming up with an awesome title and rendering it so that it's emphasize above all else on the page.

The title on "Women Who Love Wool Too Much" draws the eye first because of the large amount of space it takes up, its contrast with the background and the contrast in type fonts, colors, and dimension. Oh—and the fun content of the title helps, too!





## title and embellishments | design principles: contrast and flow

Recall from the Contrast Lesson of this class, that differences draw the eye. When you can make your title and embellishments contrast enough to stand out, they can combine to give the page design interest, unity, and flow.

On “If Your Friends Jumped Off A Bridge,” the reds of the title and embellishments contrast strongly with the white and pale-blue background. Once again these contrasts draw the viewer’s eye AND end up guiding it through the page.



## title and embellishments | design principle: repetition

Embellishments offer tons of opportunities for working in variety on the page. From your photos and papers, pick out colors, motifs, patterns, textures, lines (or anything else!) you could repeat in embellishments. Look to the first embellishment placed for your cue in selecting the next embellishment. Check back to the Repetition lesson for a reminder of the techniques you can use.

The layout here is without title, and it's full of layers, photos, and embellishments. The word strips, trimmed flower, and vintage print of children dancing repeat the page subject – happy play in the outdoors. Three spots of orange—a button, a die-cut ornament, and a strip of rick-rack—provide needed contrast and organization on this busy page. They draw the eye around the page in a visual triangle and keep the eye moving and taking in all of the details.





# title and embellishments | design principle: alignment

Try this: pay close attention to incorporating alignments on your page using photos, journaling, title and papers--and then use embellishments to purposefully break those alignments.

The edges of photos, paper pieces, and journaling blocks all combine to create strong alignments on “Your Point?” which results in a cohesive design. The embellishments then step outside of those alignments, grounding the block to the page, creating interesting white space, and keeping the page from being overly linear (and dull). The leaves, the brad and stamping at top, and the sun brad and stamping at side right all break out into the margins. The bookplate steps over the line within the photo/paper block.

## More Reading

[Does that embellishment belong on your scrapbook page? 4 ways to know:](#) article at Get It Scrapped.

## If you're a GIS Member

[Details](#) and [Artful Embellishing](#). Masterful Scrapbook Design classes on embellishing with Jenni Bowlin, Amber Ries, Erin Bassett, Kayleigh Wiles, Doris Sander, and more.



Visually, titles and embellishments work in much the same way on a scrapbook page, providing opportunities to incorporate eye-catching contrasts and repetitions to guide the eye through the page--and charm the viewer.