

# guided-study critique workshop

get it  
scrapped!



## Design Topics 1

### Week 1: Focal Points and Emphasis

#### part 1: Consider

##### Read

Good graphic design does four things:

1. It captures attention
2. It controls the eye's movement across the page or screen.
3. It conveys information.
4. It evokes emotion.

That point is made in ***White Space Is Not Your Enemy*** in chapter 1, page 6, sidebar. Reread.

Debbie wrote about this, relating it to scrapbook pages here: ***Online Reading: [Do your scrapbook pages do these 4 things?](#)***

##### Review

Take a look at scrapbook pages you've made in the past. Find one that does all four of these things.

##### Share

Share it in the "Study Notes" album and tell us about how you accomplish those 4 things on the page.

## part 2: Read

- White Space, Chapter 3 - The Works Every Time Layout.**  
Pay special attention to step 3 (page 23) and the recommendations for placing the visual so that it is a focal point.
  
- White Space, Chapter 5 - Mini Art School - Elements & Principles.**  
pg 50-51 focal point
  
- White Space, Chapter 7 - Layout “How do I know where to put stuff?”***  
pg 70 - 75
  
- Design Principles for the Scrapbook Page** Lessons 1 and 2 (pages 1 - 26)  
[click here to download](#)
  
- Masterful Scrapbook Design Focal Point Seminar*** - all pages  
[click here to download](#)



## part 3: Look Around

do these assignments *AFTER* you've done all of the reading

- Look at poster inspiration***  
[click here for GIS Posters Board on Pinterest](#)

Select one poster with a clear focal point. Save the image and then upload it to the “Week 1 Pin” album for this class.

Tell us how you see the following:

- 1) what is the goal or purpose of the piece?
- 2) what do you see as the focal point?
- 3) what did the designer do to make this the focal point? (I.e., contrast of size or color or ?, line, embellishment, isolation . . . .)

---and anything else you want to share about the piece.



## part 4: Scrapbook

Make layouts! Be sure you've got two of them you want to share with us by next Wednesday morning. For each:

1. Be sure you have a clear focal point.
2. Work to make a secondary focal point on the page--with the goal that the eye would move here after viewing the focal point.

By next Wednesday at noon ET be sure to:

- Upload 1 layout to the Week 1 Gallery Critique album.
- Upload 1 layout to the Week 1 Live Critique album.

*NOTE: Make pages that make you happy. Do not worry about pleasing or impressing anyone in particular. Everyone has their own style and preferences and we want you to stay true to yours. The goal is for you to make pages that you'd like to have in your album for the content and the look--and, along the way, see how you're successfully incorporating what you learn, hear how **we might** tweak it, and decide what you might change on this page or the next. Notice that emphasis on "we might" --- that's we, not you, and that's might not must. It is always your page and your decision. The goal is to understand how others view it and what you can do to get them viewing it in a way that tells your story well.*

