

Scrapbook Coach

"Product Play" Quick Reference

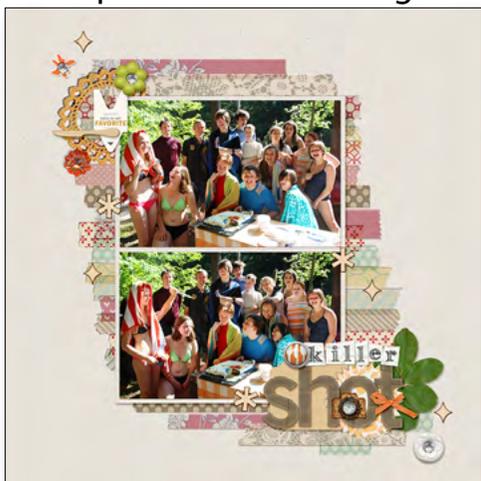
#1: photo foundation + visual hierarchy embellishing



#2: painted background



#3: stash busting + cluster/sprinkle embellishing



#4: pile it on + element homes



This is the quick guide that accompanies the 4 videos in the "Product Play" class in the [Scrapbook Coach series](#), self-paced classes by Debbie Hodge. This guide is an overview only. Be sure to view the videos for full design lessons.

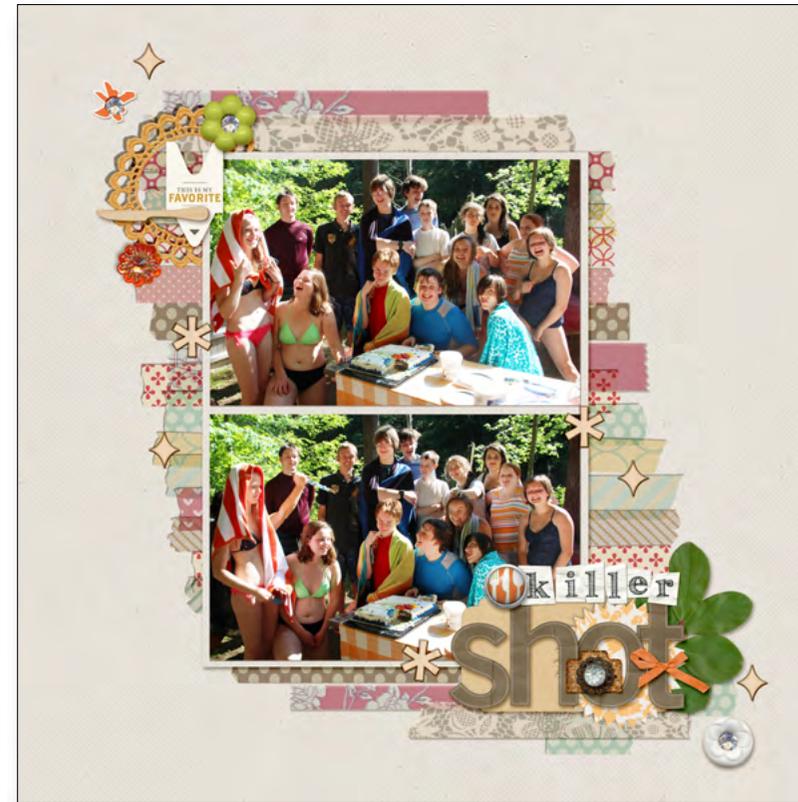
Share your layouts, ideas or questions in the [Get It Scrapped Scrapbook Coach Forum/gallery](#). Questions? [Email me \(Debbie Hodge\)](#). Scrapbook Coach is a Get It Scrapped Production!



supplies



Ride For 2 by Debbie Hodge | Supplies: Free to Be by Valerie Wibbens; Sizzling Summer by Little Butterfly Wings; Pure Happiness by Sahlin Studio; Basics Cork by Jenn Allyson; Itty Bitty Apha by Amy Wolff; Paper Flower by Gina Cabrera; Say Wha? by Pink Reptile Designs; The Story Unfolds by One Little Bird; From My Bookshelf by Katie Pertiet; Bohemian Typewriter font



The Shot by Debbie Hodge | Kraft Essentials by Karla Dudley; Washi 2, Fairest one of All, Melon Sorbet by Sahlin Studio; Wren Washi, Front Porch by Jenni Bowlin; Basic Paper Alpha Chocolate by Katie Pertiet; Dinner Date by Pink Reptile Designs; Rise and Shine, Prix Fixe by One Little Bird; My Kind of Day by Little Butterfly Wings; Storyteller April 2014, Storyteller March 2014 by Just Jaimee; Itsy Bitsy Alpha by Amy Wolff; Vintage Bits by Amy Stoeffel; Fling by Creashens; Wood Veneer by Gina Cabrera;



Charming Kittens by Debbie Hodge | Supplies: Gela-to Circles by Just Jaimee; White Stitched Circles by Anna Aspns; Sprinkles 14, Sprinkles 24 by Valerie Wibbens; Twenty-Five Alpha, Painted Cork by Gina Cabrera; Gesso Edition by Ju Kneipp; Ordinary Special by Kaye Winiecki; Read by Pixel Gypsy; Sunny Days by Paislee Press; The Story Unfolds, Click by One Little Bird; Pastiche, Bohemian Typewriter fonts



Pool Scenes by Debbie Hodge | Supplies: Follow the Stars by Happy Box; Drift Away by Sahlin Studio; Ship Shape, Glitter Mess by Gina Cabrera; Oiselet Rouge by Katie Pertiet; Tag You're It by Valerie Wibbens; Built for Two, Everybody Dance Now by Allison Pennington; 5th and Frolic by Dear Lizzie; Misted Alpha by Just Jaimee;

photo foundation + embellishing with visual hierarchy



1
start with two 6"x4" photos and journaling cards from a collection (3"x4" and/or 4"x6")

choose a background that shows off your photos and chosen product well



3
look for ways to use journaling cards/product for adding title and journaling

title will be embellished (i.e., title is an embellishment)

add title and journaling



2
start with two 6"x4" photos and journaling cards from a collection (3"x4" and/or 4"x6")

choose a background that shows off your photos and chosen product well

move photos and cards around on the canvas to find a pleasing arrangement

look for title & journaling opportunities with product



4
plan for embellishing in three spots to build a visual triangle, beginning with the title as the first and most prominent embellishment cluster

can you add foundational layers for the first embellishment cluster (which is near the title)? if so, add them

PRODUCT PLAY #1 (continued)



add initial decorative embellishments to this cluster

5



return to first cluster and add more embellishments - maybe even create a small visual triangle around the title within this cluster

7



start building 2nd and 3rd embellishment clusters by repeating a color and/or texture from the first cluster

6



return to first cluster and add more embellishments - maybe even create a small visual triangle around the title within this cluster

return to the other two clusters, adding repetitions with variety but making sure that each cluster has a different visual weight from the other two: create a visual hierarchy

8

Painted Foundation



choose a photo that:
 1) is engaging and that you love
 2) has obvious and limited colors
 3) is square or landscape oriented

choose a light neutral background

1

2



looking at your photo, choose two colors from it to work with and two or three neutrals

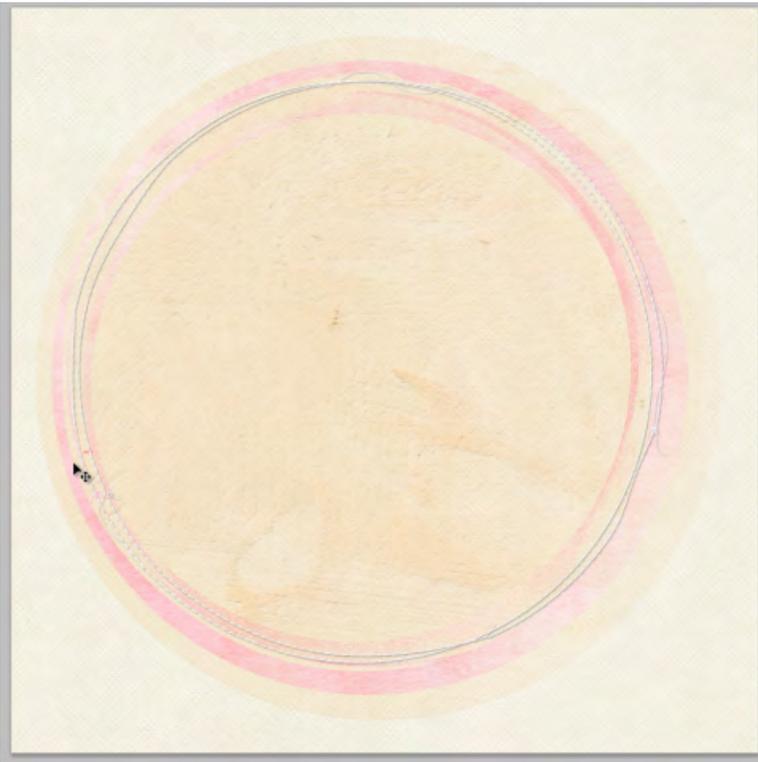
give your photo a narrow neutral mat

3



add a painted circle that fills most of the canvas -- it should be very low contrast with the canvas -- it should be lightly tinted with one of your two colors you've chosen to work with

4



add hand-drawn or painted circles in one of your two colors layered over the painted circle

add stitched circles in white

5

6

PRODUCT PLAY #2 (continued)



add hand-drawn or painted circles in one of your two colors layered over the painted circle

add stitched circles in white

add splatters around the circle in your 2nd color

7



decide where your photo will sit on the circle

add a vertical band of stenciling in a neutral where your photo will sit

9



decide where your photo will sit on the circle

8



add title below the photo using both of the two colors you've chosen to work with; use these colors in a bolder more saturated hue than on the background

10

PRODUCT PLAY #2 (continued)



add your journaling directly to the canvas -- try to get an organic shape to the journaling cluster as a whole

11



add grounding embellishments in a different neutral to each of those first foundational embellishments

13



add foundational embellishments at start and end of embellished curve and at a 1/3rd point within the curve

12



add grounding embellishments in a different neutral to each of those first foundational embellishments

add another layer of grounding embellishments at each of the three points using yet another texture or neutral

14

PRODUCT PLAY #2 (continued)



in a 3rd neutral tone or shade or texture, add small meaning-neutral pieces along the curve you've defined

15



NOW add small embellishments that are not neutral -- they are in one of your chosen colors and fully saturated - add them all along the curve

add any finishing pieces that look good

17



in a 3rd neutral tone or shade or texture, add small meaning-neutral pieces along the curve you've defined

return to the first neutral you used and see if you can add small three pieces in that color/material along the curve

16

PRODUCT PLAY #3

stash busting + cluster/sprinkle embellishing



1 Select one portrait-oriented photo or two landscape photos to stack.

2 Choose light neutral background.

Mat photo(s) with the same or similar neutral.



4 Add a background of journalers or Washi tape or paper strips in the two background colors you've chosen



3 Choose a rectangular color scheme.

Choose two colors on one long side for background work (in light tints).

Choose two colors on the other long side for embellishing work (in bolder values).



5 Add your title at bottom right of photo(s) using neutrals.

PRODUCT PLAY #3 (continued)



Add a neutral foundational piece below the title and add embellishments in your two embellishing colors + neutrals.

6



Add journaling

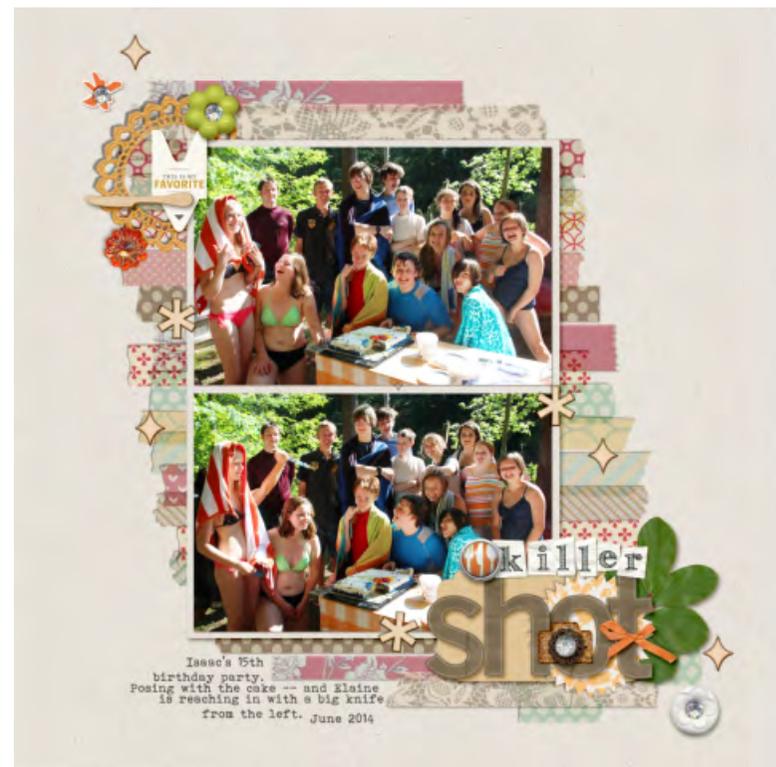
8



Add a neutral foundational piece below the title and add embellishments in your two embellishing colors + neutrals.

Add an embellishment cluster diagonally across from title, repeating shapes and using the two embellishing colors + neutrals.

7



Scatter small pieces in neutrals to finish

9

pile it on + element homes



1

Choose focal point photo with engaging content - 5" x 3.5"

Add narrow mat

Place at top left of canvas



3

Choose small "supporting details" photos no higher than 3.5" each and place in layered, casual arrangement 1" from page bottom

Each photo area should be clearly separate from the others by virtue of surrounding white space



2

Choose context/setting photo - 5.5" x 4"

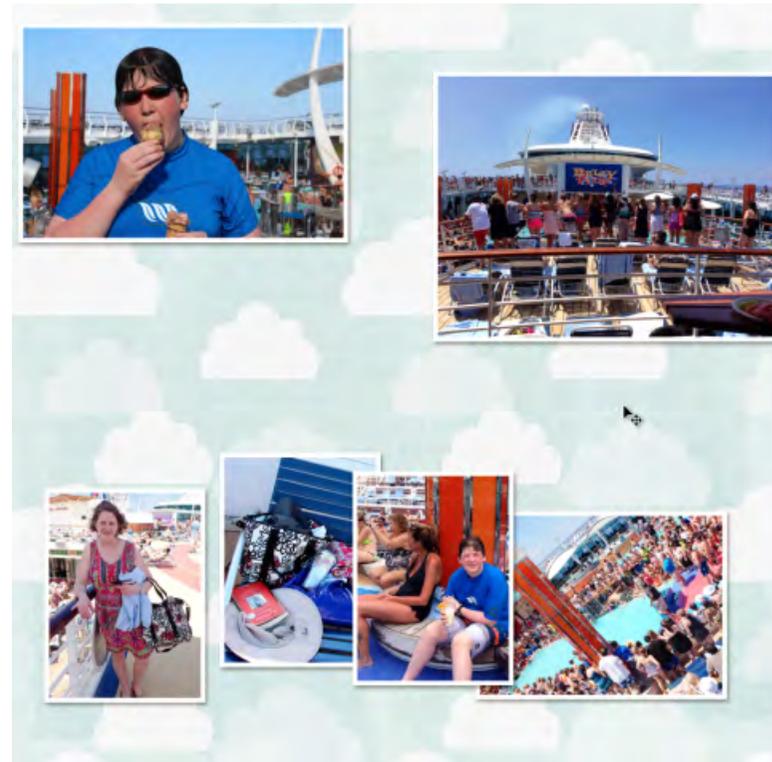
Add narrow mat

Place at top right of canvas, a bit lower than the first photo and bleeding off canvas right



4

Choose a pale solid or very low-contrast print for your background.



PRODUCT PLAY #4 (continued)



Add "shelves" to each photo area to serve as foundational layer

5

Vary the materials you make the shelves from but make them all the same color

Choose an accent color that does NOT dominate your photos for these shelves (and other embellishments)



Add title below focal point photo using two colors: 1) the accent you've been using and 2) a second accent that you pull from your photos

8



Optionally add low contrast layers behind the two non-focal-point-photo clusters

6

Add journaling to the canvas grouping it with the lower cluster

7



Establish three embellishment spots that create a visual triangle on the page

9

Embellish each cluster with a different motif or shape that supports your story - they should have color and/or material/texture in common

PRODUCT PLAY #4 (continued)



Add another layer to each cluster, sticking with that same accent color and used elements that support your story

10



Start layering in smaller "scatter" pieces

Is there a shape that works with your story that you can "scatter" (i.e., stars).

12

Sequins, gems, enamel dots all work here.



Add another layer of embellishments to each cluster, but this time using that 2nd accent color and use meaning-neutral pieces

11



Keep scattering with small pieces that are meaning neutral and in your first accent color or neutral tones

13

PRODUCT PLAY #4 (continued)



14
What else can you add -- probably in neutrals?



14
What else can you add -- probably in neutrals?