

CANVAS PHOTOS TITLE EMBELLISHMENTS JOURNALING

The Challenge (#8): Title Emphasis

The topic of Challenge #7 was the content of your title, and today's topic is the presentation of that content. Based upon how important your title is to the page and the page design, use CONTRASTS to create the appropriate level of emphasis.

contrast the title with its background

The titles in "Glass" and "Kid's Table" use alphabets of one medium, one font, one size, and one color. They contrast with the background upon which they sit, and they are placed with clear alignment ("Glass" is centered over the photo block and "Kid's Table" is right-aligned with the other page elements).



contrast within the title



The most basic ways to create contrast within your title are by combining contrasting: fonts, sizes, colors, case (upper, lower), mediums, dimension, and texture.

"Treasured Days" contrasts: 1) felt with chipboard, 2) oversized with smaller, 3) dark with light, and 4) curved placement with horizontal.

"Cattle Crossing" contrasts: 1) upper case with lower, 2) stamped with chipboard, 3) light with dark, 4) flat with raised. Additionally the words are placed unexpectedly with the first word in the title placed lower than the second. They flow, though, in the expected left to right pattern and are easily understood.

"Tender Boy" contrasts 1) script with sans serif, 2) brown with green (and neutral with color), 3) smaller with larger, 4) solid alpha with embellished alpha.

considerations

- Which word in your title will be rendered with more emphasis? Where will you divide a title with several words?

TITLE MEDIUMS

Here's a list of the kinds of alphabets available to scrapbookers. (If you're a digi scrapper, there are digi equivalents for all of these).

- alpha stickers or rub-ons
- chipboard alphas
- stamped alphas
- metal, acrylic, foam, felt pre-made alphas
- place stickers temporarily; outline or use them as a mask for painting; then remove
- hand writing
- hand cutting
- computer printing
- die cut - from cardstock, felt, foam, embossed/crimped cardstock, plastic
- pre made sticker/rub-on phrase

- How will you place the words of the title on the page? Together? Spread across the page? Overlapping?
- What is the right size for your title so that it
 - ◇ is in correct proportion to its importance on the page?
 - ◇ is the right size for the space it fills?

In each of these three pages, one word in the title is pulled out and emphasized over the other words by means of multiple contrasts (color, medium, size...). Note also, that all title words on these pages are grouped together and fill a spot on the page "grid."



The titles in "Do U Like It?" and "Summer's Best Read" are strong elements on these pages. The words are spread across the page and act to facilitate flow, drawing the eye with them.



YOUR CHALLENGE: Make a page with a title in which there is contrast.