

CANVAS PHOTOS TITLE EMBELLISHMENTS JOURNALING

## challenge # 12: Big Stuff

Different sizes draw different degrees of attention. Working with large-scale elements (embellishments, photos, title, paper pattern . . .) is a way to create a strong visual impact on your page.

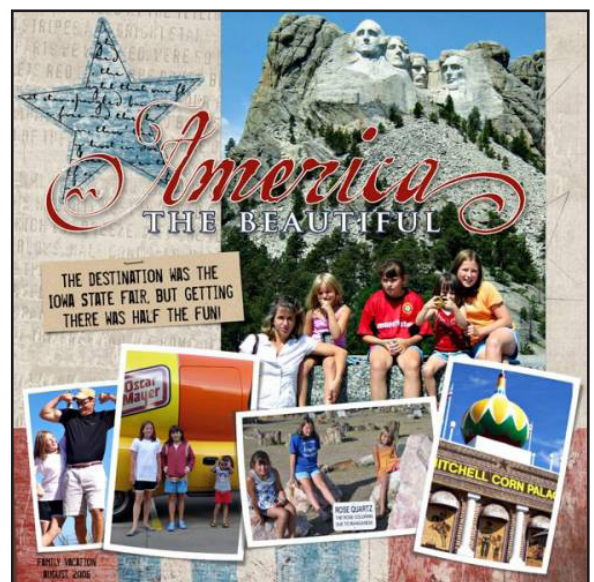
### Use big stuff to:

- *signal page subject*

Images trigger associations, and, especially, when they're big, they provide a quick signal to page subject.

In the first page by Pattie Knox here, she scanned her daughter's varsity letter and used a digital version of it on this sports-themed page.

Context affects how you interpret an image. The large star on Pattie Knox's "America The Beautiful" is the only embellishment needed and it triggers patriotic connotations. On page 3, I used a large star on "Celebrate School's Out" and there it serves as a metaphor for my son.



- **identify the starting point on your page**

Large, bold elements *that are in contrast with the rest of the page* will draw the eye first. That's what happens in "1st Fine Day" in which the "1" sits on top of other elements, occupies the top left corner spot, and is the largest and most boldly colored element on the page.



- **ground and balance other elements**

In "Life of the Party" the oversized chunk of a flower is not where the eye goes first. Rather it's the large and colorful photo. The flower serves to ground the busy block (including photo, journaling and patterned paper strips) to the page canvas.



- **as focal point and foreground**

The large flower in "Watching Caroline" sits on top of the other elements, thus occupying the foreground of the page and creating a sense of depth (not to be confused with dimension) to the page.



- **create flow and connect page elements**

The oversized flourish in “Just Do It” spans the page’s width and draws the eye through it.

- **make your page bigger than it is**

When you bleed an oversized element off the page, as Pattie Knox has done with the Christmas tree in her page below, the viewer completes the rest of the shape, and your page is occupying more space than the actual 12x12 canvas. Going back to Challenge 3, remember that when your viewer is completing a shape they are more actively involved in viewing the page. The Christmas tree sits on top of other elements and acts as focal point and foreground. The star in “Celebrate” bleeds off the upper right corner. It functions as a quieter embellishment providing a base for



and embellishment grouping including clipped words, buttons, and a tag with date.



**YOUR CHALLENGE:** make a page that includes a large embellishment.