

# details

November, 2010 Seminar



 *masterful*scrapbook *design*  
a get it *scrapped!* production



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## **November, 2010 Seminar: Details**

by Debbie Hodge

with layouts by Doris Sander,

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## INTRODUCTION

Embellishments on scrapbook pages can serve several purposes including adding charm, supporting meaning, setting tone, and contributing to page flow and unity.

Scrapbook page embellishment is about the joy of the detail. Selecting, combining, and placing details on your page takes creativity, logic, and a sense of balance (that can be acquired if you don't already have it).

In this seminar we'll start by talking about the things embellishments can do for your page and then move to ideas for placing embellishments, and, finally, there's an "embellishment compendium" in the last section. It outlines the most commonly used embellishments and gives ideas for using them.



Layout by Doris Sander

## Know what embellishments you like and learn to use them well



Layout by Tania Willis

Tania's absolute favorite type of embellishment has three qualities: loads of texture, being unique, & being handmade. "Knowing that," she says, "it shouldn't be a surprise that I'm head over heels in looooooove with FABRIC! Texture? Check. Unique? Check. Can it be made into something handmade? Check. I'm absolutely smitten with the endless possibilities of using fabric, new or recycled, on a layout."



Layout by Kayleigh Wiles

You'll often see fun epoxy embellishments and whimsical touches on Kayleigh's pages. Kayleigh says, "this is one of my all time favourite embellished pages because there are so many fun things going on and yet it isn't overwhelming on the page. The negative space allows the eye to go to the grouping and it provides a visual break from the details. The elements are cute & whimsical and add to the theme of my son playing with his cars."

## Use a product in an unexpected way.

Go for eye-catching interest by doing the unexpected with your embellishments. Rather than thinking about how something is intended to be used – mix it up! Make eclectic combos, put an alpha in the center of a flower, use an embellishment as a mask, combine embellishments to make a shape (i.e., paperclip flowers), frame your journaling rather than the photo



Layout by Debbie Hodge

On “Posing” my embellishments come from a set of coordinated patterned papers. I digitally extracted the peacock, feather, and paisley and added white edges for a “sticker” look.

Something I really like doing is extracting decorative motifs like medallions or the series of blue ornaments here.



Layout by Doris Sander

Doris used buttons on “Kitty” as a structural element--almost like nails. She looped twine around them to make a frame for the page and to attach the receipt pad.

## Part 2: Deepen Meaning and Set Tone with Embellishments

Surely you've got embellishments in your stash that are images. Some of these are fun decorations and cues to your subject while others come packing "baggage." They trigger associations that can be used to deepen the meaning of your page.

Kayleigh incorporated elements on this page that obviously support the page theme of her son biking and, less obviously, the theme of motion. Kayleigh says, "The word strips, the bike, the numbers help to reinforce the series of photos and the papers are blue on top for the sky & green at the bottom for the grass. The series of photos of Spencer coming closer to me with the camera brings the page to life because it shows the movement."



Layout by Kayleigh Wiles

**Use embellishments that trigger abstract associations.**

Hearts, butterflies, clocks, wings, birds, and even wise owls are examples of images that we associate with abstract feelings (as opposed to concrete objects).

Tania says, “A series of embellishment to help convey feeling seems to be one of the easiest ways to embellish. It’s one of those no-brainer type of embellishing. Gather one type of embellishment of varying pattern, size &/or texture and arrange them in a way that’s pleasing to the eye and you’ve got magic. In the case of this “Babydoll” layout, I did exactly that, making sure that the visual weight



Layout by Tania Willis



Layout by Doris Sander

of my embellishments matched the visual weight of the photograph.”

Of “Two Cousins” Doris says, “I rely heavily on symbolism on my pages. On this layout I’ve repeated the idea of two several times to show the closeness between the two cousins.”

“You can see it in the two anchors at the top of the page, the two t-shirts, the two ones on the price card, the two buttons, and the two columns of circles.”

## Use embellishments to emphasize what's important on the page.

The eye looks for things that stand out, in other words, for things that contrast.

The item on your page that first catches a viewer's eye is the page's focal point. Having a focal point is a good thing. When a viewer can identify a starting point and then understand where to look next and then next, they are taking in your story as you want it to be understood.

You can use large-scale elements to draw attention and create visual impact. Remember, though, that it's not the large size that draws the eye, but, rather, the contrast. An item proportionately smaller than everything else is just as eye-catching as one proportionately larger. Some other ways to create contrast are with differences in color, positioning, texture,



Layout by Kayleigh Wiles



Layout by Jenni Bowlin

shape, and orientation.

Jenni says, "I have become a minimalist in my scrapping style, so the few embellishments that I use really have to work hard for me. I most often use them to spotlight my focal photo as I did on this layout by using pink button and felt flower to draw the eye to my tiny picture and title."

Kayleigh used stitching and brackets (as well as photo content and editing) to put the viewer's eye on her focal point: this awesome picture.



## Part 4: Placing Embellishments

Every embellishment deserves a good home. Once you've got your embellishments selected (and maybe even customized, decorated, and distressed) you need to figure out where and how to place them on the page.

Will they sit on their own or be grouped with other embellishments? Will you use embellishments to ground, create emphasis or guide the eye? This section of the seminar gives you ideas for places to put your embellishments.

### Embellish your titles.

Your title can provide an excellent embellishment opportunity. On "Daily-Do," Kayleigh looped yarn through the letters of the title and sat a dog down at the beginning of the title. On "Welcome Home," the little flower that appears at other spots on the page also decorates the "O" in "Home."



Layout by Kayleigh Wiles



Layout by Kayleigh Wiles

## Put embellishments into “compartments.”

A great way to place the elements on a page is to use some kind of organizing grid. Multi-photo frames and overlays provide easy starts for this approach. Fill in the spots with photos, journaling, embellishments, title work, patterned paper, doodling, or anything else you want to include.

For “You Cannot See Me” Doris clustered several buttons on a journaling card to make “a little button garden.”

“24/7/365” by Doris includes lots of small scale embellishments, including tiny gifts from her son, in a grid format whose compartments are punched circles.

I made “Initially Awkward” with an Ali Edwards digital template that has ready-made compartments. Notice the repetitions with variety in the compartments and notice that things overflow their constraints sometimes.



Layout by Doris Sander



Layout by Debbie Hodge



Layout by Doris Sander

**larger versatile bits: chipboard, diecuts, brackets, bingo cards, frames**

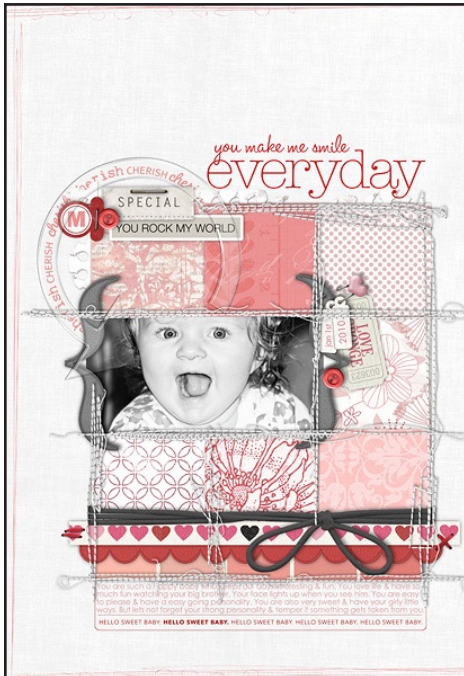
This is an area that's hard to define -- but you'll know a large versatile bit when you see one.

Use these larger embellishments to

- create a foundation as Doris has done on "Lucky."
- create emphasis (The brackets on Kayleigh's "Everyday" do this.)
- be a container for other elements
- frame the page or elements (The large chipboard element on "Trestle" frames the bottom right of this two-page layout.)



Layout by Doris Sander



Layout by Kayleigh Wiles



Layout by Debbie Hodge

## Labels, tags, and journalers

You can use blank labels, tags, and journalers in both practical and decorative ways on your scrapbook pages. They can house titles, dates, stories, and other important bits of information. They can hold an image, become part of an embellishment cluster, make a photo mat or even a page border.

I've tied a small jewelry tag on a branch on "Jill & Anna."

Labels poke out from Kayleigh's photo block on "Jammies" and house journaling.



Layout by Debbie Hodge

An office-supply tag peeking out from beneath layers on Tania's "3rd grade" is a great embellishment for a school page.



Layout by Kayleigh Wiles



Layout by Tania Willis