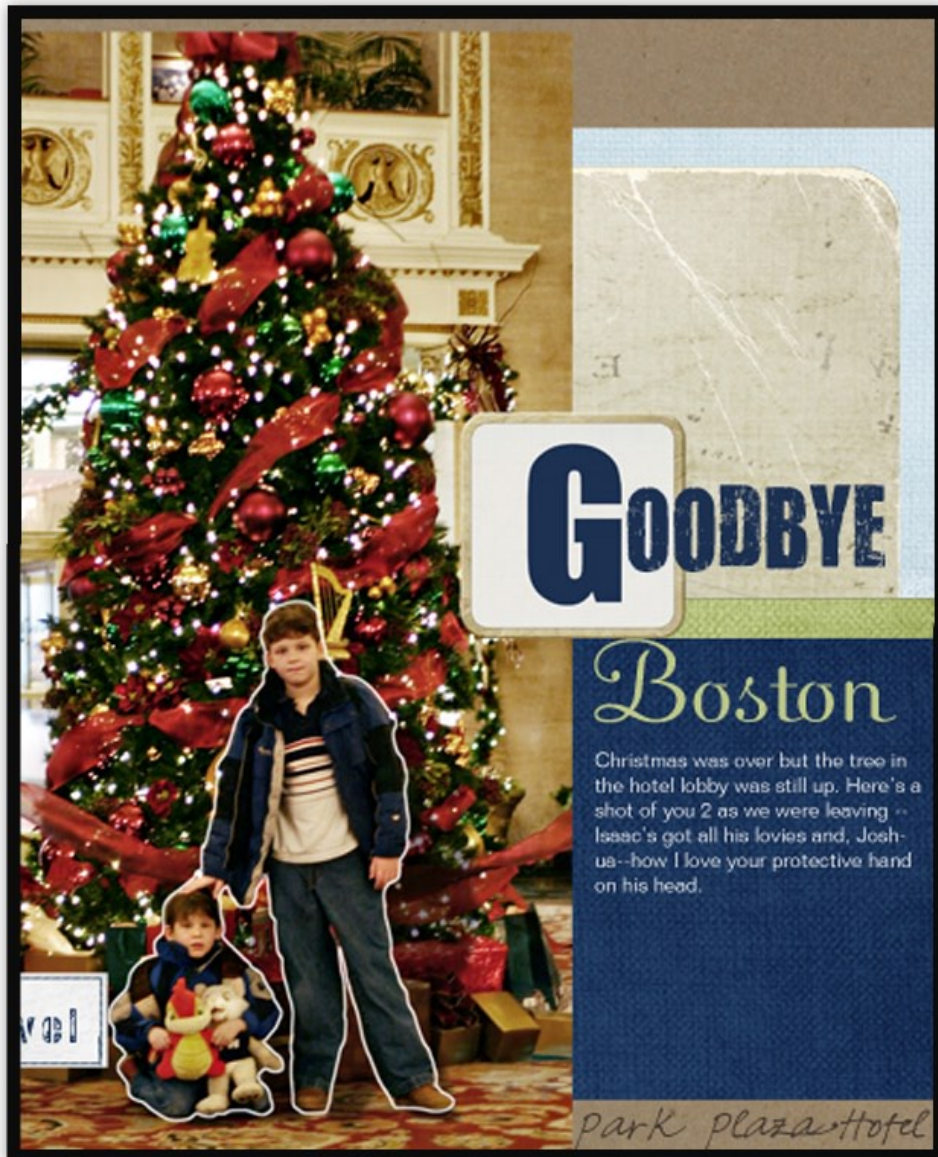


events

December, 2010 Seminar



 **masterful**scrapbook *design*

a *get it scrapped!* production



December, 2010 Seminar: Scrapbooking Events

written by Debbie Hodge

*with layouts by Anna Aspnes, Cindy Liebel,
Amber Ries, and Sharyn Tormanen*

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Part #1: Event Types

Holidays, parties, personal and family milestones, celebrations, and outings all fall into the category of “events” for me. In this section we’ll take a look at the variety of event types and things to think about as you get them into your scrapbooks.

HOLIDAYS

Every holiday has its own rhythm—and each of those holiday rhythms vary by family. Understanding your holiday rhythms is a big help when you’re deciding just which photos to scrap and how to organize them one or multiple pages.

As an example, consider Halloween. Because my children are young and love this holiday, for the last few years this holiday has had the same a multi-part rhythm in our home. I imagine this will change, but right now, I photograph: pumpkin carving, 2 school parties, 1 adult party, and trick-or-treat night.

By keeping this in mind, I can more quickly sort through the photos from the holiday and organize them into logical groupings that will let me make several pages corresponding to our activities.



Layout

PARTIES

Parties come in many flavors: big, small, birthday, holiday, theme, family, friend, community, planned, for a reason or just because. Making party layouts that convey the spirit of the party, as well as who was there and what went on is immensely rewarding. You get a chance to relive the event, to think back over what really stood out, and to provide family and friends with a tangible remembrance of the event.

Patterned papers and embellishments for scrapbooking offer a wide variety of images to choose from, with the most recent fads including butterflies, owls, stars, birds, arrows, crowns, and flourishes. A repeated pattern is a motif. Sometimes a motif simply acts as a decoration (i.e., a felt flower in the corner of your focal-point photo) while other times motifs complement your theme and deepen the meaning of your layout (for example, baby booties on a page featuring baby shower photos).



Layout by Amber Ries

On this birthday page by Amber's, she's incorporated themed images and words that explicitly say: "birthday." The flourishes are non-themed touches that allude to a party and fun.

Part 2: Event Aspects

Part of the reason we take a large number of photos around events is that there are so many aspects to any one event. Present and describe these aspects with tips, suggestions, lessons, and examples of how to integrate and leverage each event aspect.

Are you like me when it comes to scrapbooking events? Do you take a large number of photos of celebrations, holidays, parties, and other big events? I think a reason for this is because one event can have so many aspects. Understanding those aspects—or what I call the event’s anatomy—will enable you to:



Layout by Amber Ries

- 1) take photos,
- 2) gather memorabilia, and
- 3) record stories so that your pages present the event in a way that captures it in its entirety

What is the next big event going on in your life? A wedding? Family Reunion? Annual Summer Bash? Birthday party? Vacation? Consider these event pieces and challenge yourself to incorporate many or even all of them into your album or series of pages.



Layout by Cindy Liebel

placing and ordering pictures of people

The direction in which your subject is facing or looking is the direction in which the viewer's eye will move. Consciously crop and place photos of people to guide the viewer's eye into your page. If you have multiple subjects, you may even use these photos to guide the eye through the layout and then back around again.

Position the photo of a subject looking to the right more toward the left side of your page (and vice versa). Be aware, also, of subjects and their activities implying downward or upward movement and place accordingly. A photo of a subject looking down would be better placed toward the top of the layout rather than at the bottom where it would guide the eye off the page.

When a subject is looking straight ahead, use cropping to direct the eye. If you crop so that your subject sits more on the left side of the photo, the viewer's eye will move to the right (and vice versa).

Compare the two rows of photos here. The first is randomly arranged. The second uses more careful placement and cropping to move the eye across the row and back.

“Snowball's Chance” is the layout I made with these photos--paying close attention to where everyone was looking and how I cropped and placed photos.



Layout by Debbie Hodge

why have a focal-point photo?

A focal-point photo can help make your page clear and appealing because it gives the viewer's eye a place to start. When this starting place exists, so, too, does a hierarchy that lets the viewer understand levels of importance—some photos take on more importance than others. The result of this is that your viewer can better understand just what went on at your event and what it meant.

These two layouts tell the story of hiking out of our neighborhood with our neighbors when both ends of our road were flooded.

“Hiking Out” records the walk to town and the focal point photo shows the kids, fresh and ready-to-go, by the road closed sign. The supporting photos show the hike.

“Getting Home” records our round-about way of getting back since none of us wanted to make the hike home. Here's the focal point photo is, again, of the whole group, but this time tired and barefoot.



Layouts by Debbie Hodge

Part #4: Making events pages

Two of the primary design challenges for events pages are: 1) getting multiple photos onto the page and 2) creating 2-page layouts. This section provides techniques for doing these things successfully.

FOCAL POINT

With any event for which you have a substantial number of photos, the challenge is to convey what went on without overwhelming and crowding the page.

Having a focal point gives the eye a place to start and thus creates order on your layout. So, just how do you make a focal-point photo FOCAL? Think contrast.

The following are several ways to differentiate one photo from the others. Sometimes one approach alone works and other times a combination is best.

- size: If you don't want to use enlargements, trim down the other photos and use a 4x6 as your focal point.
- content & editing of photo: The biggest element of this is selecting a compelling photo. Zooming in closer can also enhance a photo's draw. To provide contrast with supporting photos, use a combination of black and white alongside color.



Layout by Debbie Hodge
This larger photo becomes the focal point because of its relative size, framing, positioning in a "sweet spot," and accenting with embellishments.

- **dimension:** Raise up your focal point photo with pop-dots.
- **photo treatment:** You could distress your photo edges or try adding rub-ons, transparency overlays, or digital brush effects.
- **embellishment placement:** Draw the eye to your photo with embellishments that overlap a corner or frame a section of the photo.
- **matting:** Use color, width, and number of mats to emphasize a photo.
- **orientation:** Use a focal point photo that's landscape, and choose supporting photos that are of portrait orientation -- or vice versa.
- **positioning:** Place your focal-point photo in a "sweet spot" (i.e., divide your canvas in thirds horizontally and vertically and position the photo at one of the intersections of these dividing lines)
- **shape:** Try a rectangular 4x6 focal-point photo alongside smaller, square photos; or a square focal point photo with smaller rectangular photos; or a circle with . . . you get the picture.



The focal point photo on "So Very Thankful" isn't substantially larger than the others, but it is the only one with frame. The supporting photos are all grouped on the left side of the page, letting the focal point photo sit alone on the right and stand out.



You can use a blocked design with photos of similar sizes and still create a focal point photo. The focal point photo on "Science Club" is the landscape photo of my son's teacher holding up a shark to be dissected. This photo does not stand apart because of size or matting but because of its subject. It is the only photo that focuses on one person. It's cropped closer in than the others, it's compelling and the subject's line of view is headed back into the rest of the page. Additionally, it sits at a "sweet spot."

Layouts by Debbie Hodge

USE A GRID

In construction terms, “blocking” refers to the horizontal boards placed between wall studs. You can use the idea of a grid of blocks as the foundation for organizing a page with lots of elements. A great way to scrapbook lots of photos is to define columns and rows and then use the resulting “compartments” to house title, journaling, photos, and embellishments.

Anna says, “Inevitably the more photos I have the more complex the task of arranging them on a page. My most simple and preferred method of arranging multi-photo layouts is to use a grid format and slot the photos in, adjusting the horizontal and vertical marker to accommodate the number of images. Using a grid does not always mean square photos. I like to create my own templates as I work, allowing me to change the dimensions of each image without altering the actual image. I add digital supplies to these pages as fillers only if there is remaining space in my grid to do so.



Layout by Anna Aspnes

LAYER AND CLUSTER

Do you prefer a less structured approach to scrapbooking multi-photo pages? Take a look at these ideas that start with a focal point photo and then layer and arrange out from that starting point.

Sharyn said the following about her approach to “Apple Pickers” and many of her multi-photo layouts.

“In a layout like this - I often start the page with my favorite photo of the day. In this case it’s the one of the two cousins in the upper right hand corner peeking out the window. That picture summed up the day for me - cousins, fun, smiles, sunshine, cider mill. I attached my journaling block directly to that photo and then worked all the other photos around. This layout is chock full of pictures because I didn’t want to leave any out. I overlapped, I cockeyed, I tucked, and I titled right on top of photos - all in order to get everything in - and it worked! It’s full without being crowded.”



Layout by Sharyn Tormanen

unite with your title

- title content: follow the same format for your title on each page i.e., “Paris: Day 2,” “Paris: Day 3” OR “Turning 8: Getting Ready,” “Turning 8: The Party,” “Turning 8: With Family”
- title style: use the exact same stickers or chipboard or other material on every page OR use a variation that still retains a commonality. For example, cut your title in different fonts from the same paper for each page.
- title placement: put your title in the same spot on each page

I made 8 layouts from the 8 days we were without electricity after an ice storm Each page had the same chipboard and glitter alpha combo for the title



In the series of layouts I made from a trip to California, I used the same letter stickers for the title on every page. What's more I always put the title on a green block of paper.



Layouts by Debbie Hodge