

An Eye For Design

CLASS INTRODUCTION



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So, does design really matter? In the end, it comes down to you and what you want out of your creations.

Discussion: Art Vs Rules

- In the world of art, I've been told there are no rules.
- I've also been told that you must know the rules so you can know how to break them.

When it comes to any kind of creative hobby or profession, the idea of rules can actually be a divisive topic.

We can't even agree if there should be rules so we can break them, or if there shouldn't be any rules because all art is art.

But whatever camp or side you lean on for this issue, I would like to offer what I believe is a middle-of-the road, or more balanced approach to these ideas.

My Approach

- I believe that artistic expression is individual.
- We all have different preferences or styles that we are drawn to.
- It's totally ok if the style I like is NOT the style you like and vice versa.
- I also believe that within any branch of art, there are fundamentals that must be learned in order to grow as an artist.

An Example: Photography

- Wanting to take beautiful-looking pictures does not mean you will.
- There must be some effort on your part to understand what makes a beautiful photo to begin with.
- If you never learn camera settings or understand basic rules of composition, you will struggle to take the kinds of pictures you wish to take.

Does that mean that you can't ever take a nice picture without any extra effort or learning? No.

I know that when I first started taking pictures, I snapped some pictures I'm still proud of, even though I had no idea at the time why it was better than the rest of the pictures I took.

Fundamentals Matter

The same can be said for digital scrapbooking. There are basic fundamentals about this wonderful hobby that will make your pages look better or more visually pleasing to the general masses.

Does that mean that a scrapbook page has to look perfect in order to have value? Absolutely not.

Your pages have value to you because you made them. And if the only person you're ever creating pages for is for yourself or your own enjoyment, then maybe the basics are going to be less important to you. Because then, it only matters if you enjoy the pages you make. And there's nothing wrong with that. Enjoying the art you make is so important to enjoying the process.

However, if you are making pages for your family, and someday their families, you might want to consider the following scenario.

Consider A Scenario

- There are two boxes of photos of your loved ones.
- In this scenario, you can only pick 1 of the 2 boxes to save.
- Box 1 photos are consistently good. They are exposed well, the subjects are well in the frame, and your family members are easily identified because of this.
- Box 2 photos are consistently meh. They are dark, with crazy color balance issues, and many of the faces are cut off at the forehead or are not looking at the camera at all.

Which box of photos do you think you would keep and which would you probably toss?

We both know that the box of photos you'll save are the ones that better reflect and show your family. The consistently good photos.

Digital Scrapbooking is the Same

So, if you're creating your pages for more than yourself, and especially with the hopes that your future families will also treasure your pages, you need to consider that spending a little time on learning basic page design could go a long way towards your pages being valued by future generations. Just like with the boxes of photos, if our pages are consistently good, we have a better chance of those pages being saved and treasured.

Class Goals

- Cover the Top 5 Design Problems That Are Often Missed
- Define Each Design Problem
- Look at Rules to Prevent the Problem
- Cover Tips on How to Fix the Problem
- Watch as I Make Design Decisions
- Give Homework to Reinforce What You Learn

Are Rules Important to Art?

My answer is Yes and No.

I believe understanding the basics of page design matters. I think if we're going to spend time, money, and effort on making pages for our families, we should try our best to make them look nice. And we can't do that without at least understanding some of the fundamentals of page design.

But I also think that getting caught up in rules is just as problematic. Rules for rule's sake never do much good. Allow yourself room to grow as a digital artist and enjoy each page you make. Because the page creation process shouldn't be stressful or feel like homework. It should be a fun and happy experience!

What This Class is About

- It is NOT about making perfect pages
- It IS about giving you the confidence to make good design decisions

So I hope you'll join me as I share what I've learned over the years. Learning how to avoid these top 5 design problems will improve your artistry and give you confidence in your abilities. You'll grow as an artist and enjoy your pages even more.

I'll see you in class!