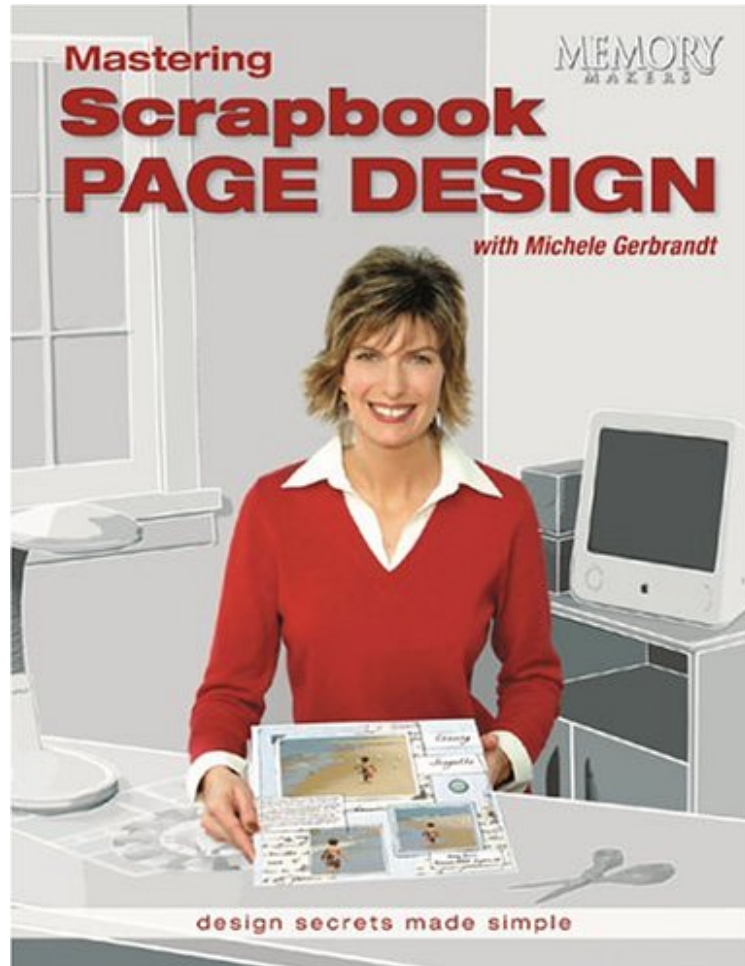


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Michele Gerbrandt : Mastering Scrapbook Page Design with Michele Gerbrandt before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mastering Scrapbook Page Design with Michele Gerbrandt:

1 of 1 people found the following review helpful. Mastering Scrapbook Page Design with MicheleBy LadyDawnThis was a very interesting magazine of scrapbooking which gave plenty of feedback on combinations and color matching. Glad I bought it.1 of 1 people found the following review helpful. Concise, yet with the right detailsBy CustomerNo need to duplicate what's been said in other reviews, but a few observations to add:First, the opening pages ("Get Inspired by Your Environment") are worth the price of admission alone. Author Gerbrandt reminds us that design is all around us, and the book presents small clusters of objects that reflect good designs. Jewelry, fabrics, nature, even blueprints and office supplies make an appearance here.Second, the book proceeds by mini-courses: color value ("contrast"), color combinations (including a handy, single-page of highlighted color wheels), graphic layout, "adding

finesse" (the role of embellishments and small details), including fonts and textures. I second s.lejeune's mention of the before and after pages. Some seem to reflect minor changes, at first to my eye not a major improvement -- yet a few moments of study makes it clear why 'after' is better. In the final analysis, this is a lot of book if you're serious about scrapbooking. There's plenty of inspiration and plenty of basic design sense. 1 of 1 people found the following review helpful. A "Must Have" Primer for those who want easy, yet quality pages By MrsPCmudry Mastering Scrapbook Page Design with Michele Gerbrandt is one of the top three books I have bought to assist me with my scrapbooking. I am impressed with the concepts of layout, design, etc. included in and ease of which I am able to incorporate these principles. This book is for the beginner or for the more advanced. I studied some graphic arts in college and found this book wonderfully precise, pertinent and practical even though some of the principles demonstrated were not new to me. For those new to scrapbooking, the guidelines will help one understand and FIX the "not so right look'n page/s". Included in the book were before and after examples of pages which were "fixed" using the principle being taught. Subtle changes that made a huge difference. This is the one scrapbooking book I would buy as a gift for a scrapbooking friend. Hope this is helpful :) MrsPCmudry

Design Secrets Made Simple Do you feel your scrapbook pages lack that certain something that separates "good enough" pages from "great" pages? Are you instinctively drawn to certain color combinations or layouts but can't pinpoint why? Maybe you are new to scrapbooking and aren't sure how to begin designing a page. Mastering Scrapbook Page Design with Michele Gerbrandt is for you! With this book, scrapbookers of all skill levels can create beautifully designed pages by applying the concepts designers have used for years. You'll find: Design secrets from Michele Gerbrandt, including color theory, focal point, symmetry, conceptual embellishments and much more Dozens of scrapbook pages that reflect specific graphic design concepts Useful design tips and informative charts "Before and After" page examples to show design principles in practice Ideas to help you find design inspiration in the world around you An illustrated glossary of design terms Sketches to make page layout easy

"Asymmetrical balance is achieved with an odd number of strong page elements--both sides of a page do not have to mirror each other in order to make a successful layout. Here, a single enlarged photo at the top of the page is balanced with two smaller photos near the bottom of the page." About the Author Michele Gerbrandt is the Founding Editor of Memory Makers magazine. She has a degree in visual communications and teaches scrapbook classes across the country.