MyCraftBasketStudio
Mastering Design Theory
A Step-by-Step Guide

Print these instructions and follow along with my video:
https://youtu.be/az1EQ0bayu4

Top Five Elements in Creating Art

Every creative project — whether it's a card, ATC, junk journal, or scrapbook page — is built on these five essential elements:

1. Focal Point/Theme/Concept
2. Assemble Your Supplies
3. Color, Value, Space
4. Background, Mat, Frame
5. Texture/Dimension/Embellishment

Mastering these basics gives you a strong foundation. Once you're comfortable, you can get creative and experiment with new ideas!

Breaking Down the Five Elements:
1. Focal Point/Theme/Concept:
Without a clear focal point, the design feels scattered. Decide where you want your viewer to focus and guide their eye there.

2. Assemble Your Supplies:
Select papers, paints, stamps, and inks that inspire you and help weave the story you want your project to tell.

3. Color, Value, Space:
Colors, contrasts, and white space are crucial in setting the

mood of your project, guiding the viewer's eye, creating balance, and bringing emotion to your design.

4. Background, Mat, Frame:
Wait until your image is colored to choose a mat. The mat adds dimension, directs focus, and complements your image. For example, use a black mat for black ink or a gold mat for gold embossing to highlight your design.

5. Texture/Dimension/Embellishment:
Add texture and dimension with:

- Torn and/or inked paper.
- Embossing paste or dry embossed paper.
- Die-cut elements.
- Layering adds richness, while techniques like dry or heat embossing create instant elegance.
- If your design feels incomplete, finishing touches like glitter, metallic accents, or raised layers can bring it to life. Charms, brads, eyelets, and ribbons can enhance the theme and mood, adding personality and flair — just be sure they support, not compete with, your focal point.

Remember the "Rule of Odds." It's a principle in design that suggests using odd numbers of elements. Odd numbers tend to be more visually interesting and less symmetrical, creating a natural sense of balance while avoiding a rigid or static appearance.