



by Jen White

Design Beautiful Pages

Lesson 03-01: Finishing Touches

We've spent the year equipping you with the mindset of a digital page designer. You are ready to fly. But before you go, I'd like to take this opportunity to review the basic principles of design in the form of a skills test.

NOTE: If you need a refresher on the concept behind each of the design principles, I recommend reviewing the Basic Principles: Page Design video before proceeding.

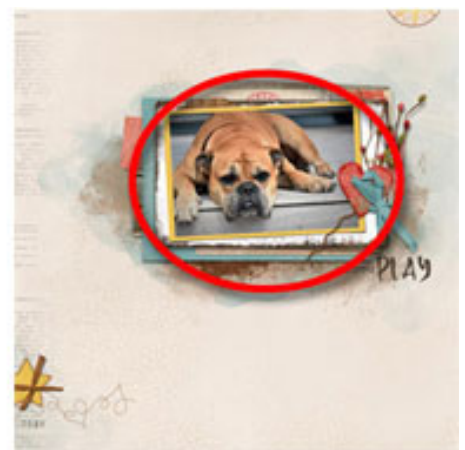
Focal Point

In the first example, the focal point is the bigger masked photo.

You may have been tempted to say the smaller dog photo on the right edge, but since the bigger photo is in closer proximity to the title, I'm more likely to call that the focal point.

The focal point on the other two pages is the main image.

Even though the art journaling page does not contain an actual photo, the focal point is represented by a drawing of a person.



Flow

The flow of a scrapbook page is important.

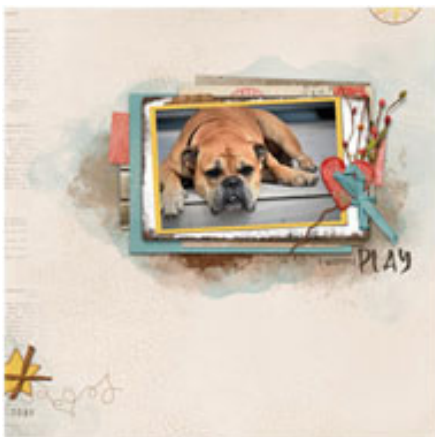
- The simpler the flow, the better.
- You should be able to trace it with your finger.
- The flow of all these pages is a diagonal line.
- Which direction the diagonal line goes doesn't really matter.
- What's important is that all important details of the page need to mingle with the flow line.



The Rule of Odds

The rule of odds is a simple concept that can make a great impact.

- This first page design has a theme of one. One photo. One heart. One of almost everything. Even the title is focused on one main word.
- One is the most powerful odd.
- The middle page design also has some ones, but it also has three lines of stitches in the upper left corner and five lines of stitches in the bottom right corner.
- On the third page, I can quickly see that there are five circles in a row.
- There are also five word art strips in the quote.



Proximity

Proximity is key to a well-designed scrapbook page.

- Without proximity trapped space will likely form.
- The first two pages are keeping things in close proximity.
- The art journaling page is, by its very definition, not required to follow the rules of design, therefore, things can be placed anywhere you want and the presence of trapped space is totally acceptable.



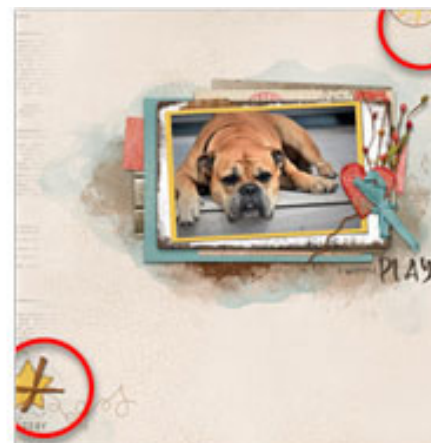
Repetition

Repetition can be found in a variety of ways. Look for it in colors, fonts, and even shapes.

Balance

Balance brings unity to a scrapbook page.

- It could be represented by the weight of colors or the physical measurement of two objects.
- On the first page, you see the angle keeping the same basic width all the way across the page.
- On the second page, two of the areas of interest are the same height.
- On the third page, the two edge clusters are approximately the same size.



White Space

White space is where the eye gets a moment to breath from taking in the details.

- Not all images have to contain white space.
- Art journaling pages often do not contain white space.
- The image on the left has the most white space.
- The image on the right has the least amount of white space.



most ← → least

Credits

I Wanna Play

Photo by Pitsch
Template from Design Beautiful Pages
Page by Linda Sattgast
Kit: Harmony by Elisha Barnett
Elements from Farmhouse Style
by Melissa Renfro and Botanica by
Susie Roberts
Fonts: Advance and Orator Std

Driving Miss Maisy

Page by Jen White
Photos: Jen White Class: QwikLearn | Design
Beautiful Pages
Kits: Everyday Stories by Syndee Rodgers-Nuckles,
Vintage Florals by Susie Roberts (mask)
Fonts: 5th Grade Cursive, Superclarendon

Be Kind

Page by Jenifer Juris
Kit: Musings by Etc by Danyale
Extras: Art Journal Kit by Syndee Nuckles
Font: Kenstein