



by Jen White

Design Beautiful Pages

Lesson 01-03: Uneven Grid Finishing Touches

Let's look at how to expertly finish an uneven grid design using the 7 Design Principles.

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

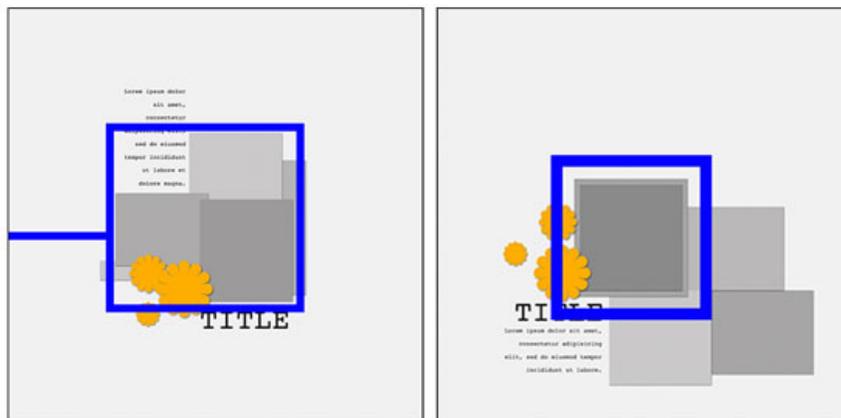
Focal Point

The focal point of the uneven grid, as with all other classic designs, is the photo or group of photos contained within it. It's where your eye goes first.

Use indicators to determine the focal photo.

The focal photo is the most important photo in the group.

The most common ways to indicate the focal photo is to mat one of the photos, tip one of the photos, or pair one of the photos up in close proximity to the title, journaling, and elements.



Flow

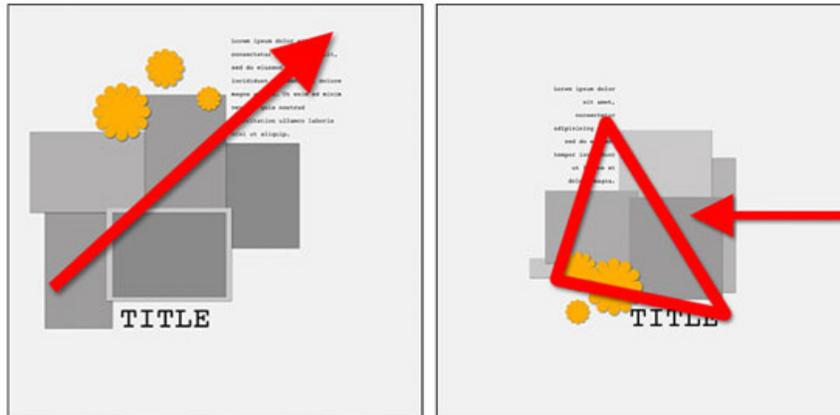
The flow of the page is the path your eye follows when taking in all the details.

The photos on the page will often establish the flow.

Be careful that the title, elements and journaling support the established flow.

If the flow path is not indicated by the photos, consider using a title, elements, and journaling to create it.

The most common flow paths in an uneven grid design are a straight line or a triangle.

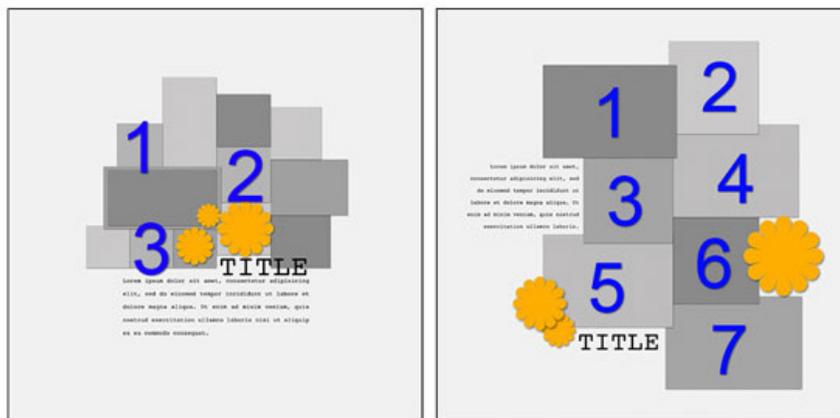


The Rule of Odds

An uneven grid design provides for many opportunities to practice the rule of odds.

If your design contains a large number of photo masks, consider using 3 of them for papers and then fill the rest with photos.

If the number of rectangles in your design is easily counted, using an odd number of them in the design will add interest to the page.



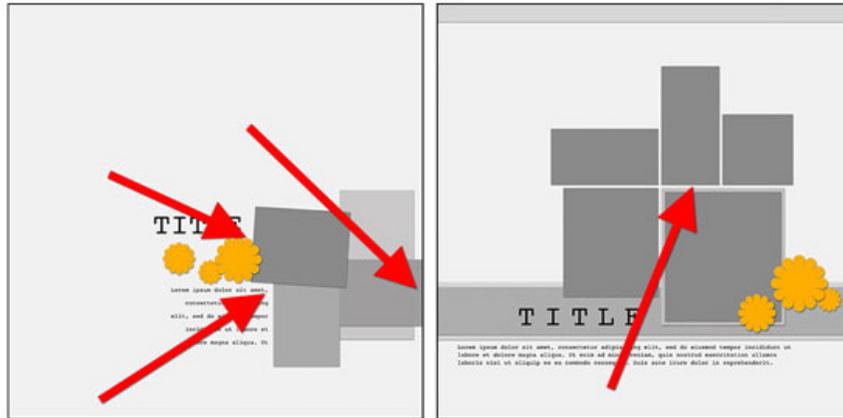
Proximity

Proximity in a design is necessary in order to keep your eye from bouncing all around the page.

Snuggle things into each other, or up to the edge of the page, to keep trapped space at bay.

Proximity should also be represented when determining the spacing between the photos of your uneven grid design.

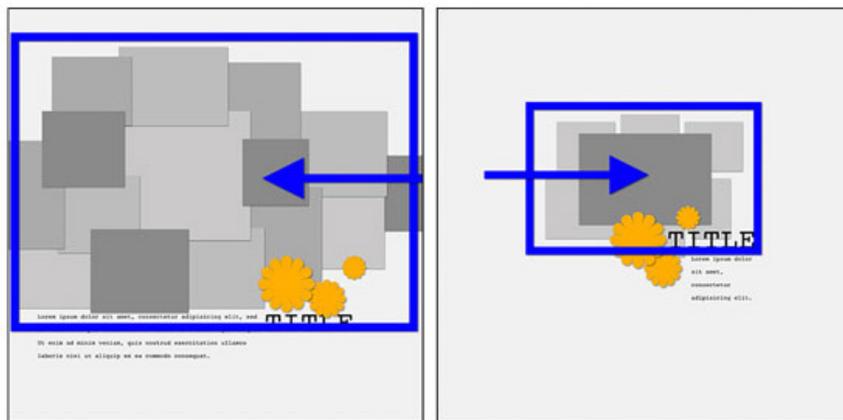
Use the same spacing throughout when placing all photos or papers on the page.



Repetition

Much of what makes the uneven grid design successful lies in the repetition of shapes such as squares and rectangles.

Repetition can be represented by six odd sizes of rectangles being used as an anchor. Then the photo mask on top of them further repeats the rectangle shape.

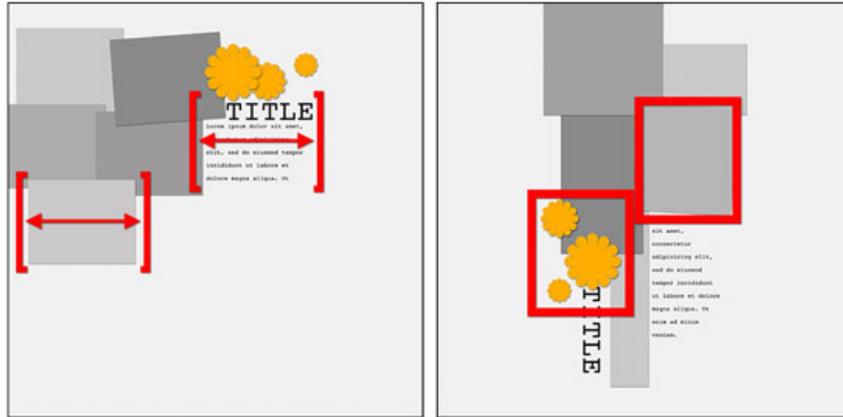


Balance

The principle of balance is like using a scale or measuring stick on your page.

Balance can be brought to a design when the approximate width of the title and journaling area matches the width of a photo mask.

When adding elements to an uneven grid design, try to balance the size of your elements or element groups with the size of the grid pieces.



White Space

White space in design is the space on your page that is void of important things like photos, elements, a title, or journaling. This is where the eye of the viewer gets a mental rest.

The design principle of white space is not part of what makes the uneven grid successful, however, an entire album of pages containing little or no white space will be mentally exhausting for your potential viewers.

