by Jen White
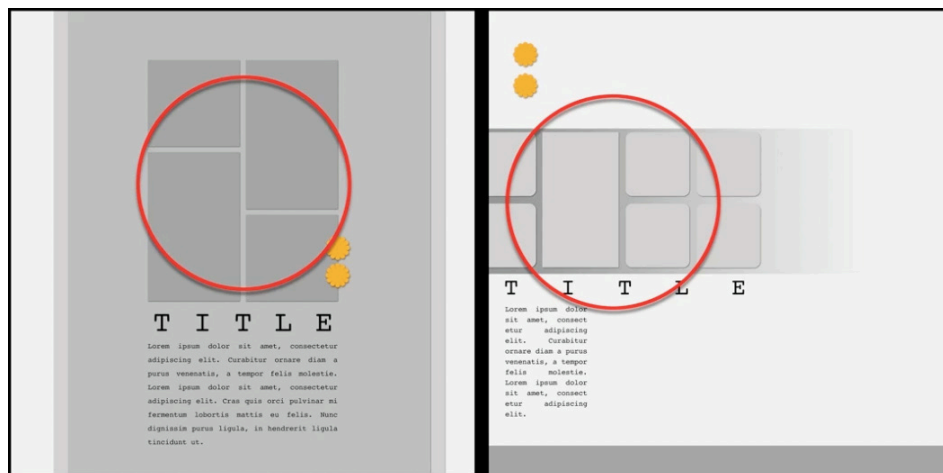
Design Beautiful Pages—Finishing Touches
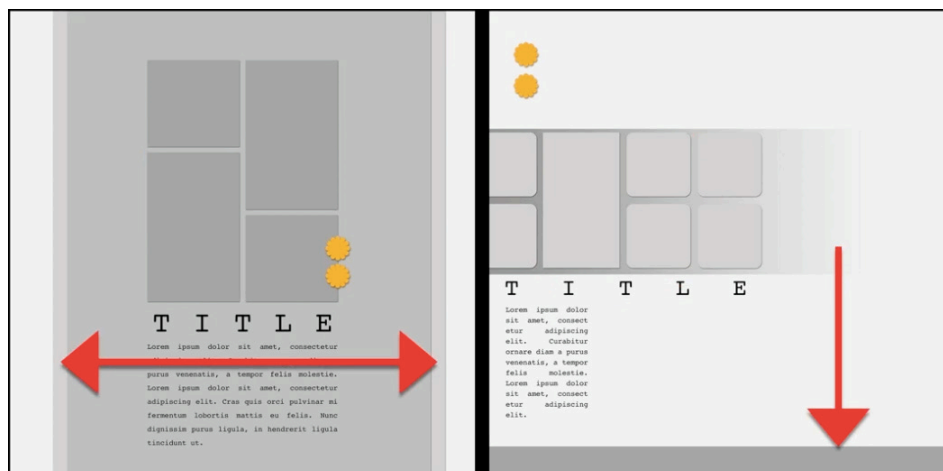
Lesson 03-01: Finishing the Rectangular Grid

Here's how the principles of design can be effectively applied to a rectangular grid template.

Focal Point

In a rectangular grid design, the focal point will almost always rest within the grid. Anything outside of the focal point should be complementary and subdued.
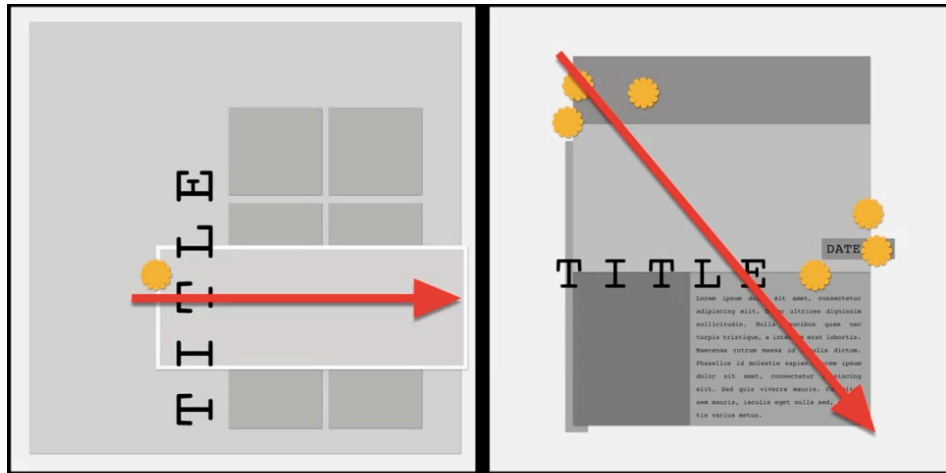

For example, if you add a paper along the border to tighten the design, the paper should not be distracting.
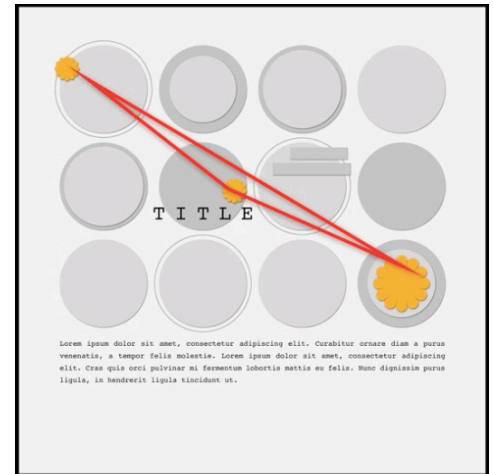
Flow

The flow line of your page should always intersect the grid. Successful flow lines for a rectangular grid design are a straight line or a diagonal line. All important details should remain inside this basic path.
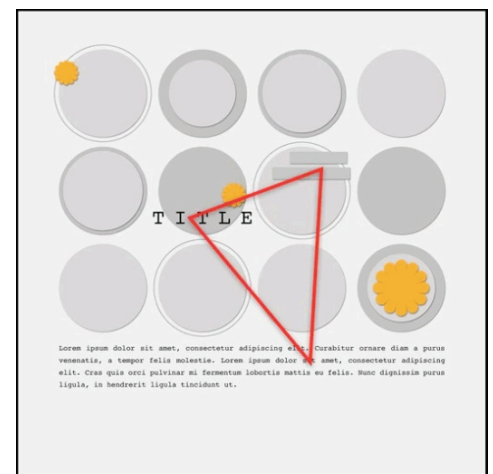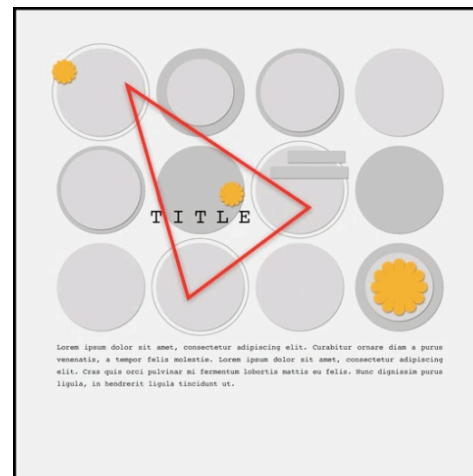
The Rule of Odds

When finishing your page with elements, titles, and journaling, practice the rule of odds. In this template there are three places for elements.
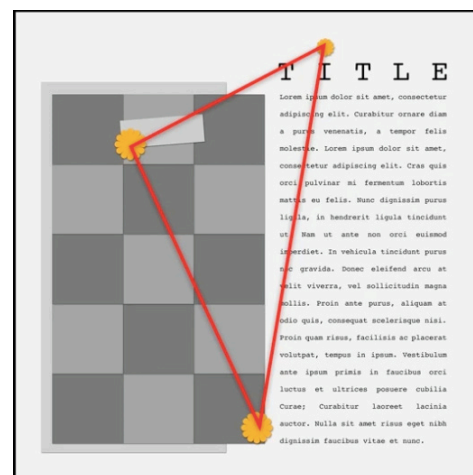
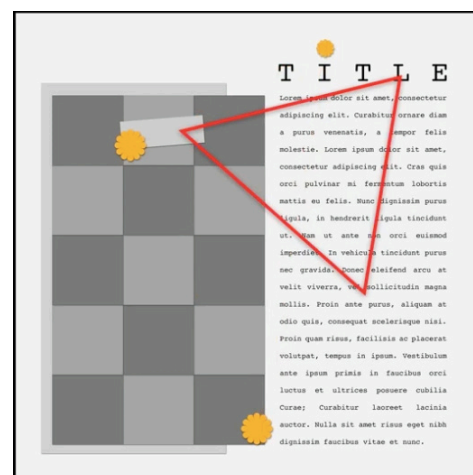There are also three areas for data, like the date, title and journaling.

And notice that three photo masks have a stroke outline around them. Sometimes the little details can make a big difference.

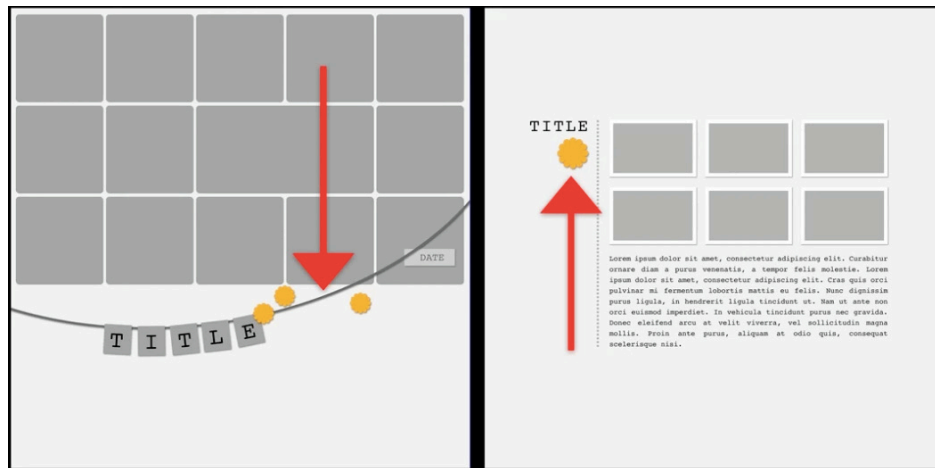In this image, again, there are three element placeholders.

There are also three data areas. Three is the most common odd, but having only one can also make a big impact.
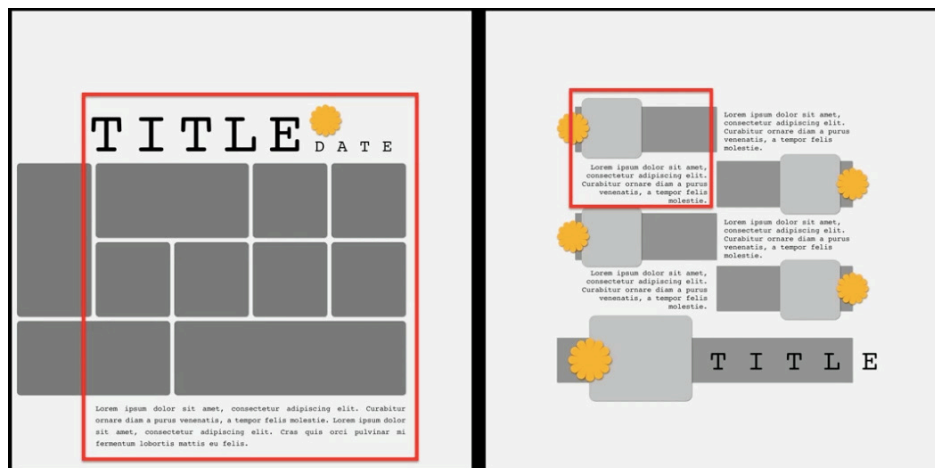
Proximity

The rectangular grid was built upon the concept of proximity. That's because all the photos are snuggled up to each other. But proximity should also happen with your elements, titles and journaling. Buddy these up with the photos so to avoid trapped space.
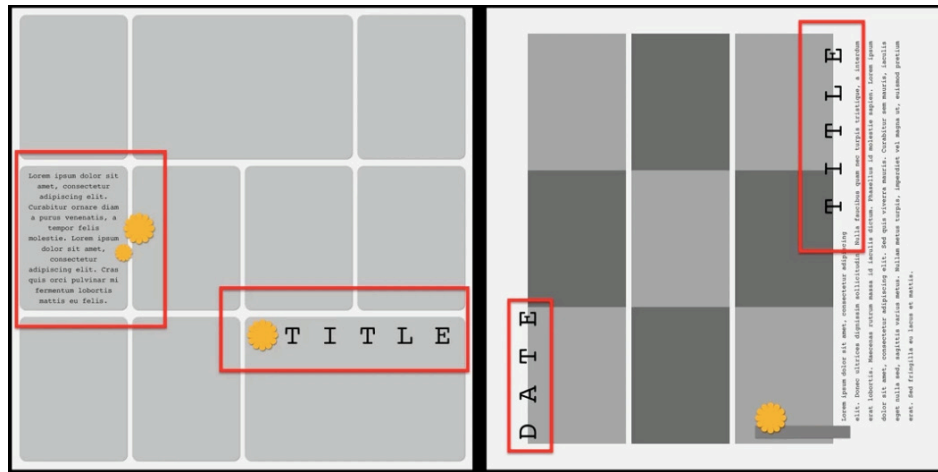
Repetition

Repetition adds interest to the design of the page. Try repeating the shape of the photo in the shape of a text box. Justifying the type within the text boxes will make things even more spectacular.
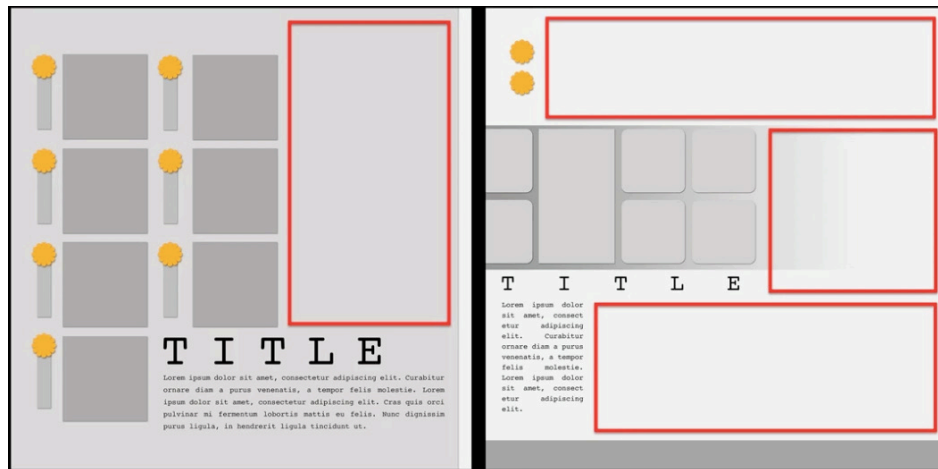
Balance

You will maintain balance in your finished page if your elements and journaling are an appropriate size when compared to your photos. Notice how the size of these titles closely resembles the size of the photo mats and the size of the elements closely resembles the size of the titles. That's one of the many ways balance can be achieved.

White Space

Rectangular grid pages can get away with hogging the page. Daily Life pages are built upon that concept and work well with basically no white space at all. But for other kinds of rectangular grid pages it helps to create breathing room, also known as white space. Don't fill up the page just because you can.

Finishing the rectangular grid is easy with these seven simple principles of design.