BASIC Design

Design Beautiful Pages

Don't Make These Mistakes!

Photos

- Photos are too dark
- The horizon line is crooked
- Photos are too saturated
- Photos don't match in color
- Photos don't fill a mask
- Photos that would look better cropped

Clusters / Elements / Anchors

- Missing drop shadows on items that need a shadow
- Randomly placed elements
- Trapped space
- Too small shadows on bigger 3D elements
- Shadows that aren't the right size for where they're placed
- Shadowed elements below graphic elements
- 3D elements under a stroke outline

Paper

- Pattern or color of a paper overwhelms the page
- Papers or elements from different color families
- Bevels on papers or elements

Type

- Misspelled words
- Type above 3D elements
- Journaling that's too large
- Bevels on plain type
- Shadows on journaling.
- Vertically oriented type (Instead rotate the type 90°)
- Type on an angle (unless it's connected to an angled photo)
- Journaling with a decorative font - such as a lacy script.
- Placing the title randomly (place it in proximity with another focal point)
- Using 2 spaces after a period (a throwback to manual typewriter days and not appropriate for computer generated typography)
- Title doesn't match the remainder of the page design