



by Jenifer Juris

## Design Beautiful Pages

### Lesson 01-01: Masterfully Mirrored Design

Welcome to Masterfully Mirrored Design! In this lesson, we are going to discuss all you need to know to create a beautiful page that utilizes mirror design concepts.

Before we get into defining what we mean by mirror design, let's take a minute to think about mirrors and the essence of what they do. When you hear the word mirror, what other words come to mind?



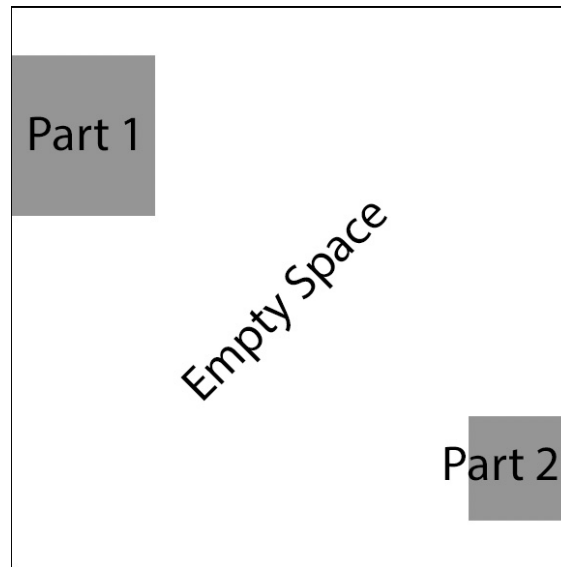
For me, I think of the words reflection, reproduction, echo, shadow, impression, and likeness. You might have thought of some other words I didn't, but I'm hoping they were along the same idea.

Keeping these words in mind will really help when it comes to grasping the concept of what we mean by mirror design.

So, let's define what we mean by mirror design.

Mirror design is a page with two clear parts that mimic each other in some way with a distinct break in between of empty space. The two parts do not have to be exact reflections. You can do that, if you wish, but when we talk about Mirror Design, we are referencing a wider range of mimicry or reflection.

Now that we have defined it, let's look at a simple visual to help you understand what we mean:



When creating a page with a Mirror Design, you can do so effectively by using the following concepts when trying to create two parts that mimic or reflect each other.

First, you could use repeating colors,

#### Credits

Photo: Jenifer Juris

Kit: Shine Your Light by Ponytail Designs

Fonts: Betterfly Draft, Josefin Sans



Or you could use repeating shapes.

### Credits

Photo: Mikesch Maos

Kit: Simple Joys by Anita Designs

Fonts: Josefin Sans, True North Textures Script



You could use repeating elements,

### Credits

Photo: Jenifer Juris

Kit: Epic by JB Studio

Fonts: Veteran Typewriter, Hello Sunshine





Or, you could use repeating photos.

### Credits

Photo: Jenifer Juris

Kit: Press Pause by Blue Heart Scraps

Fonts: Avenir, Charlotte

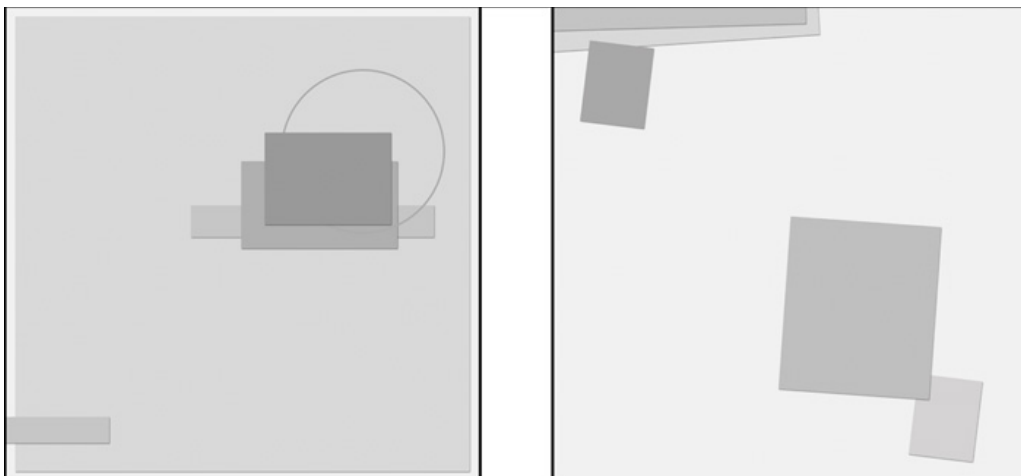


And, as you might have noticed, many of the pages had a combination of repeating items. Using the basic design principle of repetition is a key part of making the mirror design work.

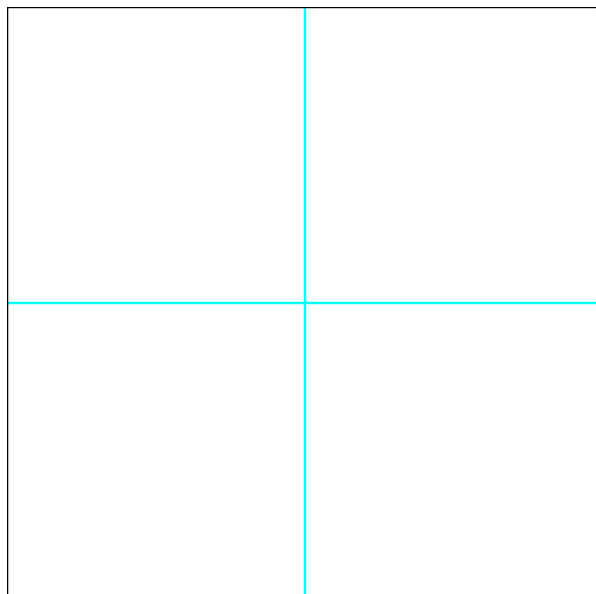
Also, here's a reminder that when it comes to the placement of elements, be sure to watch the Finishing Touches section of this class to get some great ideas for this specific design.

But, for this lesson, we are going to focus on the way to set up your page to have a mirrored design layout.

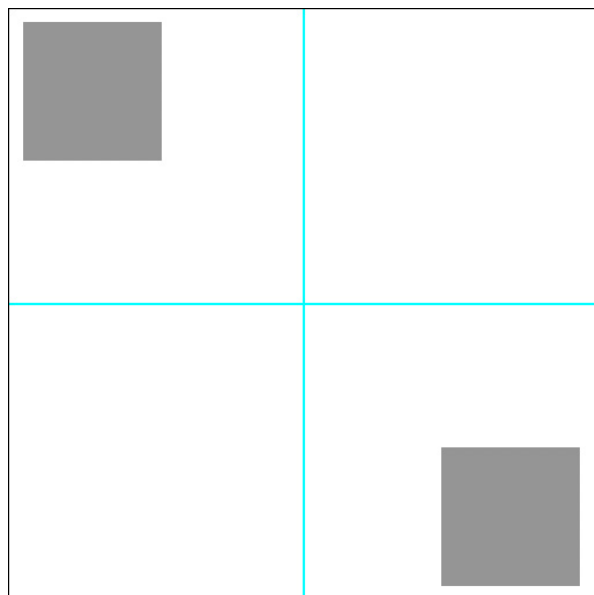
The most popular choice when viewing this page design in the galleries is to use a diagonal flow from one corner to the other. You'll see that many of our templates have some form of diagonal flow because it offers so much versatility for mirror design layouts.



One of the easiest ways to set about starting a diagonal flow mirror design layout is to use one simple idea: Before starting your page, I want you to mentally split your page into a 4 piece grid by splitting the width and the height in half. Using this quadrant method should work for any size page you wish to use.

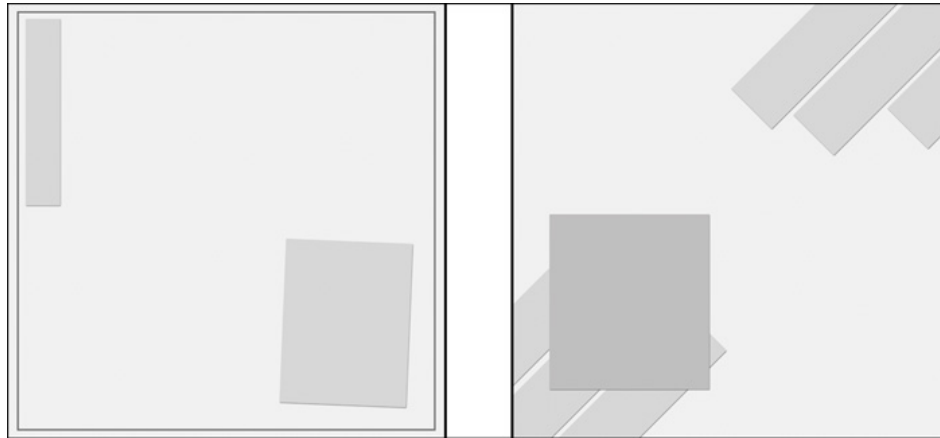


In general, with a diagonal flow mirrored page design, two quadrants of your page will have content and two won't. And the two quadrants that do, will be opposite of each other (in order to get the diagonal flow we're after).

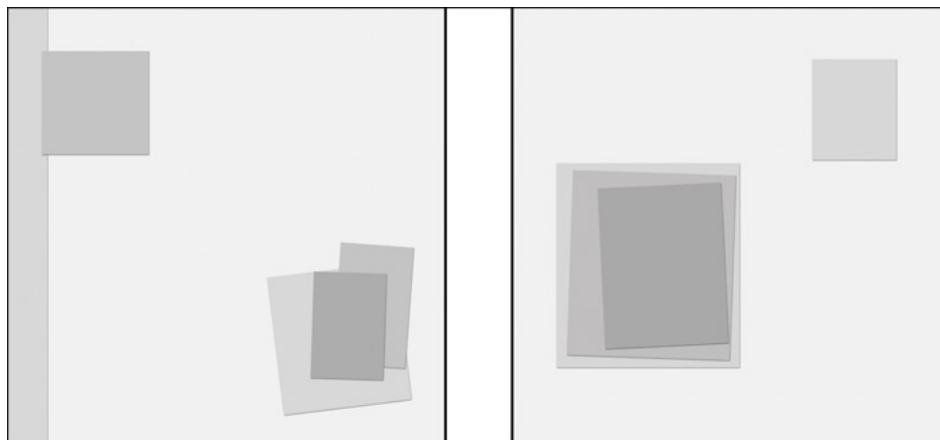


Now that we have a good idea of how to start building a diagonal flow mirror page, let's look at some of the template examples to see some different ways you can use this design.

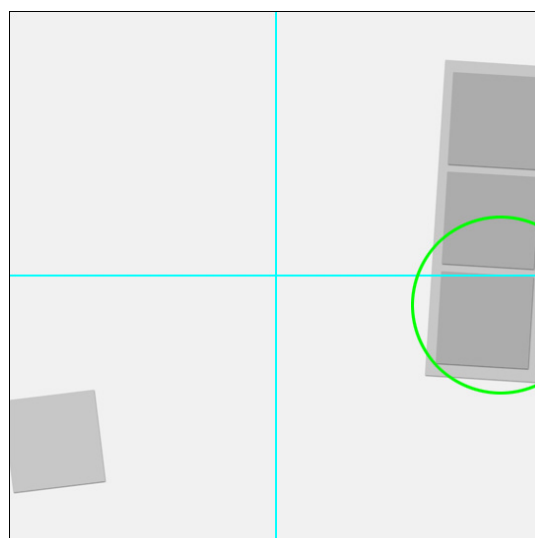
With the diagonal flow, keep in mind that while using the corners can offer great visual interest,



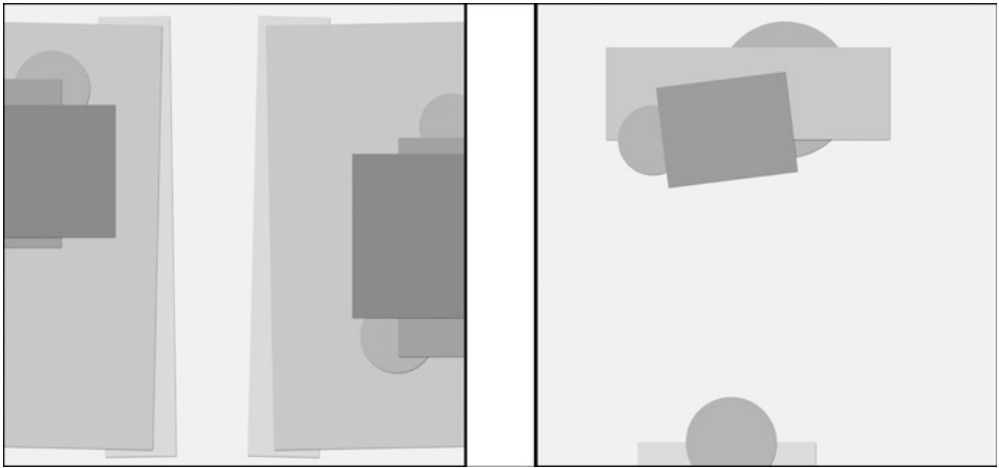
...you don't always have to go from one corner to another. You could have a slight diagonal flow that still looks appealing.



And remember, the quadrants are just a guide or suggestion, if something overlaps into another quadrant slightly, it's still ok. The 4 quadrants are just there to help you visualize where to keep the bulk of your design when making a mirror page with diagonal flow. So as long as you stick to these guidelines, you'll be successfully creating a diagonal flow mirror page in no time!



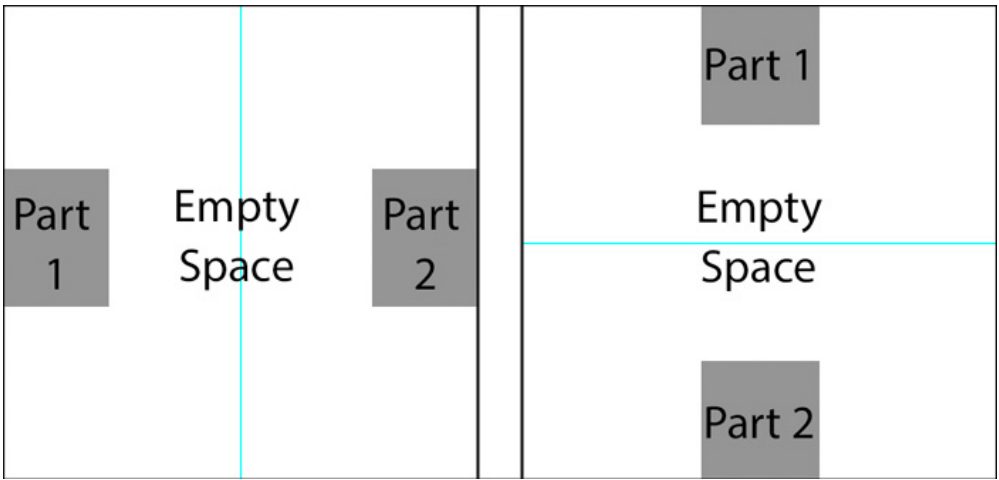
But, we're not limited to diagonal flow. You can also choose to mirror your images, papers, and elements horizontally or vertically using a more linear type of flow. When doing this, instead of using the quadrant method, it's much simpler to consider your page as having two halves or two parts.



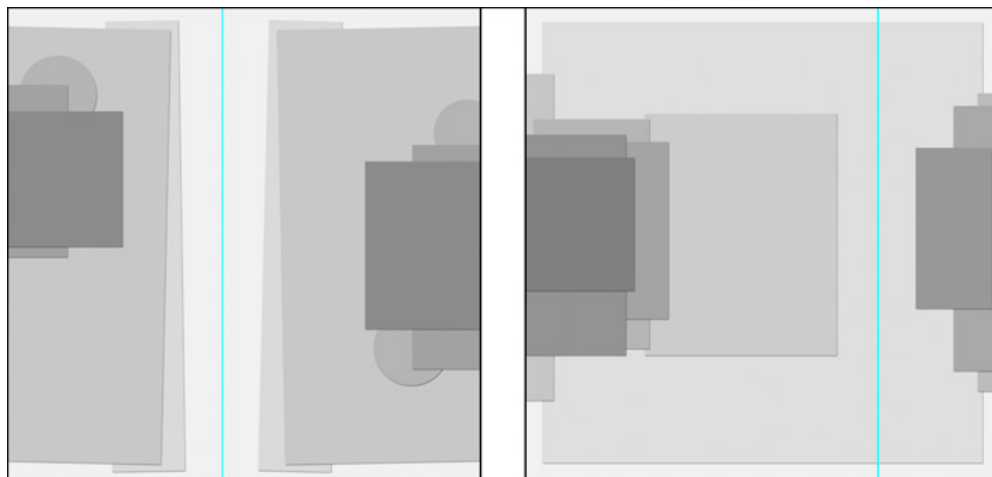
Here are two documents that have been split down the middle both on the vertical and on the horizontal. Using the middle of your document as your break or area of empty space,



can be a great way to simplify the mirror design process. Flipping your design across the middle of the page (in either orientation) can be a wonderful way to create a mirrored design look.



But I also want you to know that you don't always HAVE to use the exact middle of the page. Here are two horizontal templates that show the break being placed off center of the page. There are still two parts, they just aren't equal in size. This also creates a great looking mirror page design!



One last tip to consider when using mirror design is that you can use the edges of your document to your advantage. Around half of our templates have items that fall off the edge. It's not something you have to do but it can be an effective way to really utilize the full width or height of your document. Doing this can help give you more room for the empty break between the two main parts of your page.

### Now it's time for the awareness challenge

In order to get better at recognizing a Mirror Design layout, it's a good idea to spend some time looking through your favorite galleries. Remember, we're looking for pages with two distinct parts that mimic each other in some way, that have a break of empty space in between them.

### Take some time to discover

- New ideas or inspiration for your Mirror design layouts.
- What your favorite types of Mirror pages look like.
- And why? Why do those types of pages resonate with you? What about them do you like? Is it the kit style, the layout style, the fonts?

As with any creative hobby, it's always a good idea to study what speaks to you. It will help you zero in on the kinds of pages you want to make.

So, now that we've shown you the basics and given you some wonderful templates to start you off, it's your turn to start digging in and creating your own Masterfully Mirrored layouts.



## Lesson 01-02: Photos for Mirrored Design

In this lesson, I'm going to show you a few ways you can have some extra fun with your photos to enhance your Mirror Page Design.

But, before we get into that, let's do a quick review of a basic photo checklist that you should use for each page you create. Please note that the next three examples I use are photos taken with an iPhone. So you don't have to have a fancy camera in order to be able to do basic edits. As always, the better the photo is to begin with, the easier it is to edit, but using this basic checklist should help you make better photos for your pages.

### 1. Lighting - Is it bright enough?

Make sure to increase the brightness and/or the contrast if it's needed.



### 2. White Balance - Is the overall tone or color of the page correct?

If it's too warm or too cool, make sure to correct that before using it on your page. For example, many cloudy day pictures tend to be very cool so increasing the white balance temperature is often a good idea.



### 3. Crop - Would your photo benefit by cropping it?

There are few photos I take that I don't crop down after the fact. Cropping is a great way to zero in on the focal point, especially if there is a distracting background.



There are many other detailed edits you can make but these three are the BIG ones. If you check these three things for each photo before you use it, you will help increase the look, feel, and quality of your pages.

Keeping that quick checklist in mind, let's discuss some fun ways you can use photos to help enhance your mirror page designs.

If you'll remember, in the main teaching video, we talked about how using repetition is a big part of making the mirror design work. One of the repeating ideas I mentioned was using the same photo multiple ways. Let's discuss a few tricks on how to do that.

#### 1. Use the same photo, more than once, unaltered.

Using this idea will keep things simple but still allow you to follow the basic design principle of repetition.

#### Credits

##### Photos Unchanged (Birthday Buddies)

Photo: Jodi Finley (sister)

Kit: Beautiful Morning by Amber Shaw

Fonts: Taluhla, Charlotte



## 2. Use the same photo, but use a different zoom in repeated versions.

Using a zoomed in or zoomed out version of the same photo can be a fun way of showing off different aspects of a person, place, or event.

### Credits

#### Different Zooms (Those Eyes)

Photos: Jenifer Juris

Kit: Memory Keeper by Kim Broedelet

Fonts: Holliston Script, Veteran Typewriter



## 3. Use the same photo, but flip the horizontal view.

Flipping the horizontal view isn't as commonly used, but this is a way you can keep the eyes of your subject looking in towards the center of the page (instead of looking away) which helps give your page better flow.

### Credits

#### Flip Horizontal (She's Got the Look)

Photos: Jodi Finley (my sister)

Kit: Family Time by Meg Designs

Fonts: Girl Friday, Veteran Typewriter





**4. Use the same photo, but keep the color on one and make the others black and white** (or another photo filter or treatment). This can be a fun way to give the eye some variety while still maintaining the repeating theme.

### Credits

#### Photos B/W (Wink)

Photos: Jenifer Juris

Kit: Everyday Moments by JoCee Designs

Extras: Triangle Pattern Paper and Paint Splats from Family Designs

Fonts: Waterbrush, Veteran Typewriter



Time by Meg

And while this list doesn't cover ALL of the fun things you can do with repeated photos, I hope it inspires you and helps you see the benefits of using repeated photos within the Mirror Page Design.

But, we're not limited to using the same photo in order to maximize mirror design fun! Let's go over a quick list of some other photo ideas that play well into the mirror page design idea.

### 1. Use similar photos from the same event or photoshoot.

If you have two photos from the same place or event, this can be a great way to give your mirror page variety while still maintaining the idea of repetition.

### Credits

#### Similar Photos (Joseph)

Photos: Jenifer Juris

Kit: APP My Camera by Anna Aspnes

Fonts: Josefin Sans, AuraBlue, Veteran Typewriter



## 2. Use two photos that show a lapse in time.

The Mirror Page Design can lend itself to some fun theme page ideas, like showing how a person has changed from one point in time to another.

### Credits

#### Time Lapse (Now & Then)

Photos: Jenifer Juris, Childhood photo taken by my Parents

Kit: Time Teller by Etc by Danyale

Fonts: Veteran Typewriter, Didonesque



**3. Use two photos that show a relationship.** Another great theme for a mirror page could be using photos of a child and a parent. Doing a “like father like son” or “like mother like daughter” page or something similar, could be a wonderful way to utilize the mirror page design.

### Credits

#### Relationship (Like Mother Like Daughter)

Photos: Paul Johannes (my father)

Kit: Spring Has Sprung by Mommyish

Fonts: Bebas Neue, Betterfly Draft





A few other fun ideas could be:

**4. This versus That.** Use two photos that feature two items, places, or people you wish to highlight or compare. It could be about something silly like your favorite tv shows, to something fun like favorite vacation spots, to something important like your favorite people.

**5. Lists of Favorites, Facts, or Features.** Use two photos, like of a mother and father, or husband and wife, or of siblings, etc and create a page that lists things about each person.

**6. The Good and the Bad.** Use two photos that highlight both the good and the not so good about a time in your life. Not everything that happens to us is wonderful and it's ok to document those times, too.

So have fun with these ideas and remember your quick photo checklist!