



by Jen White

Design Beautiful Pages

Lesson 03-01: Finishing Touches

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.

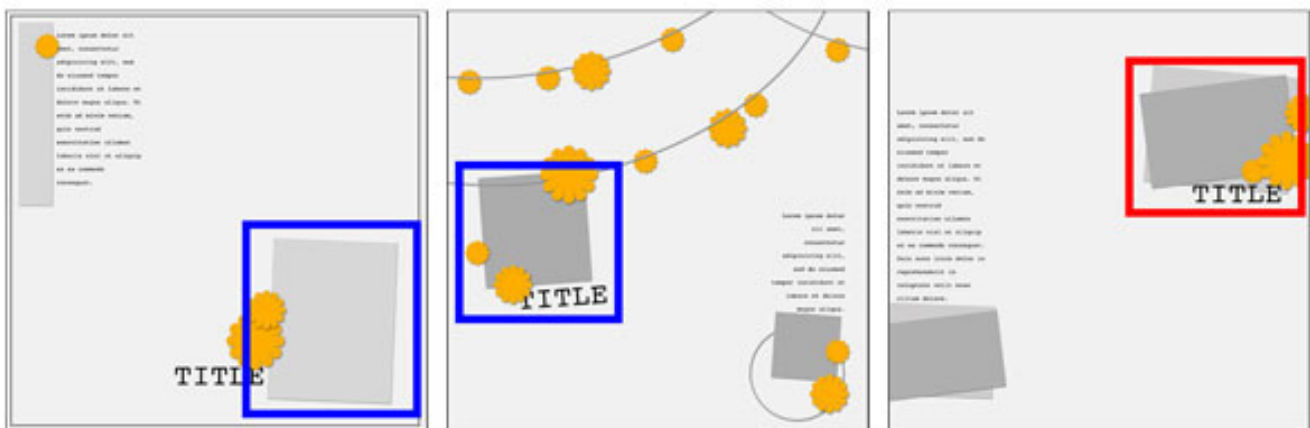
Focal Point

The focal point of any classically designed page should be a photo or group of photos. The mirror design is no exception.

When there is a photo in both parts of the mirror design, use indicators to show which part is the focal point.

The focal point can be indicated by making the photo in one part of the mirror design much larger than the photo in the other part.

Another fail-proof way of indicating the focal point is by placing the title of the page in close proximity to a photo in one of the parts.



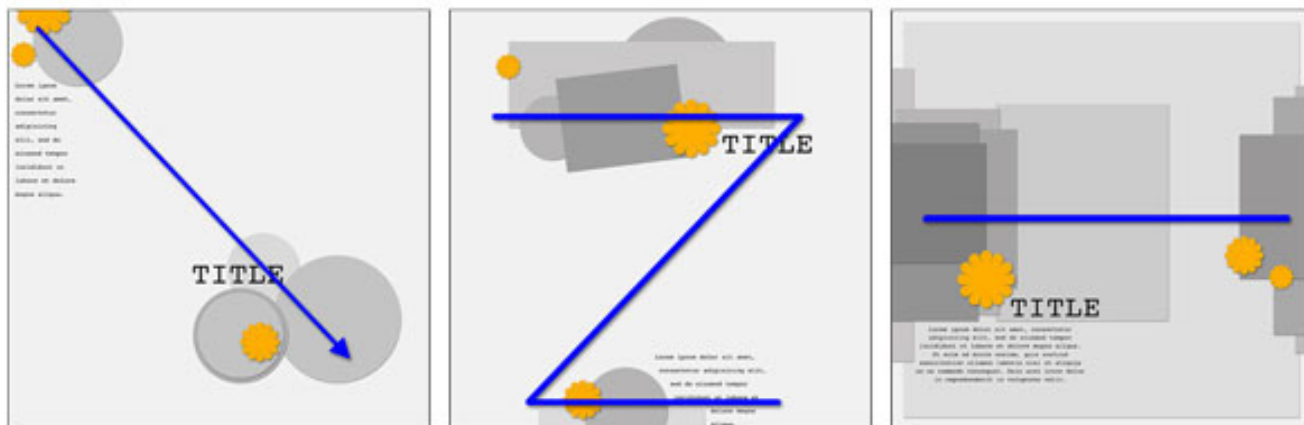
Flow

The flow is the path your eye takes when absorbing all of the important details of a page.

The flow of a mirror design is typically a diagonal line.

In mirror designs where two halves are used, the flow can take on the appearance of a zig zag or horizontal line.

Remember to keep all important parts of the page within the flow line.



The Rule of Odds

In a mirror design it's very common to have just one meaningful photo on the page.

The rule of odds could also be represented by three strips of paper or five similar elements, like flowers.



Proximity

Proximity is where two or more things are snuggled up to each other without any illogical breaks.

Proximity is very important for the mirror design to visually work.

For mirroring success, make sure all the photos and elements of the page snuggle up to one of the two parts in the mirror design.

Placing anything, whether it be photos or elements, into the empty zone will not only go against the definition of a mirror page, it will instantly invite trapped space.

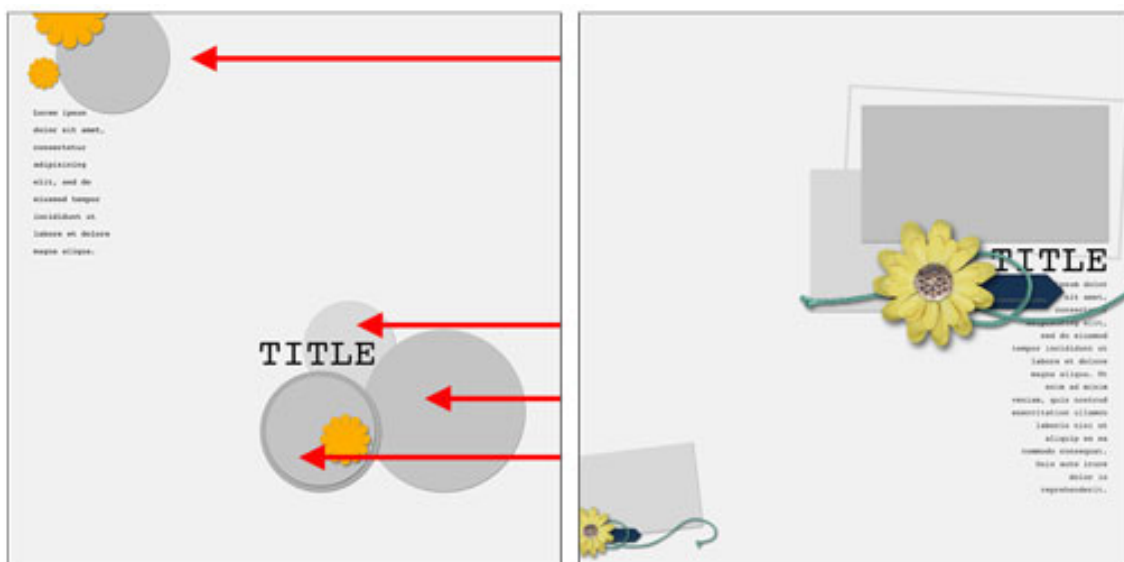


Repetition

A mirror design is built upon the principle of repetition.

Repeat things like shapes, colors, scalable elements, and even photos.

A fail-proof mirroring recipe to follow is to include the same or similar cluster in both parts of the design, but the cluster in one of parts would be scaled much smaller.



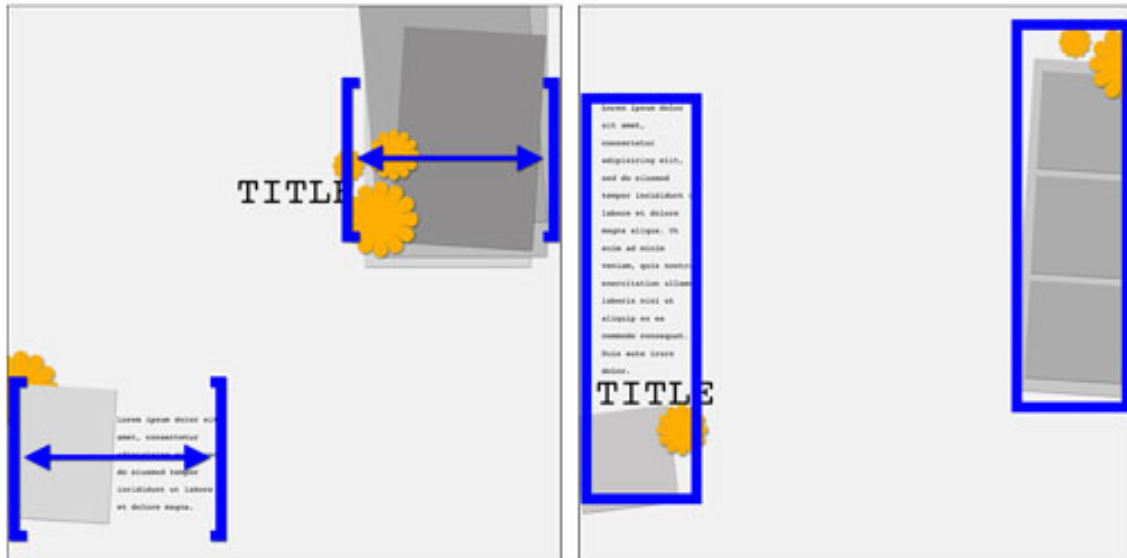
Balance

Balance in design is often achieved through measurements.

Consider making one part of the mirror design approximately the same width as the other part of the mirror.

In this template balance is created when using two parts that are approximately the same size, both in width and in height.

Not all mirror designs contain balance.



White Space

White space in a mirror design is essential.

There should be empty space between the two parts of the design.

The empty space does not have to take on a certain shape or be very big, it just has to be a visual break between the two parts that is void of anything that could create a distraction.

