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Design Beautiful Pages

Lesson 03-01: Finishing Touches

Expertly finish a page designed in clusters with the 7 Design Principles. Learn how to find the focal photo, cure trapped space, and repeat in a new way.

1. Focal Point	3. The Rule of Odds	5. Repetition	7. White Space
2. Flow	4. Proximity	6. Balance	

If you need a refresher on the concept behind each of the design principles, we recommend reviewing the design basics video before proceeding.
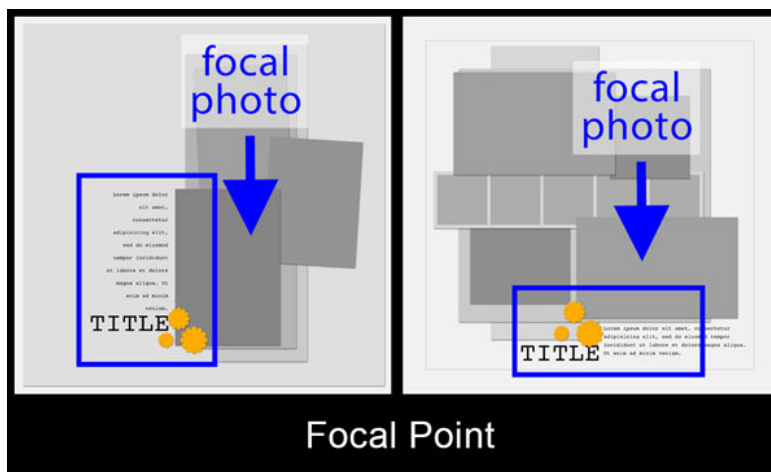
7 Principles of Design

The 7 design principles can be applied to a cluster scrapbook page.

Focal Point

The focal point of a photo cluster design should be one photo. This is called the focal photo. The focal photo is at the top of the stack.

Place a title and journaling near the focal photo. A title, elements, and journaling can be used to determine the focal photo when two or more options exist.
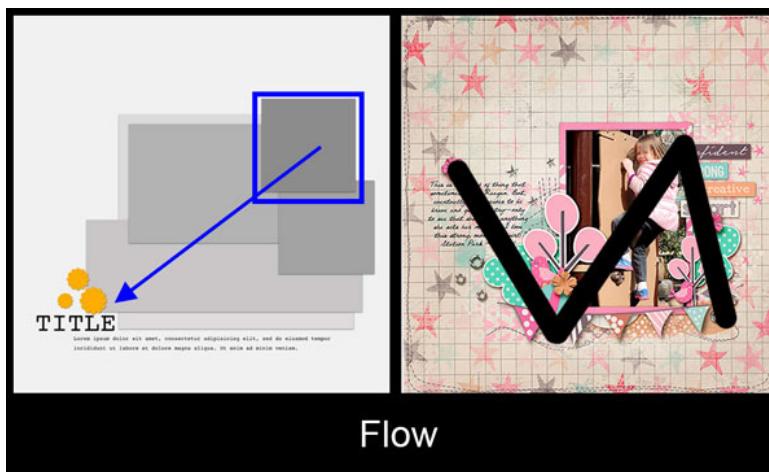

Focal Point

Flow

The title, journaling, and elements can establish a flow instead of a focal photo. Everything important should be within the flow line.
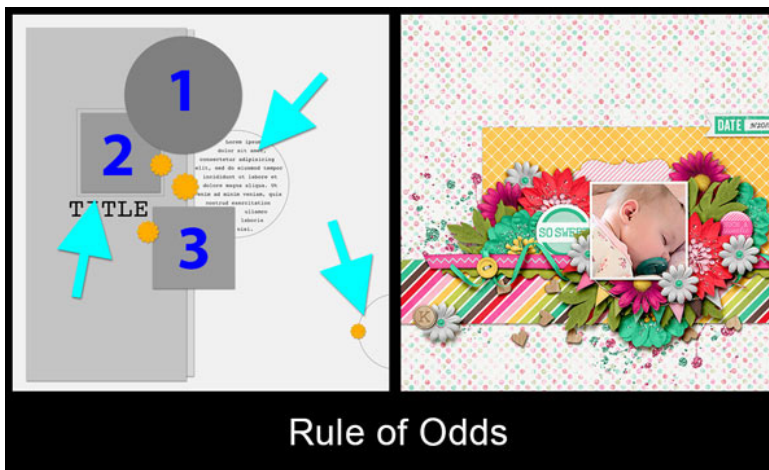
The title and elements can support the focal photo, while the journaling can support the flow.

Element clusters have a flow all their own. The flow of the element cluster could include a photo.

Flow

Rule of Odds

Three is the most common odd. Consider using an odd number of photo masks, strokes, or elements.
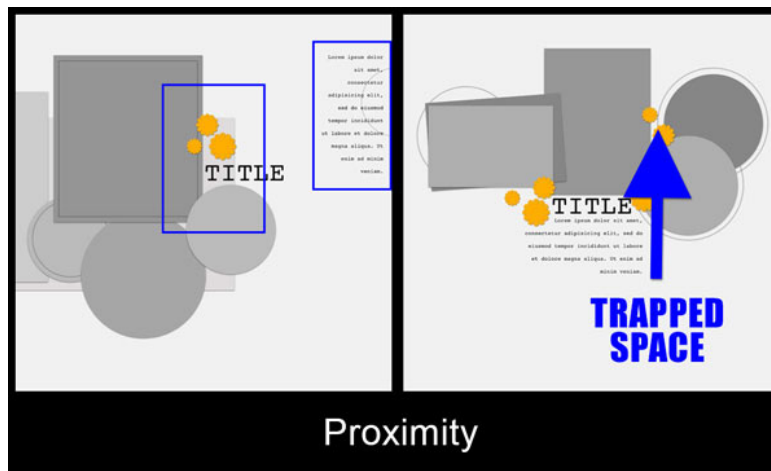

Rule of Odds

Proximity

The title, elements, and journaling should snuggle up into one of the nooks and crannies of the irregular shape.

Consider aligning the journaling with the edge of the page instead.

Watch out for trapped space. Fill trapped space with elements or move the photo masks closer together.
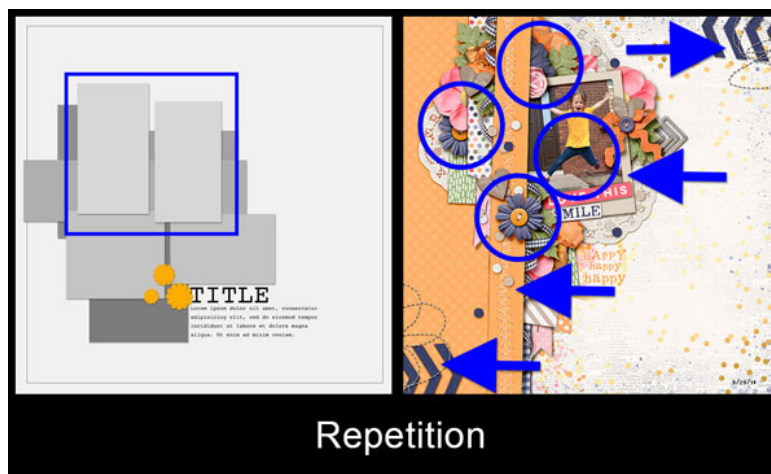

Proximity

Repetition

Repetition is important in clustering. Repeat the shape of a photo mask or the shape of papers being used as anchors.

Repeat a color in your photo.

Repeat a tilt throughout the page to add whimsy.
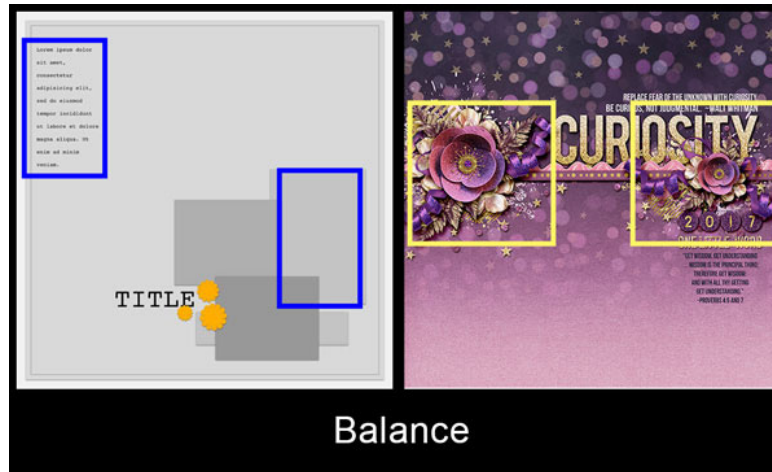

Repetition

Balance

Make two or more things be of equal measurement.

Match the height or width of a photo mask to the height of a journaling box.

Consider placing two matching clusters on either side of a page.

Match the size of a large cluster with the size of a small cluster that's coupled with a big title.

Balance

White Space

White space is essential for breaking up the busyness of a cluster page.

Consider surrounding a small cluster with white space or making half of the page all white space.

Be very intentional to add white space to an element cluster page.

White Space