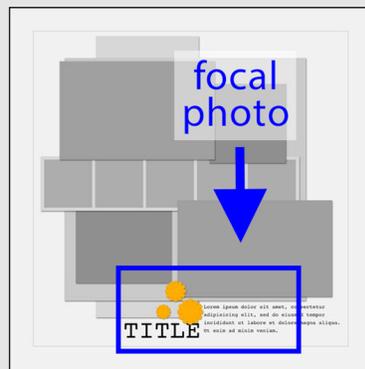
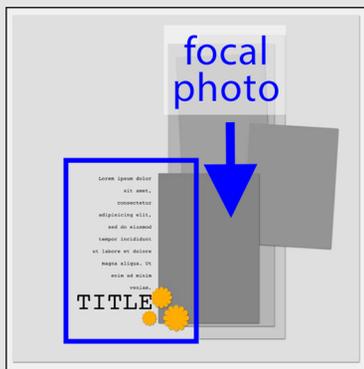


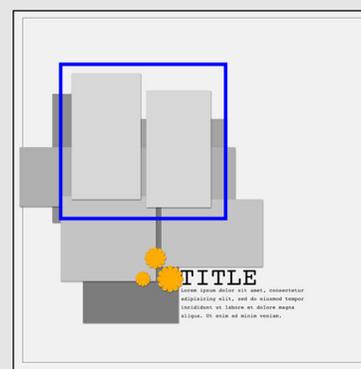
Focal Point

One photo of every cluster is the focal photo. It's typically the photo on top of the stack. The title, elements, and journaling can be used to support the focal photo.



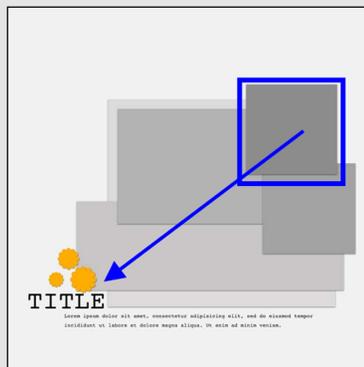
Repetition

Repeat things like the shape of a photo mask or paper, the color used in a photo, or the slight tilt of certain objects. Tilt items on a page 7° or less.



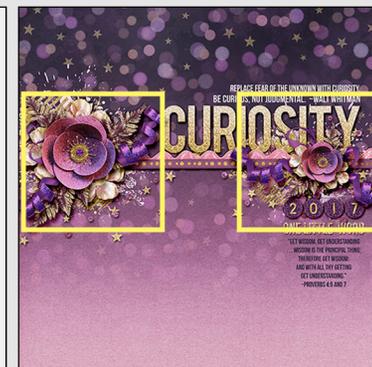
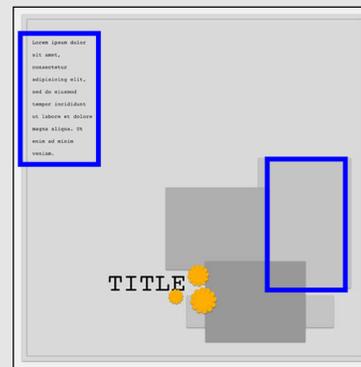
Flow

The title and elements can help establish the flow of a photo cluster. In an element cluster, the elements always contain their own flow.



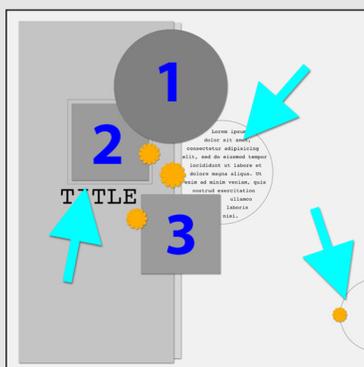
Balance

Achieve balance by making two things be equal in measurement. This also works by balancing the size of element clusters.



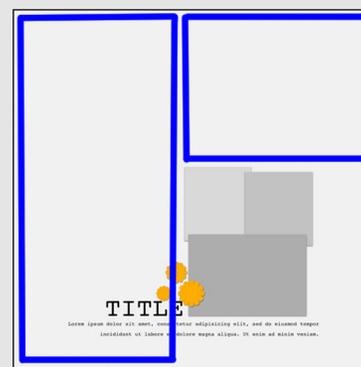
Rule of Odds

There are three photo masks and three strokes on the photo cluster template. There are five white flowers on the element cluster page.



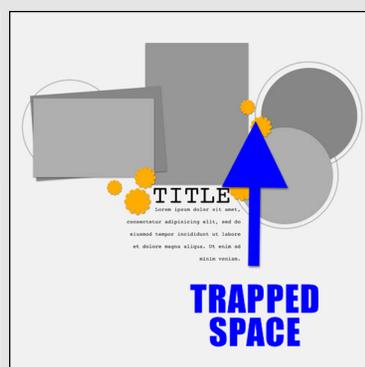
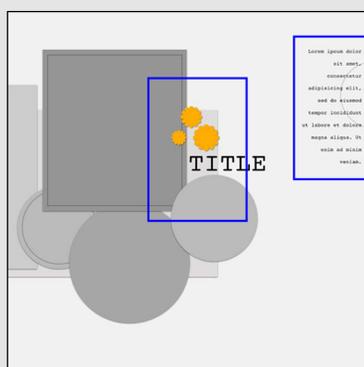
White Space

White space is essential for this design, especially when clustering with elements. Leave space for the business to rest.



Proximity

The title, journaling, and elements should snuggle into the cluster or to the edge of the page. Fill trapped space with elements or move masks closer together.



FINISHING THE CLUSTER