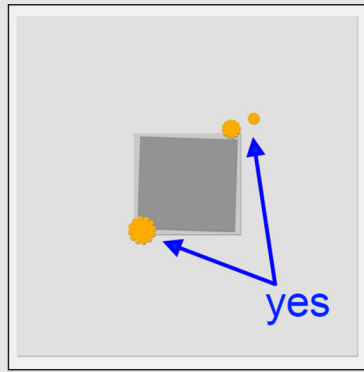
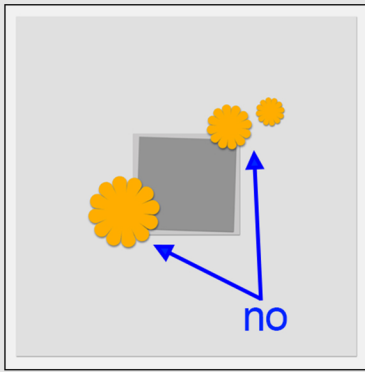


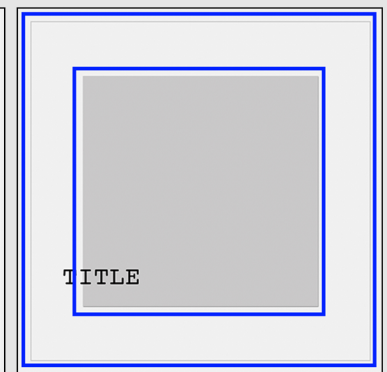
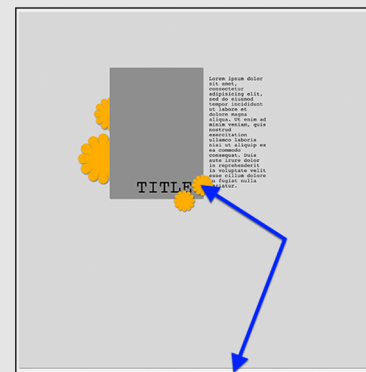
Focal Point

Most everything you do to your page should happen at the focal point. Keep the page elements low in number and small in size.



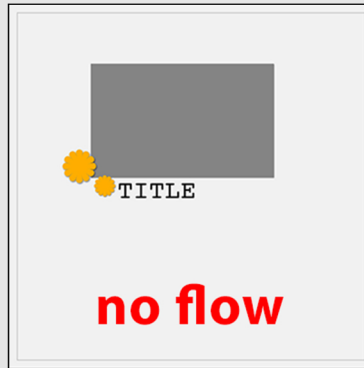
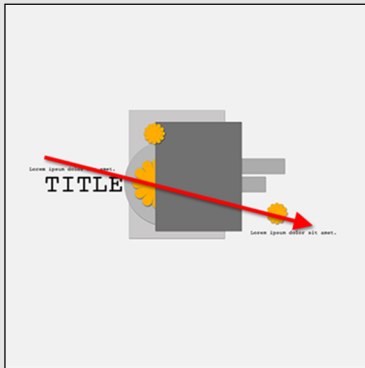
Repetition

Repeat a color or a shape from the focal point to the edge of the page. Keep the number of repeated colors to a minimum.



Flow

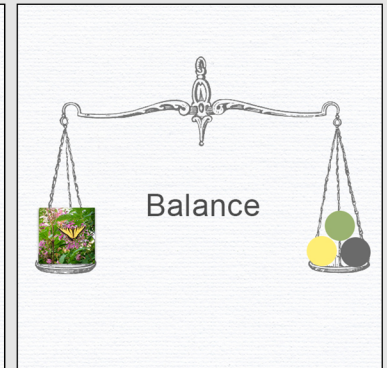
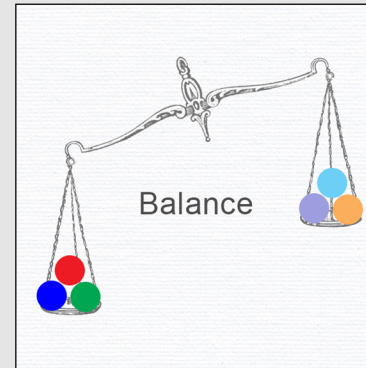
Create the flow through the strategic placement of elements, a title, and/or journaling. The flow does not have to be obvious. It may be missing.



no flow

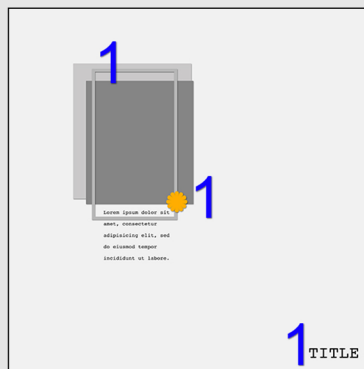
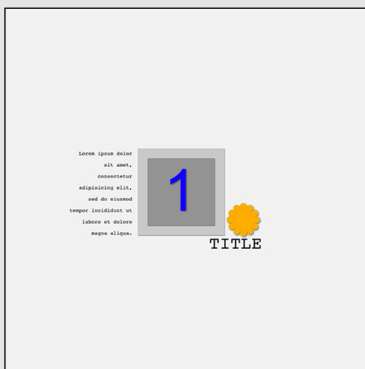
Balance

Saturated colors weigh a lot more than soft and subtle colors. the color weight of the elements should never exceed the color weight of the photo.



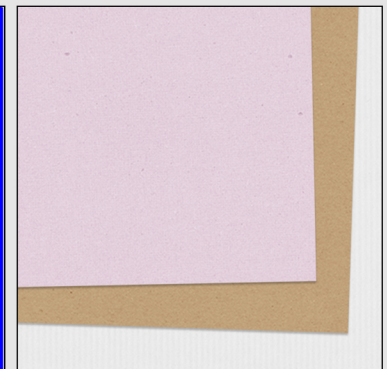
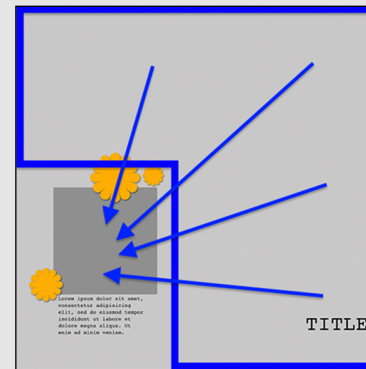
Rule of Odds

Think in terms of one, such as one small photo. Use just one small flower, one simple frame, and/or even a one word fabulous title.



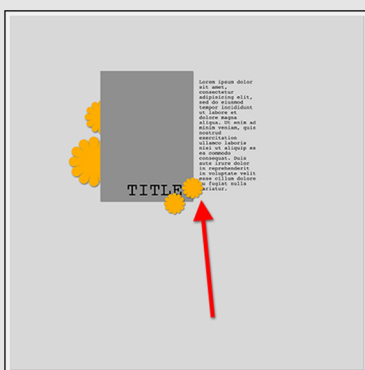
White Space

Use white space to draw attention to your focal point. White space does not have to be white, light shades of color and textures are acceptable.



Proximity

Keep all elements and journaling tightly connected to the focal point. Avoid proximity only when trying to create a mood.



FINISHING THE
MINIMAL