



by Jen White

Design Beautiful Pages

Lesson 03-01: Minimal Design Finishing Touches

What are the three main design principles practiced in a minimal design? Find out here as I show you how to expertly finish a minimally designed scrapbook page using the 7 Basic Design Principles.

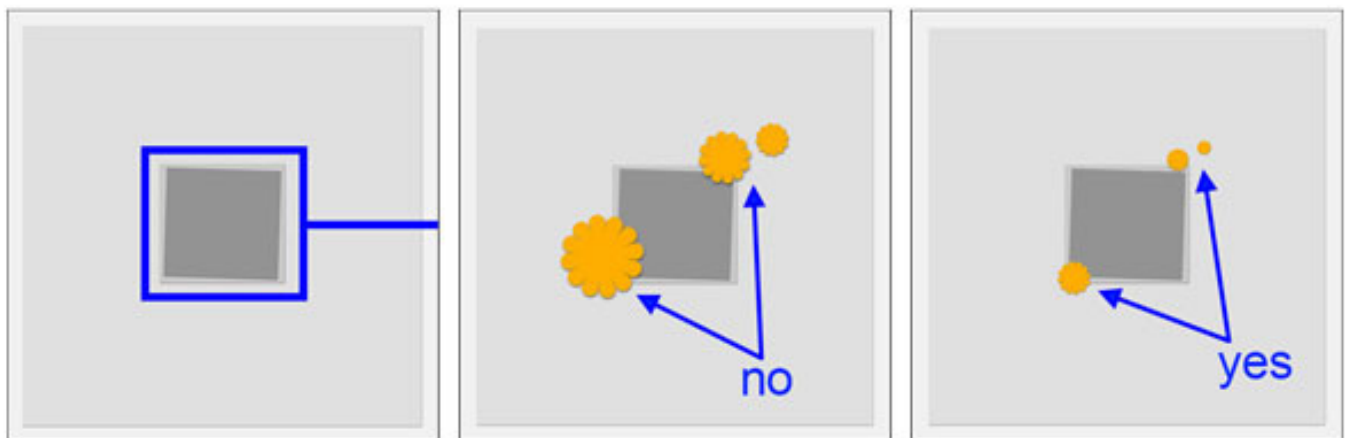
NOTE: If you need a refresher on the concept behind each of the design principles, we recommend reviewing the Basic Principles: Page Design video before proceeding.

Focal Point

The focal point of a minimal design should be one extraordinary photo.

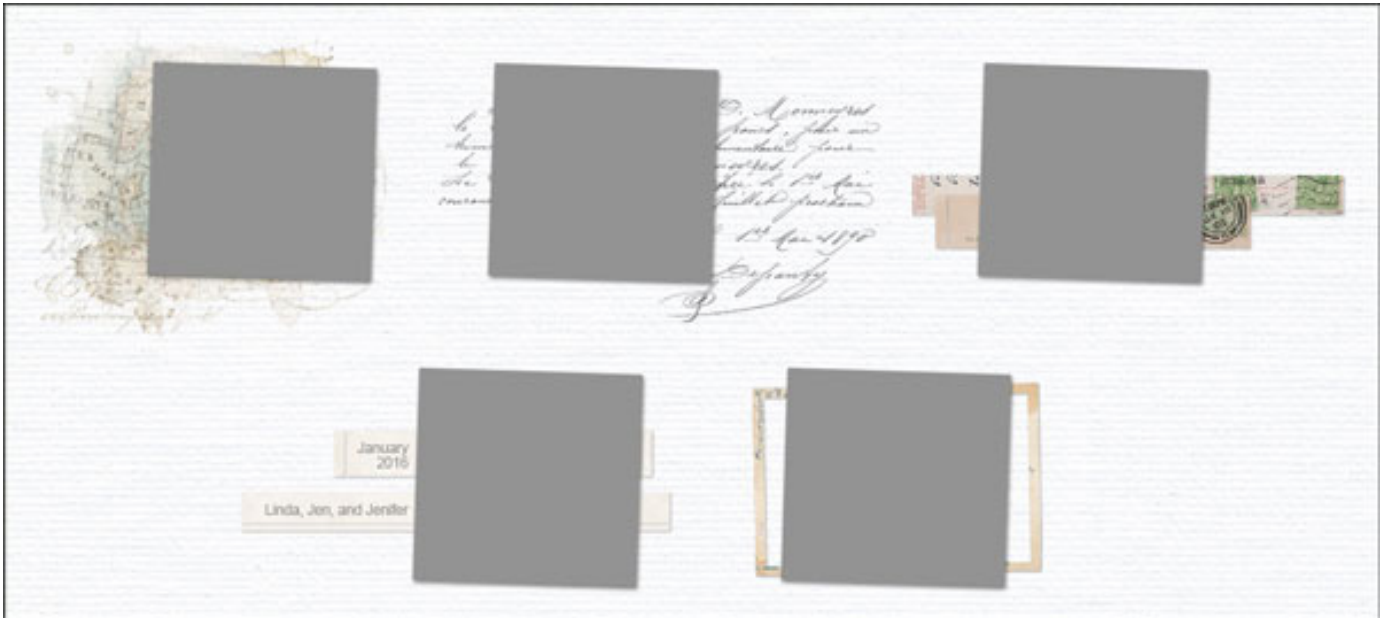
Most everything you do to your page should happen at the focal point.

Keep the page elements low in number and small in size.



Use anchors to add elements to the design without detracting from the photo.

Some of the most common forms of anchors would be: a complex mask, a type overlay, paper strips, journaling strips, and/or a thin frame (like the size of a stroke) with a drop shadow.

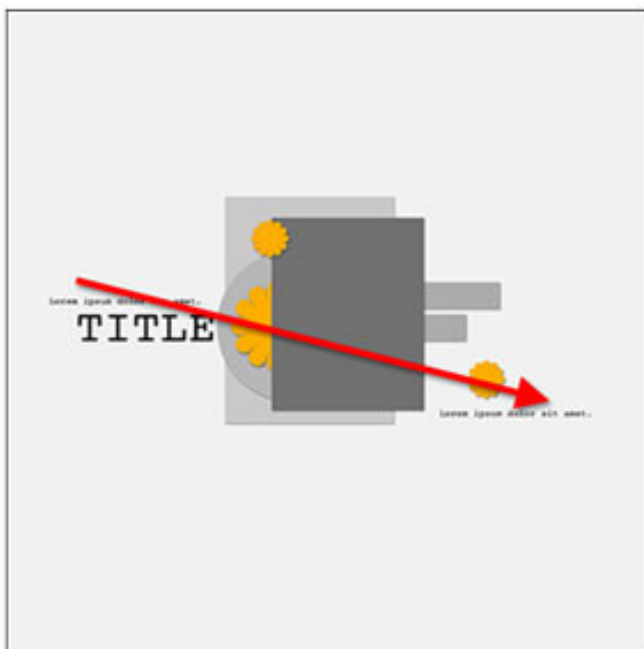


Flow

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

You will have to create the flow of a minimal design through the strategic placement of elements, a title, and/or journaling.

The flow does not have to be obvious. It may be missing.

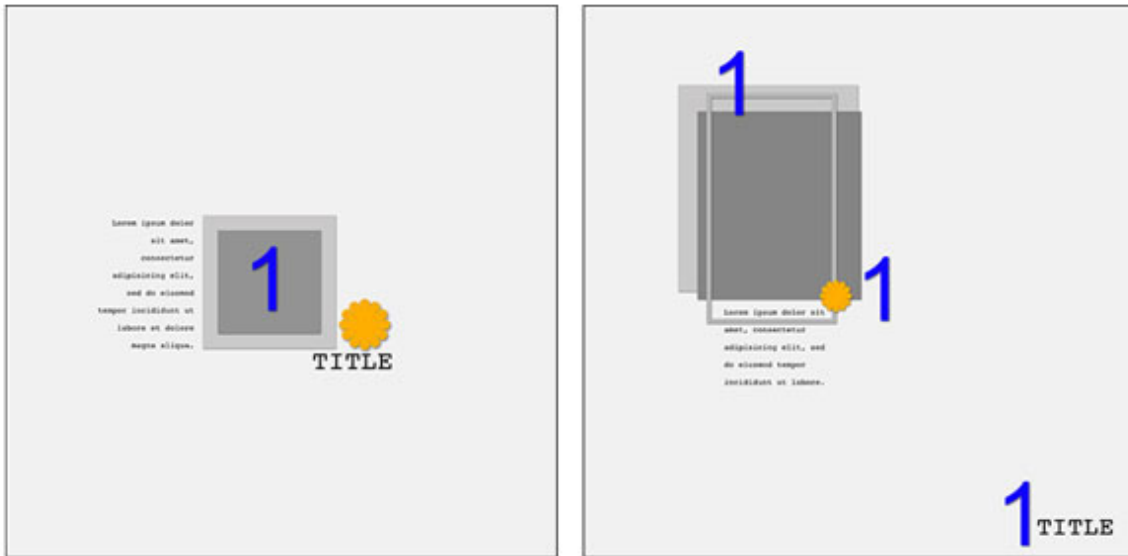


The Rule of Odds

When thinking of the minimal design, think in terms of one, such as one extraordinary small photo.

Reduce decoration to a bare minimum.

Try using just one small flower, one simple frame, and/or even a one word fabulous title.



Proximity

Proximity is practiced in order to keep the design concentrated around the focal point.

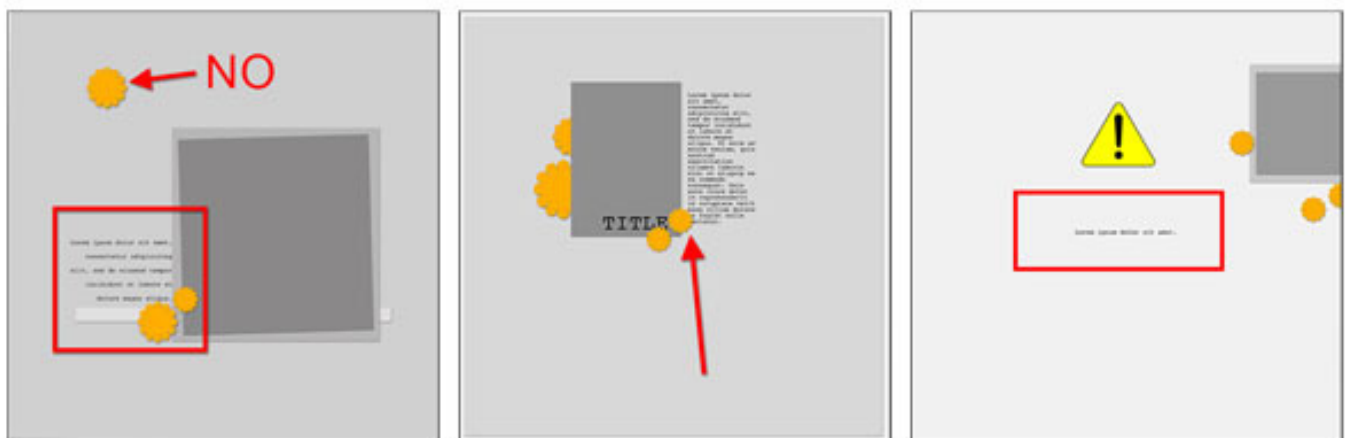
Placing items randomly on the page would be inviting trapped space.

When type is added, make sure that it is tightly connected to the photo it is describing.

When elements or type is not tightly connected to the photo, you will usually see it tightly connected to the edge of the page instead.

If your page needs to convey the feeling of frustration or anger or disorganization, it would totally make sense that your element placement would mimic those feelings by being random and out of sorts.

Caution: Do not to let moody disorganization creep onto other designs in your repertoire.

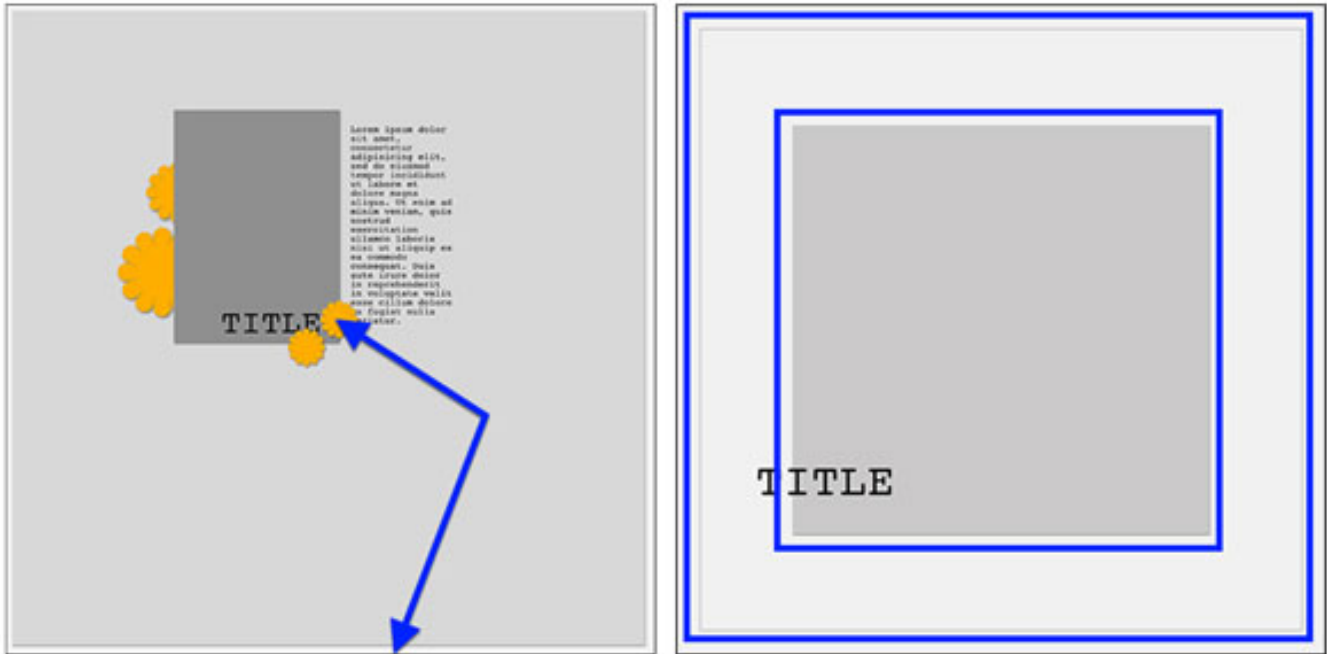


Repetition

Repeat a color from the focal point to the border around the page.

Repetition of 1 color is great, repetition of two colors is still okay, but much more than that and you are no longer in the league of minimalism.

If the shape is a square on a square page, then that's repetition.



Balance

Think in terms of a scale, not one of physical weight, but one of color weight.

Bright and saturated colors weigh a lot more than soft and subtle colors.

Keep the elements on your page subtle to keep the focus on the photo.

A rule of thumb is that the color weight of the elements should never exceed the color weight of the photo.



White Space

The minimal design uses a large amount of white space.

The white space is not only used as a place of rest, it is used to draw attention to your focal point, because there's nowhere else for your eye to land.

White space does not have to be white, light shades of color are acceptable.

Texture is also acceptable as well as highly encouraged.

