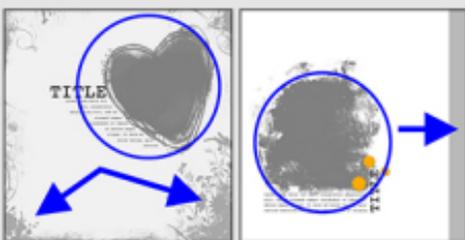


Focal Point

The focal point will almost always rest within the main photo. Anything outside of the focal point **should be** complementary and subdued.



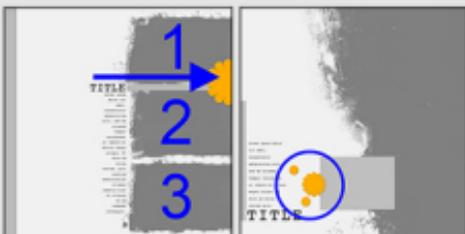
Flow

The flow line of your page should always intersect the mask. **All important** details should remain inside this basic path.



Rule of Odds

When finishing your page with elements, titles, and journaling, practice the rule of odds.



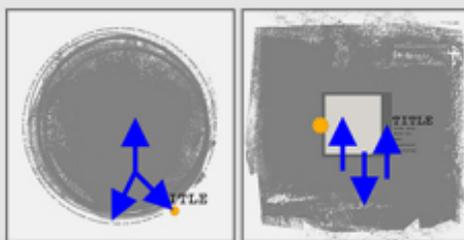
Proximity

Buddy elements, journaling, and a title up with the focal point so to avoid trapped space.



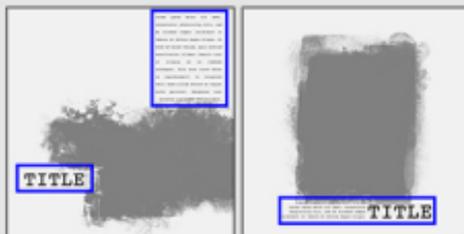
Repetition

Repeat the shape of the mask in journaling, elements, photo masks, and photo mats.



Balance

One way to maintain balance in your finished design is to match the width of the title with the width of a text box or mask.



White Space

It helps to create breathing room, also known as white space. Don't fill up the page **just because** you can.



FINISHING THE
MASK
