



Class by Jen White

Design Beautiful Pages

Lesson 03-01: Finishing Touches with Masks

You can successfully finish a mask template following the seven principles of design. 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

They can be applied to a mask design.

Watch the Design Basics video for review.

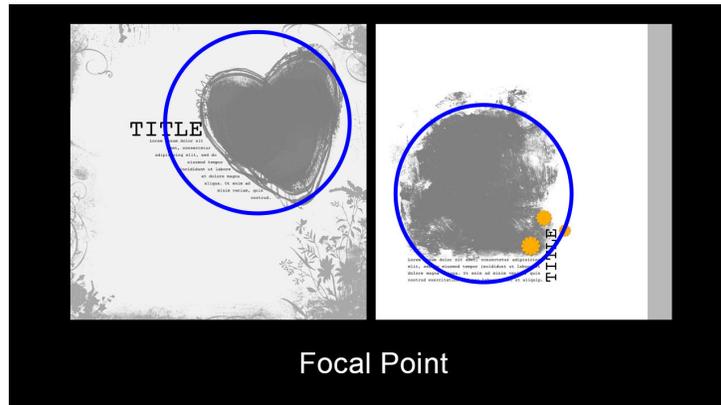
7 Design Principles

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

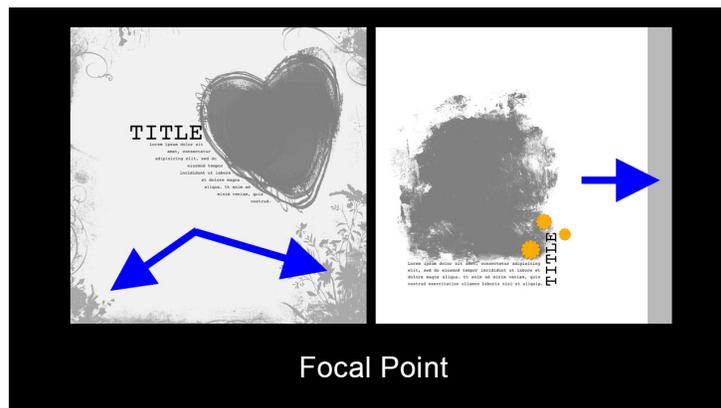
Focal Point

Focal point rests within the main photo.

Anything outside the focal point should be complementary and subdued.



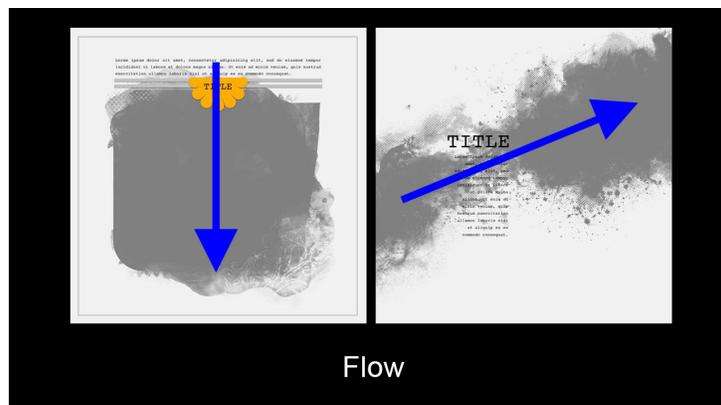
Do not distract with color or elements outside the focal point.



Flow

The flow line of your page should always intersect the mask.

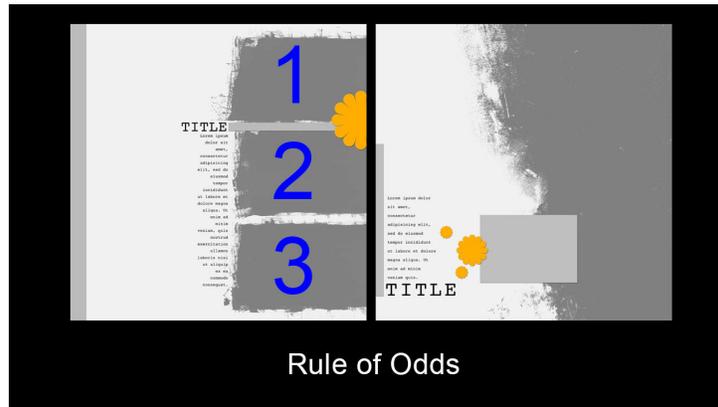
Everything that is important about your page will come in contact with this line.



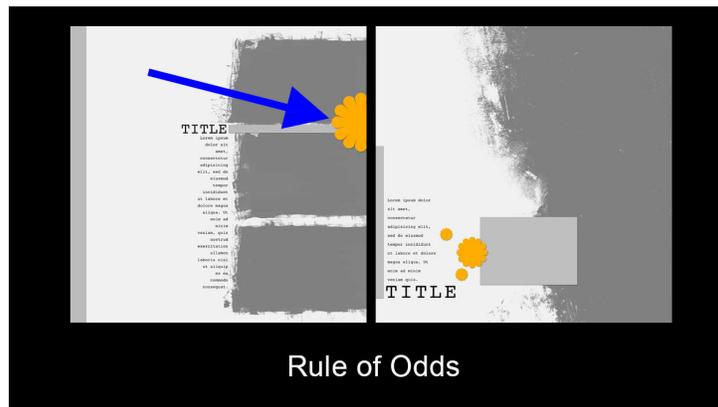
Rule of Odds

The Rule of Odds can be accomplished in a variety of ways.

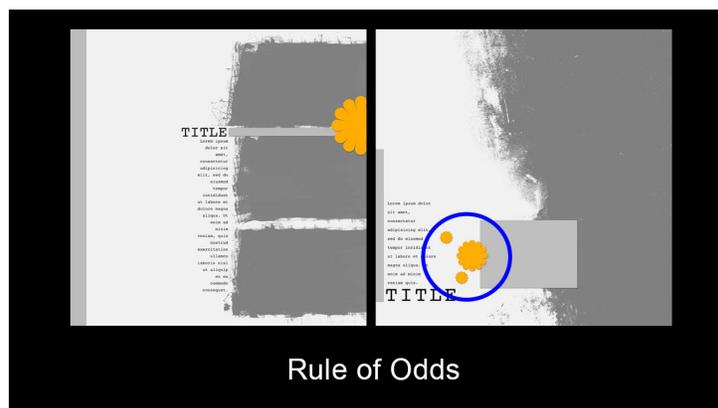
It can be as obvious as having three similar photo masks within the design of the page.



Or it can be as subtle as having one single element sitting off to the side trying not to steal the show.

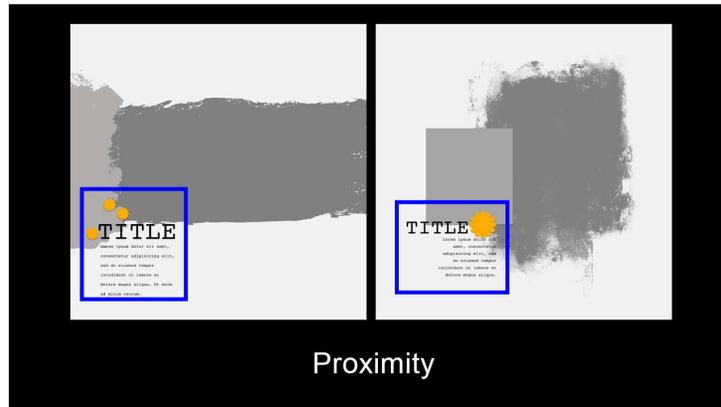


Three little elements placed in proximity to an important photo is always a home run.



Proximity

This is when your title, journaling and elements come and get all snuggled in with the focal point of the page. Proximity, when done right, will alleviate trapped space.

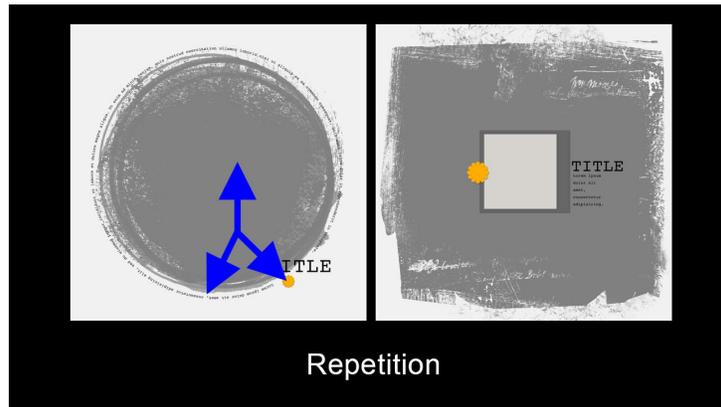


Repetition

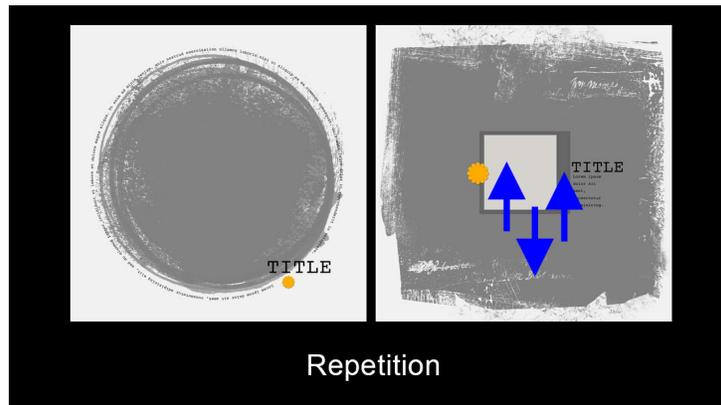
Repetition is repeating things.

It doesn't have to be obvious in order to be effective.

In the template on the left, the circle shape is represented by first the mask, then by the journaling, then by a circular element.



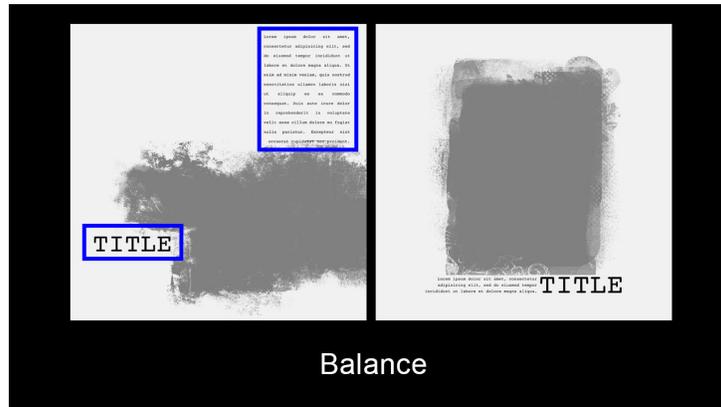
In the template on the right, a rectangle is being first as a background mask, then a photo mask, and then the photo is being matted by yet another rectangle.



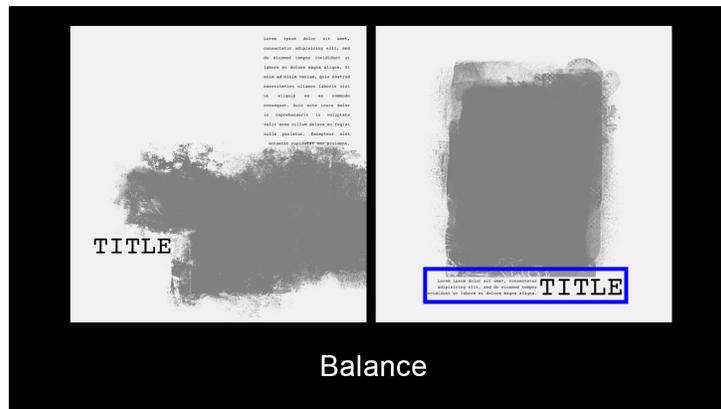
Balance

Think of a balance scale or a measuring stick.

In the template on the left, the width of the title is approximately the same as the width of the text box.



For the template on the right, the width of the journaling and title together are approximately the same width as the photo mask.



White Space

White space is a breath of fresh air. It's quiet. It's relaxing.

There's nothing to think through, because there's nothing there.

Remember that even though white space contains nothing, it says everything.

Resist the urge to fill up your space.

