



by Jen White

## Design Beautiful Pages

### Lesson 03-01: Finishing Touches

Don't sideline the beauty of your blended design. Make sure to follow the 7 Design Principles to maintain a well rounded scrapbook page you'll be proud to display.

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

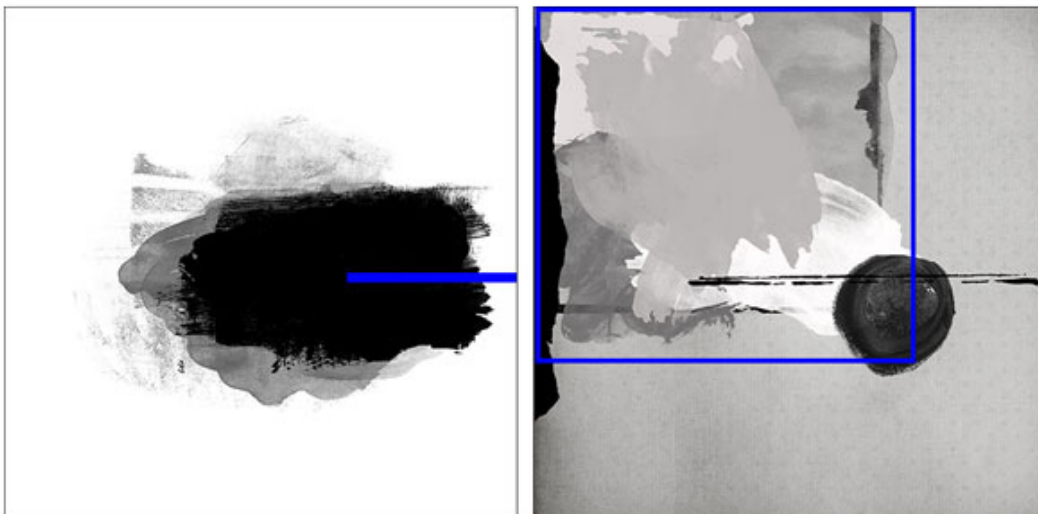
#### Focal Point

If your scrapbook page has a photo, the photo is always the focal point.

Make sure the photo is the place your eye naturally wants to travel to first.

Let everything else on the page take second place.

If a blended background paper or texture contains an area of focus, place your photo in that area.



## Flow

If a blended background paper contains a flow, place your photo in that flow line.

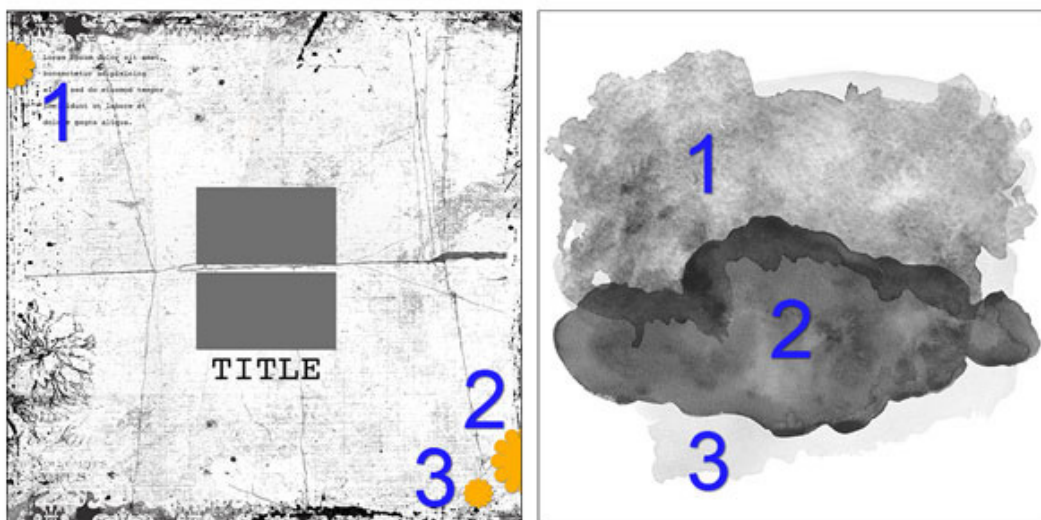
Look for characteristics in textures to help determine a flow line.



## The Rule of Odds

Use elements to add the Rule of Odds to a scrapbook page.

You can also find the Rule of Odds as anchors.



## Proximity

When placing your elements, title, and journaling on your blended page, avoid trapped space by keeping them in close proximity to the focal point or edges of the page or texture.

The watercolor texture in the background of this template provides a nice place to align a title, element, and journaling to.



## Repetition

Textures, stamps and overlays in blended designs provide an great opportunity for repetition.

Repetition can take the form of a pattern, where lines of type are continued down the entire length and width of a page.

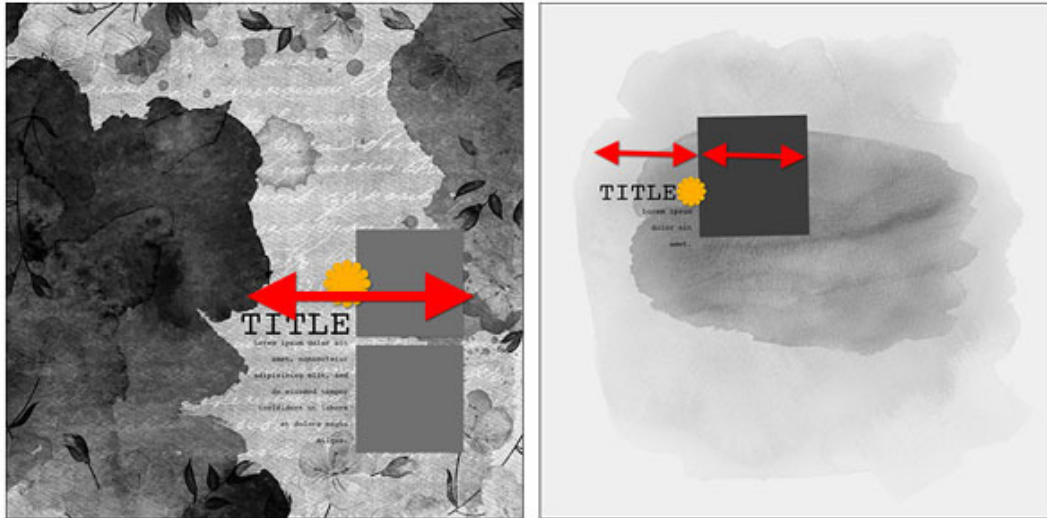




## Balance

Balance happens when the photos, element, title, and journaling fill the void between the two heavy places in a blended background.

Watch for opportunities to apply balance to your page through the width of your title in relation to the width of your photo.



## White Space

Blended designs do not require white space.

But when it's intentionally woven into the design of your page, white space will help your eye better appreciate the beauty of what is there.

Remember that white space doesn't have to be white.

White space is often better when accompanied with a bit of texture.

Any of the textures provided with this lesson, when subtly blended over a color, would result in beautiful white space.

