

# Designing in *Thirds*

*love this picture*



by Jen White

## Design Beautiful Pages

### Lesson 03-01: Finishing Touches

Add beautiful finishing touches to your designing in thirds page.

#### 7 Principles of Design

You can successfully finish a template designed in thirds following the seven principles of design. If you need a refresher on the concept behind each of the design principles, I recommend reviewing the design basics video before proceeding.

#### 7 Design Principles

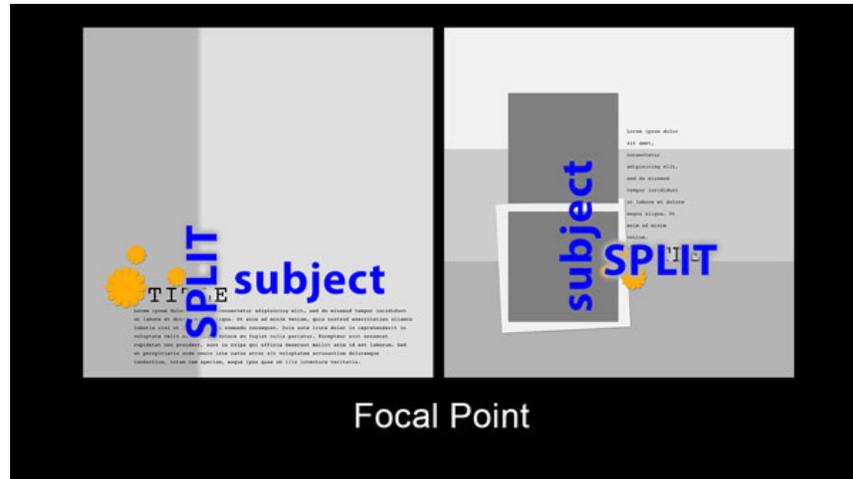
1. Focal Point
2. Flow
3. The Rule of Odds
4. Proximity
5. Repetition
6. Balance
7. White Space

## Focal Point

The focal point of a thirds design is two fold.

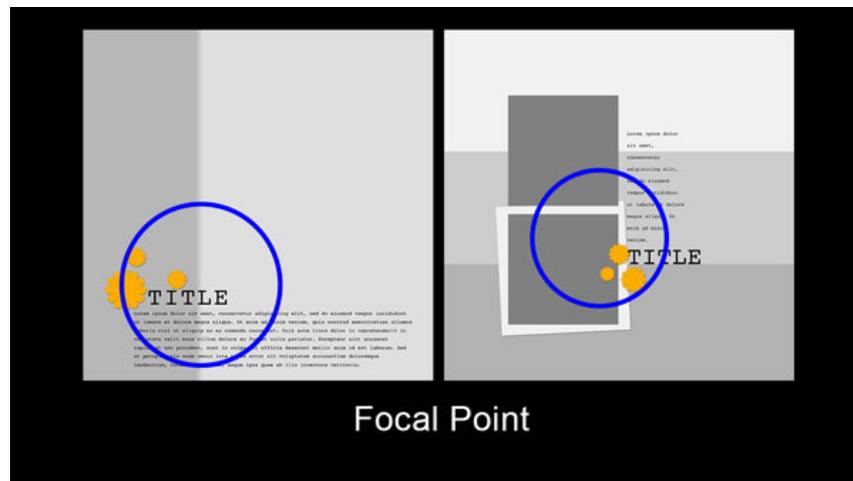
The focus should be the subject of the photo, but the focus should also include a portion of a split.

Remember that a split is where the  $\frac{1}{3}$  and  $\frac{2}{3}$  meet.

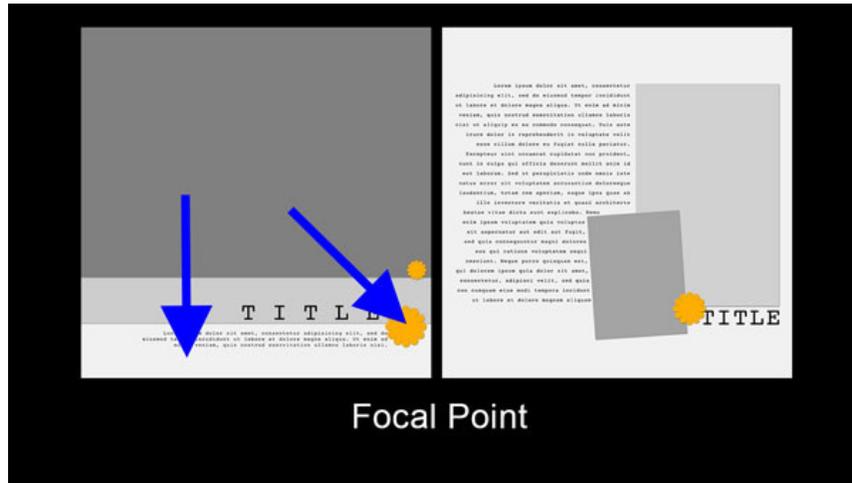


Consider manually drawing a circle on your page that includes the subject and a portion of one split.

Having all other important things stem from within this circle, like the title, the journaling, and elements, will guarantee good design.

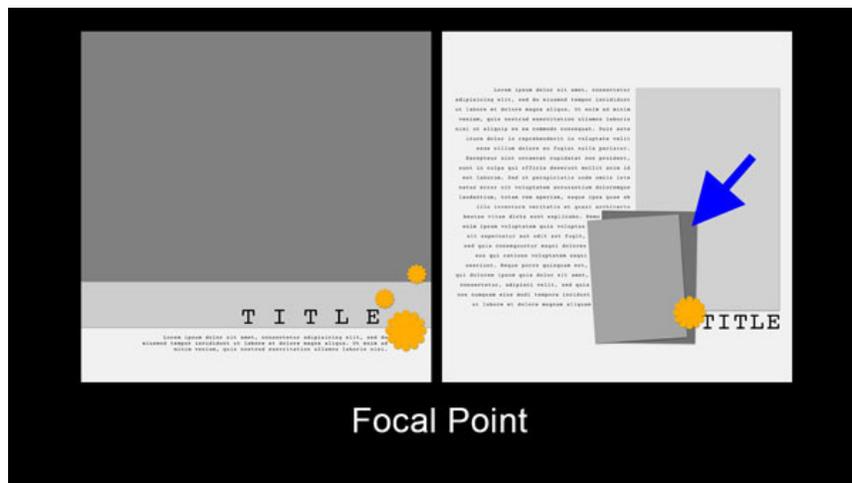


If your eye is first drawn to your choice of paper or to a cluster, then you should choose a quieter paper or design a less obtrusive cluster.



A patterned paper as a background might be a bit too much.

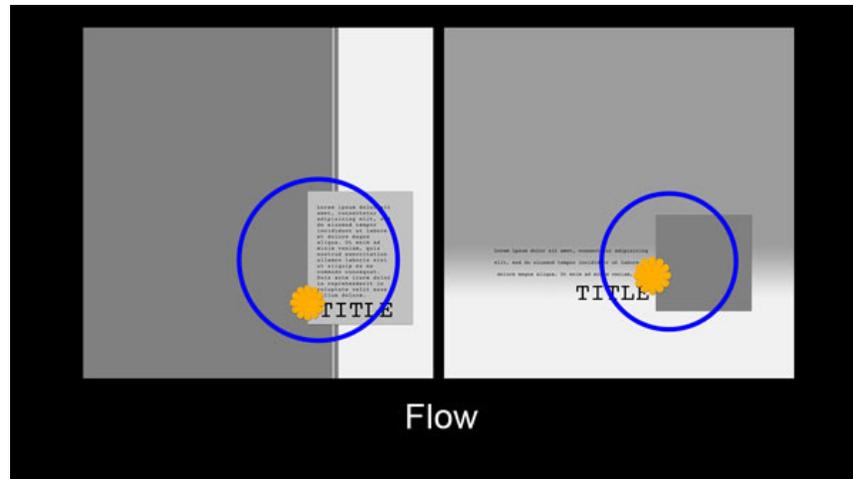
Instead consider putting a patterned paper piece beneath a photo to add pizzazz without drawing the eye away from the subject.



## Flow

Placing connectors—like journaling cards, small photos, and or clusters—over the split in a thirds design will naturally cause flow to happen on your scrapbook page.

They work together to create a bridge over the split.



## Rule of Odds

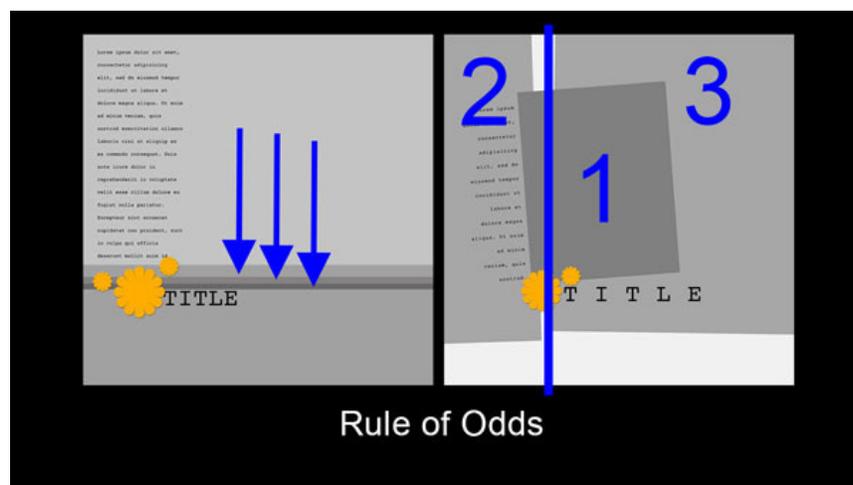
Following the principle of the Rule of Odds can be accomplished in a variety of ways.

On a thirds template, adding three strips between the paper and the photo adds a visual interest.

Remember, odds do not have to always be three things, that's just the most common number along with the number one.

Besides the rectangle photo, adding two more rectangles in the background will also add interest.

Notice how the two papers in the background work together to create the thirds design.



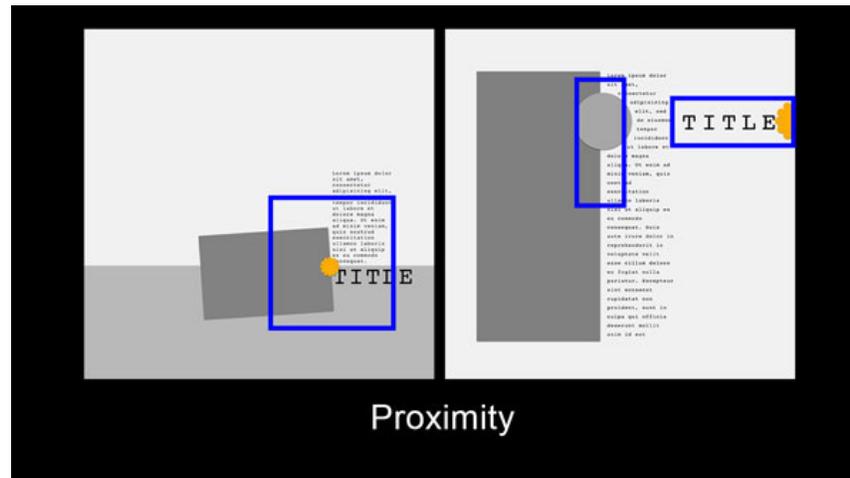
## Proximity

In the image on the left, the title, journaling, and elements are all snuggled up to the focal point as they work together to create a bridge over the split.

In the image on the right, the journaling and circle photo are in proximity with the main rectangular photo.

The title and element is fastened to the edge of the page, which is another form of proximity.

Attaching things to the edge of the page keeps them from floating and avoids trapped space.



## Repetition

The principle of repetition is just repeating things.

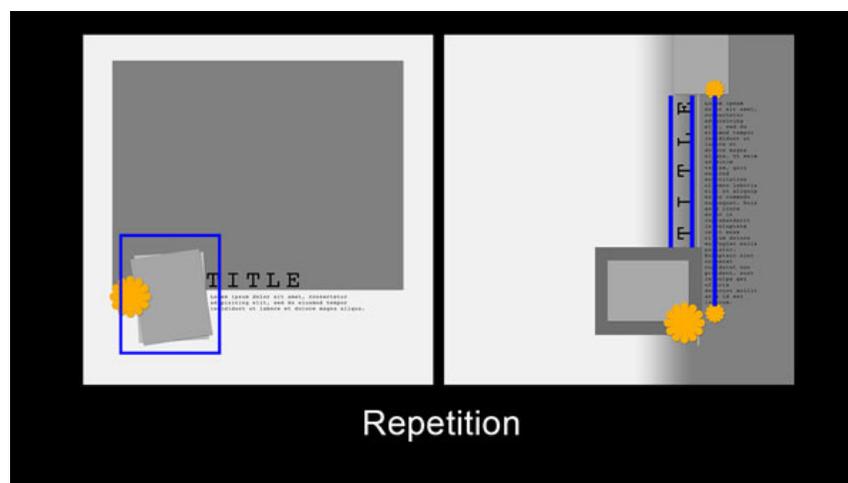
This could take the form of a photo that has been duplicated and slightly rotated to form a stack.

In the image on the right, there is repetition happening vertically.

The title makes a vertical line.

The stroke outline is vertical. And, the text box was drawn vertically.

These three things are in nice proximity with no trapped space.



## Balance

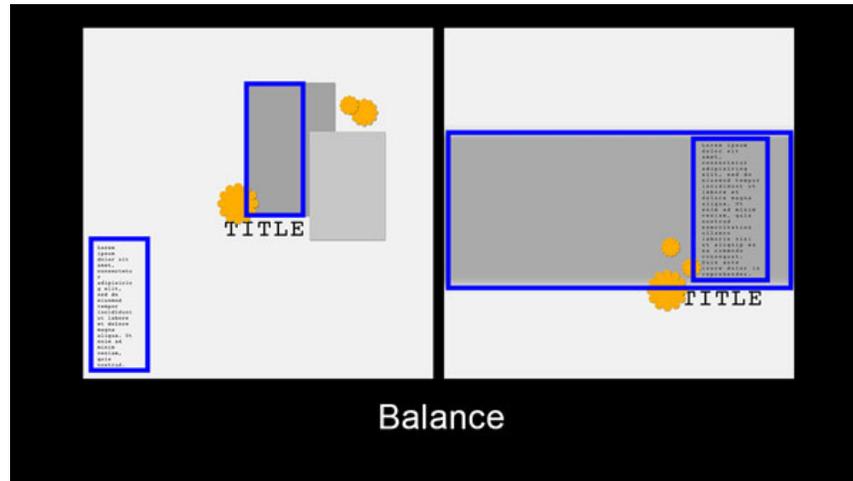
When practicing balance, think of a scale or measuring stick.

For the image on the left, the height of one of the photos is very similar to the height of the journaling.

To increase the space between your lines of journaling, adjust the leading.

For the image on the right, the journaling is the same height as the photo that it's on top of.

This creates a nice sense of balance.



## White Space

When a large photo covers one or two thirds of a page, leaving the rest of the page as “white space,” with just plain paper, will help to bring peace and tranquility to the page.

Pages designed in thirds do not always need to include white space, however.

Every once in a while it is perfectly acceptable to add a coordinating patterned paper to the design.

