



by Jen White

## Design Beautiful Pages

### Lesson 01-01: Double Page Designs

#### The Case for Double Page Designs

Double page designs are valid, versatile, and classic. They are tried and true; they will never go out of style. They are the workhorse of our craft.

#### Benefits of Double Page Designs

- You can easily tackle big stacks of photos, like: weddings, birthdays, vacations, road trips, and professional photo shoots.
- You can avoid tiny photos because you have twice as many pixels to play with.
- Panoramic photos are perfect for double page designs.
- Adding double page designs to your scrapbooking repertoire will make your scrapbooks less repetitive and more interesting.

#### Double Page Designs

- ✓ hold twice the photos
- ✓ display photos 2x larger
- ✓ utilize panoramic photos

#### Definition of a Double Page Design

A double page design is a layout consisting of two consecutive pages, either independent of or dependent on each other, that share the common connection of a style, a story, and a theme.

#### Two Consecutive Pages

It should be one layout with two pages side-by-side that are either independent of each other or dependent upon each other. Independent doubles are designed independently with the intention to stand side-by-side and act as one. If you were to take away one of the halves, you still have a complete thought or page. When the second page is added, it simply gives additional information in a way that tells us it's the other half of the set.

#### Credits

Page: RC Love by Jen White

Photo: Jen White

Kits: Simplify by Angie Briggs, Class Watercolors

Fonts: Orator Std, Silom



## Dependent Doubles

Dependent doubles are designed as one unit and simply cannot stand alone. If you were to take away one of the halves, you are left with an incomplete thought or page, and unless you see the two pages together, you'll be confused and left needing more information.

### Credits

Page: The Jewel by Jen White

Photo: Jen White

Kits: Summer Passport by Syndee Nuckles,

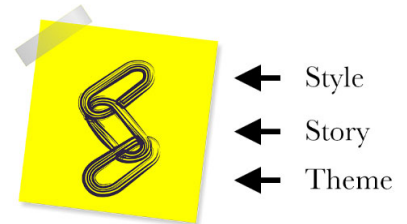
Crisscross Cruise Blues by Susie Roberts

Fonts: Snell Roundhand, Aristelle Sans, Love-line Alt1



## A Common Connection

Recognizing a double page design comes from the fact that they both exhibit the common connectors of style, story, and theme. Think of these connections as a three link chain.

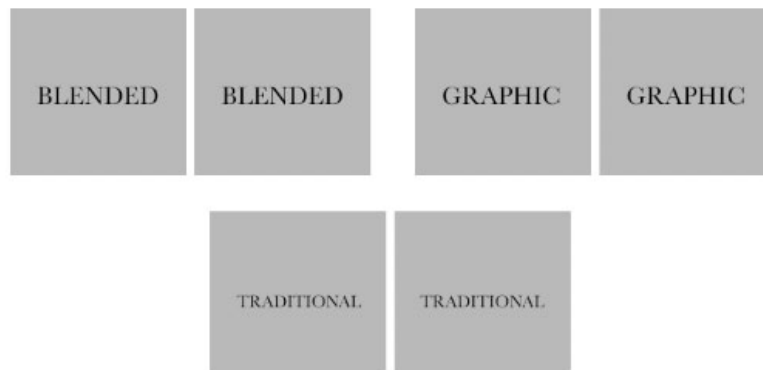


## The Style Link

The first link in the chain of common connectors of a two page spread is **style**.

- If you use a blended style on one side of your double page layout, you need to use a blended style on the other side.
- If you use a graphic style or traditional scrapbook style on one side, you need to use it on the other side.
- For a two page spread to be consistent, the style must be consistent.

## Match the Style



## Connect the Story

### The Story Link

The second link in the chain of common connectors of a two page spread is **story**.

If you started telling the story the story of your Great Aunt Ruth on the left side of a two page spread, then the right side of the spread should also be about your Great Aunt Ruth. Keep the story consistent.

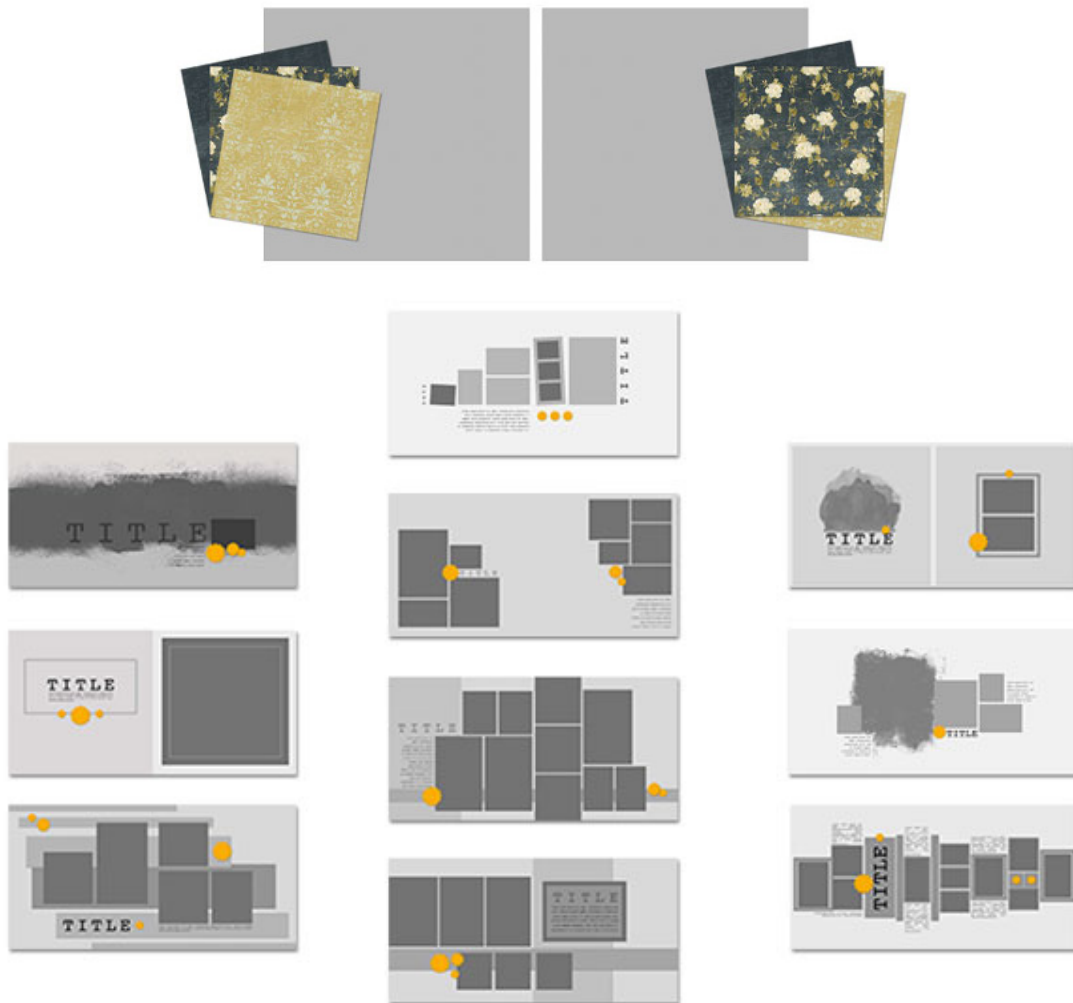


### The Theme Link

The third link in the chain of common connectors of a two page spread is **theme**.

The theme would be the supplies you use. Whatever kit or supplies you use for the left side of the two page spread should be used for the right side. Maybe try picking two or three papers and repeat them throughout the two pages.

## Connect the Theme



### Credits

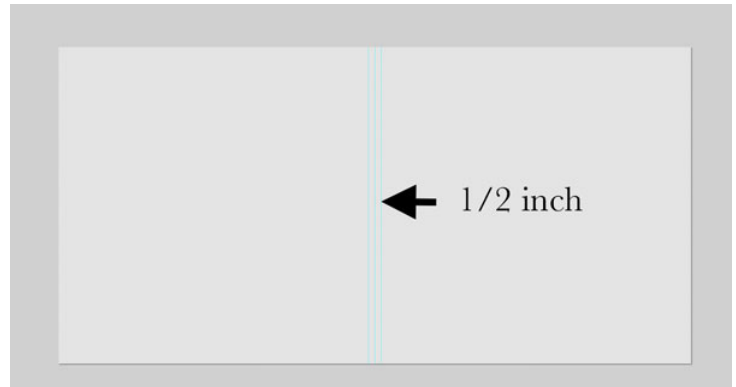
Kits: Real Life by Calista's Stuff, Live Love Lake by Jennifer Ziegler, Romantique by Brandy Murry, Charming KimB Designs

## Lesson 01-02: Double Page Designs—Tips and Cautions

### TIP: Prepare for the Gutter

Start with a double sized document, then place 1-3 guides at the halfway point.

This will not only be a great reminder of the gutter, but the center guide is where you will split your page into two JPGs before having them printed. The usual amount of the gutter you should prepare for in a double page design is a 1/2 inch.



### TIP: Span the Gutter

Use the gutter to create a connection between the two pages of a double page design. One of the things you can use to span a gutter of a double page design is a title.

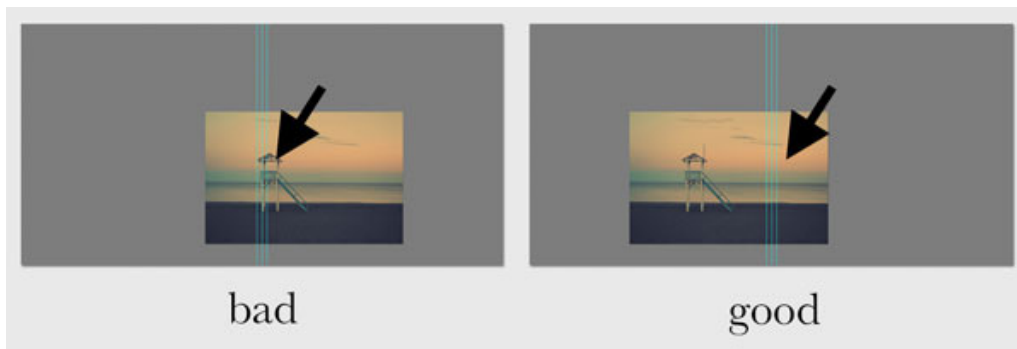
**CAUTION:** Be careful not to put important letters or important parts of the title in the gutter. Normally a vowel somewhere in the middle of a word is a safe place to span.

To be sure, cover up the guttered portion of the title and see if you can still understand what it says.



A photo is a great connector for a double page design, especially if your photo contains a lot of white space.

**CAUTION:** Keep the subject of the photo out of the gutter.



Papers strips are another quick and easy idea. When spanning the gutter of a double page design they instantly create a visual connection between the two pages.

**CAUTION:** Make sure each strip travels from one page to the next.



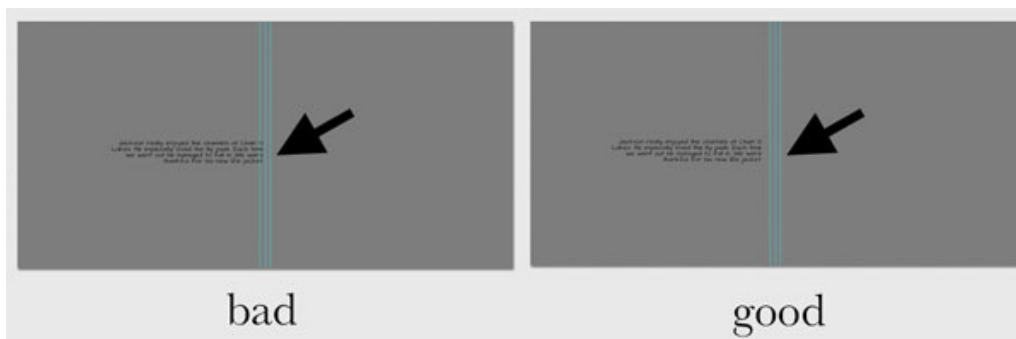
Don't be shy about spanning the gutter with elements to help establish connection. The idea is to see a particular element on both pages.

**CAUTION:** Keep important parts of a particular element out of the gutter, like the center of a bow or a small flower.



**CAUTION:** Never ever place journaling in or near the gutter of your double page design.

- Protect your journaling.
- Keep it out of the gutter.





## TIP: Create Seamless Backgrounds

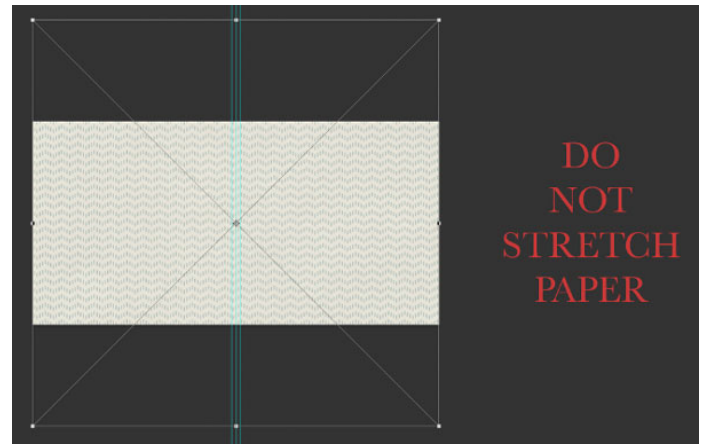
The goal is to make the transition from one page to the next as seamless as possible.

Double page designs require double the paper.

Know that you have choices here and that one solution will not fit every background paper in your stash.

**Solution 1:** Transform a single paper to fit the entire width of your document.

**CAUTION:** Do not stretch the paper. Simply transform it to 200% off the size and then crop away the extra.

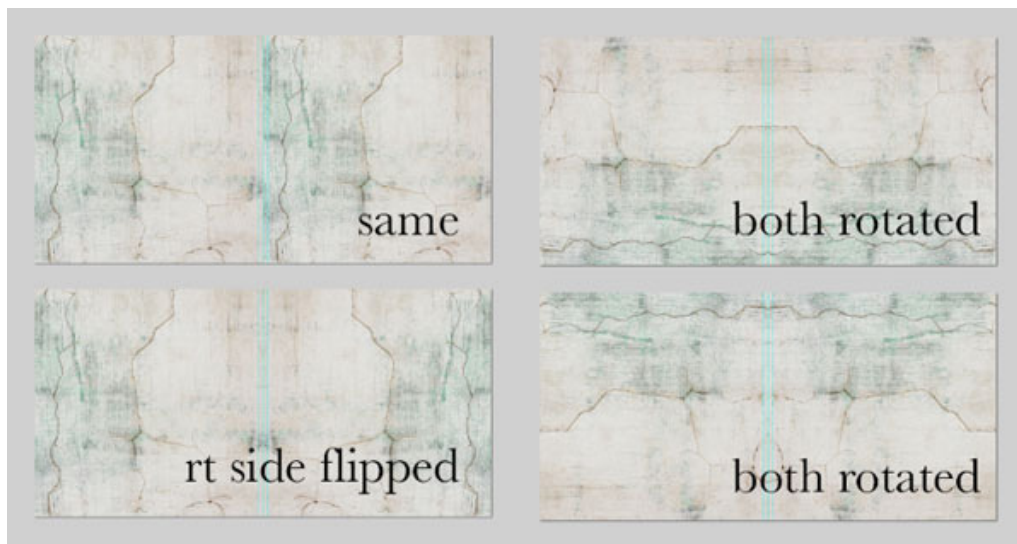


**Solution 2:** Use the same paper on the left as on the right. Sometimes that will work and other times it won't. It all depends on the pattern of the paper.

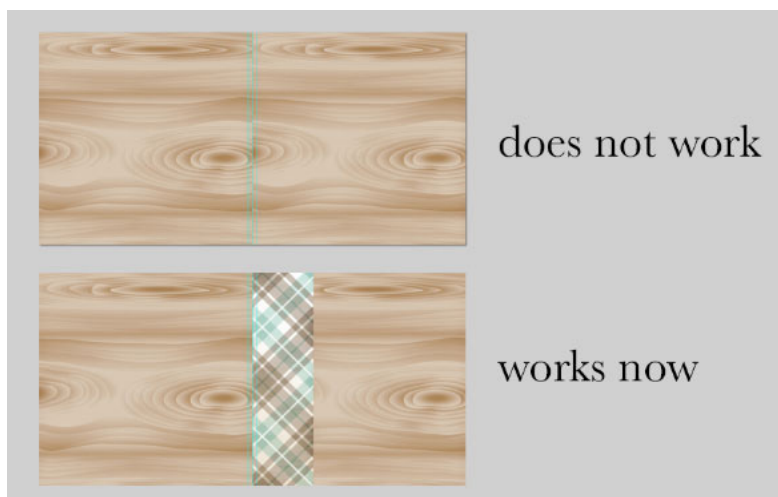


Also try rotating or flipping one or both papers.

These three manipulated variations could work with strategic placement of photos and elements.



**Solution 3:** Add a coordinating paper strip to break up the problem with the pattern match.



**Solution 4:** Use two coordinating papers. This usually works best when combining a solid and a pattern and when there's a color being repeated.



### **TIP: Share Your Spreads**

Double page designs can be shared in your favorite gallery in two ways, together as one page or individually as two. Each option has its drawbacks.

Sharing as one page means sharing an image twice as small. You now have to cram 24 inches into a 700px image instead of 12 inches.

The drawback of sharing individual pages is twofold. Not only will you run the risk of having your pages split up in the gallery, but you have to think ahead to get them in the right order.



When uploading individual pages of a double page design, first get everything ready before uploading, including the image and the description. Then, upload the right side of the layout before the left. Doing this will give you the best chance of having your images appear side by side and in the right order.

### Credits

Kits: Live Love Lake by Jennifer Ziegler,  
Romantique by Brandy Murry, Charming  
by Kim BDesigns  
Photos: Jen White, Fre Sonneveld  
Font: Botdoh

Page: The Jewel by Jen White

Photo: Jen White

Kits: Summer Passport by Syndee Nuckles,  
Crisscross Cruise Blues by Susie Roberts  
Fonts: Snell Roundhand, Aristelle Sans,  
Loveline Alt1



### Individual Uploading Tip

- Get everything ready BEFORE uploading.
- Upload the right side of the layout BEFORE the left.

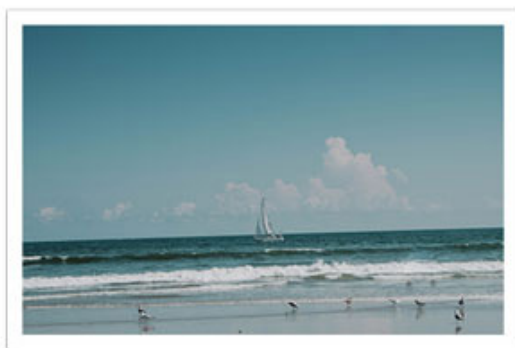
## Lesson 01-03: Double Page Photo Tips

### What Makes a Good Photo Good?

- A lightened photo helps to make a good photo.



- Straighten all horizons in your photos.
- Watch for oversaturated photos.





- Keep a list of photo no-nos beside your workspace.

### Photos

- Photos are too dark
- The horizon line is crooked
- Photos are too saturated
- Photos don't match in color
- Photos don't fill a mask
- Photos that would look better cropped
- Lacking photo definition on overlapping or clustered photos



## Double Page Photo Tip #1

Tip #1 is to face photos inward.

- In a double page design, the center of the page is the gutter between the two pages.
- Photos on the left side of the design need to face right.
- Photos on the right side of the design need to face left.

### Credits

Photos: Senjuti Kundu, Michael Mroczek, Yamon Figurs



## Double Page Photo Tip #2

Tip #2 is to avoid color explosions.

- Either keep your photo color or keep your background color, but don't keep both.
- The important thing to remember here is that you are not stuck with the color in your photos.
- If color is causing a problem, then simply take it out.

### Credits

Page: Spirit Song 2013 Captured by Jen White  
Photos: Jen White  
Kits: Everyday Moments by JoCee Designs  
Fonts: DJB ANNALISE 2011, Charter



## Double Page Photo Tip #3

Tip #3 is, if you go big, go small.

- If you use a large photo to fill your entire page, go small on the remainder of the finishing touches.
- A cleverly placed title along with a few small complementary photos, a little journaling, and an element or two will be all you need.
- The key is to not distract from the beauty of your big photo.



### Credits

Page: Nature by Jen White

Photos: Jen White

Kits: Romantique by Brandy Murry

Fonts: Shree Devanagari 714, Loveline

## Lesson 01-04: Templates—Going from Double to Single

### Prepare Your Double Page

- Open a finished double page (File > Open).
- Save the page (File > Save) one last time.
- In the Menu Bar, choose File > Duplicate. (PS: Choose Image > Duplicate.)
- In the dialog box, click OK.
- Press Ctrl 0 (Mac: Cmd 0) to fit the image to the screen.
- In the Menu Bar, choose View > New Guide.
- In the dialog box, set the Orientation to Vertical and the Position to 12 inches. Click OK. If you don't see the new guide, in the Menu Bar, choose View and make sure Guides is checked.
- In the Menu Bar, choose View > Snap To and make sure that Guides is checked.
- In the Menu Bar, choose Window > History to open the History panel.

### Credits

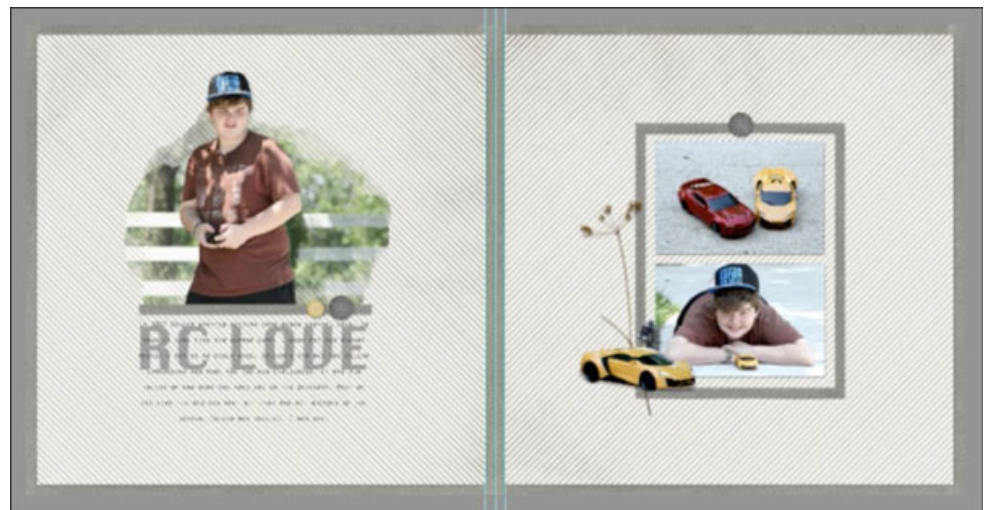
Page: RC Love by Jen White

Photo: Jen White

Kits: Simplify by Angie Briggs,

Class Watercolors

Fonts: Orator Std, Silom



## Alternate Middle Guide Positions:

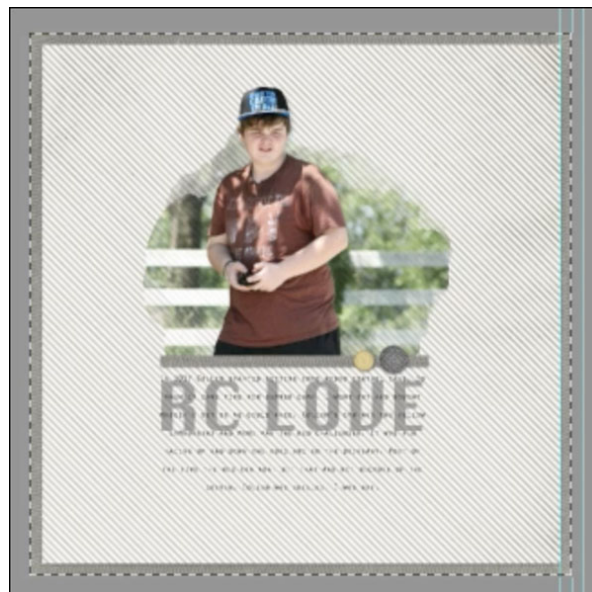
- 24x12 inch page - 12 in
- 22x17 inch page - 11 in
- 17x22 inch page - 8.5 in

## Isolate the Left Page

- Get the Rectangular Marquee tool.
- In Tool Options, click on the New Selection icon. Set the Feather to 0 and the Aspect to Normal. (PS: Set the Style to Normal.)
- Press Ctrl - (Mac: Cmd -) to zoom out one time.
- On the document, click and drag a selection outline around the left half of the page. The selection should snap into place along the outer edges of the page and also along the middle guide.



- In the Menu Bar, choose Image > Crop.





## Save the Left Page for Printing

- In the Menu Bar choose File > Save As.
- In the dialog box, give the image a unique name. Choose where to save your file. Set the Format to JPEG and click Save.
- In the Options dialog box, set the Quality to 12 and the Format Options to Baseline Standard. Click OK.

## Save the Left Page for Web

- In the Menu Bar, choose File > Save For Web.
- In the dialog box, set the Preset to JPEG High. Change the Width to 700 px and click Save.
- In the Save dialog box, give the image a unique name, choose a location, and click Save.
- In the History panel, click on New Guide to reset the page.

## Isolate and Save the Right Page

- Get the Rectangular Marquee tool.
- On the document, click and drag a selection outline around the right half of the page. The selection should snap into place along the outer edges of the page and also along the middle guide.
- In the Menu Bar, choose Image > Crop.



## Save the Right Page for Printing

- In the Menu Bar choose File > Save As.
- In the dialog box, give the image a unique name. Choose where to save your file and click Save.
- In the Options dialog box, click OK.

## Save the Right Page for Web

- In the Menu Bar, choose File > Save For Web.
- In the dialog box, change the Width to 700 px and click Save.
- In the Save dialog box, give the image a unique name and click Save.
- Close the working document without saving.