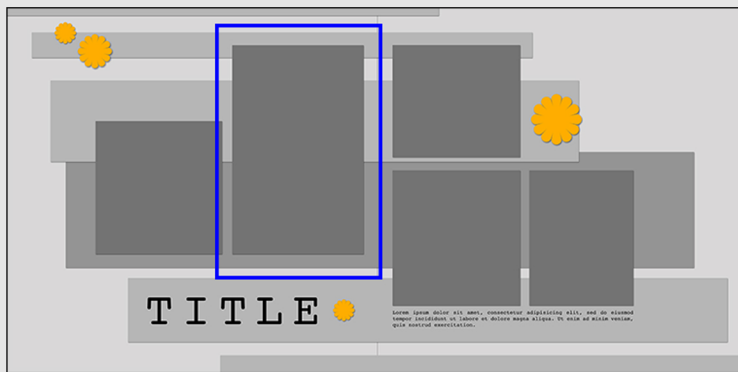


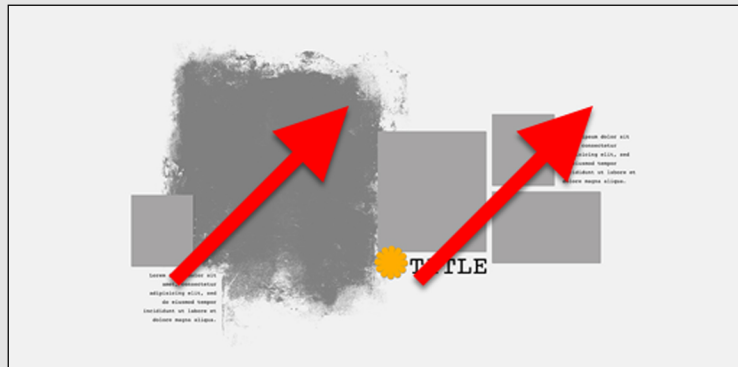
Focal Point

To maintain the focal point in a double page design, make sure your photo or photos are the main attraction and everything else is slightly less attracting.



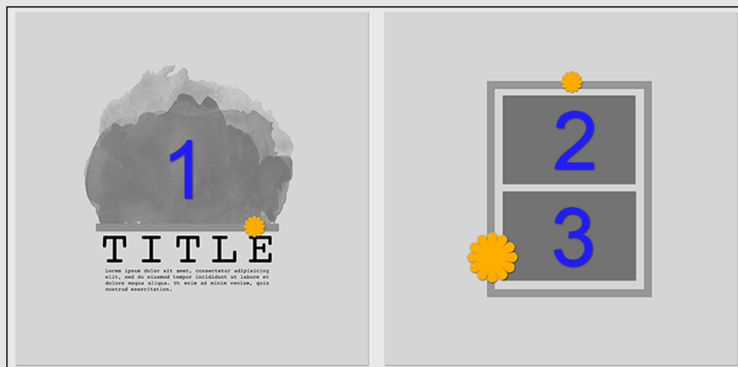
Flow

A dependent double page will typically maintain a primary linear flow. An independent double will often introduce a secondary flow to the mix.



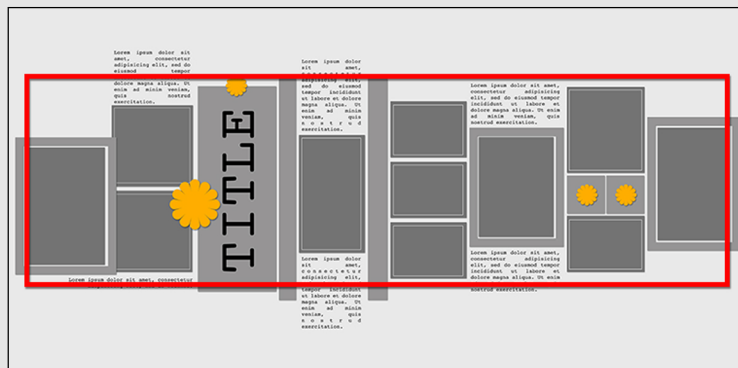
Rule of Odds

Look for subtle ways you can apply the rule of odds with elements, papers, and frames throughout the double page design.



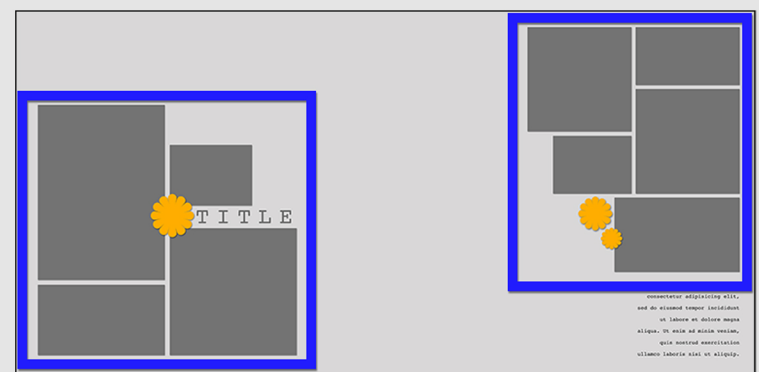
Proximity

Proximity is represented here because there are no breaks in this design and any areas of potential trapped space are filled with journaling.



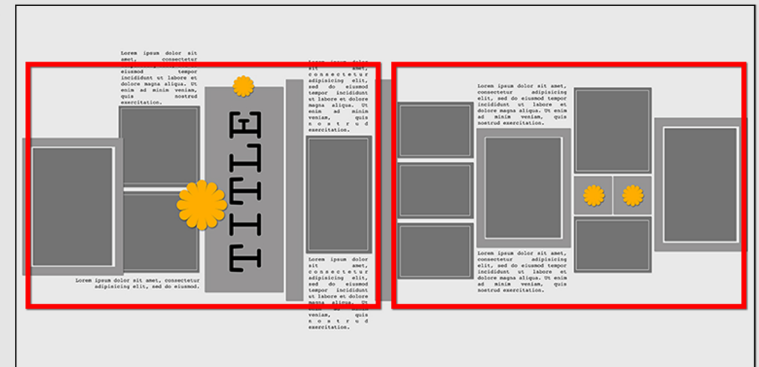
Repetition

Repetition is repeating things. Try using the same grid design on each side of the page but with slight variation in size and arrangement.



Balance

Balance can sometimes look exactly like a balancing scale, where there's the same amount of interest to the left of the gutter as on the right.



White Space

White space in a double page design looks best when used along with balance to provide the same amount of white space along all four edges.



FINISHING THE
DOUBLE PAGE