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Design Beautiful Pages

Lesson 03-01: Finishing Touches

Double page designs contain twice as many opportunities to apply the 7 design principles, but they also contain twice the opportunities to bomb out. Watch this video to see where the pitfalls are and how to avoid them.

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.

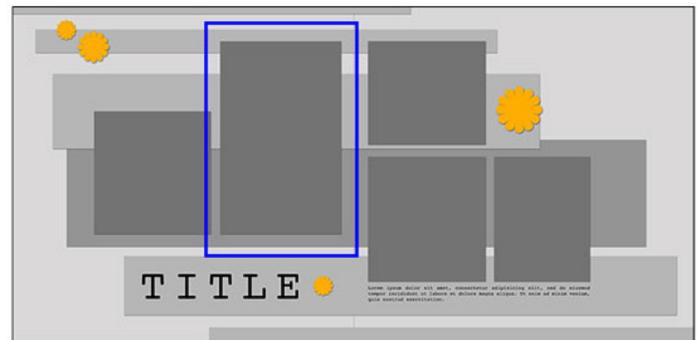
7 Design Principles

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

Focal Point

Focal point is the question, “Where do I want the viewer’s eye to be drawn first?” The answer to that question should be a photo.

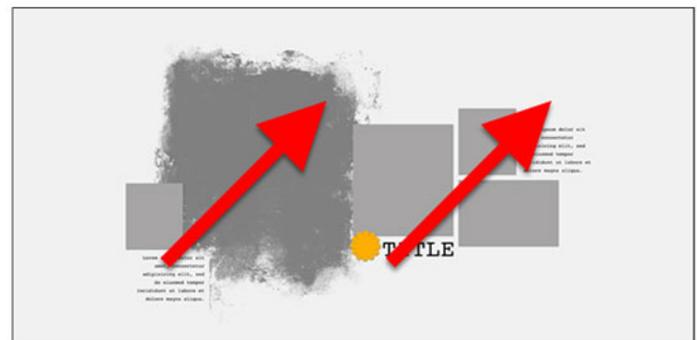
Focal point can easily be a problem with double page designs. To maintain the focal point in a double page design, make sure your photo or photos are the main attraction and everything else is slightly less attracting.



Flow

The flow in a double page design will always contain somewhat of a linear feel.

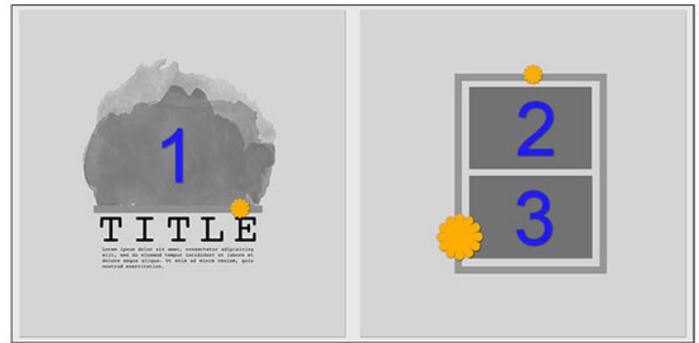
- A dependent double page, where the single pages cannot stand alone, will typically maintain that primary linear flow.
- Independent doubles will often introduce a secondary flow to the mix.
- To maintain a balance with your flow, match the secondary flows of a double page design.



The Rule of Odds

The rule of odds is about designing in odd numbers.

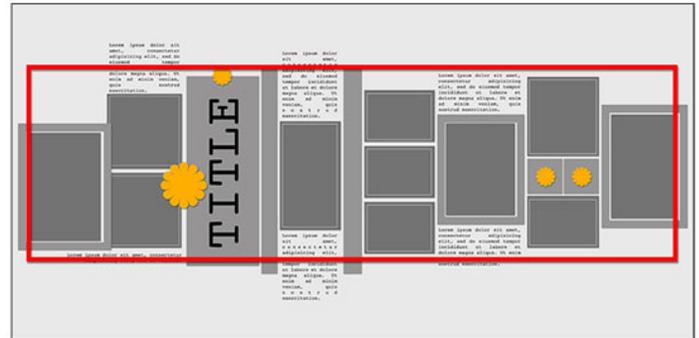
- The rule of odds can be represented on individual pages or on the design as a whole.
- Introducing the rule of odds on in a double page design can make it more interesting.
- Look for subtle ways you can apply the rule of odds with elements, papers, and frames throughout the double page design.



Proximity

Proximity happens in a design when you place related accents together so the eye processes them as one unit.

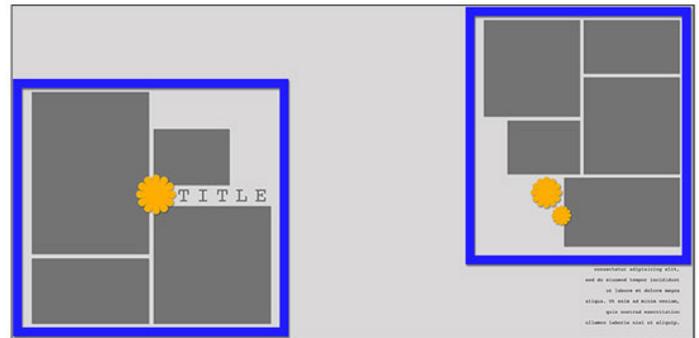
From start to finish, notice that there are no breaks in this design and any areas of potential trapped space are filled with journaling.



Repetition

Repetition is simply repeating things.

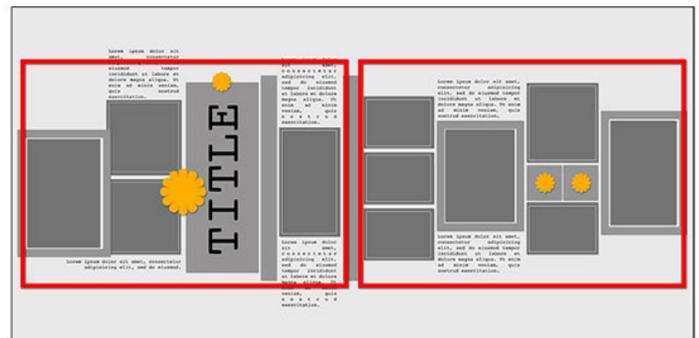
- You could the same grid design on each side of the page but with slight variation in size and arrangement.
- Since the double page design contains more room to work with, repetition should come more easily and be a great asset.



Balance

Balance in a double page design 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.

- While the gutter is nice place to position the scale, don't get stuck there.
- Designing a double that's obviously off balance gutter-wise can be very interesting.
- Balance can also be shown in other places, like



White Space

White space is not essential with this design, but when added it can make a big impact.

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 of the design, kind of like a frame of nothing.

