Design Beautiful Pages—
Double Page Design

Double Page Design, Part 1

by Jen White

I invite you to join me in a game of building a double page design from the ground up.

Should you choose to accept, please come equipped with your No-No PDF and a good dose of scrapbooking wisdom. We've got a lot of choices to make.

I'm building a double page design about a trip my family and I made back in 2013 to Busch Stadium in St Louis, Missouri. While there we saw the Cardinals beat the Reds, but most importantly we grew one step closer to our goal of visiting every major league baseball park in the American and National League.

I'd like to start by filling the background of the double page design with one of my photos.

Question

Of these three choices, which would work best? Can you support your answer?

Make sure to take into account that I still need to add these to the page:

- many more photos
- a nice big title
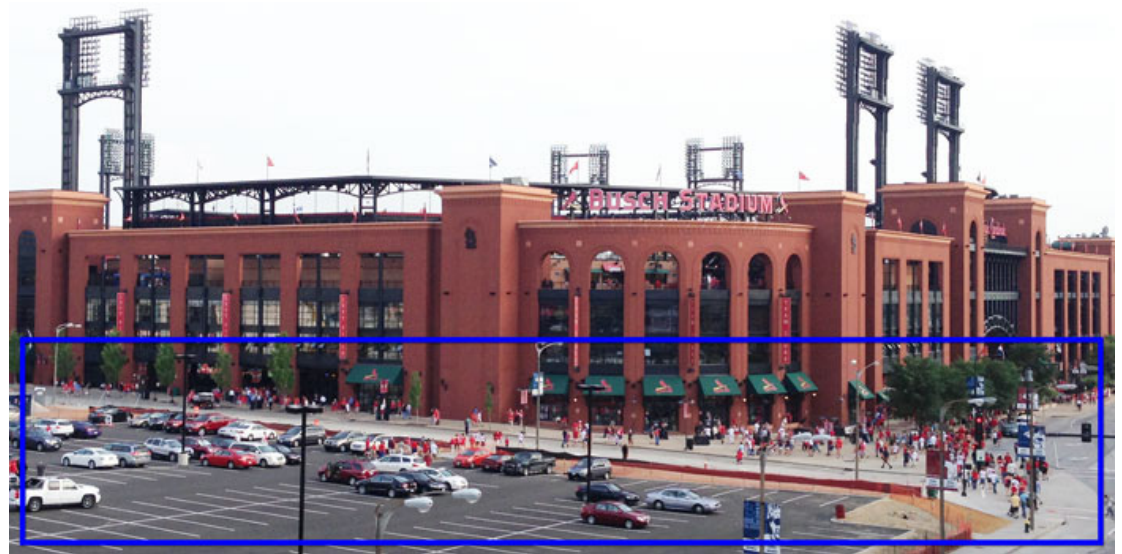- journaling about our trip

Answer

I'm going to stick with choice B. Here's why:

- **Choice A** is a nice photo, but my page is not about my son and his dad.
- **Choice C** is a beautiful photo of inside the stadium, which is what my page is about, but it does not leave much room for all the other stuff I need to add to the page.
- **Choice B** not only shows the stadium, but it also provides for lots of room on the bottom half of the page for all my extras.

Next let's look at the title.

I spent a fair amount of time creating a title I like.

Question

Where do you think I should place it on my page? Can you support your answer?

TIP: When placing a title or anything of importance, make sure to keep an eye on the gutter. The gutter is marked by a guide at the halfway point.

Answer

I am going to place my title in the position of choice A. Here's why:

- The gutter in choice B is crossing an important part of the word Cardinals. If that R were to be hidden in the gutter, it might make the title hard to discern.
- The photo itself is pretty busy and if I were to go with the placement in choice C, there would be no white space left on the page.
- Choice A puts the title overtop of an unimportant part of the photo and the big @ symbol is only partly in the gutter. It's a win-win.

Next we'll look at clustered photos.

I've added some snapshots from the time we spent at Busch Stadium. But now, I have a problem.

Question

Which of the 7 photo no-nos do I need to correct?

For your reference, here is the list of photo no-nos:

- Photos are too dark
- The horizon line is crooked
- 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

Answer

I was definitely lacking photo definition on my overlapping and clustered photos! Eek. I could barely tell where one photo ends and the next photo starts.

I fixed that problem with white stroke outlines, but I still feel a little wigged out by all the color everywhere. What do you think I should do about it?

Next we'll look at color.

Correcting Color Explosion

Like I said before, I feel like there is way too much color on my page. It's making it difficult for me to focus on the photos.
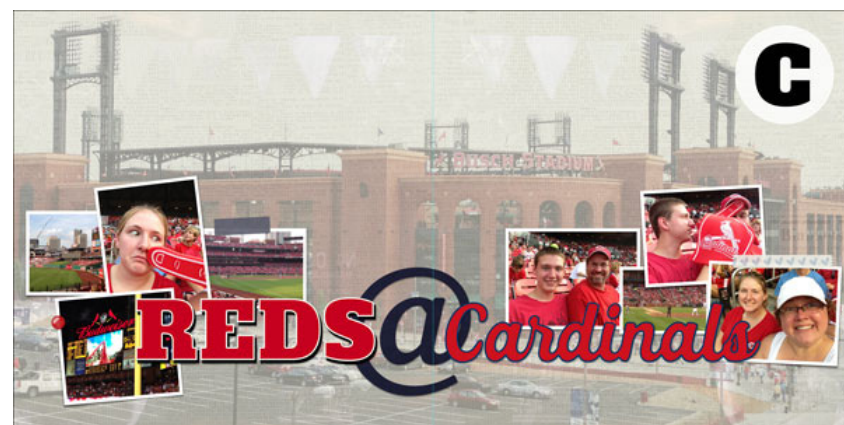
Question

Which of these solutions would you recommend for correcting the color explosion on my page? Can you support your answer?

Answer

I'm going to go with choice C. Here's why:

• Choice A has a patterned paper blended to the background photo. That adds an interesting look, but that's just too much red. Also, the white space is covered up by a distracting pattern.

• Choice B just has the background photo with a low opacity. This would work, but the result is lacking pizazz. It's dull.

• Choice C has the background photo lightly blended with some neutral colored papers. I can still see the stadium, but it's not distracting me from the photos. Also, the white space is still present for my eye to rest.

Wrap Up

- When filling a double page design with a large background photo, make sure the photo captures the subject of your page and leaves room for all the extras you'll want to add.

- Make sure big titles do not cover up much needed white space, cover up important parts of the photo, or get important letters covered up by the gutter.

- When clustering similar photos, try adding an inside stroke outline to help the photos appear more defined.

- To make a big background photo less obtrusive, try blending it with some creamy, lightly textured papers.

Credits

Page: Reds @ Cardinals by Jen White
Photos: Jen White
Class: QwikLearn | Design Beautiful Pages
Kit: Stand Out by Red Ivy Designs
Fonts: Selphia, Charter, Alfa Slab One, Architects Daughter