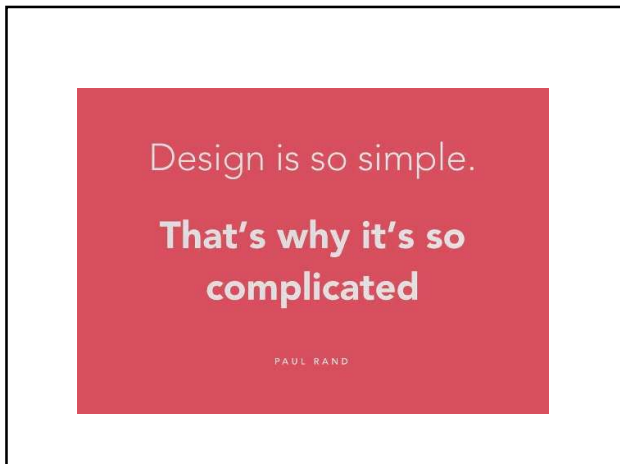




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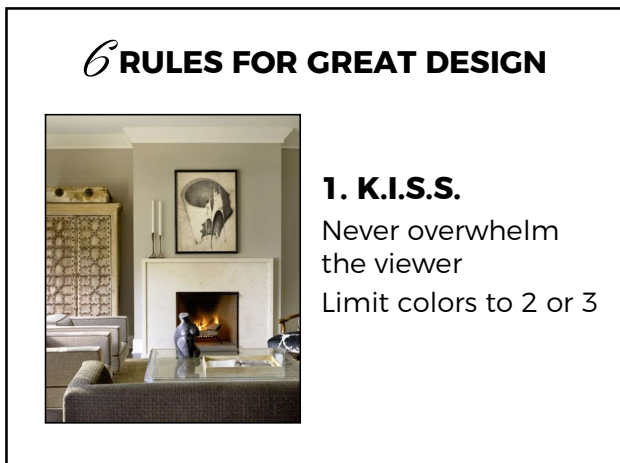
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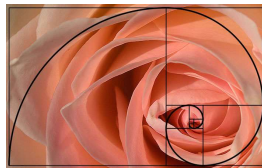
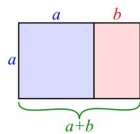


6

6 RULES FOR GREAT DESIGN

3. GOLDEN RATIO

Rule of 3rds
Mathematical rule of proportion 1:1.6
Found in nature

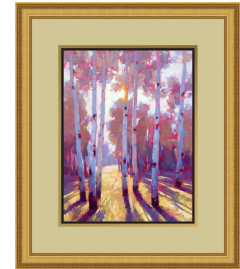


7

THE GOLDEN RATIO

Mat & Frame at Equal Width

Mat Width 2/3 – Frame 1/3



8

6 RULES FOR GREAT DESIGN



4. DIRECT THE VIEWERS EYE

Start in Top Left

9

6 RULES FOR GREAT DESIGN



5. USE CONTRAST

Size
Color
Emphasis importance

10

6 RULES FOR GREAT DESIGN



6. REPETITION

Repeat Element to Create Unity

11

There are *three* responses to frame design; yes, no and WOW!


Aim for Wow!

MEGGLESGLOW.COM

12


ELEMENTS OF DESIGN

And How to Use Them



13


KEY ELEMENTS OF DESIGN



- ✓Color
- ✓Line
- ✓Shape
- ✓Texture
- ✓Space
- ✓Form

14

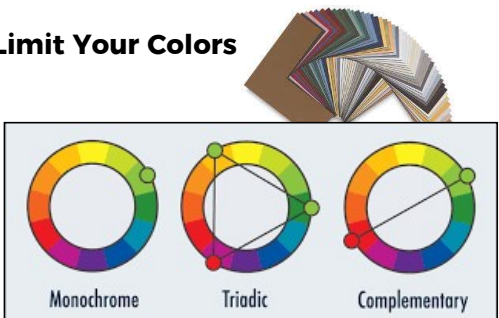
COLOR



15

RULES For USING COLOR

✓Limit Your Colors



Monochrome Triadic Complementary

16

RULES For USING COLOR



✓Apply 60-30-10 Rule

Dominant	Secondary	Accent
60 %	30 %	10 %

17

RULES For USING COLOR



✓Create Emphasis Through Color

Matching mat to frame
Blue lines create focus

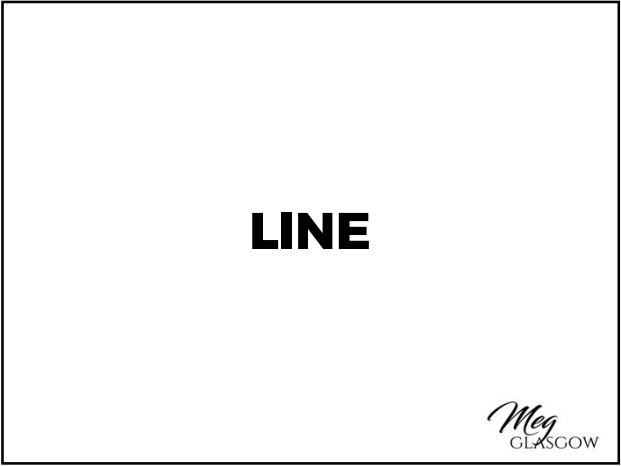
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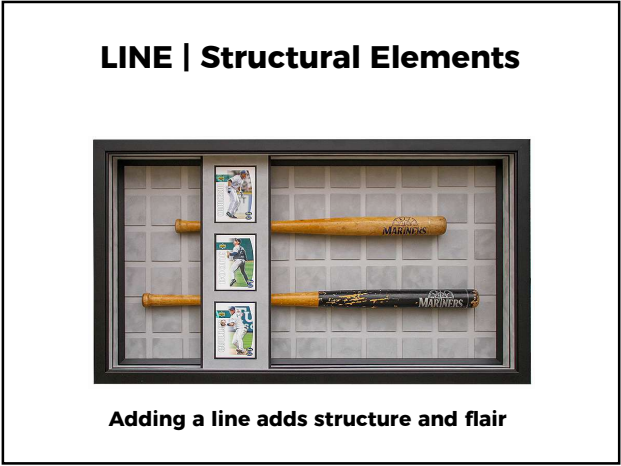
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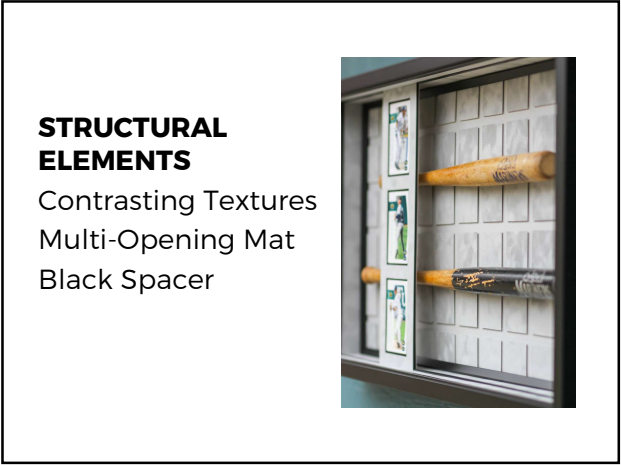
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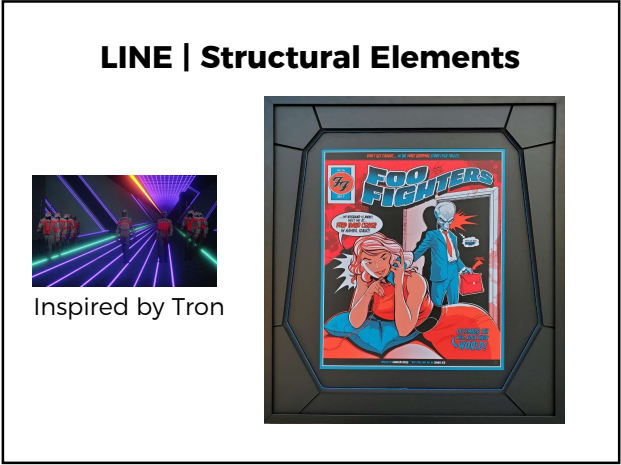
21



22



23



24

LINE | Structural Elements



Line Directs the Eye
Creates Emphasis

25

LINE | V-Grooves



26

LINE | Pen Line Details



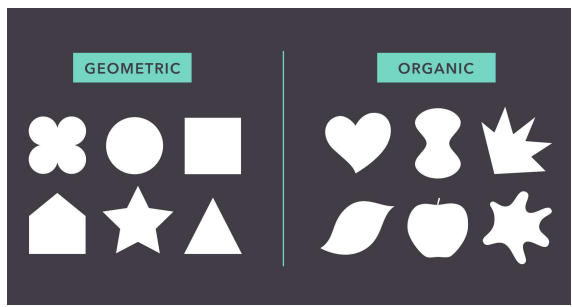
27

SHAPE



28

SHAPE



29

GEOMETRIC SHAPE



Produce Feelings of Order and Control

30

GEOMETRIC SHAPE



Christian Harwell | Cyrus Custom Framing

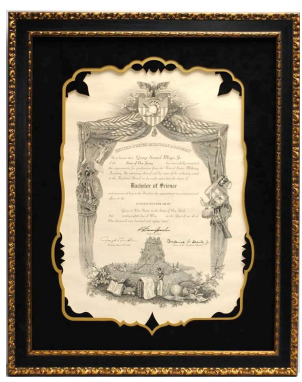
31

GEOMETRIC SHAPE



Drawn with Ruler or Compass
Simple or Complex

32



Christian Harwell | Cyrus Custom Framing

33

ORGANIC SHAPES



ORGANIC SHAPES
Complex and
Inspired by Nature

34

ORGANIC SHAPES



35

TEXTURE



36

TEXTURE

The way a Surface Feels or is Perceived to Feel.
Fine, Coarse, Smooth, Rough, Sharp or Dull



37

SHAPE & TEXTURE



38

TEXTURE | Pattern



39

TEXTURE



Attract interest to an element

40

TEXTURE



41

TEXTURE



- Handmade paper
- Bamboo screen
- Spacer
- Museum Glass

42

TEXTURE | Stacked Frames



6 Moulding Stack

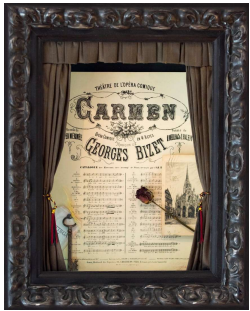
43

SPACE



44

SPACE



SHADOWBOX
3 Dimensional Space

45

SPACE



46

SPACE



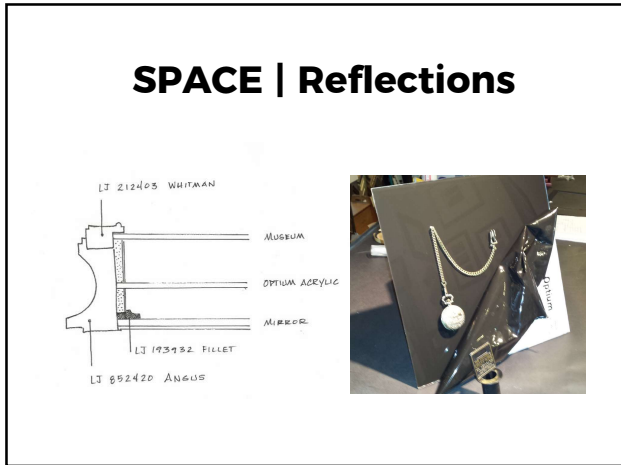
47

SPACE | Reflections

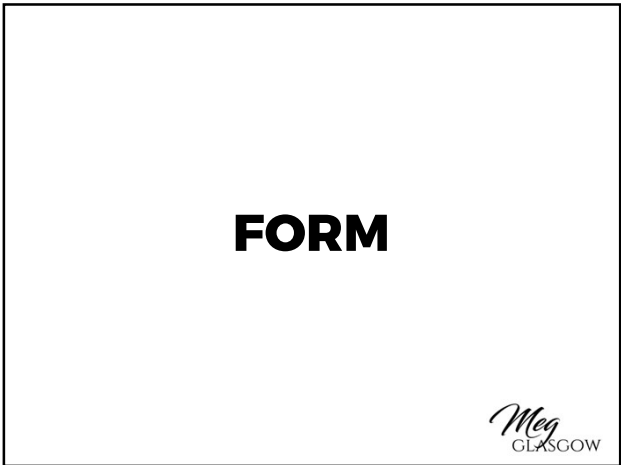


Items mounted to Optium Museum Acrylic

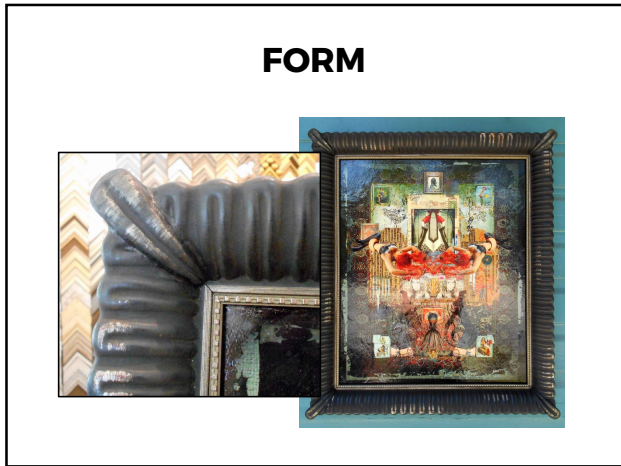
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49



50



51



52



53



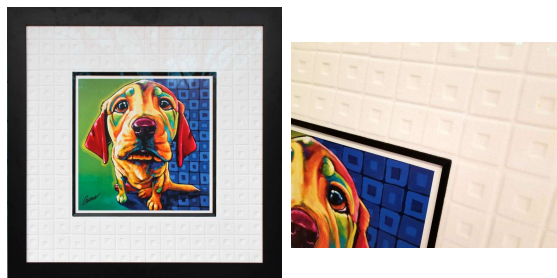
54

FORM



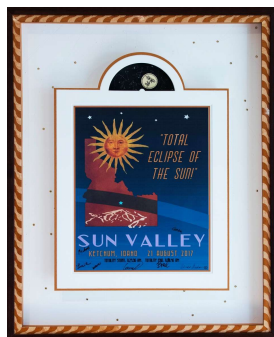
55

FORM



56

FORM



57

ECLIPSE SHADOWBOX

Clock motor
Constellation Pattern
Designed with
PathTrace
Debossing Tool



58

REVIEW

- ✓ **6 Rules for Great Design**
 - ✓ **Key Design Elements**
 - ✓ **Color, Line, Shape, Texture, Space, Form**
 - ✓ **Inspired by Design Ideas**
- <https://finerframes.com/project-showcase/>



59

Thank You!

Meg
GLASGOW

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FINER FRAMES | EAGLE, IDAHO

60