

Principles of Frame Design

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Essence of Design

Visual Design

Art = Part of an aesthetic experience

Purpose to communicate/arouse viewer

Design = Requires relating to the art

Framing is to enhance and protect

Unity = Problem/project + Plan + Process + Vision

Principles = Elements + Factors

Design Process

5-Stages of the design process:

Definition = What is the problem to solve?

Creativity = The imagination stage

Traditional vs. Innovative

Selling-up from the beginning

Analysis = Are there limitations or guidelines?

Time allotment/cost/purpose

Helps verify materials selection

Production = Carrying out the above 1/2/3

Critique/Clarification = Final overview and critique

Verifies a great design, or

Points up weaknesses in 1-4

Design Process

Critique/Clarification

Three critiques (back room, designer, customer)

Five Ws (who, what...)

Who = the viewer's eye

What = the eye focuses on which portion first

When = it moves to the next detail

Where = it remains held longest

Why = the design works and has unity

The Elements

There are six basic elements frame design **line, color, texture, shape, intensity/value** and **space**.

These make up the available raw materials, ingredients or bricks of a design equation which will be mortared into a finished presentation.

In framing, these six elements are identified by appearance and visual aspects of moulding, mat board, fabric, paint, pigment, decorative paper and artwork.

Elements and Factors

Line

Color

Texture

Shape

Intensity

Space

Rhythm

The Factors

Basic factors are **proportion, emphasis/placement, balance, rhythm** and **unity**. Rhythm may be counted either as an element or factor.

They hold the elements together into a visually cohesive unit through a controlled, organized and well integrated presentation.

The factors are not a series of steadfast laws or rules, but rather guidelines developed to assist in completing a more harmonized or unified project.

Line

Proportion

Color

Texture

Emphasis / Focal Point

Shape

Intensity

Space

Balance

Rhythm

UNITY

Counting the Principles

Relationships of the more emotional "elements of design" will vary from person to person.

The more physical "factors of design" will often be quite similar in taste.

Limit "Principles of Design" to 3-5, never ALL.

Too many things happening within a frame are definitely distracting from the art.

The Givens

Frame = Rectangular

Mat = Rectangular
single window

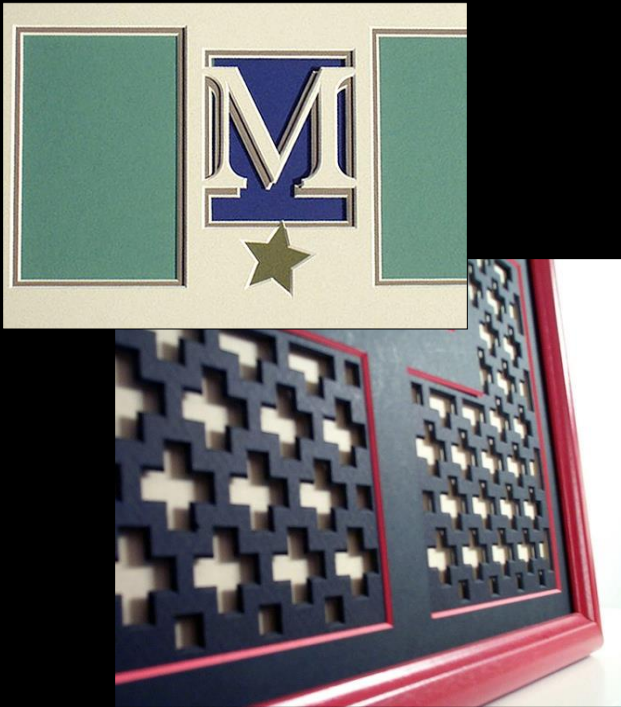
Color = Pick one

Texture = Pick one

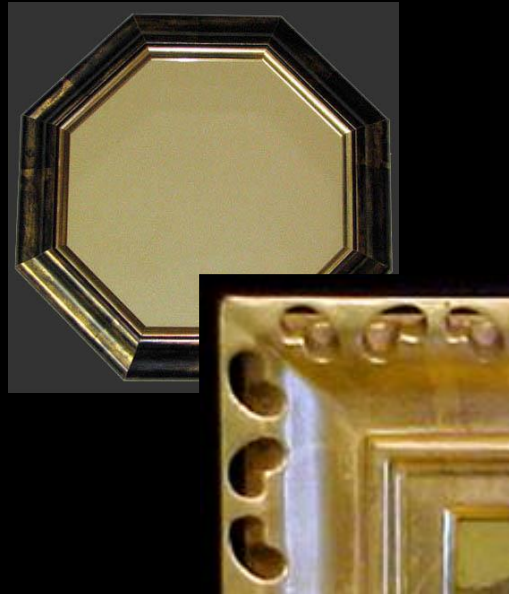


The Givens

Extremes—and non rectangular--should not be counted as Givens because of making too strong a statement and will be counted as an element.

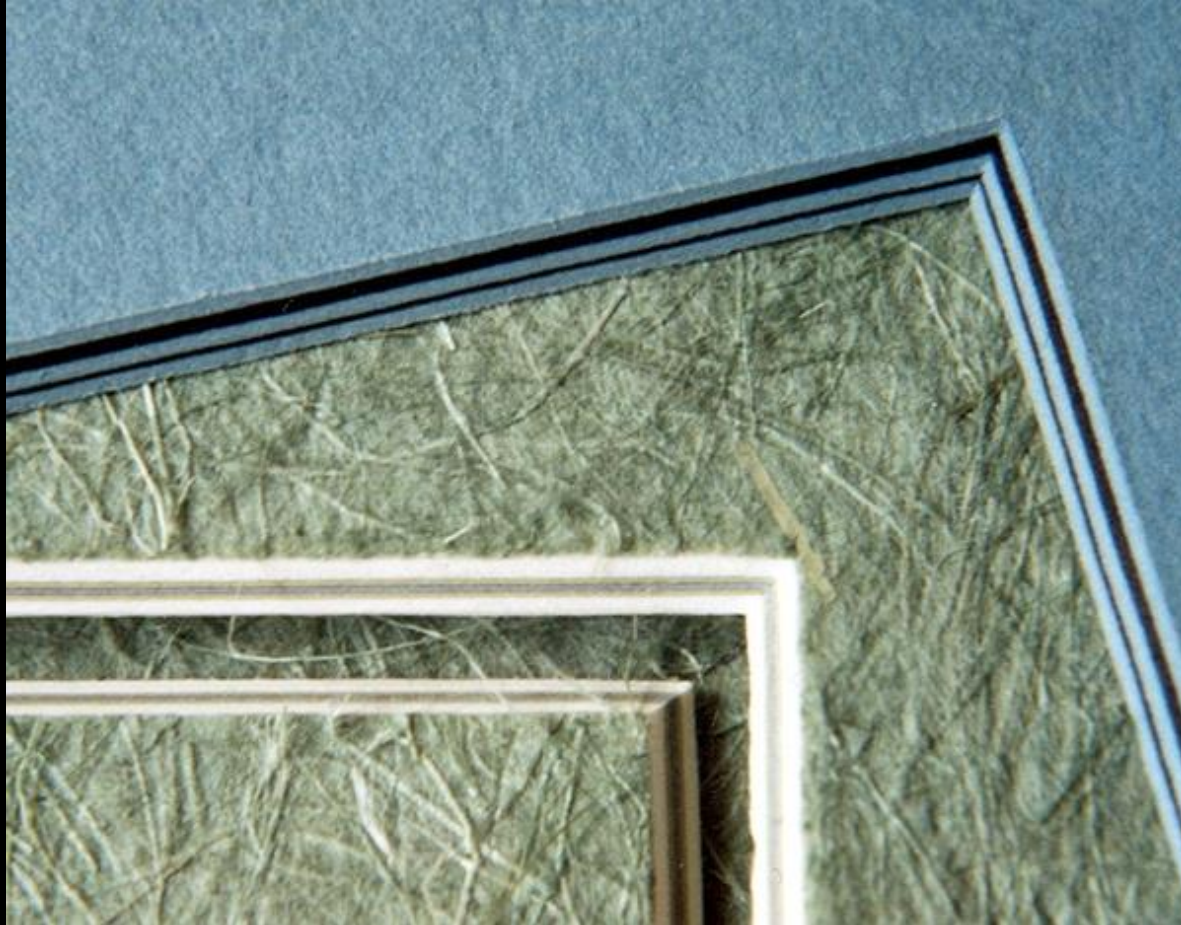


Periwinkle Framing, CA



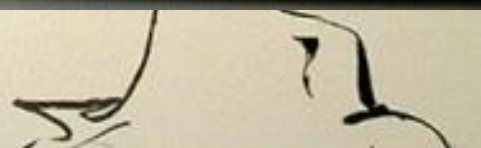
Line

- Organize, divide, enhance or direct, often to a focal point
- Created by French mats, painted bevel, panel designs









Color

- Accents or harmonizes to create a mood, effect or response.
- Involves mat board, fabric , decoration, frame

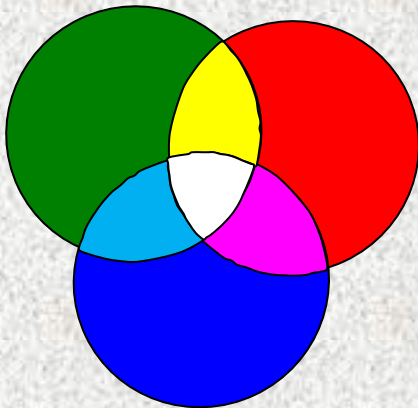




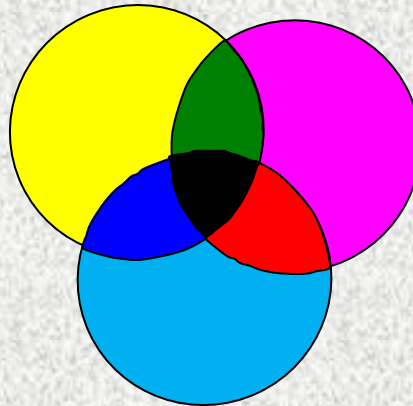


Color Theory

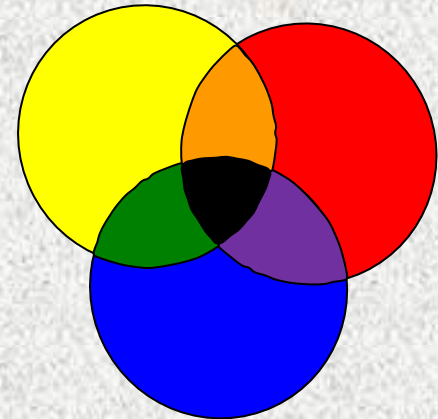
Additive
Light



Subtractive
Digital Pigment

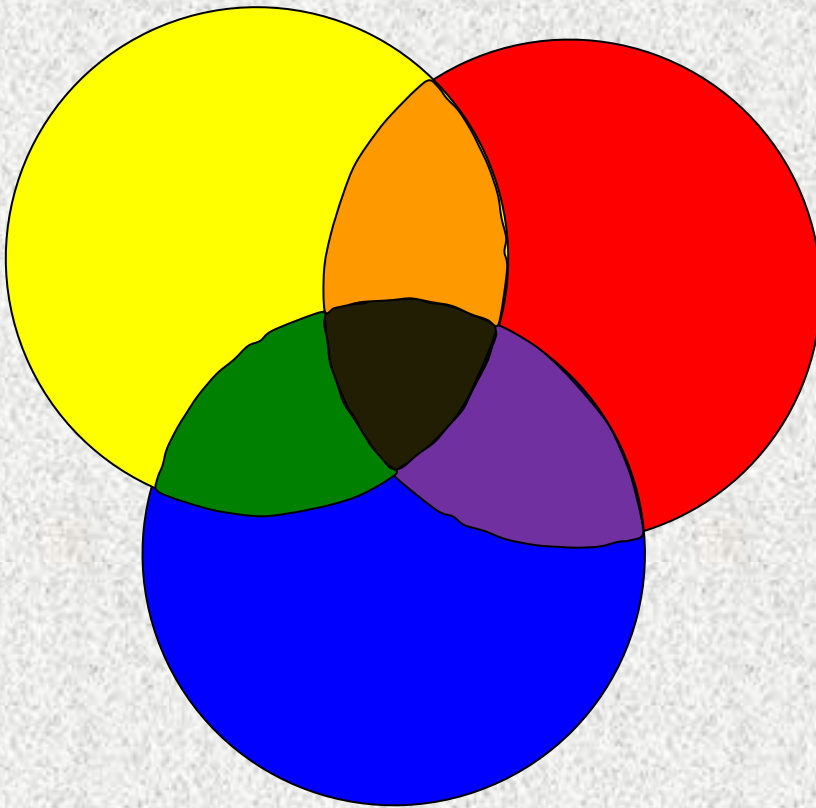


Subtractive
Artist Pigment



Subtractive Color Theory

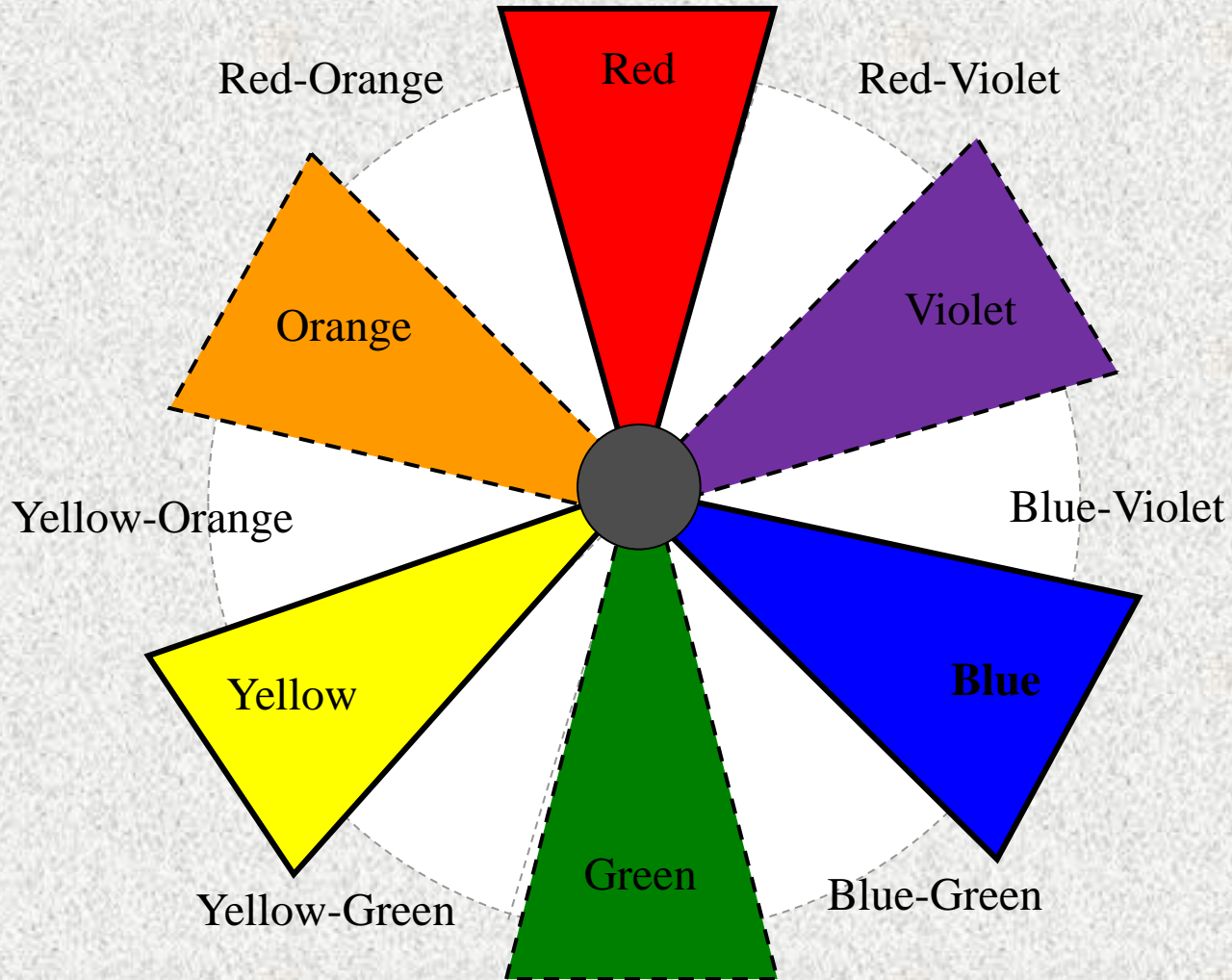
(ARTIST PIGMENT)



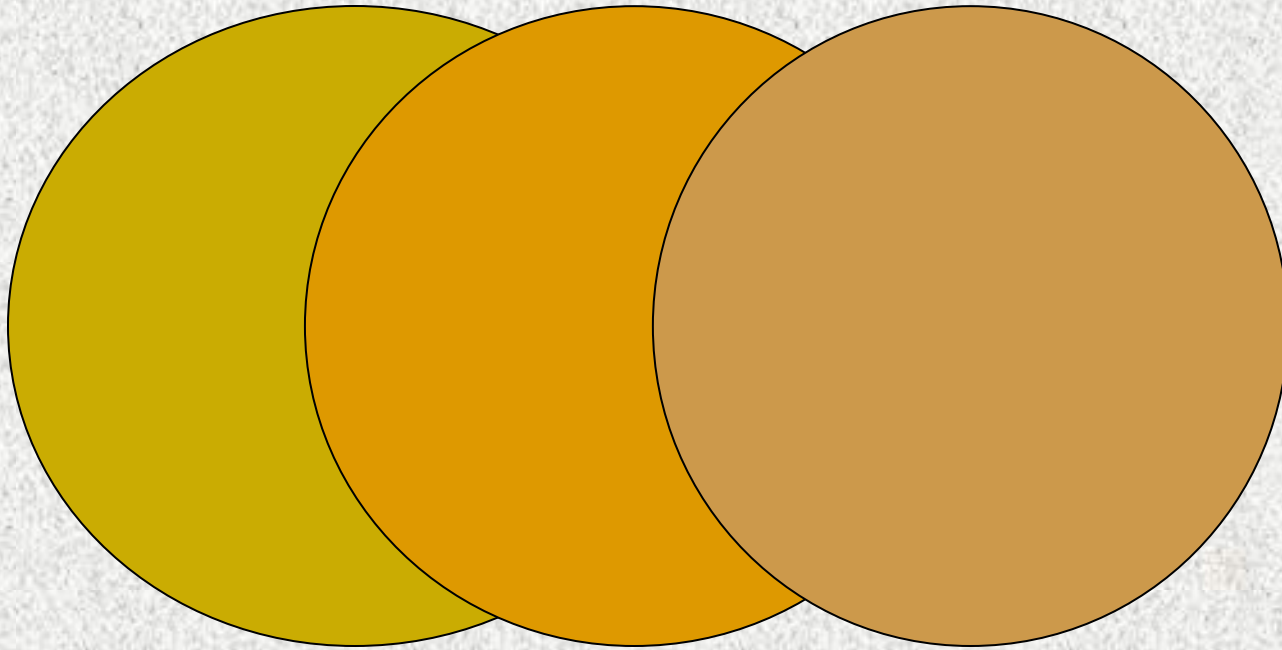
Pure pigmented primary colors red, yellow, blue are mixed to create secondaries of orange, green, purple.

When three primaries and three secondaries (all six) are blended...the result is muddy grey, brown or black.

Color Wheel



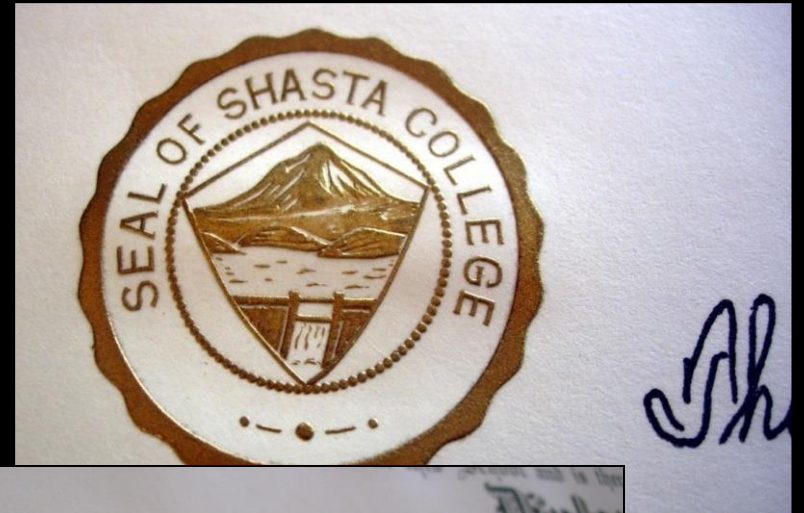
Metallic Bases



Yellow Base

Red Base

Blue Base

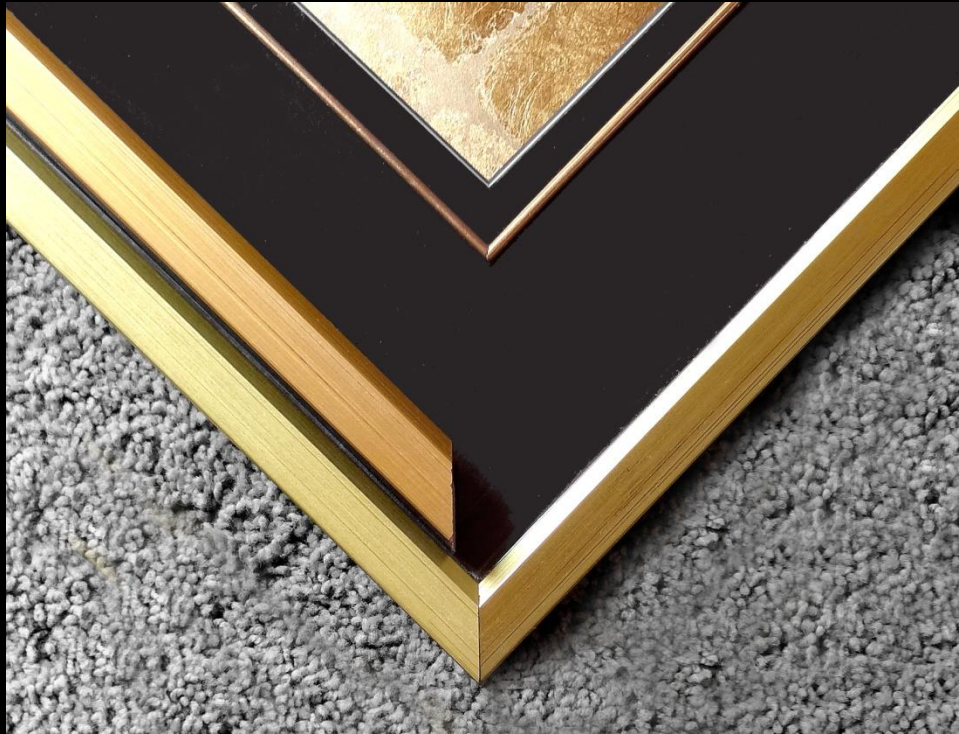




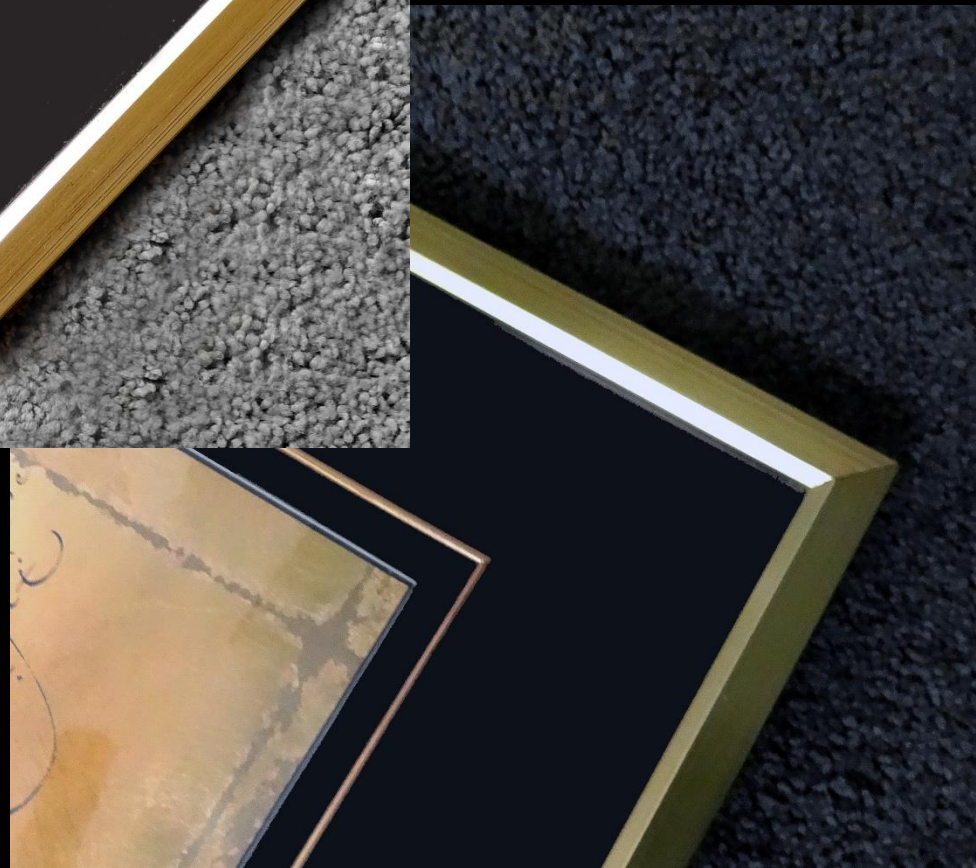
Match metallic color families

Bad color match



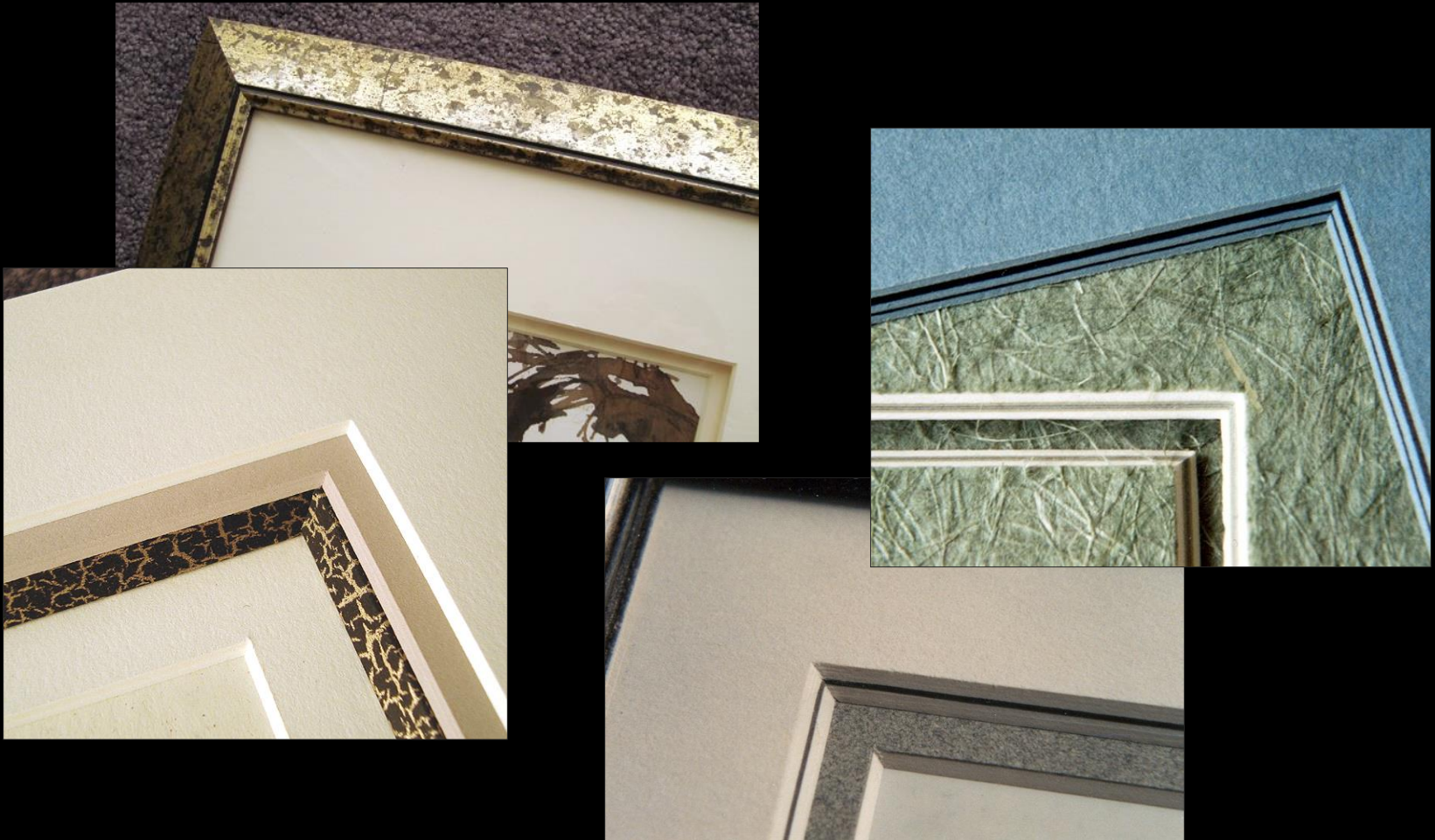


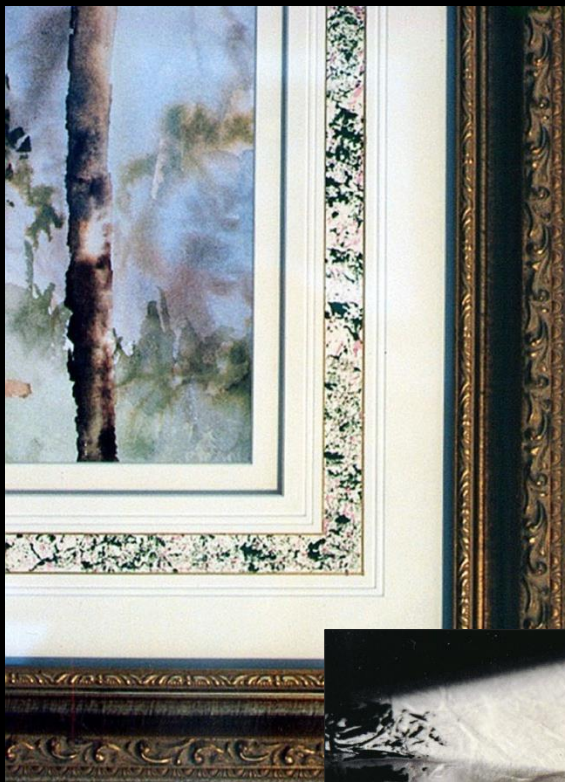
Faded Gold



Texture

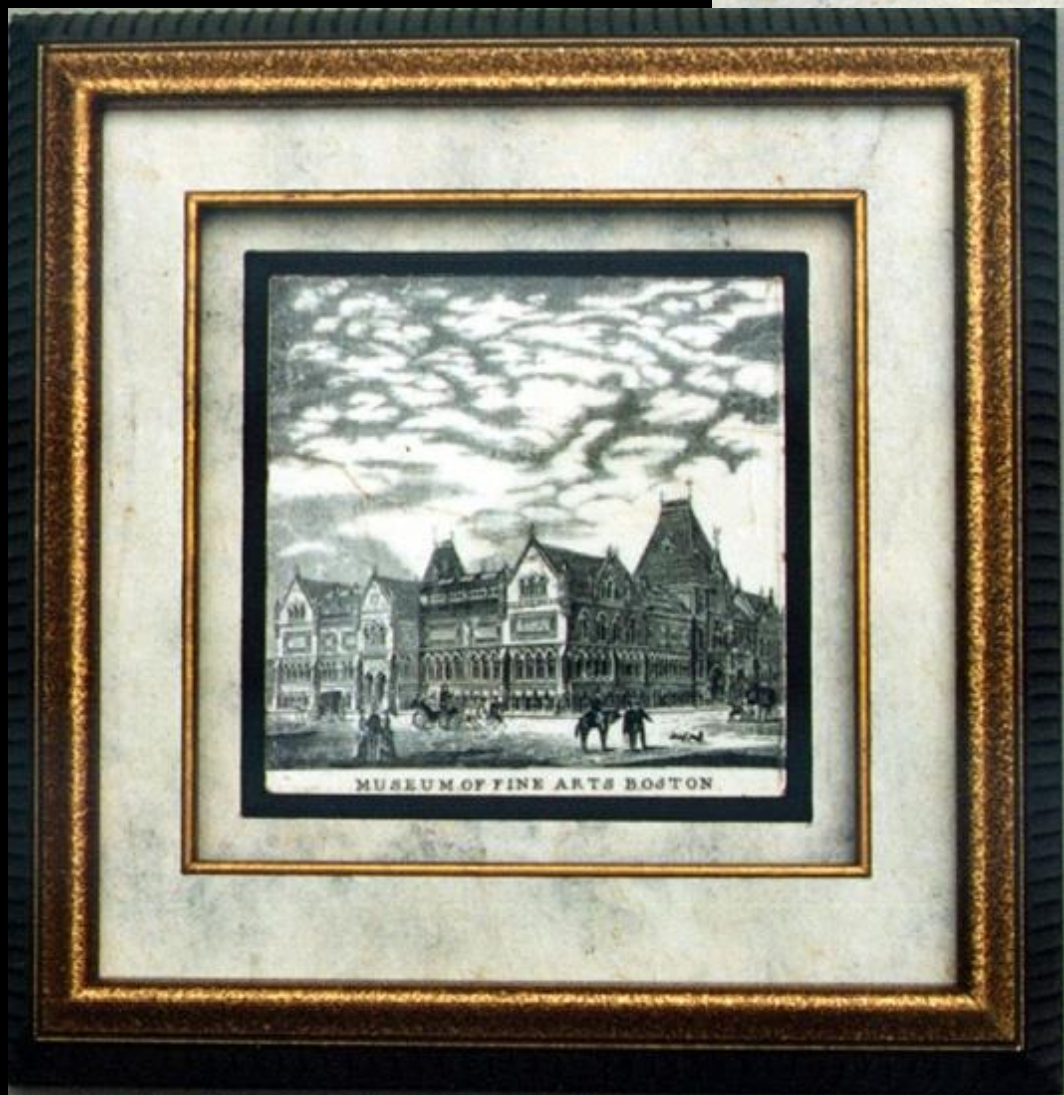
- Visual vs. Tactile Texture
- Character of materials creating a visual look, mood and richness
- Different textures, same colors
- Threads of fabric, mat board surface, frame...







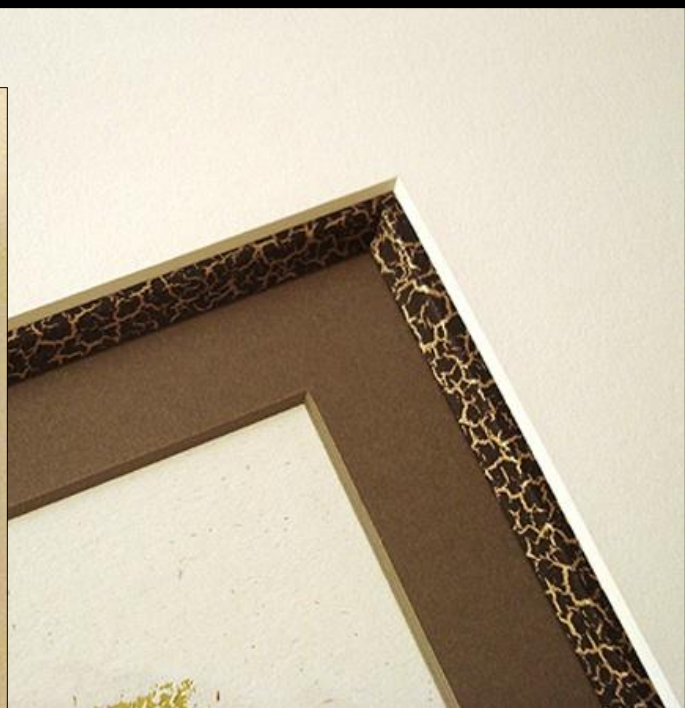




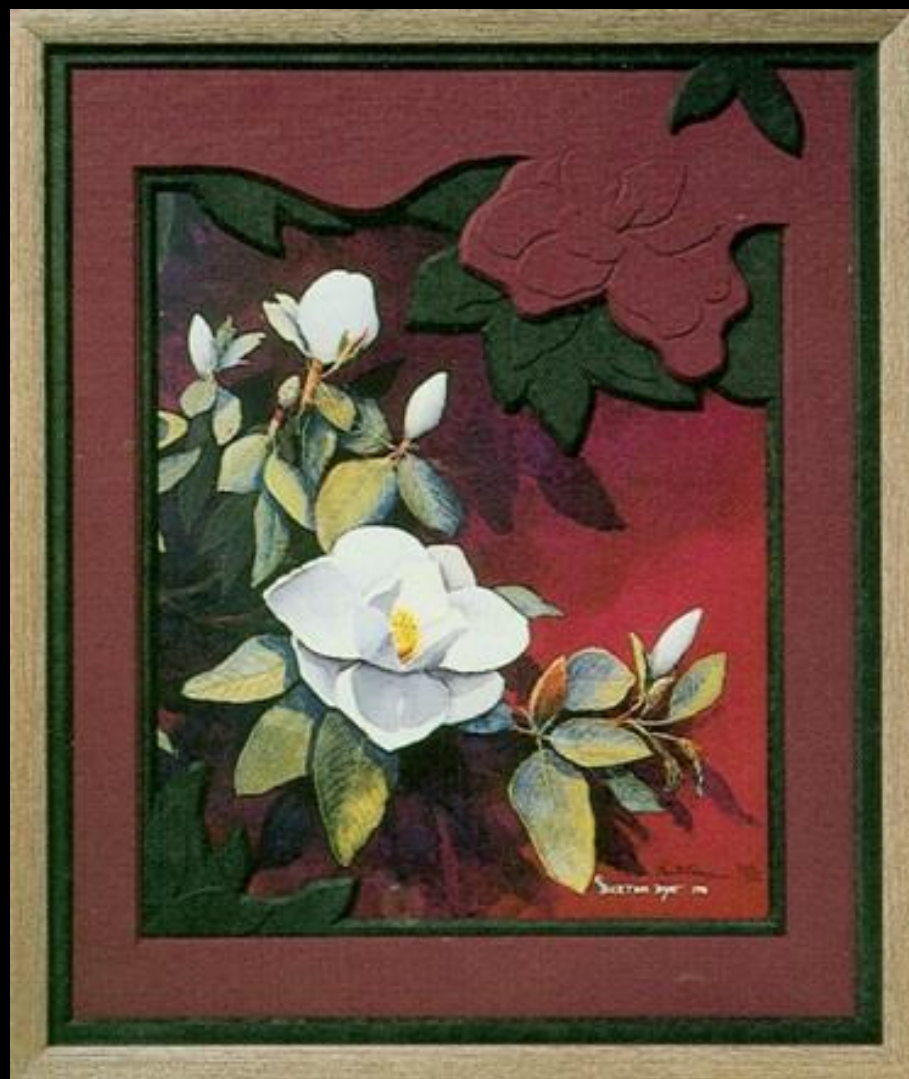
Shape

- Geometric and physical forms in relation to height and width
- Outer or inner mat openings or frame construction
- Defines, excites, draws attention to via mat openings, frame









Intensity

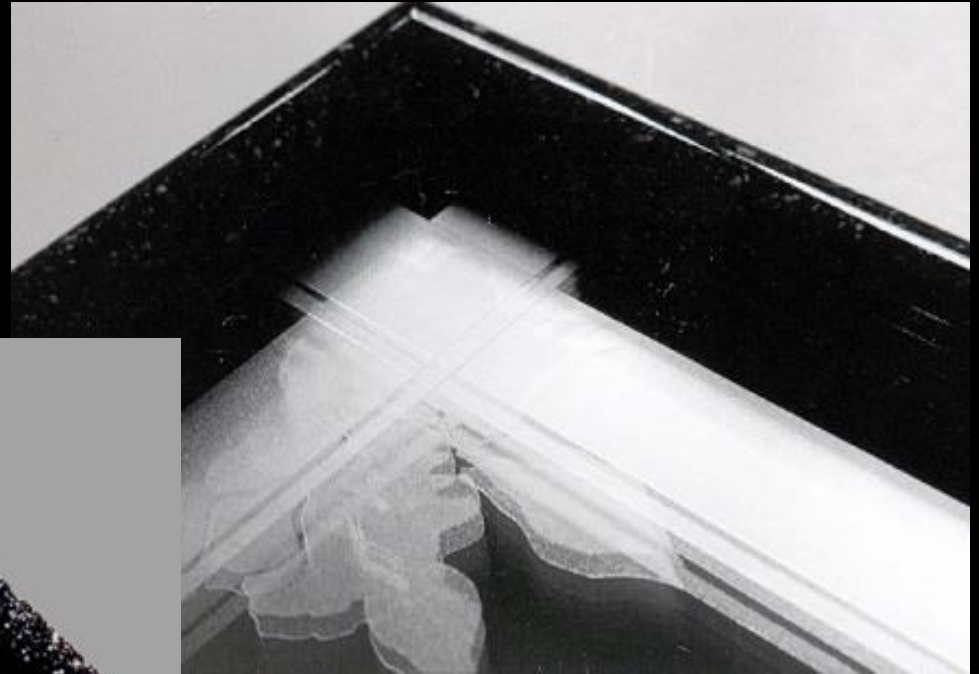
- Evoking strong reactions of mood through highlight and shadow
- Creative applications and use of shadows
- Glass etching, deep bevels, stacked mouldings...





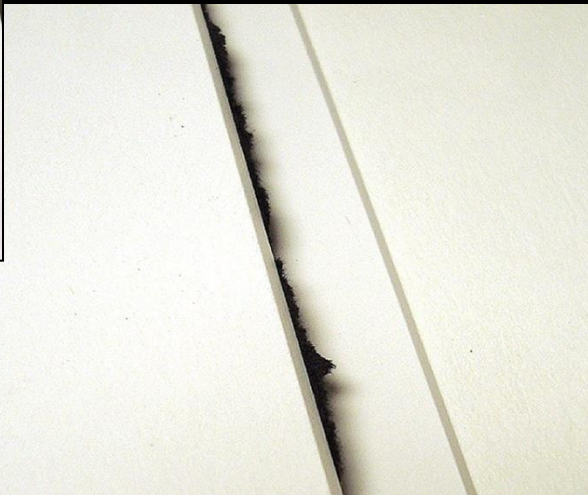
Spacers, shadows,
floated images





Faux glass etching
on a mirror,
for depth and intrigue







Space

- Distance around or between items to accent or unify
- Both outside and within frames
- Wall groupings, shadow boxes, white around image





OPTICAL

SPACING

MECHANICAL

SPACING

Rhythm

- Use of measured accents, patterns, colors
- Repetition of select details, ratios
- Art detail reflected in fillet, moulding, mat carving





Rhythm—or repetition—can be achieved through color, texture...

Soft brushed antique
silver works with
melted opaque waxes







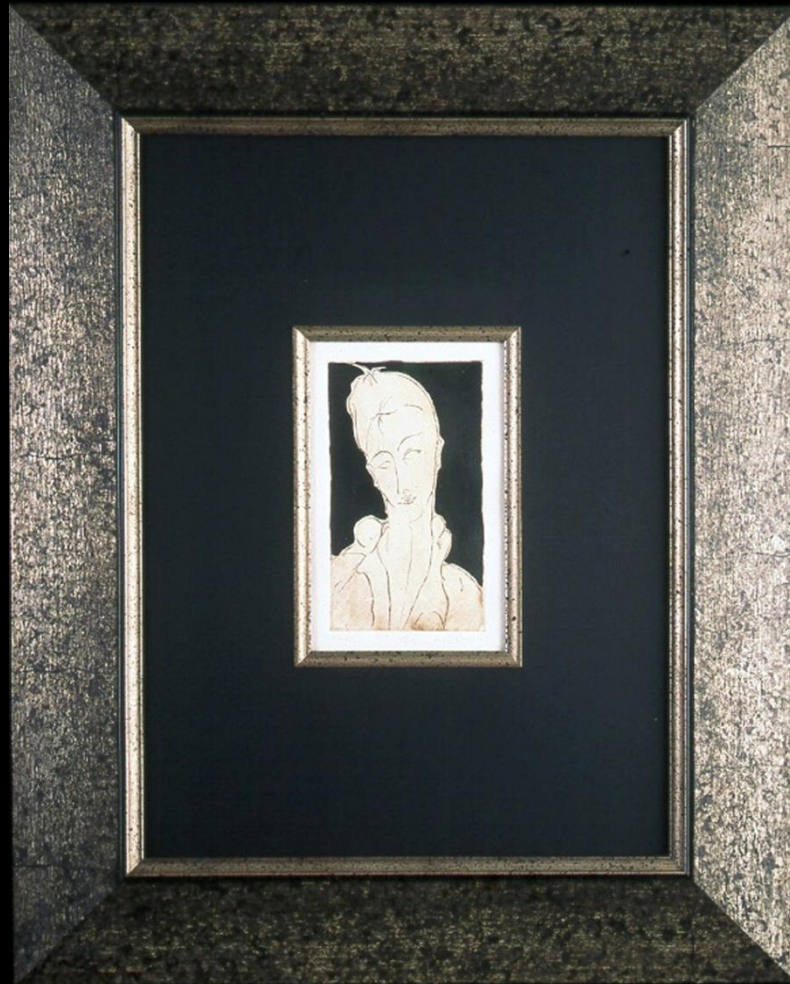
Proportion (Scale)

- Ratios and relationships of one part to another
- Both actual art and outside dimensions, all parts
- Art to frame, border widths...



Proportion (Scale)

- Ratios and relationships of one part to another
- Both actual art and outside dimensions, all parts
- Art to frame, border widths...



Plein Air frames
have a set width
limiting
proportion







Asian Proportions

- Maintaining the rectangle
- Greater heaven than earth
- Not about materials,
but widths and balance

和風朗日喻天懷



大江東公浪淘盡千古風流人物故壘西邊
人道是三國周郎赤壁亂石崩雲驚濤拍岸
捲浪千堆雪江山如畫一時多少豪傑遙
想公瑾當年小
喬初嫁了雄姿英發羽扇綸
巾談笑間檣櫓灰飛煙滅故國神遊多情應
笑我早生華髮人間如夢一樽還酹江月

宋蘇東坡詞 俞叔尚書 蘇軾詩 已卯之夏 沈其書

沈其書書於...

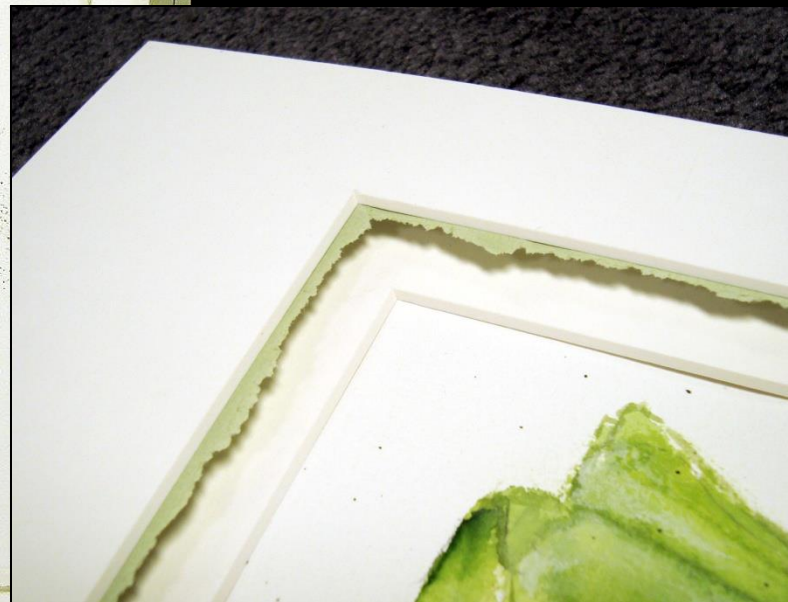






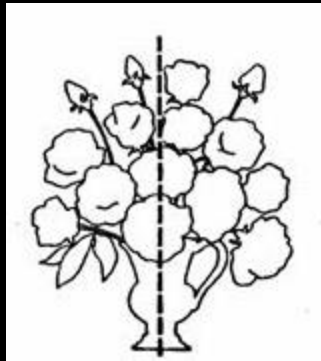
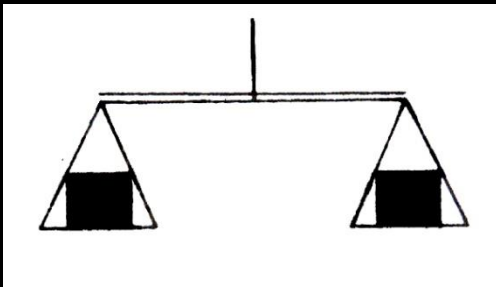


Color,
Proportion,
Intensity



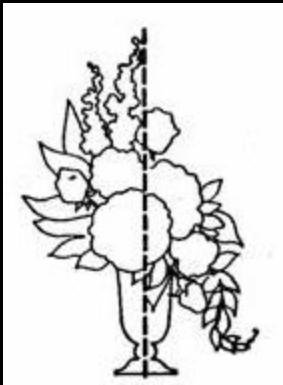
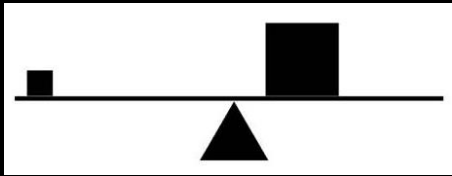
Balance

- Equality in weight, attention or attraction to all parts
- Visual balance of the design elements
- Relationships of fillet to mat to frame...



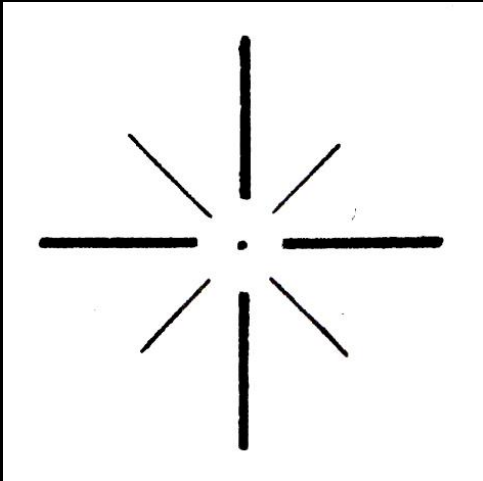
Asymmetrical Balance

- Creates a visual balance by countering the weight on an invisible axis



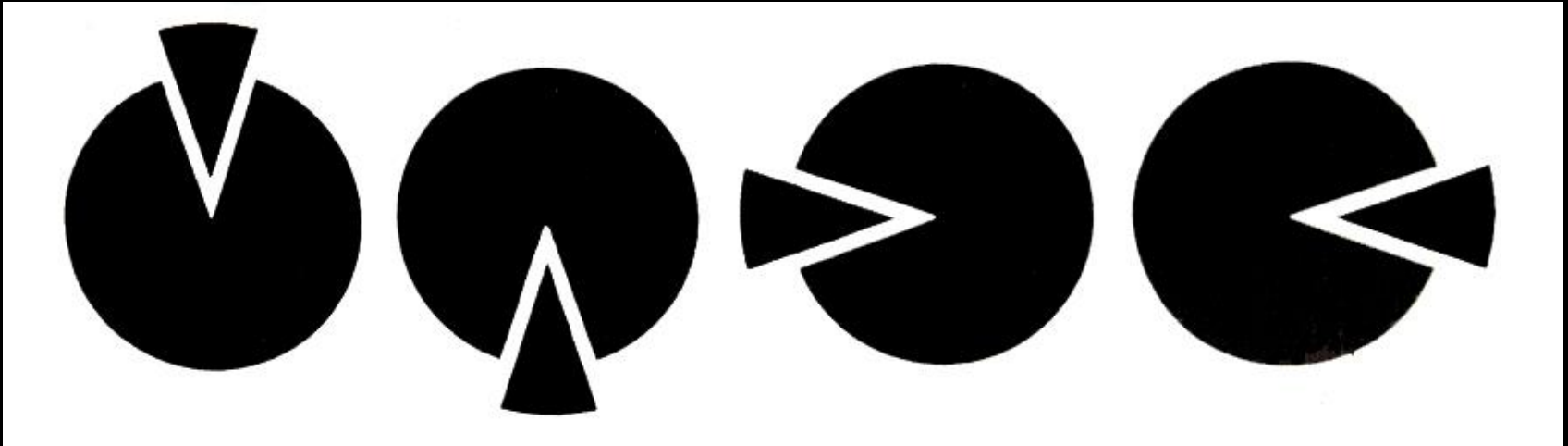
Radial Balance

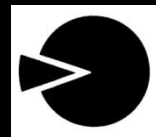
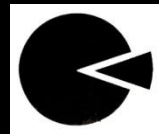
- Emanates from the center to the outer edges
- Creates a circular pattern



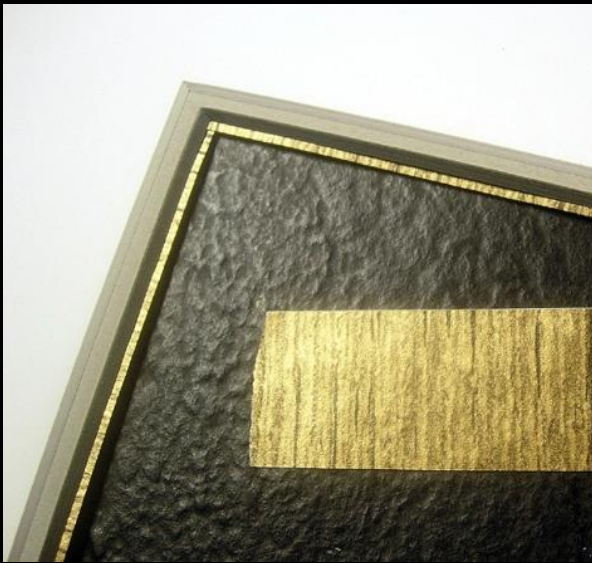
Emphasis (Placement)

- Physical positioning of focal point
- Controls eye movement and attention
- Physical position within frame
- Very important Factor of Design





Emphasis by Implied Movement



Emphasis by Direction



Emphasis by Shape and Direction

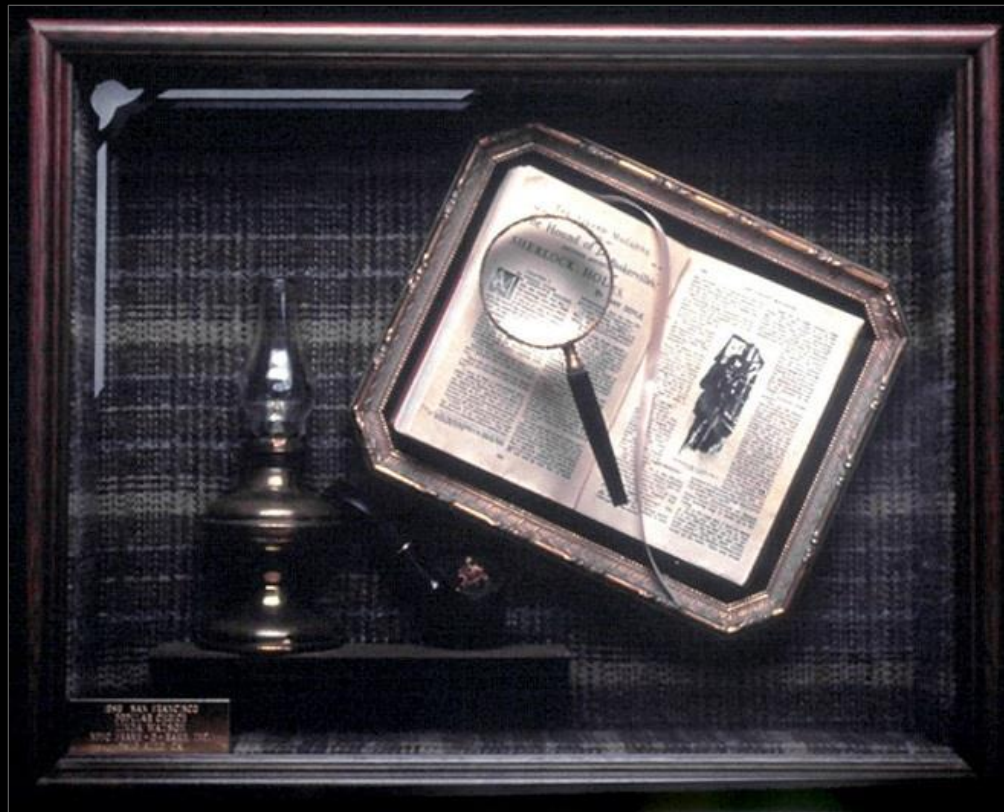


Emphasis by Color Placement



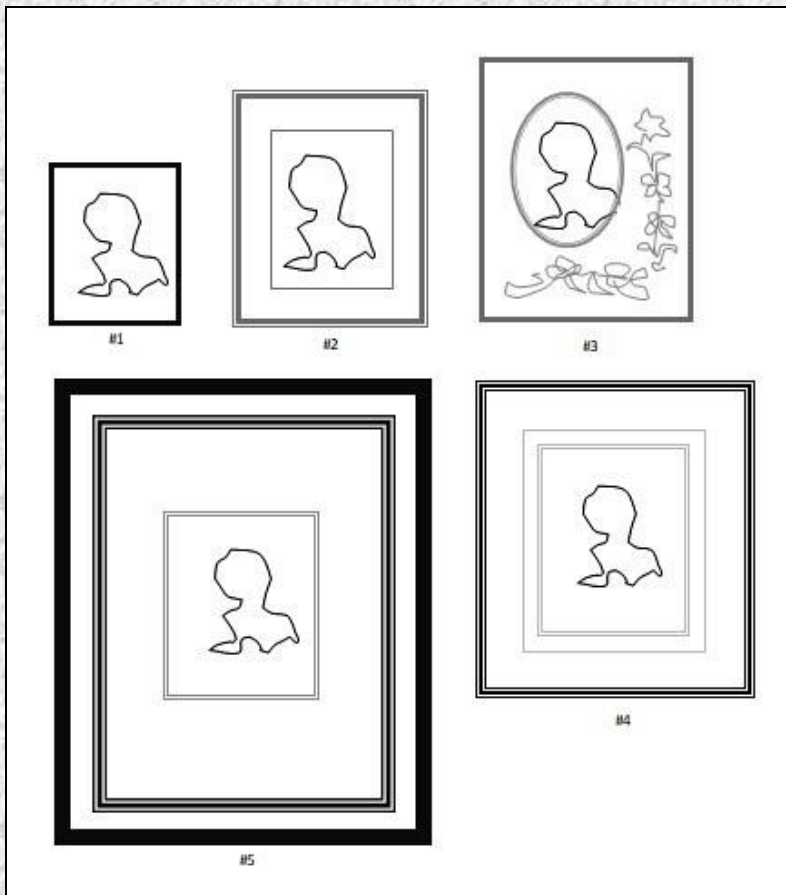
Unity Style

- Quality of oneness, a fusion among the individual elements
- Design harmony where everything feels right
- Specific characteristics as in a type of art or period in history
- This establishes the mood, color and type or framing technique
- Art deco, impressionist, contemporary, Victorian...



Selling Design

- Sell up - once they've seen the best it's hard to go back
- Ask for the sale
- Offer alternatives



Framed Samples always sell

#1 Basic Photo Frame - Value \$100
Ready made frame, no mat

#2 Single Mat - Value \$200
Single mat increasing frame size
Wider moulding

#3 Double Oval Mat - Value \$300
Double oval mats
Surface designs of paint, embossing

#4 Panel Mat - Value \$400
Double panel mat w/spacers and accent strip
Upscale moulding and preservation treatments

#5 Stacked/Leafed Mouldings - Value \$800
Fillet and stacked mouldings

Variations of a Theme

- Shape, Space, Proportion
- Just as there should be a series of five design options from the economy to the elegant, if there is adequate wall space sets of unusual designs should also be showcased.
- Asian and contemporary proportions will sell better when shown.
- Show proportion varieties and unusual placements to help sell larger frames and more innovative designs.



Additional Resources

Chris A Paschke, Designs Ink, <https://www.designsinkart.com/library.shtml>

"The Design Process", PFM, 12 part series, 1994.

"Design And Critique", PFM series, 1997.

"The Essence of Design", PFM, 12 part series, 2000-2001.

Perkins, Greg. GREAT FRAME DESIGNS. New Jersey: PFM Books, 2009.



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Designs Ink

Tehachapi, CA

www.DesignsInkArt.com/Library.shtml

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