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CLASS: Lecture/PPT
                   Friday, February 27, 9:00-11:00am

TITLE: **Designs Elements: Principles of Framing Design**

DESCRIPTION: This seminar will cover the basic building block elements (line, color, texture,
                   shape, space, intensity) and functional factors (emphasis, proportion,
                   balance, rhythm) of design from a framer's point of view beginning with the
                   mats. Class discussion, slides, examples, an introduction to the five stages of
                   the design process, plus suggestions and guidelines will become your tools
                   for successful framing design.

WHO SHOULD ATTEND: Open to all levels.

BIOGRAPHY: She has been Mounting Editor for Picture Framing Magazine since 1991, featuring her
                    monthly column "Mastering Mounting", also PFM author of "The Essence of Design",
                    "Design Concepts", "Digital Directions" and has a number of self-published books including:
                    Paschke, Chris, *The Mounting And Laminating Handbook, 1997*
                    Paschke, Chris, PFM Design Column, "*Principles of Frame Design*", 1994
                    Paschke, Chris, PFM Design Column, "*Design & Critique*", 1997
                    Paschke, Chris, *Creative Mounting, Wrapping and Laminating, 2000*
                    Paschke, Chris, PFM Design Column, "*Essence of Design*", 2000-2001
                    Paschke, Chris, *The Mounting And Laminating Handbook, SECOND EDITION*, 2002
                    Paschke, Chris, *The Mounting And Laminating Handbook, **THIRD EDITION***, 2008
                    Paschke, Chris, ***The Principles of Framing Design***, 2025

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Design Elements: Principles of Frame Design

I. 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/framing + Plan + Process + Vision
Principles = Elements + Factors

II. Design Process
5-Stages
DEFINITION = problem to solve
CREATIVITY = imagination stage
Traditional vs. Innovative
Selling-up from the beginning (not as an add-on)
ANALYSIS = limitations or guidelines
Time allotment/cost/purpose
Helps verify materials selection
PRODUCTION = carrying out 1/2/3
CLARIFICATION = final overview and critique
Points up weaknesses in 1-4
Five Ws (who, what, when, where, why)
Three critiques: (back room, designer, customer)

III. Design Principles
Elements of Framing Design (line, color, texture, shape, intensity, space, rhythm)
Factors of Framing Design (proportion, emphasis, balance)
Elements + Factors = Unity
Counting the Principles

IV. The Givens
Frame = rectangular shape, basic moulding
Mat = rectangular with single window opening
Color = pick any one as base color
Texture = pick one (flannel, rag, laid)

V. Samples and Explanation
Line = types, tiered, embossed, straight, curved…
Color = & light, theory, wheel, metallics…
Texture = visual vs tactile, shape/pattern/motif…
Shape = natural, geometric, abstracted, freeform; mass…
Intensity = highlight & shadow…
Space = distance between or around…
Rhythm = accents, patterns, repetition…
Proportion = scale, border widths, Asian…
Balance = symmetrical, asymmetrical, radial…
Emphasis = visual control…
Unity = visual vs intellectual…

VI. Selling Design
Samples Sell Themselves
Create wall samples
Sell up
Ask for the sale
Variations on a Theme - Shape, Space, Proportion

PRINCIPLES OF FRAMING DESIGN

ELEMENTS OF DESIGN

LINE: The creation of movement to organize, divide, enhance or direct, often to a focal point.
(French mats, lines, painted bevel, panel designs)

COLOR: The character of a surface as a result of light wavelength to vision. In framing, color is used to accent or harmonize with artwork thus creating an overall mood, visual effect or response.
(mat board, fabric and frame)

TEXTURE: The character of materials creating a visual look, mood and richness determined by physical structure. Different textures, same colors. (threads of fabric, mat board surface, frame)

SHAPE: Geometric and physical forms in relation to height and width of surrounding areas. In framing this can be cut outer or inner mat openings or frame construction. Defines, excites, draws attention to. (mat openings, frame construction...)

INTENSITY/VALUE: The visual energy of emotion evoking strong reactions of mood often through highlight and shadow. In framing this relates to "creative" applications and statements.
(glass etching, deep bevels, stacked mouldings)

SPACE: The distance around or between items to accent or unify the central image by use of positive and negative areas, both outside and within frames.
(wall groupings, shadow boxes, white around image)

There are six basic elements to be considered in frame design including 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 best recognized through the appearance and visual feel of individual moulding, mat board, fabric, paint, pigment, decorative paper and artwork.

FACTORS OF DESIGN

PROPORTION/SCALE: Deals with the ratios and relationships of one part to another.
This is both the actual art image as well as the end product's outer dimensions.
(art to frame, border widths...)

EMPHASIS/PLACEMENT: Physical positioning of visual concentration or focal point establishing centrality, otherwise defined as a high point or climax. Control of eye movement.
(physical position within frame)

BALANCE: The feeling of equality in weight, attention or attraction to other parts within a pictorial field or frame, almost mathematical in nature. The visual balance of the design elements, or ratio of one part to another. (relationships of fillet to mat to frame...)

RHYTHM: The use of measured accents, patterns, colors, space etc. to create a whole. Repetition of select details, ratios etc. (fillet detail in moulding pattern, mat carving..)

UNITY/STYLE: Pulling together to create a quality of oneness or a fusion among the individual elements, that they are in HARMONY. Specific characteristics as in a type of art, period in history or personal expression. In framing this frequently establishes the mood, color and type or framing technique. (art deco, impressionist...a well-designed piece)

Basic factors include proportion, emphasis/placement, balance, rhythm and unity. 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.

Relationships of the more emotional "elements of design" will often vary from person to person, while the more physical "factors of design" will often be quite similar. Limit principles of design to 3-5, rather than ALL. Too many things happening within a frame are definitely distracting from the art.

PRINCIPLES OF FRAMING DESIGN

ELEMENTS OF FRAMING DESIGN

There are a number of individual elements, or building blocks, that together comprise the whole of a well-organized and controlled framing design. The elements are considered the psychological portion of a design, that which an artist, designer, or framer has total control over. They are interpretive and the desire to use them in a particular way comes from within. This is often a subconscious knowledge, such as ' just knowing' when a particular moulding and mat combination looks right, feels right or somehow works. This is why designs created for the same art image may vary drastically when it comes to the layout and execution of the framing. Individual framers all have individual tastes, and what works for one may not work for another.

The individual elements are *line, color, texture, shape, intensity* and *space*. These are the raw materials of any design equation which will be put together into a finished framed presentation. In framing, these six elements are present in the appearance and visual feel of moulding, mat board, fabric, paint, pigment, decorative paper, deep bevels, fillets, glazing and artwork.

Elements are the building blocks of design.
- **Line/Direction**: mat decoration
- **Color**: used to accent or harmonize
- **Texture**: visual and tactile surface structure
- **Shape**: inner mat/outer frame
- **Intensity**: emotion thru creativity and depth
- **Space**: distance around and between
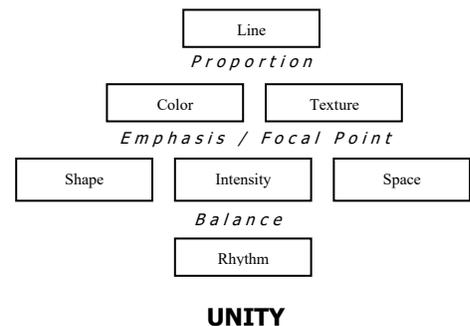
FACTORS OF FRAMING DESIGN

If the elements of design are the building blocks, the factors are the mortar that holds them together. These are integral to the use of the above elements and are the physical organizers that hold the design together. Even if the perfect colors and textures have been selected to beautifully showcase a piece of art, if the balance or proportion of the presentation is off the design will not hold together, hence no unity.

As applied to framing, the principles begin to be established as the initial questions are asked of the customer to help select the correct interpretive uses of the elements. These include noting artwork size, period styling, room placement, color, and decor. These facts all help establish the basic guidelines during the analysis portion of the original design process with the customer.

The basic factors are *proportion, balance, emphasis,* and *rhythm*. Although *unity* is considered a factor, when adapted into framing it works best to agree if all of the elements and factors are implemented correctly then unity will be achieved. Additional factors of *style, scale,* and *placement* are sometimes interchanged with the ones selected here. They have not been dismissed, but rather reestablished, and recognized under another heading or principle. Style will be addressed as period when determining the correct design direction during the definition/creativity stage; scale is taken care of under proportion; and placement is also known as emphasis.

Factors are the mortar that holds the building blocks together.
- **Proportion/Scale**: art image vs. framing
- **Emphasis/Focal Point**: position within frame
- **Balance**: visual symmetry/asymmetry
- **Rhythm**: repeated patterns/ratios
- **Unity** (Design Integrity): style, period or personal expression

Line

Proportion

Color	Texture

Emphasis / Focal Point

Shape	Intensity	Space

*Balance*

Rhythm

UNITY

PRINCIPLES OF FRAMING DESIGN

SELLING DESIGN

A truly dynamic framing design may end up at a higher end of the pricing scale than the customer originally anticipated. Once the design has been established, closing the sale is part of the analysis stage and might require a few sales aids. Samples are imperative. Framed images, in a variety of design options, at different price points are the most visual and easy way to sell a higher priced project.

#1 - Basic Photo Frame - 8x10 Print in a readymade frame, no mat   Value $100.
#2 - Single Mat - 8x10 Print with single mat increasing frame size, wider moulding   Value $200.
#3 - Double Oval Mat - 8x10 Print with double oval mats   Value $300.
               Added surface designs of paint, embossing or glass etching
#4 - Panel Mat - 8x10 Print with double panel mat with spacers and accent strip   Value $400.
               Upscale moulding and preservation treatments
#5 - Stacked/Leafed Mouldings - 8x10 Print with fillets and stacked mouldings   Value $800.

#2

#1

#3

#4

#5
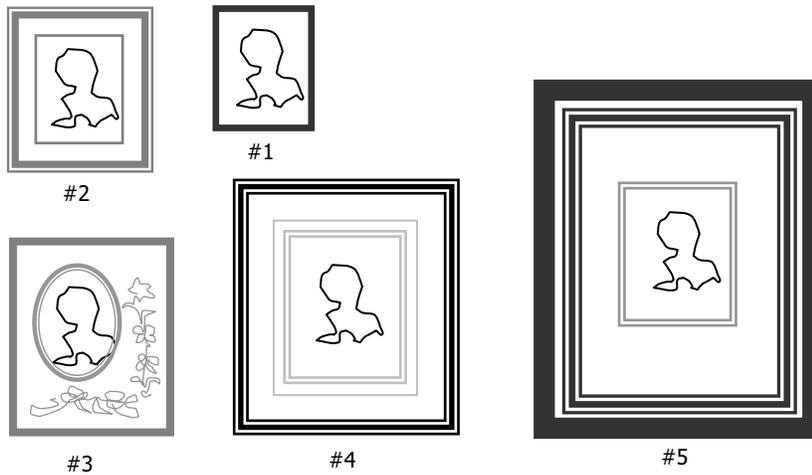
SHAPE/SPACE/PROPORTION

Additional framed samples for showcasing proportion varieties and unusual placements help sell larger frames and more innovative designs. Use the same mid-range moulding, mat and image so there is continuity between them and vary only the mat widths and frame sizes. This will also allow for support of framing artworks to fit into hard to fit areas that might never have had a framed piece placed there.
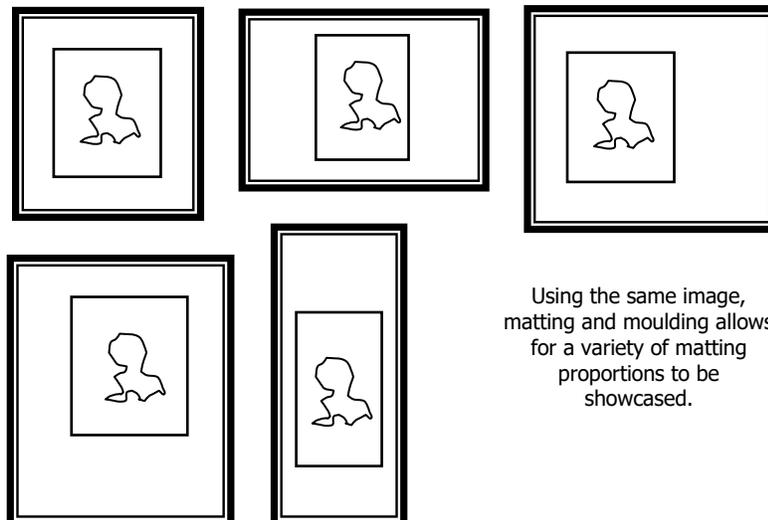
Using the same image, matting and moulding allows for a variety of matting proportions to be showcased.