

*Meg*  
GLASGOW



WIZARD  
UNIVERSITY

WCAF Expo 2024

**APPLYING THE  
PRINCIPLES  
OF STUNNING  
FRAME DESIGN**



# *Design* **OVERVIEW**

- ✓ **6 Rules for Great Design**
- ✓ **Key Design Elements**
- ✓ **Apply Principles of Design**
- ✓ **30+ Awesome Design Ideas**





Design is so simple.

**That's why it's so  
complicated**

PAUL RAND

# *My* **APPROACH TO GOOD DESIGN**



- ✓ **Simple**
- ✓ **Timeless**
- ✓ **Appropriate**
- ✓ **Versatile**
- ✓ **Memorable**

# 6 RULES FOR GREAT DESIGN



## 1. K.I.S.S.

Never overwhelm  
the viewer

Limit colors to 2 or 3

# 6 RULES FOR GREAT DESIGN



## 2. SPACE

Leave room to  
breathe

Design lives from  
giving it enough  
space

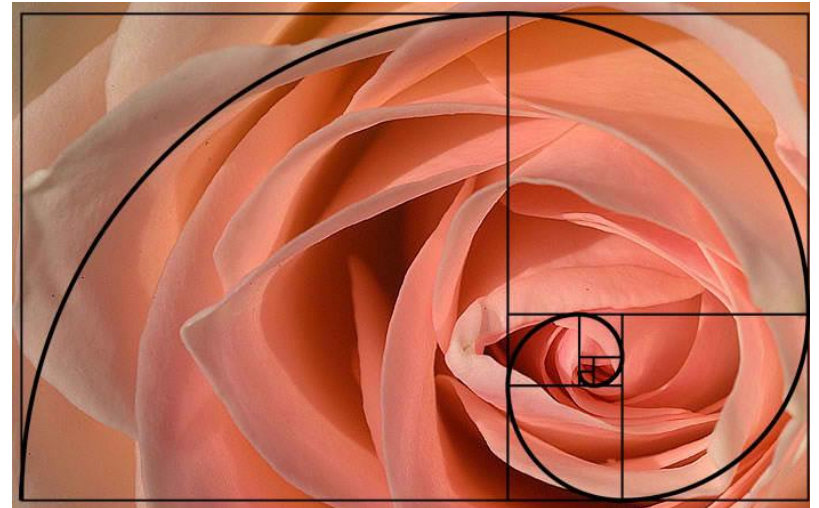
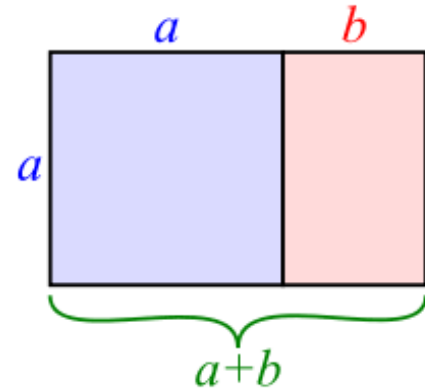
# 6 RULES FOR GREAT DESIGN

## 3. GOLDEN RATIO

Rule of 3rds

Mathematical rule  
of proportion 1:1.6

Found in nature



# THE GOLDEN RATIO

Mat & Frame at Equal Width



Mat Width  $\frac{2}{3}$  – Frame  $\frac{1}{3}$





# 6 RULES FOR GREAT DESIGN



## 4. DIRECT THE VIEWERS EYE

Start in Top Left



# 6 RULES FOR GREAT DESIGN



## 5. USE CONTRAST

Size

Color

Emphasis importance

# 6 RULES FOR GREAT DESIGN



## 6. REPETITION

Repeat Element to Create Unity

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

*Aim for Wow!*

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# ELEMENTS OF DESIGN

## And How to Use Them

# KEY ELEMENTS OF DESIGN

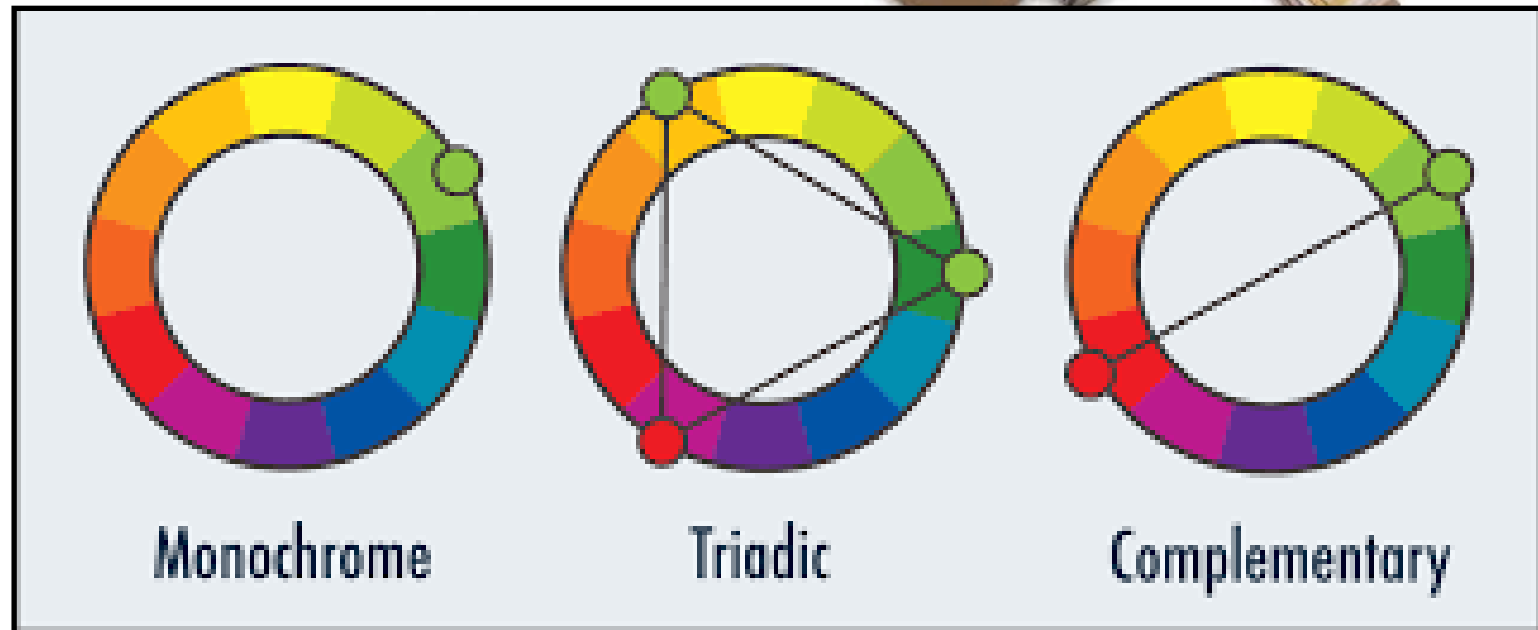


- ✓ **Color**
- ✓ **Line**
- ✓ **Shape**
- ✓ **Texture**
- ✓ **Space**
- ✓ **Form**

# COLOR

# RULES For USING COLOR

## ✓ Limit Your Colors

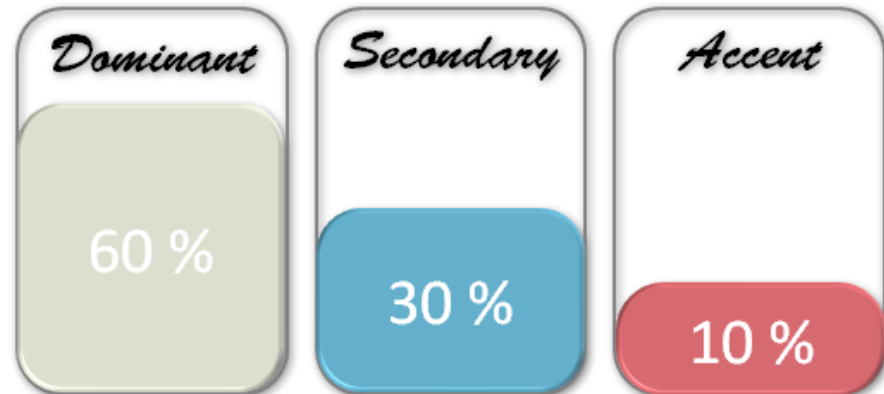




# RULES For USING COLOR



✓ **Apply 60-30-10 Rule**



# RULES For USING COLOR

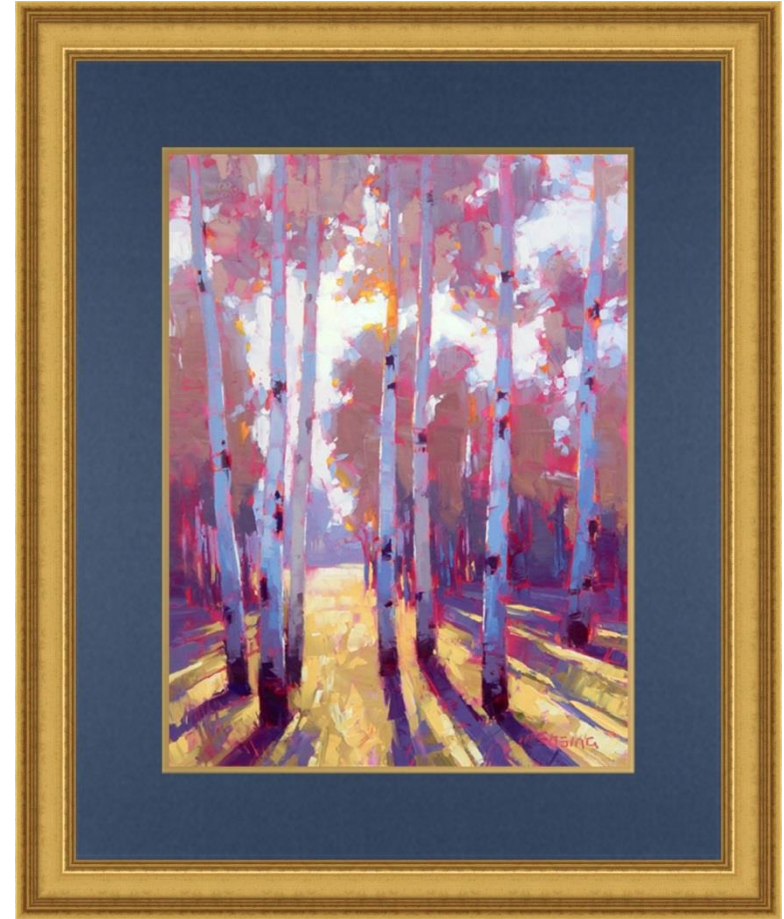
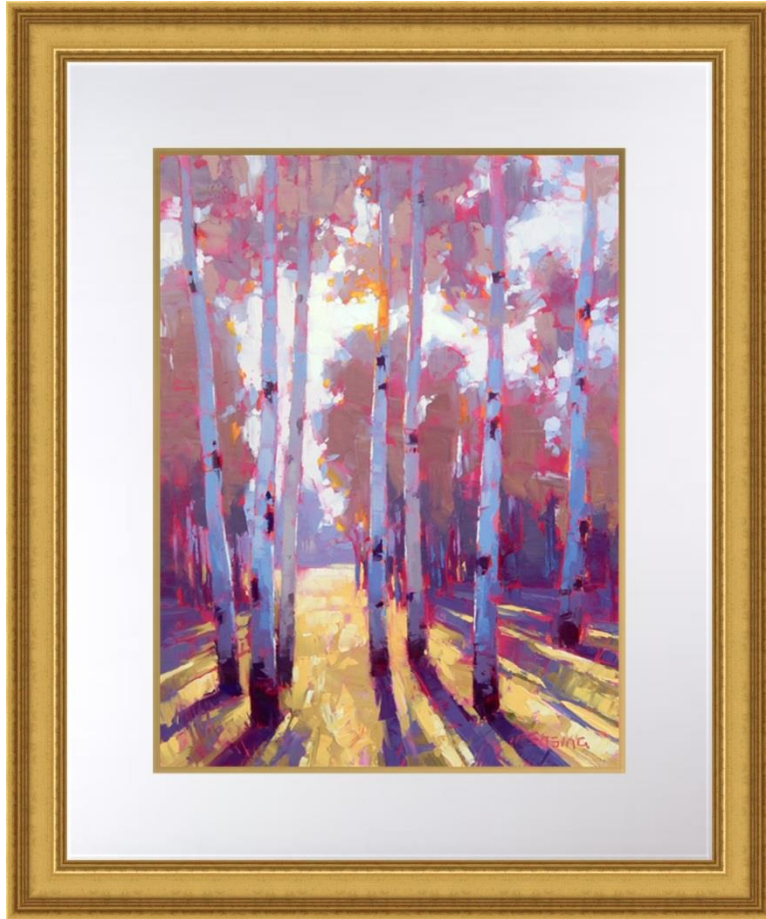


## ✓ Create Emphasis Through Color

Matching mat to frame  
Blue lines create focus



# COLOR | Emphasis through Color





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*the*  
*Gallery*  
*at*  
FINER FRAMES

**LINE**

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# LINE | Structural Elements



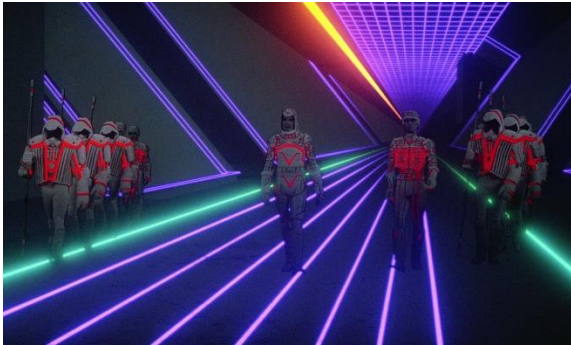
**Adding a line adds structure and flair**

# STRUCTURAL ELEMENTS

Contrasting Textures  
Multi-Opening Mat  
Black Spacer



# LINE | Structural Elements



Inspired by Tron





# LINE | Structural Elements



Line Directs the Eye  
Creates Emphasis



# LINE | V-Grooves



# LINE | Pen Line Details



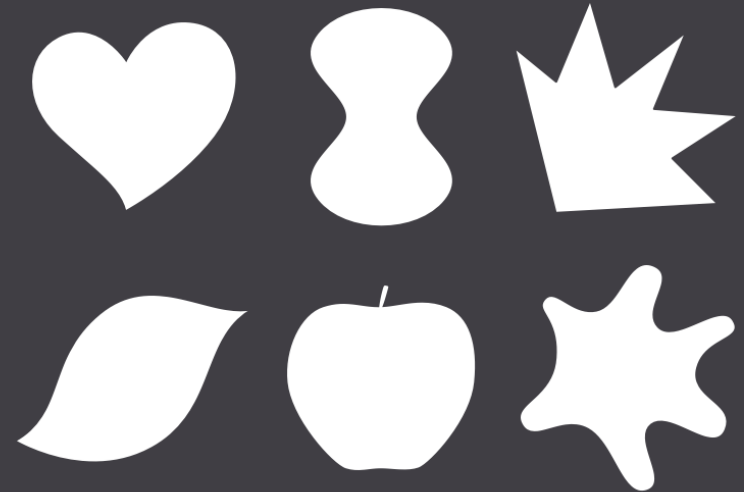
# SHAPE

# SHAPE

## GEOMETRIC



## ORGANIC



# GEOMETRIC SHAPE



Produce Feelings of Order and Control

# GEOMETRIC SHAPE



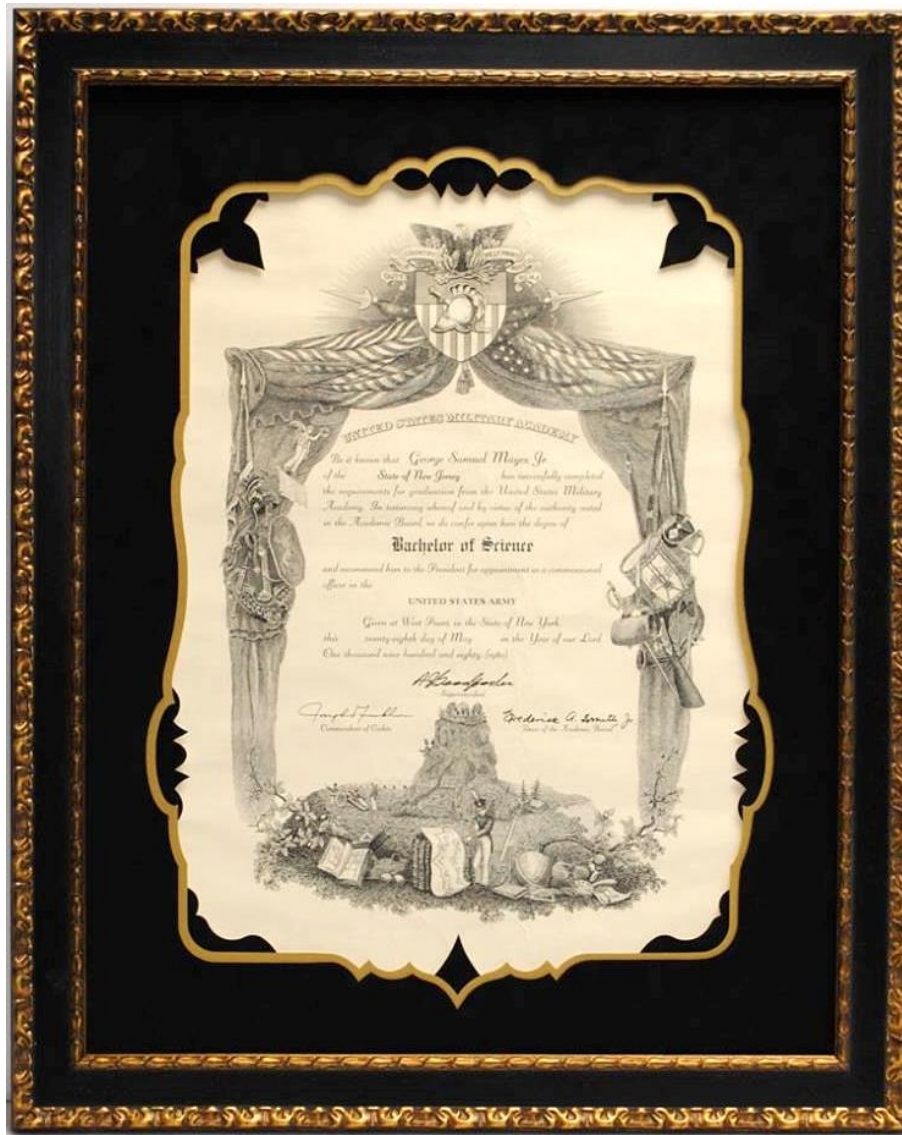
Christian Harwell | Cyrus Custom Framing

# GEOMETRIC SHAPE



Drawn with Ruler or Compass  
Simple or Complex





Christian Harwell | Cyrus Custom Framing

# ORGANIC SHAPES



## ORGANIC SHAPES

Complex and  
Inspired by Nature

# ORGANIC SHAPES



# TEXTURE

# TEXTURE

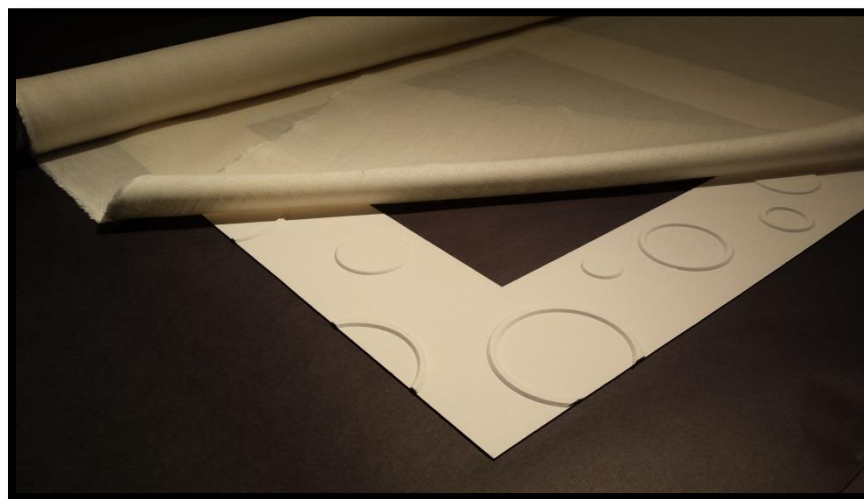
The way a Surface Feels or is Perceived to Feel.  
Fine, Coarse, Smooth, Rough, Sharp or Dull



# SHAPE & TEXTURE



# TEXTURE | Pattern





# TEXTURE



## Attract interest to an element



# TEXTURE



## *I Loved You Best*

So this is where we part, My Friend,  
and you'll run on, around the bend,  
gone from sight, but not from mind,  
new pleasures there you'll surely find.

I will go on, I'll find the strength,  
life measures quality, not its length,  
One long embrace before you leave,  
share one last look, before I grieve.

There are others, that much is true,  
but they be they, and they aren't you,  
And I, fair, impartial, or so I thought,  
will remember well all you've taught.

Your place I'll hold, you will be missed,  
the fur I stroked, the nose I kissed,  
And as you journey to your final rest,  
take with you this ... I loved you best.

-Jim Willis

*Rosie*

# TEXTURE



- Handmade paper
- Bamboo screen
- Spacer
- Museum Glass

# TEXTURE | Stacked Frames



6 Moulding Stack

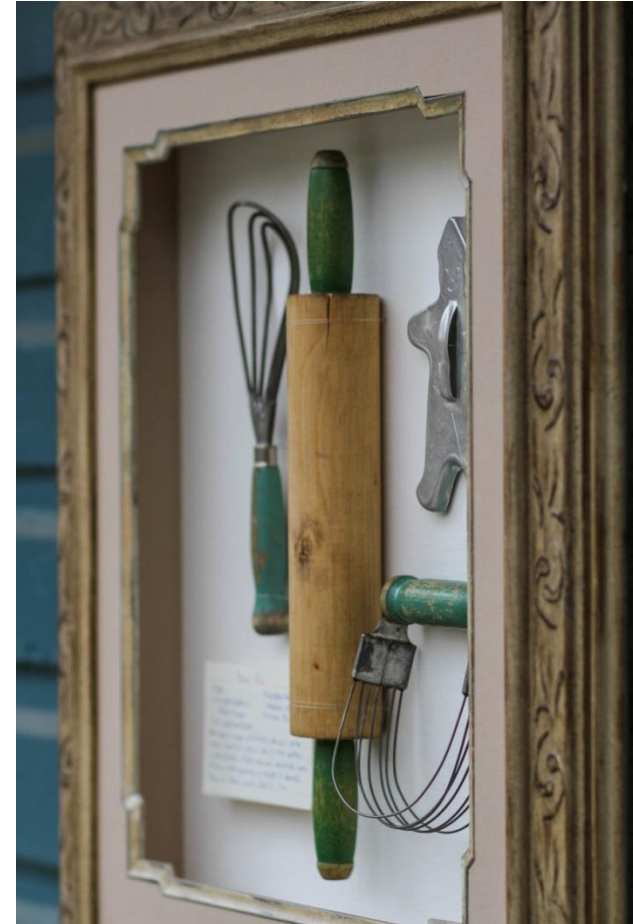
# SPACE

# SPACE

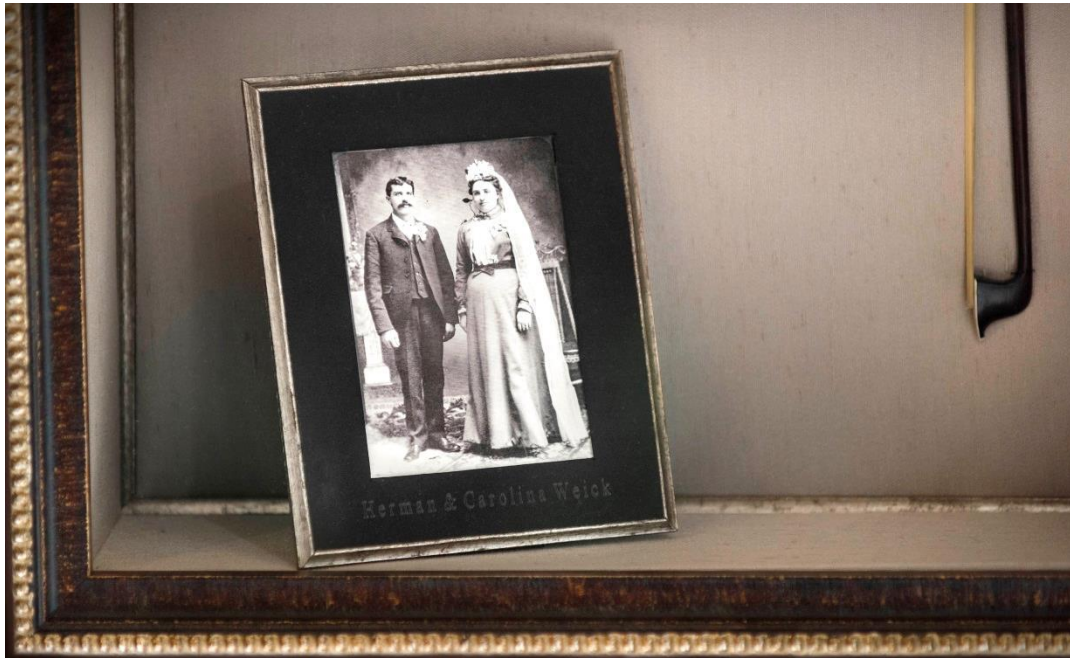


**SHADOWBOX**  
3 Dimensional Space

# SPACE



# SPACE



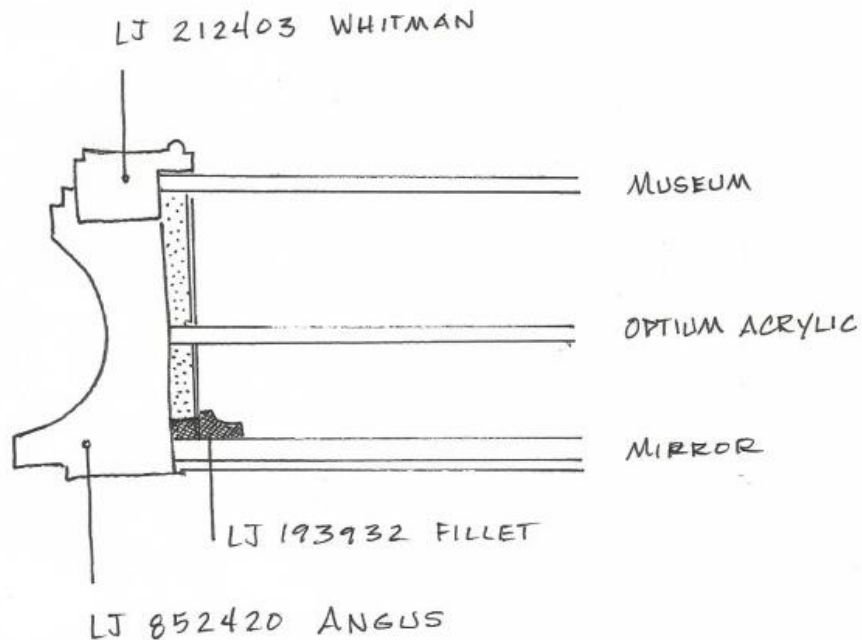
# SPACE | Reflections



Items mounted to Optium Museum Acrylic



# SPACE | Reflections



# FORM

# FORM

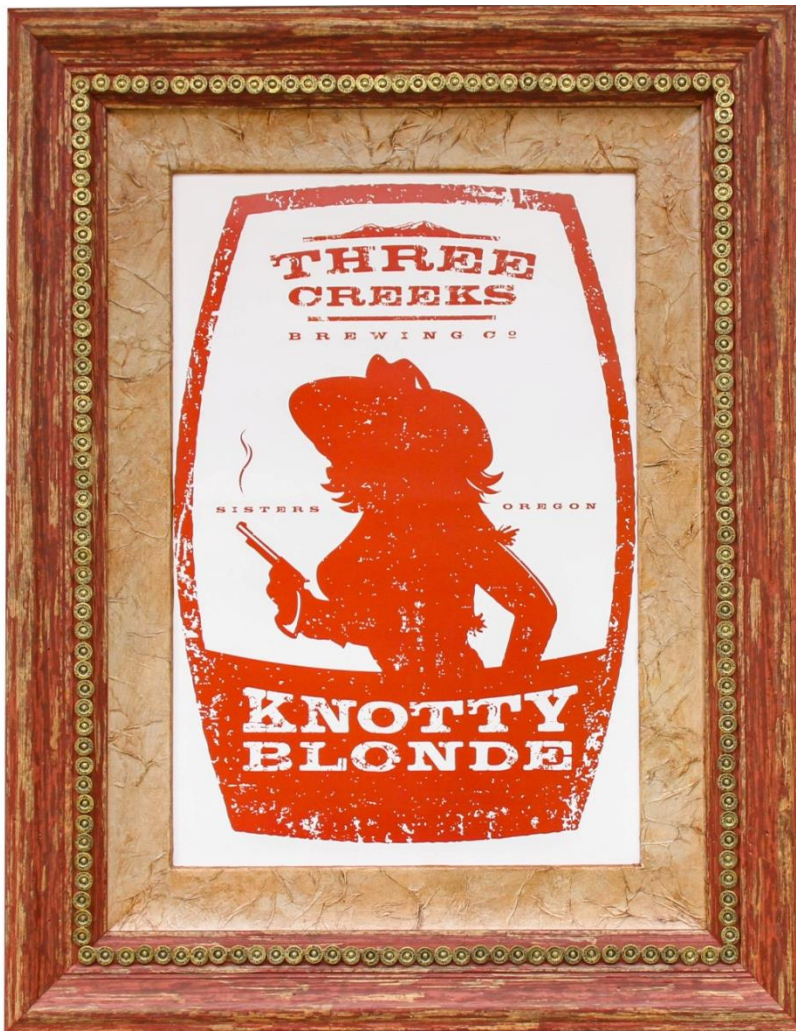


# FORM | Design Star Winner



- 2 mats | 4 corners
- Fillet
- Painted design
- 3 more mats

# FORM | Embellishments



<http://www.dkei.net>

# FORM | Embellishments



Christian Harwell | Cyrus Custom Framing | Ohio

# FORM



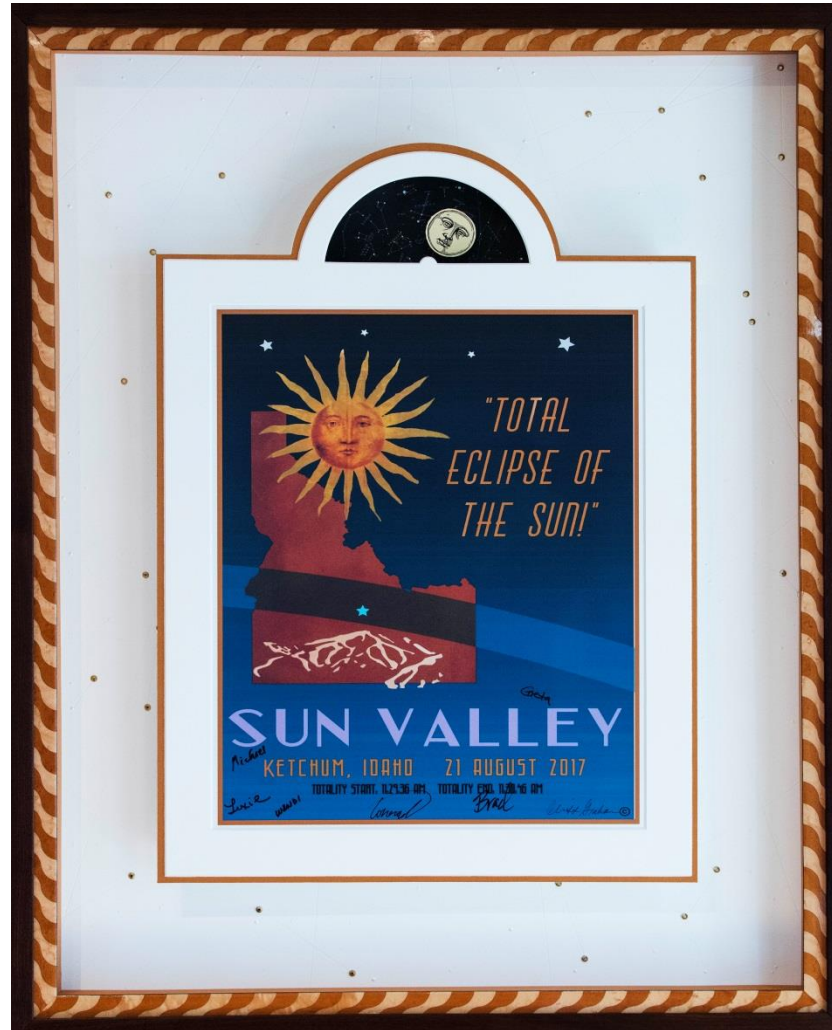
# FORM







# FORM





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## ECLIPSE SHADOWBOX

Clock motor

Constellation Pattern

Designed with  
PathTrace

Debossing Tool



# REVIEW

✓ **6 Rules for Great Design**

✓ **Key Design Elements**

✓ **Color, Line, Shape, Texture, Space, Form**

✓ **Inspired by Design Ideas**

<https://finerframes.com/project-showcase/>

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