

Start With Art!



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create depth and enhance the art. Avoid over-design of the piece with complicated mat designs that compete with or become the art!

Timeless Art Framing Design

Custom picture framing has improved so much over the last 40 years. We now focus on enhancing the image visually but preserving it too! The product selection in the industry is endless allowing choices that make our heads spin. With all of these choices comes a price. Custom picture framing is no small investment, but the value is there if the design is good. Given that, it is desirable to frame your precious piece of art right the first time, incorporating the best design possible!

Keep the design simple and timeless is my advice. Even though custom framing is a fashion business, it is smart to stay current with design trends but avoid temporary fads. Keep the design simple, utilizing quality frame styles, and only the mats and fillets necessary to

This is not to say that the framing design should be boring. By incorporating frame moulding and a mat design that is appropriate and in good taste, you will have not only a beautiful image, but a distinctive piece of art. Try to think of the framing design as the stage for the art. Without it we cannot appreciate the true talent of the image!

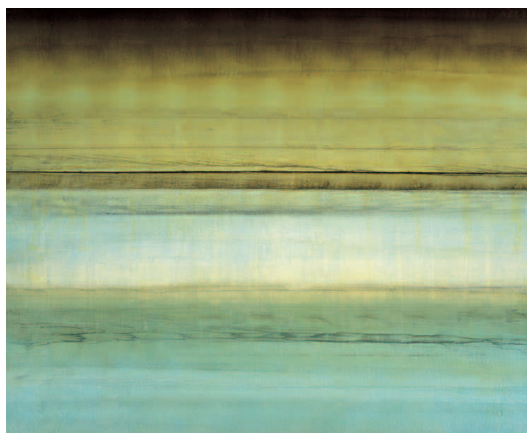


Signs of Bad Design

Proper proportion is vital in all good design. The width of the mat border should never be the same as the width of the frame. This draws the eye away from the art. The frame should always be smaller than the mat border. If you own an image you love and the framing design looks like the piece shown below, you will be amazed how great it will look if you just update the framing design!



EXPLORER'S CLUB, POLLY THOMPSON



"Beauty In Blue II", Randy Hibberd, 35" x 35"



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Errata

Did you know that first editions of books are collectors' items, especially if there is an error in the printing? There is not a publication in existence devoid of one or more snafus and mine is no exception! Please note the following technical error on page 111. The rest of the publication is perfect, of course!

Notice that the mat proportions are slightly different in each of these pieces. The images are the same and the outside frame dimensions are also the same, but the mat proportions are different.

Classic Bottom Weight



2-Left/2-Top/2-Right/4.5-5-Bottom

Asian Scroll Design



2-Left/6-7Top/2-Right/3-Bottom