

THE PRINCIPLES OF FRAMING DESIGN

By Chris A. Paschke, CPF GCF

Unlike any other design book in the framing industry, *The Principles of Framing Design* examines traditional Design 101 art concepts, but reconfigures them to fit within the structure of picture framing. Never before has a design manual redefined the aspects of line, color, texture, and the others into the elements that make up frame design including mats, moulding, and layout.

This was written for serious custom framers, artists, and photographers who do their own framing, and anyone interested in designing for competition. Chapter-by-chapter discussions include in-depth discussion, diagrams and photos explaining the use of the elements of line, color, texture, shape, intensity, space, and rhythm; and the factors of proportion, balance, and emphasis all working together to form a unified design.

Broken into seventeen chapters and four sections, it covers the five stages of the design process; all building blocks and mortar of design fundamentals; designing for framing competitions; design materials and techniques; gallery walls; selling; the concept of being a full service concierge framer; and much more.

This newest release from Chris Paschke and Designs Ink Publishing, is a laminated, soft cover, 172 page, 7"x 9" format, selling for \$39.95, being released in January 2026.

It is written in essay format, includes color photos, line art, diagrams, tips, glossary, contents, appendix, plus complete and extensive index and bibliography. This book is the perfect addition to your Paschke series, and is designed to assist all front desk frame designers!

Scheduled to be launched January 2026.

Available at WCAF Framing Expo Orlando 2026 and online at PFM and PPFA Bookstores.
Or order direct from Designs Ink

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