



# How to select the RIGHT FRAME for your PICTURES



*Find out the secret to  
getting your framing right!*

**FIX**  **FRAME**  
"THE HOME OF GREAT FRAMING"



# *The Lasting Qualities*

Sometimes the least consideration is given to the lasting qualities of the framed picture.

The job of the picture framer is to enhance and preserve your pictures. This can only be done by using the best available materials.

Matting should be acid-free (the acids in some boards and paper products can attack the picture causing it to discolour before its time).

Pictures should not be hung in direct sunlight as this will cause fading. UV protection glass available.

Small bump-ons are placed on the back of the frame to help air circulate around the back of the picture. This helps prevent mould growth.

Tried and tested techniques are used by qualified framers to preserve your work. You should always consult a qualified framer to help you with your decision when choosing a frame.



## *Who are Fix-a-Frame?*

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We are a group of dedicated and qualified picture framers. We guarantee our work and we are:

***“Committed to Creating the Right Frame for Your Pictures”***

# First Principles

It is said that a picture is never truly complete until it is properly framed. Even the earliest murals had simple borders around them. This was because an image without a frame is unconfined and difficult to appreciate as a whole.

Usually the greater the merit or value of the picture the more restrained the frame should be. A picture can be vastly improved by surrounding it with an attractive frame that not only draws the eye to the image but also creates a sense of importance.



No matter how well a picture is framed, it will lose impact unless it is displayed in sympathetic surroundings. Every picture presents a challenge...should it compliment, contrast, surprise or reassure...it will only look its best if it is in harmony with the setting.

You should consider the following:

**Fundamentals of Good Design**  
**Your Decor**  
**Colour Considerations**  
**Lighting and Mood**  
**The Lasting Qualities**

# The Fundamentals

There are a few main points to consider when designing a good frame.

## Line Balance Scale

The aesthetic principles of framing are mostly a matter of taste but here are some tips that will help your pictures look their best.

The lines found in your pictures and framing can convey different meanings that are deeply rooted in our psyche. Curved lines tend to imply femininity where straight lines can portray strength and simplicity. Combinations of lines in your framing can strengthen or soften the overall result.

Balance in pictures and framing is a visible harmony of shapes and distances. Very often the widths of borders around pictures can be varied to achieve different effects. Usually the bottom margin of a mat is wider than the top and two sides. This can create a reassuring feeling.



The judgement of size when framing a piece is also important. Pictures can look cramped, if the matting is too narrow and sometimes a feature piece can lose that importance if the frame is too small.

The rhythm between the framing, matting and picture can create interest. This is usually done by introducing a variety of textures and shapes which compliment the picture and the room where it hangs.

# Your decor...

## Getting the colour right

Think about those perfectly crafted rooms seen in many decorating magazines. The overall effect is a planned approach to placing objects tastefully.



When you are considering framing a picture, try to think of the effect you are trying to achieve in the room. It always helps if you bring a sample of the curtains, colour of the wall, an off-cut of the carpet, etc if you wish to match them to a sample in the framing showroom. It is difficult to carry a colour in your mind...so any sample will make your selection easier.

Colour plays a vital role in picture framing. With the right choice of colours or colour schemes your pictures will come alive. Consider the following colour schemes:



### **Monochromatic**

Based on one colour. Usually combination of one pure colour with its tint and shade.



### **Analogous**

Combining colours that are adjacent on the colour wheel such as blue, blue/green and green. They are usually based on three to five adjacent hues of varying intensity.



### **Complementary**

Based on pairs of opposite colours on the colour wheel such as blue and orange or red and green.



### **Tertiary**

These use double-complimentary schemes such as red/orange and red with blue/green and green. This can create a very dramatic look!



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