

ayout and composition is the foundation of design.

Layout refers to the arrangement of elements on a page and composition means putting it together.

In graphic design, a successful composition is where all separate elements come together for form a complete design.

Whether you are designing a poster, brochure, a magazine cover, etc. It has to have a meaning to the visual information. We lose the interest if what we are looking at does not hold our attention.

The graphic design basics are the building blocks of creating remarkable visuals.

ALIGNMENT

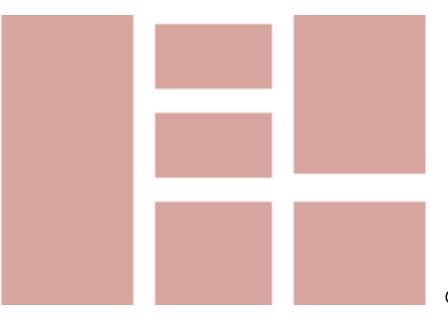
Alignment is the arrangement of elements on a page, placing elements along the top, bottom, sides or the middle of a page. To organize the placement of visual elements, you must create balance, structure, a connection between the elements, and to create a crystal-clear outcome. Without an alignment, elements will seem messy and have no sense of direction. Using guidelines and grids will be very helpful.



the text is aligned the top.

the text is aligned along the left edge.





Organized alignment

THE FOCAL POINT

The focal point in a design should be the main thing you want the viewer to see first, everything else becomes supporting character visually. Having a strong focal point will guarantee you have established the area of a design you feel that is most important. You can create more than one focal point, one can be greater in importance and the other secondary.

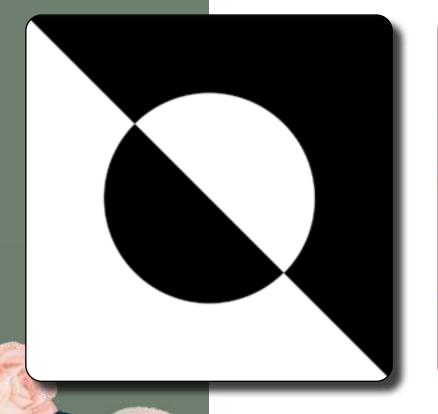
Depending on what your intention or purpose is. It is all about what you are trying to communicate.

You will read this first.

and then you will read this

and then you read this last, and then you read this last.

ontrast might be one of the first things you notice in a design. It helps bring out a focal point, and the viewer is automatically drawn to it. Different ways to use contrast elements is: size, value, color, type and more, also making sure the difference is obvious.





WHITE SPACE

White space (negative space) is the space that surrounds the elements including images and typography. When you use white space, it helps

gives your design room to breathe and gives it balance also organizing your content helps improve the visual communication.



Repetition simply means using the same element over and over again, like colors, fonts, lines shapes and textures. Create headings or subheadings that use the same font and color, which make it easier on the viewers eye or adding a repetitive background pattern.

Making the design consistent will also it adds visual interest.



PROXIMITY

Proximity is the grouping of related elements on a page and must have something in common. Your viewers should be able to understand your message. Elements that are related should be near to each other, placed together and elements that are unrelated should be spaced apart. Close proximity means that elements are connected to each other which helps give structure and organize your layout design.



