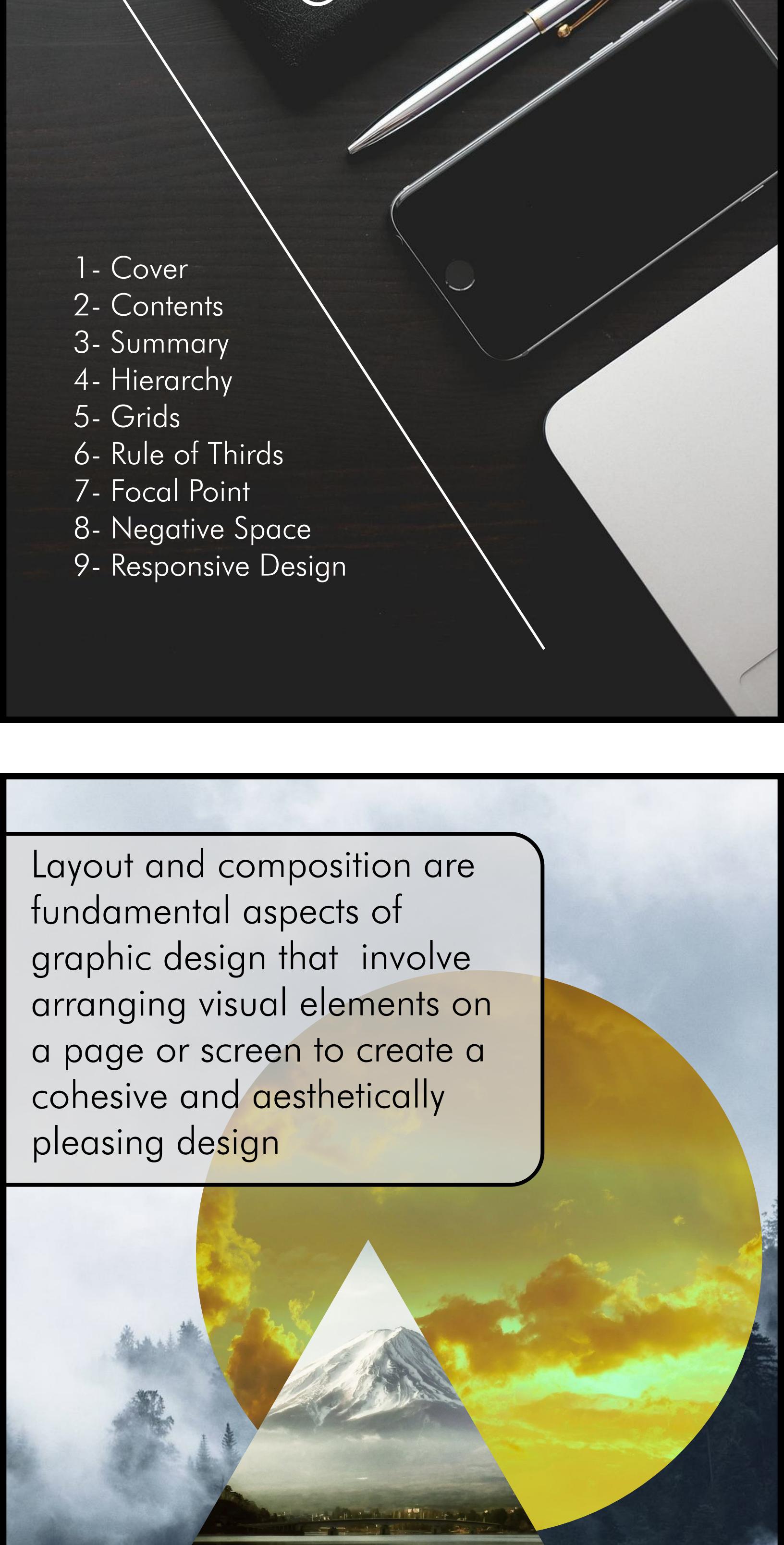


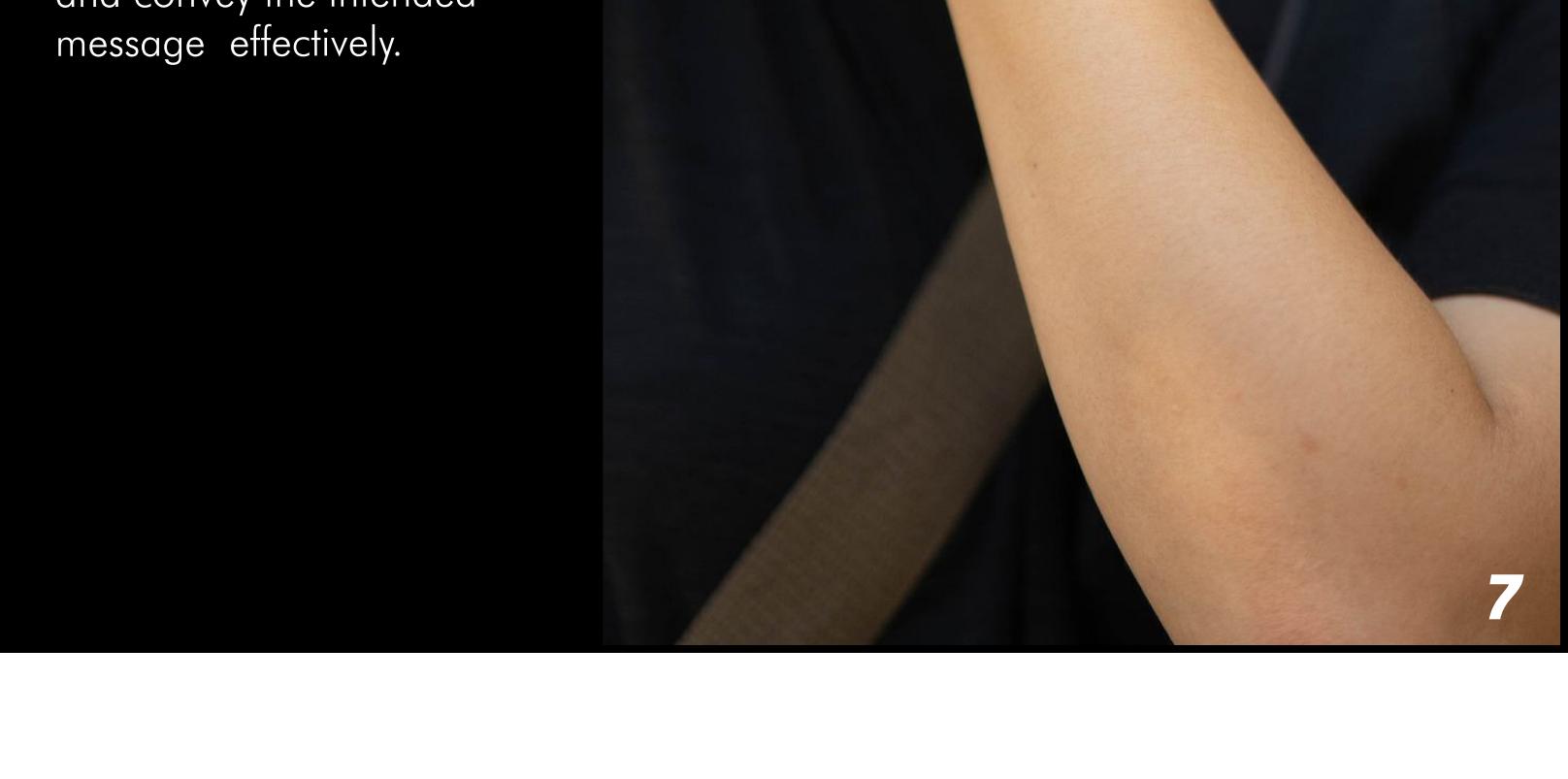
LAYOUT + COMPOSITION



CONTENTS

- 1- Cover
- 2- Contents
- 3- Summary
- 4- Hierarchy
- 5- Grids
- 6- Rule of Thirds
- 7- Focal Point
- 8- Negative Space
- 9- Responsive Design

Layout and composition are fundamental aspects of graphic design that involve arranging visual elements on a page or screen to create a cohesive and aesthetically pleasing design.



3

HIERARCHY

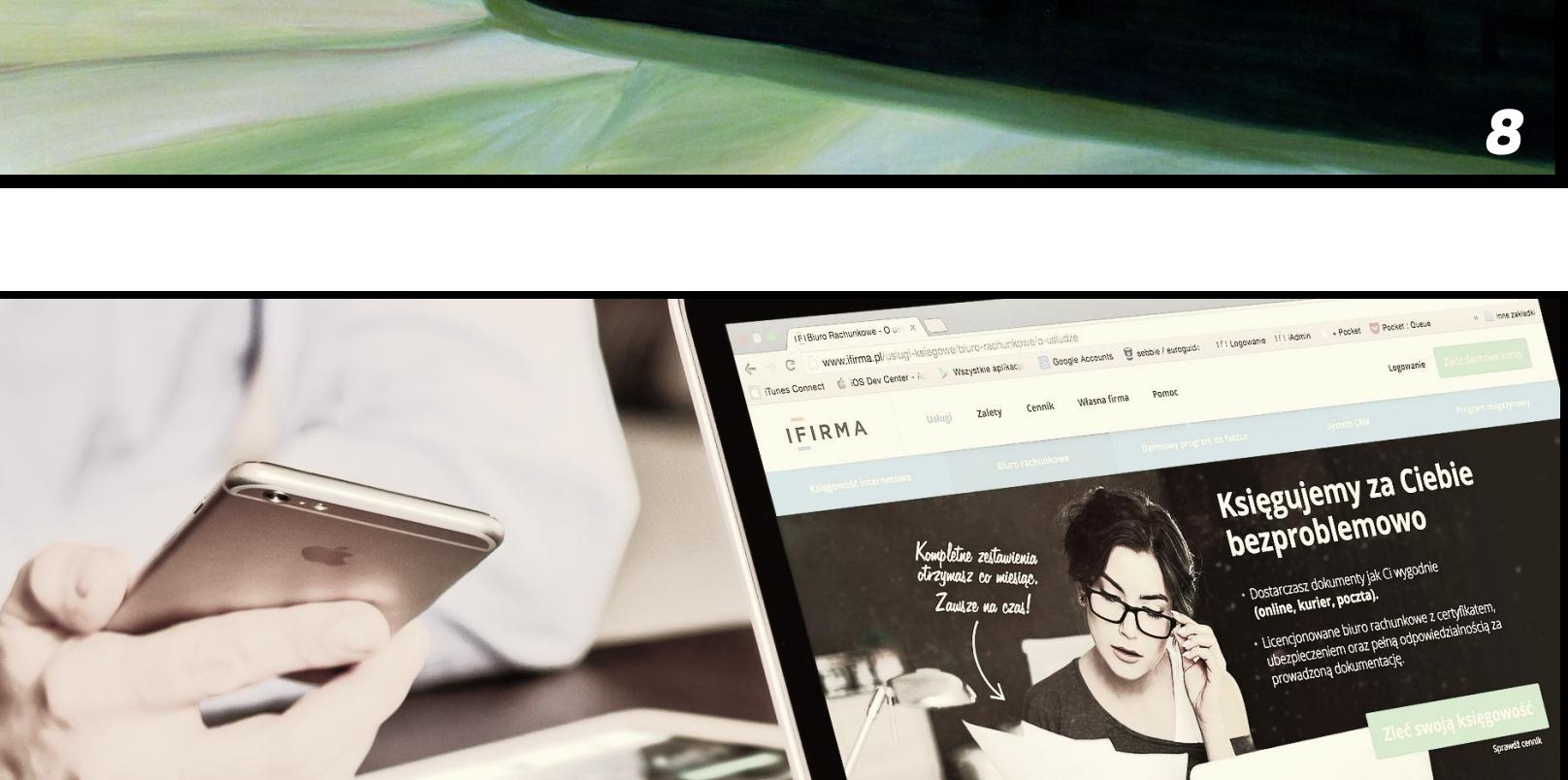
A good layout establishes a clear hierarchy, guiding the viewer's eye through the content in a logical order. This hierarchy helps emphasize important information and creates visual flow.

This last

This 2nd

This 3rd

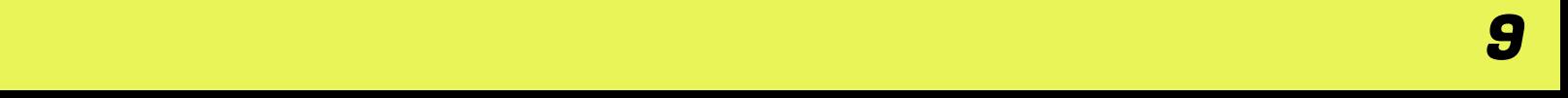
You will look at this first



4

GRIDS

Grid systems provide a framework for organizing content within a layout. They consist of horizontal and vertical lines that divide the space into columns and rows, facilitating alignment and consistency.



5

RULE OF THIRDS

The rule of thirds divides the composition into nine equal parts using two horizontal and two vertical lines. Important elements are placed along these lines or their intersections, which are known as power points. This technique creates visual interest and balance by avoiding placing elements directly in the center of the frame.

6

FOCAL POINT

Focal points are areas of the composition that draw the viewer's attention first.

Designers use various techniques, such as contrast, color, scale, or isolation, to create focal points and emphasize key elements within the layout. By guiding the viewer's gaze, designers can control the flow of information and convey the intended message effectively.

7

NEGATIVE SPACE

Whitespace, or negative space, plays a crucial role in layout design. It's not just about empty areas but strategically utilizing space to improve readability, emphasize key elements, and create a sense of balance.

Designers must carefully consider the amount and distribution of whitespace to prevent the layout from feeling cluttered or overwhelming.

8

RESPONSIVE DESIGN

With the proliferation of various devices and screen sizes, responsive design has become essential in layout design. Designers need to create layouts that adapt fluidly to different screen resolutions and orientations, ensuring optimal user experience across desktops, tablets, and smartphones. Techniques such as fluid grids, flexible images, and media queries are used to achieve responsiveness.

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