



# Layout & Composition

# Types of Components:

**Guides:** The edge which you choose to align content with

**Column:** A vertical division of content

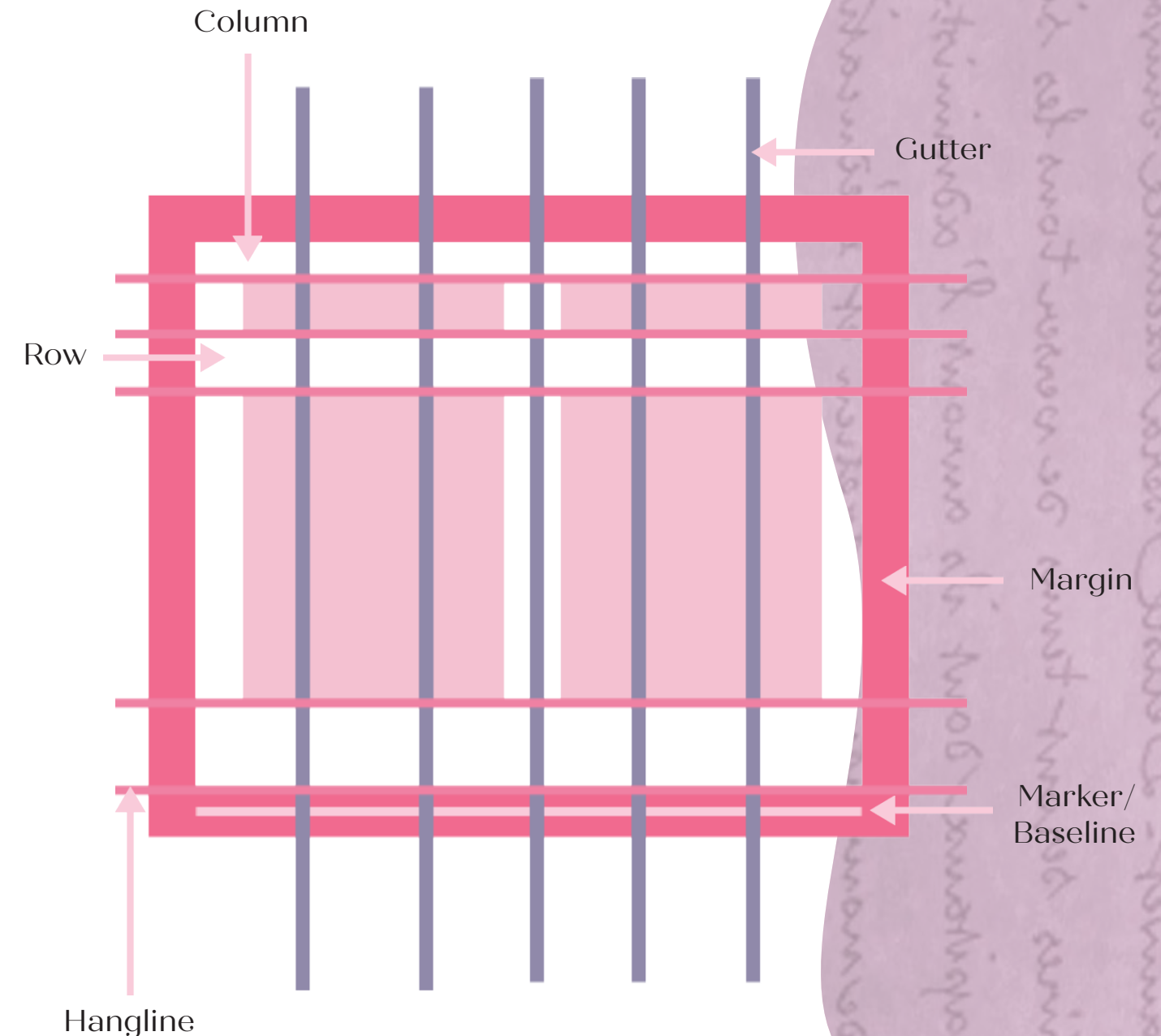
**Row:** A horizontal division of content

**Margins:** The area surrounding your content

**Gutters:** The margins between columns

**Hang-line:** A horizontal guide to align content to hang off of

**Baseline:** The horizontal guide for an element to sit on top of





# PROXIMITY

Proximity is all about using visual space to show relationships in your content. In practice, it's pretty simple—all you have to do is make sure related items are grouped together. (for instance, blocks of text or elements in a graphic, as in the example below).

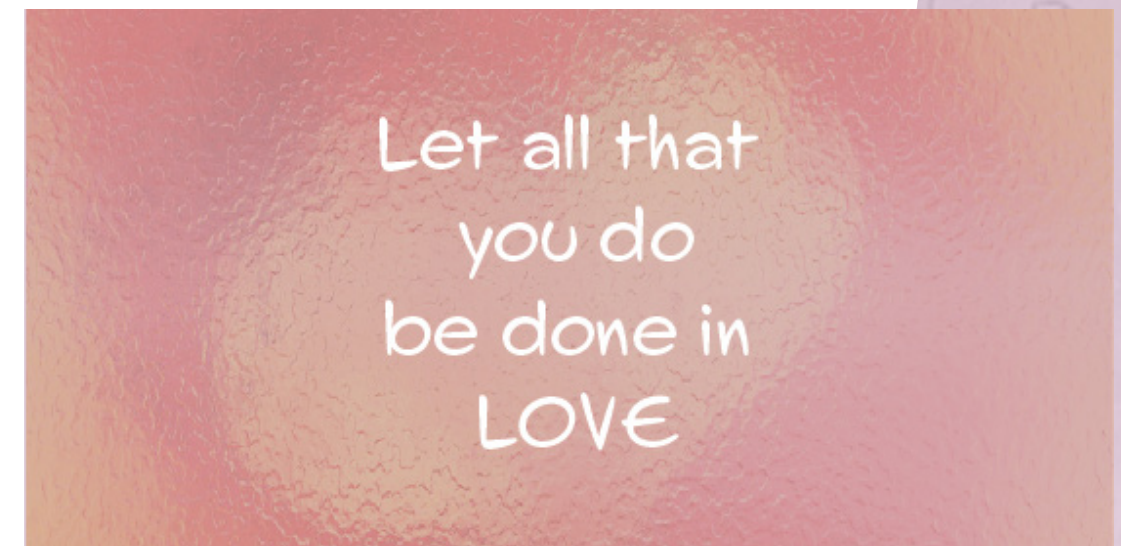


Groups that are NOT related to each other should be separated to visually emphasize their lack of a relationship. All in all, this makes your work easier to understand at a glance, whether it's purely text or something more visual.

# WHITESPACE

White space is an important part of every composition. Now, this doesn't mean literal white space; it just means negative space, like the spaces between your content, between lines, and even the outer margins.

There's no one way to use white space correctly, but it's good to understand its purpose. White space helps you define and separate different sections; it gives your content room to breathe. If your work ever starts to feel cluttered or uncomfortable, a little white space might be just what the doctor ordered. (see example below).

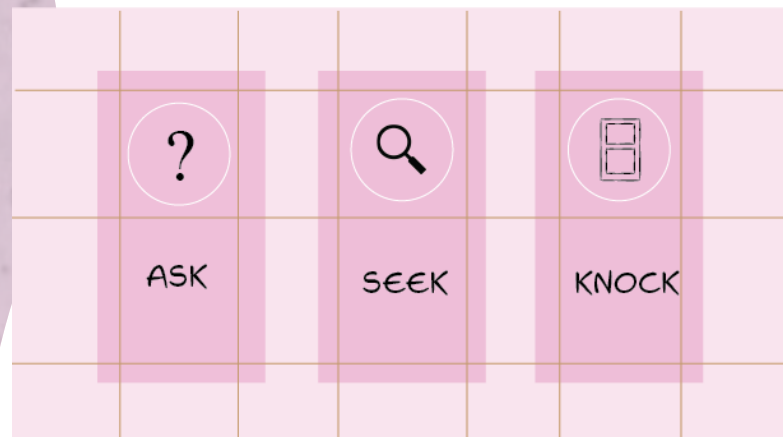


# ALIGNMENT

Alignment is something you deal with all the time, even if you don't realize it. Whenever you type an email or create a document, the text is aligned automatically.

When aligning objects by yourself (for instance, images or separate text boxes), getting it right can be tricky. The most important thing is to be consistent.

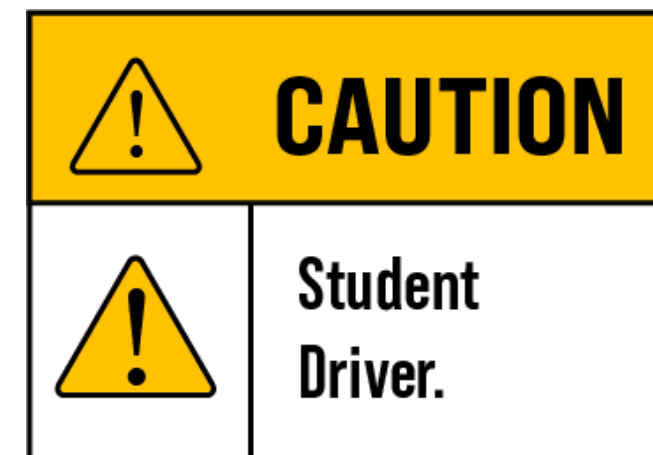
It might help to imagine your content arranged inside of a grid, just like the example below. Notice how there's an invisible line centering each image to the text? Each grouping is also evenly spaced and aligned, with equal-sized margins.



# CONTRAST

Contrast simply means that one item is different from another. In layout and composition, contrast can help you do many things, like catch the reader's eye, create emphasis, or call attention to something important.

To create contrast in the example below, we've used color, more than one style of text, and objects of differing sizes. This makes the design more dynamic and, therefore, more effective at communicating its message.





# HIERARCHY

Contrast is also closely tied to hierarchy, which is a visual technique that can help the viewer navigate your work. In other words, it shows them where to begin and where to go next using different levels of emphasis.

Establishing hierarchy is simple: Just decide which elements you want the reader to notice first, then make them stand out. High-level or important items are usually larger, bolder, or more eye-catching in some way.(as shown in the example below.)



# REPETITION

Repetition is a reminder that every project should have a consistent look and feel. This means finding ways to reinforce your design by repeating or echoing certain elements.

For instance, if you have a specific color palette, look for ways to carry it through. If you've chosen a special header style, use it every time.

It's not just for aesthetic reasons—being consistent can also make your work easier to read. When viewers know what to expect, they can relax and focus on the content.

