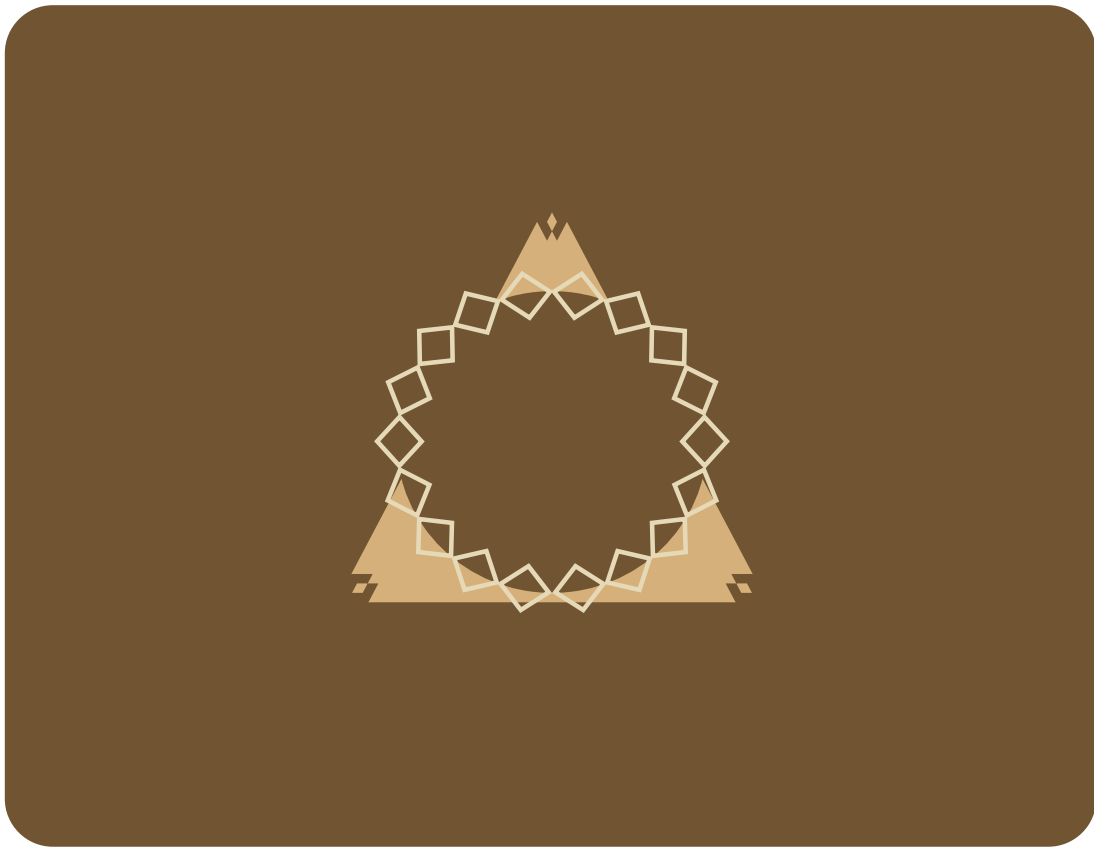
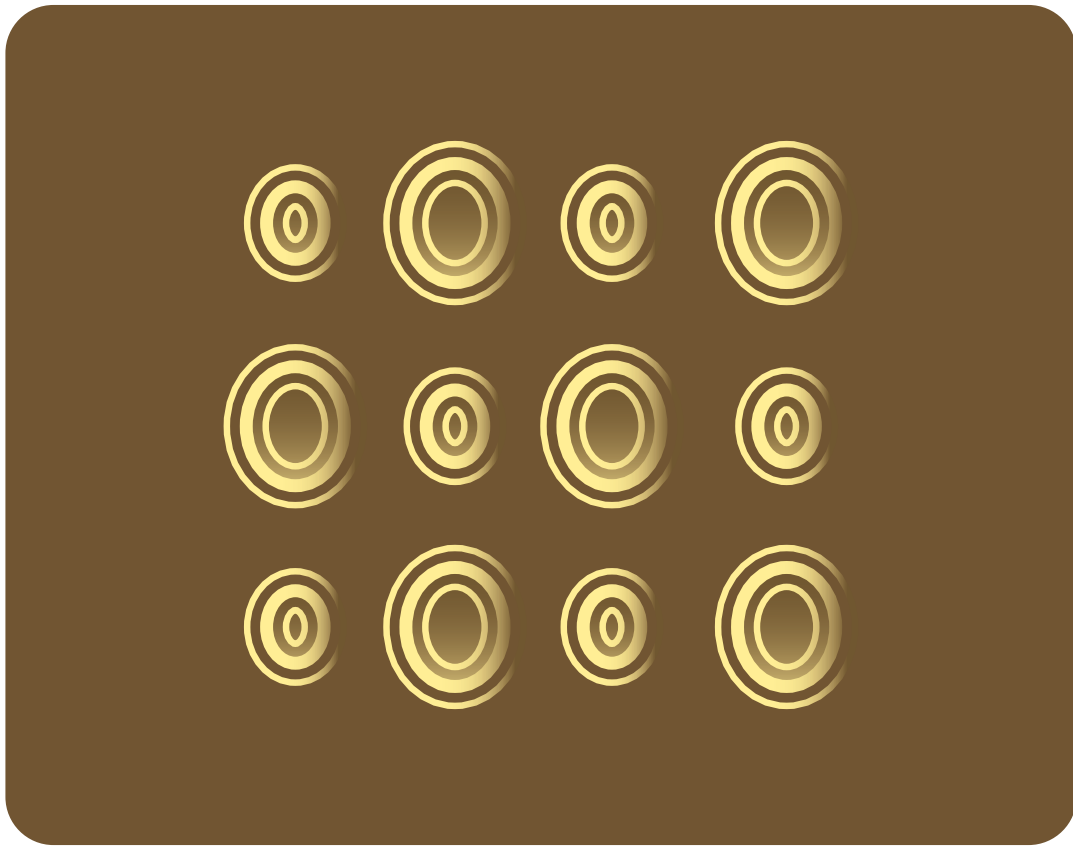


Com  
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& Layout



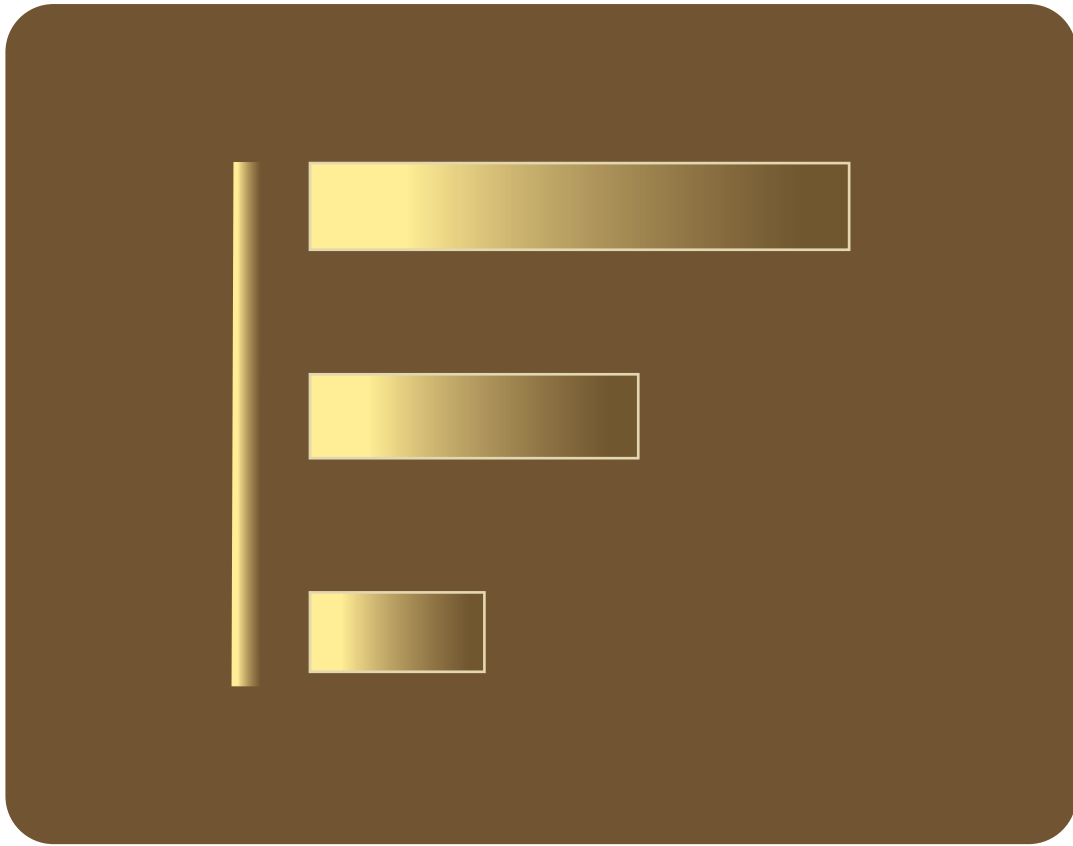
# White Space

Whitespace, also called negative space, refers to the intentionally empty areas within a design. It plays a crucial role in enhancing clarity, readability, and visual balance by reducing clutter and allowing key content to stand out effectively.



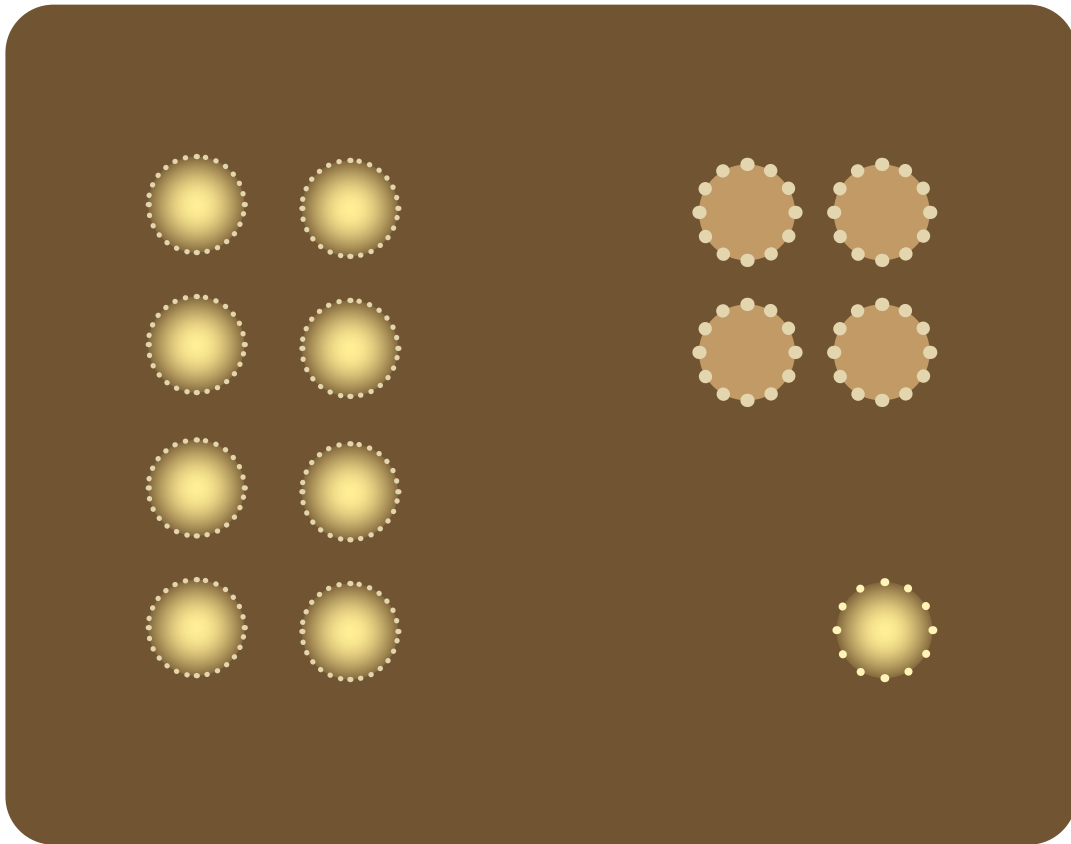
# R Repetition

Repetition in design refers to the consistent use of visual elements such as colors, shapes, or patterns throughout a layout. It helps to establish a sense of unity, rhythm, and organization, making the design visually cohesive and easier to understand. Repetition can also reinforce branding elements and create a memorable and harmonious visual experience for the audience.



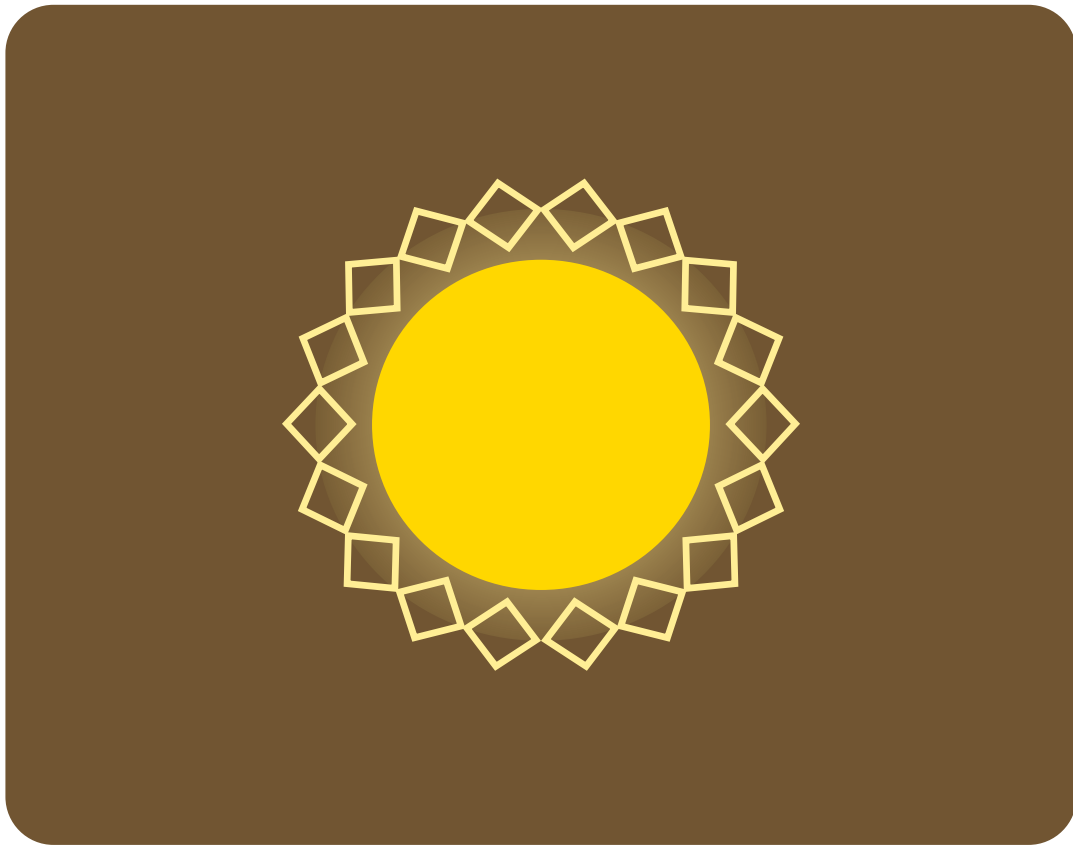
# A lignment

Alignment in design refers to the arrangement of elements along a common axis or guideline. It helps to create a sense of order, organization, and visual harmony within a layout. Proper alignment ensures that elements are positioned in relation to each other in a cohesive and balanced manner, improving readability and overall aesthetic appeal.



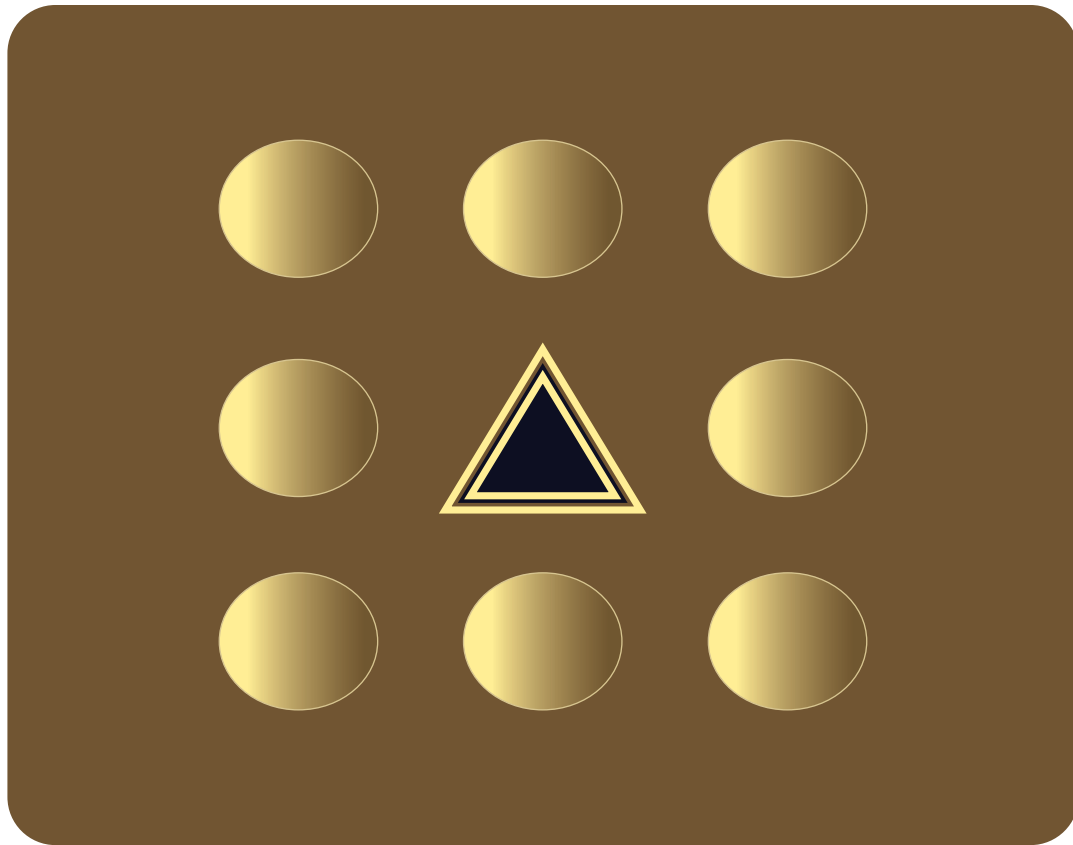
# P Proximity

Proximity in design refers to the placement of related elements close to each other. It helps to visually connect and group related content, making it easier for viewers to understand the relationships between different elements.



# C ontrast

Contrast in design involves highlighting differences between elements to create visual interest and hierarchy. It helps to emphasize important information, improve readability, and create dynamic compositions.



# Focal Point

A focal point in design is a prominent element that draws the viewer's attention and serves as the central focus of a composition. It directs the viewer's gaze, creates visual interest, and helps to convey the main message or purpose of the design.

Designed by

***Mohadeseh Alidousti***