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LAYOUT AND COMPOSITION



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CREATED BY JOSHUA LUCERO

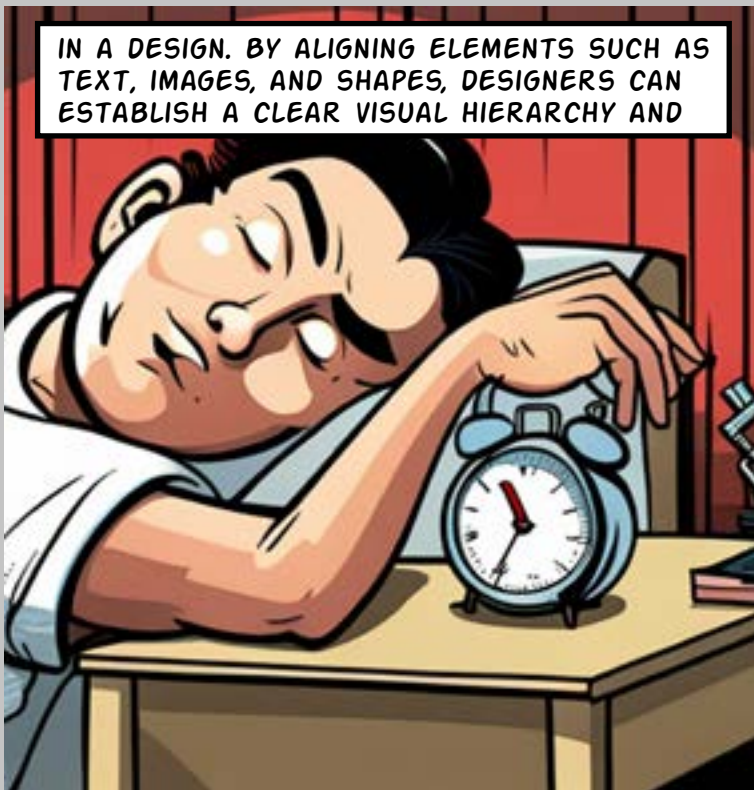
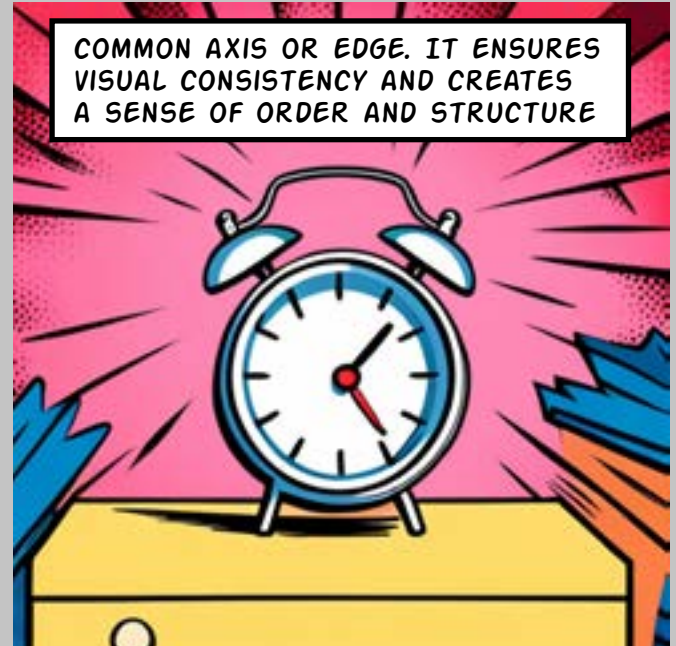
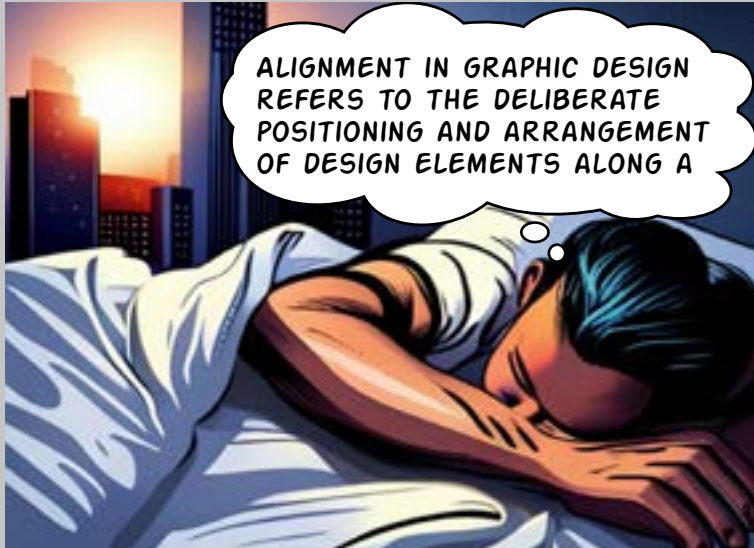
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IMPORTANCE

LAYOUT & COMPOSITION PROVIDES THE VIEWER'S EYES GUIDANCE AND UNDERSTANDING TO THE DESIGNER'S ART. IT IS ONE OF THE FUNDAMENTAL ELEMENTS OF GRAPHIC DESIGN. THROUGH SKILLFUL LAYOUT AND COMPOSITION, DESIGNER'S CAN CREATE A NARRATIVE TO ART THAT ENSURES OPTIMAL READABILITY, VISUAL FLOW AND ENGAGEMENT WITH THE INTENDED AUDIENCE.

ALIGNMENT



IMPROVE READABILITY. ALIGNMENT CAN BE ACHIEVED THROUGH VARIOUS METHODS, INCLUDING LEFT, RIGHT, CENTER, OR JUSTIFIED ALIGNMENT, AS WELL AS USING GRIDS OR GUIDES TO MAINTAIN CONSISTENT SPACING.

FOCAL POINT



STRATEGICALLY
POSITIONED
ELEMENT OR AREA
THAT IMMEDIATELY
ATTRACTS THE
VIEWER'S ATTENTION.

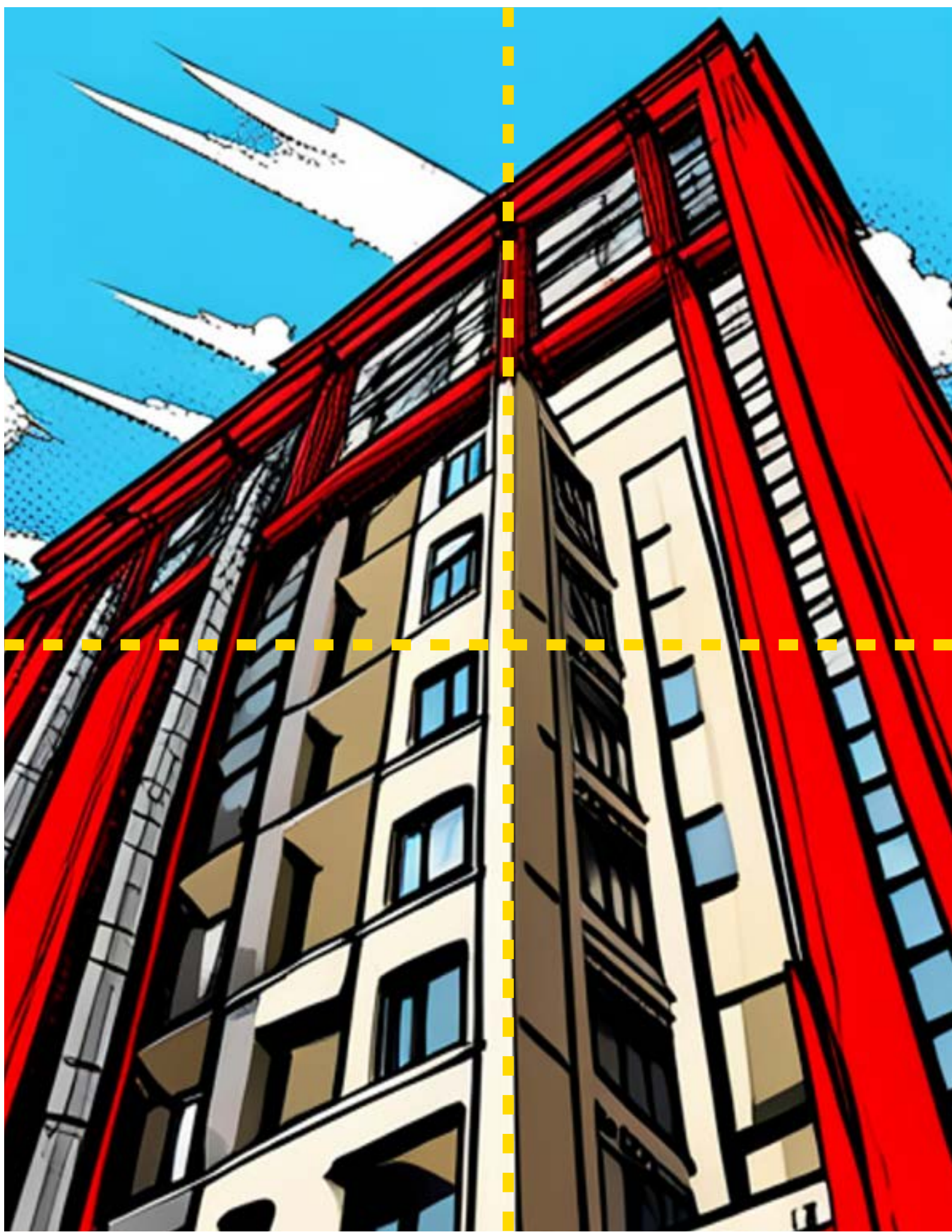
IT SERVES AS THE VISUAL CENTER OF INTEREST AND HELPS GUIDE THE VIEWER'S GAZE AND UNDERSTANDING OF THE DESIGN. BY CREATING A STRONG FOCAL POINT, DESIGNERS CAN EMPHASIZE KEY INFORMATION, MESSAGES, OR VISUAL ELEMENTS, ENSURING THEY STAND OUT FROM THE REST OF THE DESIGN. MOST IMPORTANT ELEMENTS AND FACILITATING A CLEAR VISUAL HIERARCHY.

HIERARCHY

THIS GUIDES THE VIEWER'S EYE THROUGH THE DESIGN, LEADING THEM TO FOCUS ON THE MOST CRITICAL INFORMATION OR ELEMENTS FIRST. VISUAL HIERARCHY IS ACHIEVED THROUGH THE STRATEGIC USE OF VARIOUS DESIGN PRINCIPLES, SUCH AS SIZE, COLOR, CONTRAST,



TYPOGRAPHY, AND PLACEMENT. BY MANIPULATING THESE ELEMENTS, DESIGNERS CAN CREATE A HIERARCHY THAT DIRECTS ATTENTION, COMMUNICATES MESSAGES EFFECTIVELY, AND CREATES A HARMONIOUS AND BALANCED COMPOSITION. A STRONG VISUAL HIERARCHY ENSURES THAT THE MOST IMPORTANT ELEMENTS ARE EASILY DISTINGUISHABLE, ENHANCING THE OVERALL EXPERIENCE.





BALANCE & SYMMETRY

BALANCE AND SYMMETRY CONTRIBUTE TO THE OVERALL VISUAL HARMONY AND STABILITY OF A COMPOSITION. BALANCE REFERS TO THE DISTRIBUTION OF VISUAL WEIGHT ACROSS A DESIGN. IT CAN BE ACHIEVED THROUGH SYMMETRICAL OR ASYMMETRICAL ARRANGEMENTS. SYMMETRY, ON THE OTHER HAND, INVOLVES MIRRORING ELEMENTS ALONG A CENTRAL AXIS, CREATING A

HARMONIOUS AND PLEASING VISUAL EFFECT. BOTH BALANCE AND SYMMETRY HELP CREATE A SENSE OF ORDER AND STABILITY IN A DESIGN, ALLOWING VIEWERS TO PERCEIVE THE DESIGN AS VISUALLY BALANCED AND APPEALING. BY EFFECTIVELY IMPLEMENTING THESE PRINCIPLES, DESIGNERS CAN CREATE COMPOSITIONS THAT ARE VISUALLY PLEASING AND ENGAGING TO THE AUDIENCE.

NEGATIVE SPACE

ALSO KNOWN AS WHITE SPACE, IT IS THE EMPTY OR UNOCCUPIED AREA SURROUNDING AND BETWEEN THE ELEMENTS IN A DESIGN. IT IS THE ABSENCE OF CONTENT OR VISUAL ELEMENTS. NEGATIVE SPACE IS PURPOSEFULLY UTILIZED TO CREATE A SENSE OF BALANCE, CLARITY, AND VISUAL BREATHING ROOM. IT ALLOWS THE VIEWER'S EYE TO REST, ENHANCES LEGIBILITY, AND HELPS TO EMPHASIZE AND DEFINE THE POSITIVE ELEMENTS IN THE COMPOSITION. IT IS A POWERFUL TOOL THAT CAN ENHANCE THE OVERALL VISUAL AND AESTHETICS OF A DESIGN, AS WELL AS CONTRIBUTE TO ITS OVERALL COMPOSITION AND MESSAGE.



COLOUR CONTRAST



THE USE OF DIFFERENT HUES, SHADES, OR INTENSITIES TO CREATE VISUAL SEPARATION AND DISTINCTION BETWEEN ELEMENTS. CONTRAST CAN BE DONE THROUGH VARIATIONS IN BRIGHTNESS, SATURATION, OR TEMPERATURE OF COLORS. THE PICTURE ABOVE SHOWS THE CONTRAST BETWEEN THE MAN WALKING AND THE SKY, MAKING THE MAN STAND OUT.