

LAYOUT AND COMPOSITION

LAYOUT

When considering what layout implies in terms of design, it's important to consider the entire design. What is the centre of your attention? What are the best ways to attract people to your design? In order to maintain people's interest, how should I portray each piece in my design? In this booklet, we will attempt to answer the following questions.

COMPOSITION

Composition is intended to organise your work and make it simple to navigate. Composition is used to gather all of your "ingredients" before placing them in the layout you like. When thinking about your composition, it's wise to remember to start at the top and work your way down. Set larger components on top and smaller pieces on the bottom of your design to funnel people down.

TODAY WE'LL BE LOOKING AT

Contrast

Alignment

Focal points

White space

Proximity

Repetition

LAYOUT

CONTRAST

Contrast is a term used to describe two design elements that differ in look and nature. Color, typography, forms, and size can all be used to create contrast. Contrast is great for providing a focal point, giving items more visual weight, and balance.

ALIGNMENT

Alignment is the penultimate rule for layout design. In graphic design, alignment is crucial. Whether it's for text, graphics, or design elements in general, you should always strive to align your work.

FOCAL POINTS

Focal point is a hotspot on a design that's used to draw attention to the start of a viewer's trip and to entice them into the design itself. It's almost as if it's a form of bait. Almost anything may be used as a focal point, including shapes, images, and even typography.

COMPOSITION

WHITE SPACE

White space, often known as, negative space refers to the portions of your design that aren't occupied by actual design components and visuals. It can be utilised to divide elements of your design, designate specific areas, and provide your design breathing room.

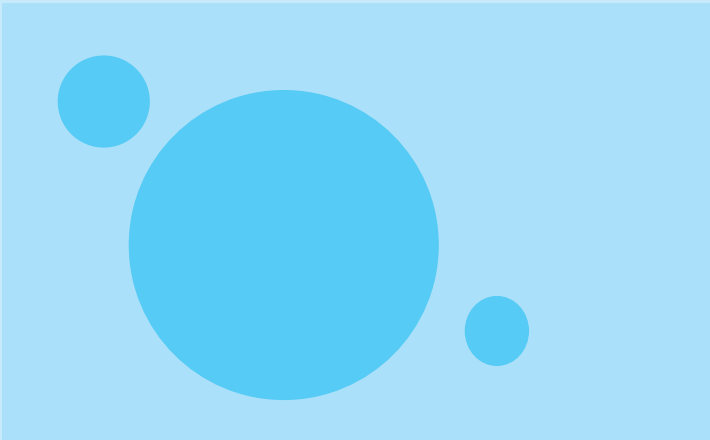
PROXIMITY

Proximity simply means that design components that are connected or have a relationship should be grouped together. In most circumstances, elements of your design that do not have a link or relationship should not be linked together. This will also aid in the structure of your design as well as the indication of key cues and information to the observer.

REPETITION

Not only is repetition important in layout design, but also in graphic design as a whole. It aids the design in maintaining a consistent theme or look and feel. Color, shape, and graphic elements can all be perceived through repetition.

CONTRAST



It simply indicates that one item differs from another. It may be beneficial to you. Catch the reader's eye make a statement, and bring anything out important.

ALIGNMENT

This is something you deal with on a regular basis. Keep things consistent by visualising everything as being contained within a grid.

ALIGNMENT
ALIGNMENT
ALIGNMENT

FOCAL POINT



Used to mark the beginning of a viewer's journey, as well as a point to attract their attention and entice them into the design. It might be a shape, a picture, or even a piece of writing.

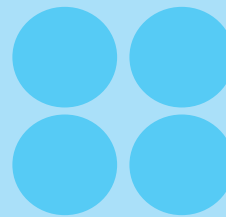
WHITE SPACE



Is an essential component of any composition. Negative space is referred to as white space. This is the area between the content, the lines, and everything else.

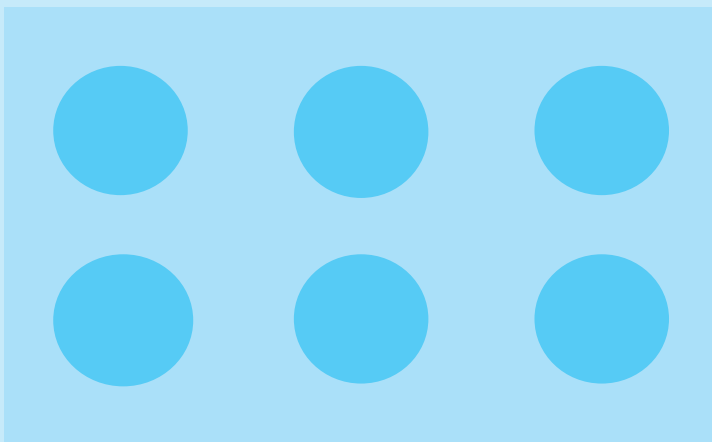
In your work, you can use visual space to show relationships. Make sure that items that are related are grouped together.

PROXIMITY



Proximity proximity, proximity. Proximity proximity proximity proximity, proximity?

REPETITION



A gentle reminder to keep everything in order. Certain elements are repeated for example, text, colour, and theme. Maintain things neat and tidy simple to understand.