

An aerial photograph of a city skyline, featuring several prominent skyscrapers. A semi-transparent blue diagonal band runs from the top-left towards the bottom-right, serving as a background for the title text. The text is in a bold, yellow, sans-serif font.

# Layout

# and

# Composition

By Aisha Ali

# Proximity

Proximity is very important to connect two elements when they should be connected.

**Aisha Ali**

Web Designer

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## Bad Example

Web designer should be adjacent to the name

Web Designer

ali.aisha786@gmail.com  
www.designertech.com  
(604)-401-8786

## Good Example

Web designer are now closer to the name

# White Space

Whitespace is the empty space between elements that helps to create a clear and uncluttered layout. Whitespace can also help to guide the user's eye and attention to the most relevant information.



keep it  
simple!

## Good Example

Web designer this way is readable and there is some space between the elements



simple! keep it  
simple! keep it  
simple! keep it  
simple! keep it  
simple! keep it  
simple! keep it

## Bad Example

Web designer the elements are too close together which makes it hard to read and look at it

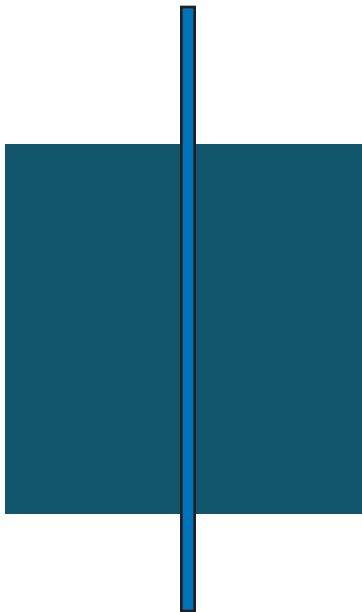
# Alignment

Alignment is a design principle that refers lining up the text or on a graphic page. It allows you to balance your image so that's its visually appealing

Left  
Aligned



Centred



Right  
Aligned



# Contrast

Contrast in web design is a very important tool it helps guide the user's focus and attention by visual affects. By shape, colour, design, size and etc. And contrast can help make a website more attractive and easy to use.



C  
O  
N  
T  
R  
A  
S  
T

## Bad Example

Web designer the lighter the colour wouldnt be prominet ona interface with other colours



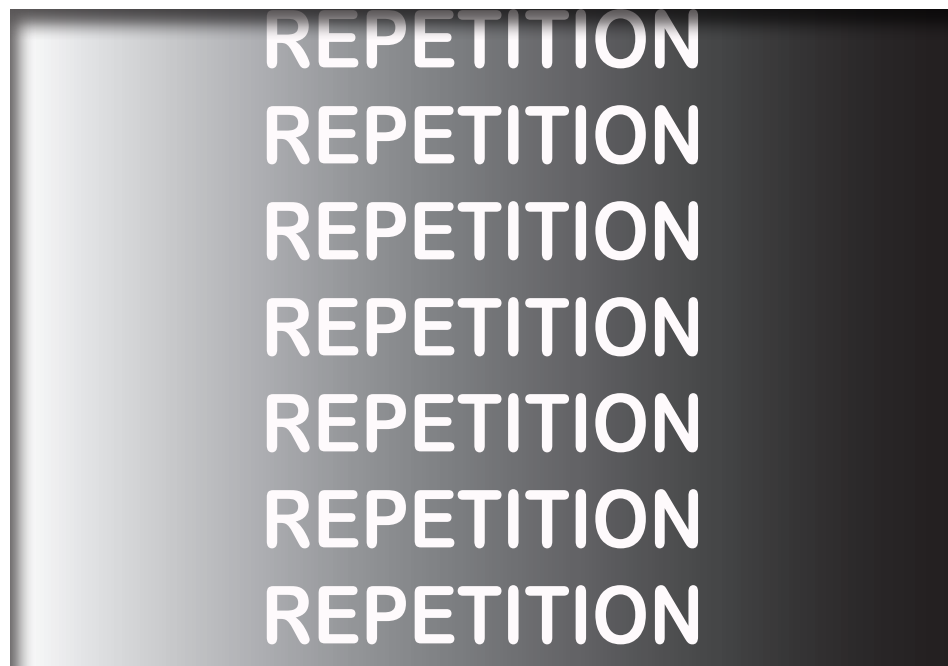
C  
O  
N  
T  
R  
A  
S  
T

## Good Example

Web designer the colour contrast within the elements make it easier to see and read

# Repetition

Repetition simply means using the same element over and over again. The purpose is to unify and connect your elements, to create more visual interest and to help a person understand your content.



Repetition is used in web designing but its really not recommended