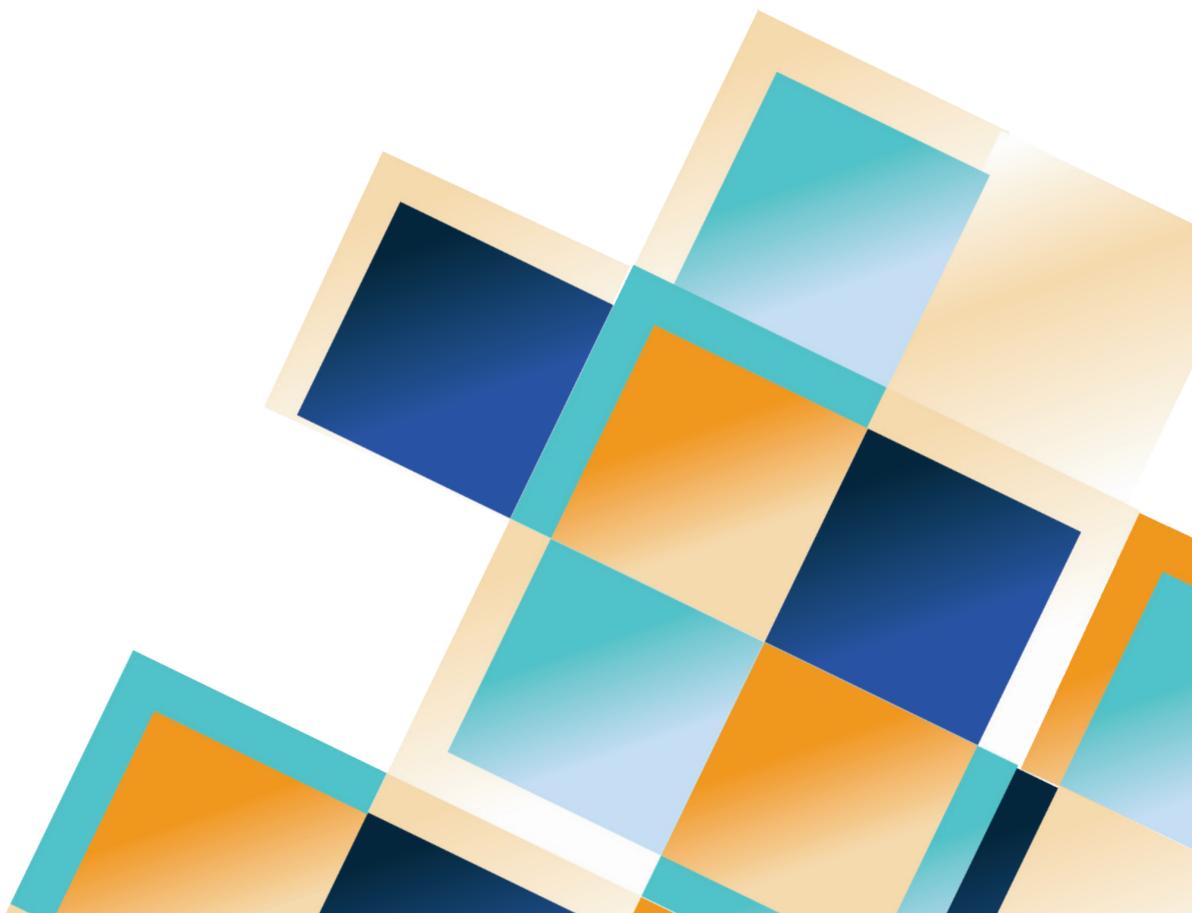


Layout & Composition

LAYOUT & COMPOSITION

Layout & Composition is the fourth article in the Ultimate Graphic and Web Design Basics Guide. It was meant for those looking to get their career started as designers and those interested in the design process.



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.



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.

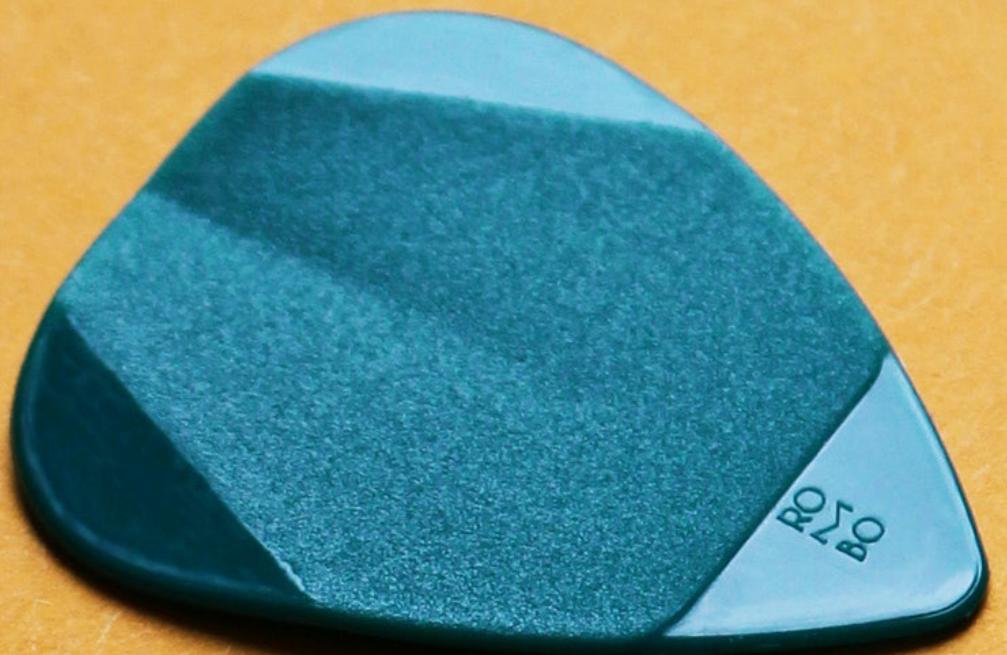
WHITE SPACE

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.



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.





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.





FOCAL POINT

This section of graphic design basics takes its inspiration from photography. For instance, if you're composing an online ad for pet food, the focal point will be your product. You'll also want to add something that communicates your brand's message





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