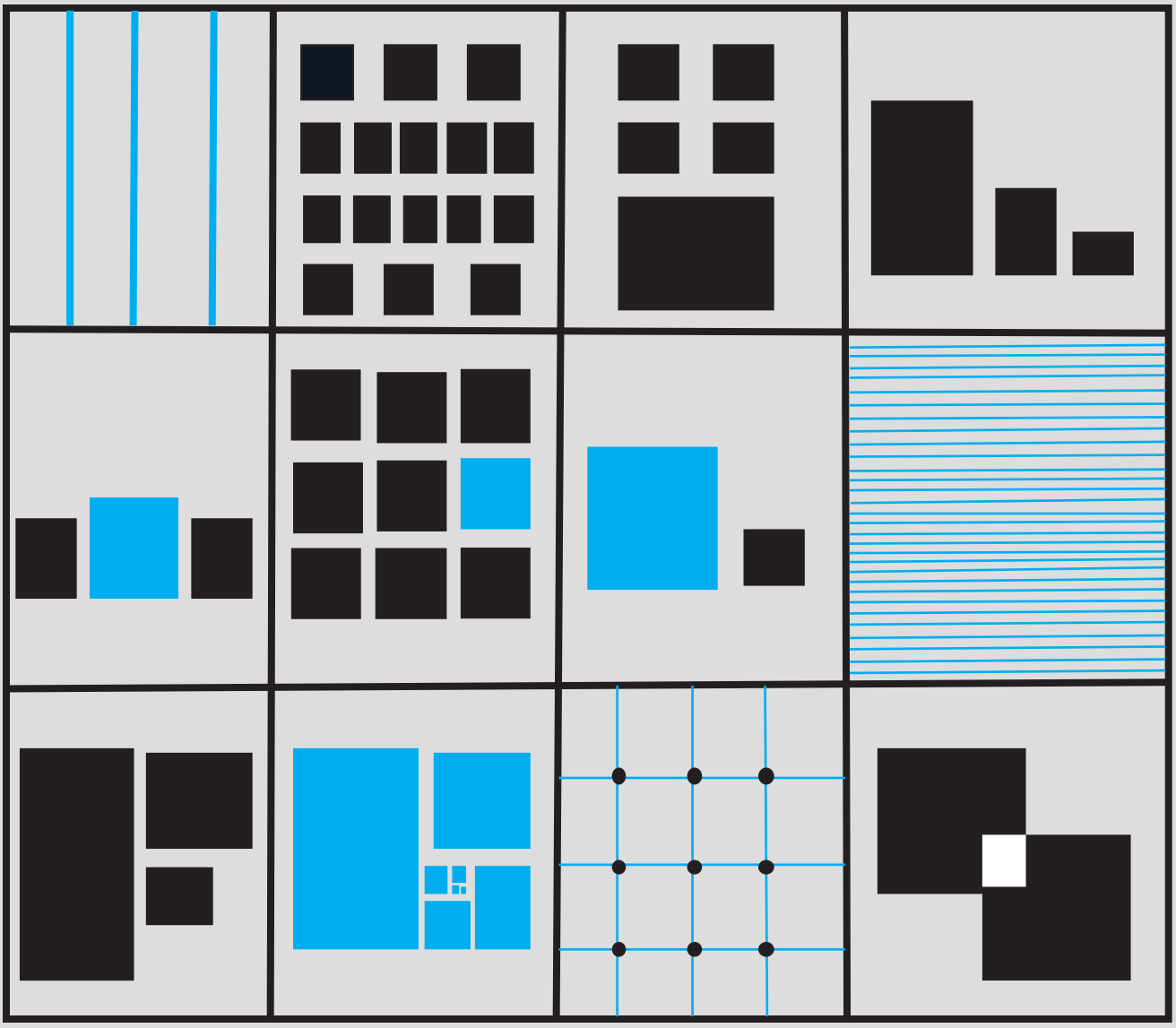
Layout and Composition



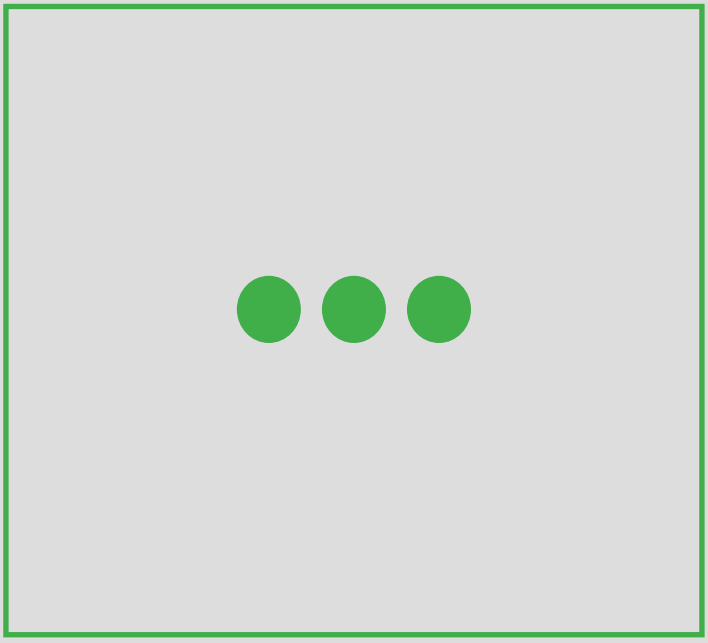
Layout and Composition

Layout and composition. In a way, they are the foundation of design. They give your work structure and make it easier to navigate, from the margins on the sides to the content in between. Of course it's not just about working with text, composition matters in other mediums too, like graphic design, web design and much more.

Without a well compose layout your work with basically fall apart. The key to mastering layout and composition is to think like a designer. Luckily it's easier than it sounds. There are five basic principles that can help you transform your work and sharpen your eye for design. Let's start at the top and work our way down.

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; for example blocks of text or elements in a graphic.

Groups that are not related to each other should be separated to visually empha sizes their lack of relationship. All in all, this makes you work easier to understand at a glance, whether it's purely text or something more visual.



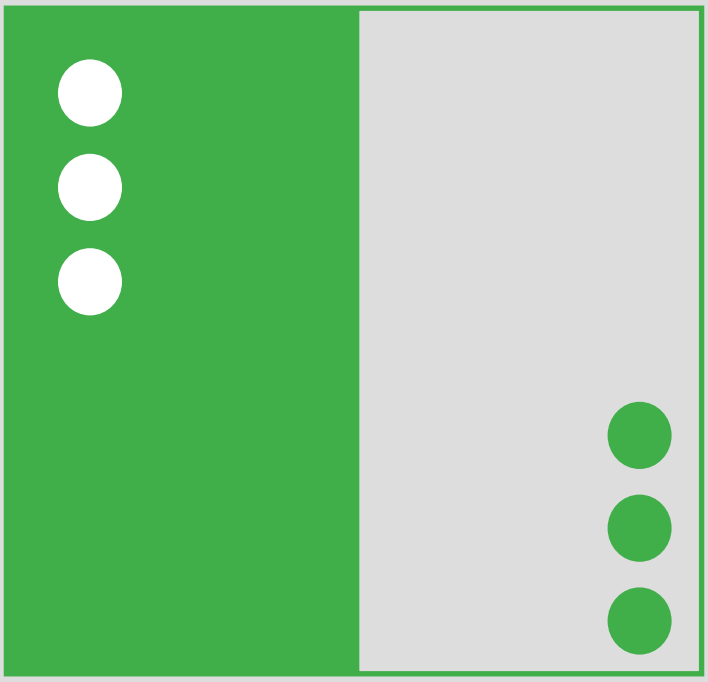
White space is an important part of every composition. Now, this doesn't mean literal "white space" it just means negative space, like the spaces between your co-tent, between lines and even the outer margins. There's no one way to use white space correctly, but it's good understand its purpose.

White space helps you define and separate different sec-tions; it gives your content room to breathe. If your work ever starts to feel cluttered or uncomfor able, a little whitespace might be just what the doctor ordered.

Repetition is a reminder that every project should have a consistent look and feel. That means finding ways to reinforce your design by repeating or echoing certain elements.

For instance, if you have a specific color palette, look for ways to carry it through. If you've chosen a special header style, use it every time.

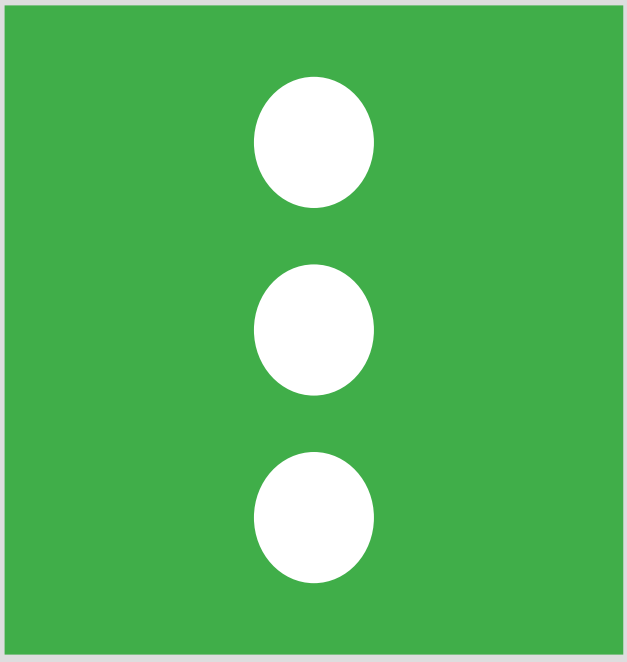
It's not just for aesthetic reasons, being consistent can also make your work easier to read. When the viewer knows what to expect, they can relax and focus on the content.

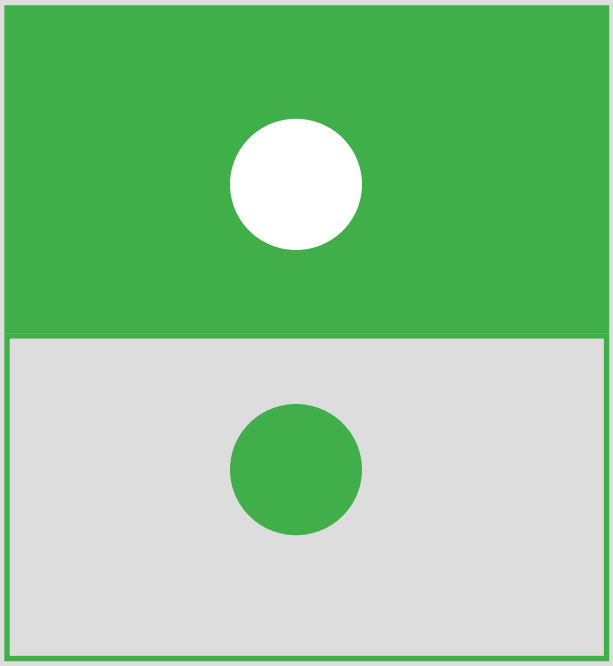


Alignment is something you deal with all the time, even if you don't realize it. Whenever you type in email or create a document, the text is aligned automatically. When aligning objects by yourself (for instance images or separate text boxes), getting it right can be tricky.

The most important thing is to be consistent. Let's take a look at what that means. It might help to imagine your content arranged inside of a grid.

Notice how there's an invisible line centering each image to he text? Each grouping is also evenly spaced and aligned with equal-sizedmargins.



Contrast simply means that one item is different from another. In layout and composition, contrast can help you do many things; for example catch the reader's eye, cr-eate emphasis or call attention to something important. There lots of strategies for creating contrast.

You can use color, adjust the size, shape or visual weight of an object or use contrasting styles of text. Contrast is also closely tied to hierarchy, a visual technique they can help the viewer navigate your work. In other words it shows them where to begin and where to go next using the different levels of emphasis.