

LAYOUT

AND

COMPOSITION

What is Layout?

In graphic design, layout refers to the arrangement of visual elements, such as text, images, and graphics, on a page or screen. It involves organizing these elements in a way that is visually pleasing, functional, and effective in communicating the intended message.



The layout in graphic design involves the spatial arrangement of various design elements, such as text, images, illustrations, icons, and graphical elements, within a given design space.



It includes considerations like:

Hierarchy

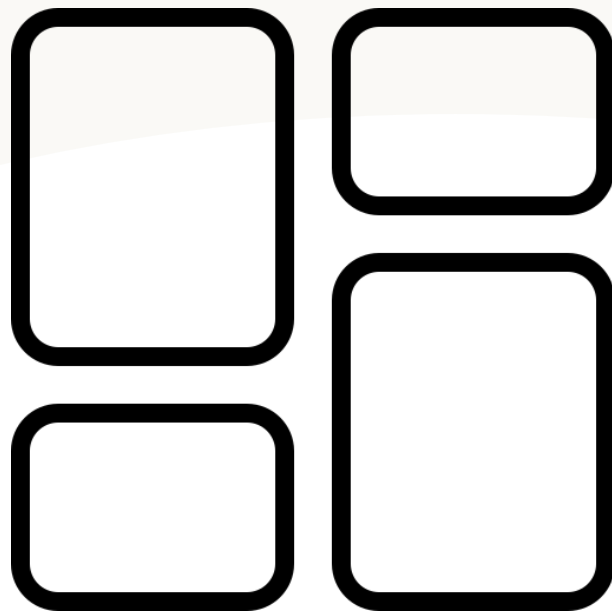
Organizing elements to establish a clear visual hierarchy, indicating the importance and relationship between different elements. This is often achieved through variations in size, color, contrast, and positioning.

Alignment

Ensuring that elements are aligned properly to create a sense of order and coherence. Aligning elements along invisible grids or using consistent margins and spacing helps maintain visual harmony.

White Space

Effective use of white space (also known as negative space) is crucial in layout design. It refers to the empty or unoccupied areas between elements and plays a significant role in enhancing readability, emphasizing focal points, and providing visual breathing room.



Grids and Columns

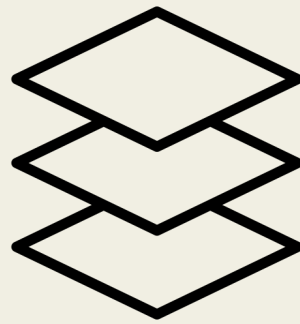
Employing grids and columns to establish a framework for organizing and aligning elements consistently. Grid-based layouts provide structure and help maintain consistency across different pages or screens.



More clear and eye attractive

What is Composition?

Composition focuses on the overall arrangement and balance of design elements to create a visually pleasing and harmonious design.





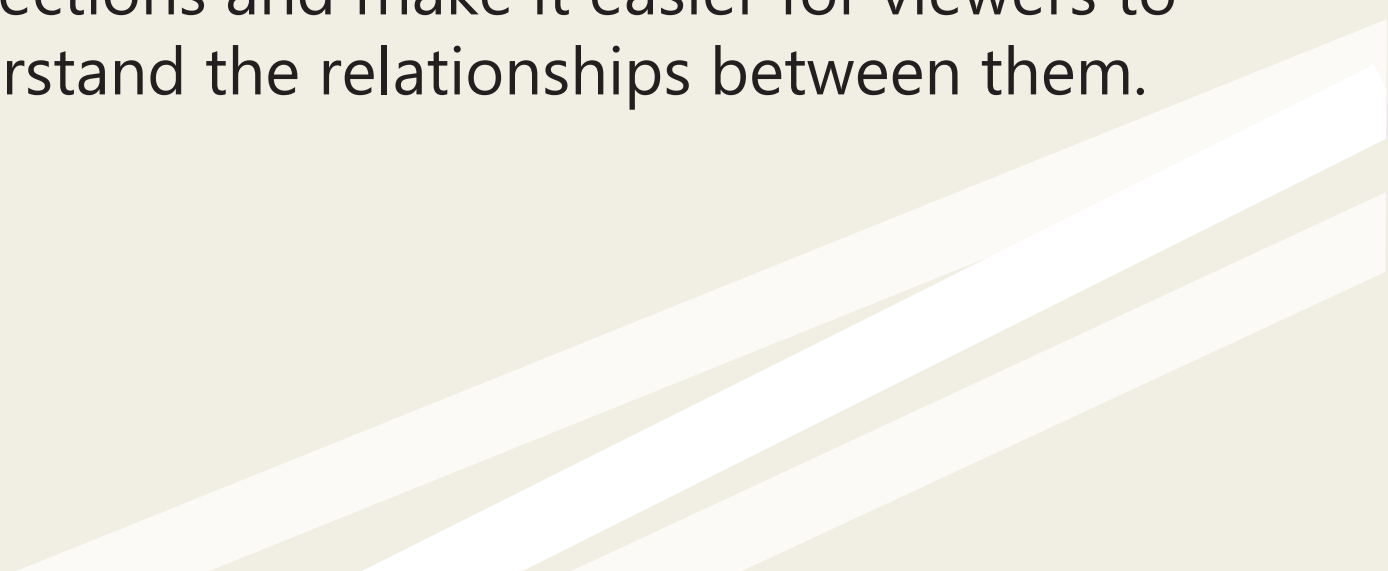
It encompasses principles such as:

Balance

Achieving visual balance by distributing elements evenly throughout the design. Balance can be symmetrical (elements are mirrored on either side of a central axis) or asymmetrical (elements are balanced but not identical).

Proximity

Grouping related elements together to establish connections and make it easier for viewers to understand the relationships between them.



Contrast

Utilizing contrasts in color, size, shape, and typography to create visual interest and emphasize important elements. Contrast helps guide the viewer's attention and adds depth to the design.



Repetition

Repeating certain design elements (e.g., colors, shapes, patterns, or fonts) throughout the layout to create consistency and unify the design.





Focal Point

Establishing a focal point or emphasis within the design to draw the viewer's attention and guide their visual journey. This can be achieved through color, size, contrast, or positioning.