

Layout & Composition

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Why is layout and composition important in graphic design?

LAYOUT

The process of arranging visual elements like text, images, and shapes on a given page. Layout design is important for any project that sends a message through eye catching visuals, like magazine layouts, website design, and advertisements.

COMPOSITION

Composition refers to how you arrange and place design elements on a page. The spaces between the design, the arrangement, and the ways in which the designs interact or crossover with other elements. So, it is safe to say that the composition is essential.

Layout

The 3 Elements of Layout

ALIGNMENT

The rule for layout design is alignment. In graphic design, we should always be mindful of alignment, if it is for text, imagery, or design elements in general, you should always look to align your work.

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Free-lance designer
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CONTRAST



Contrast means that one item is different from another. It can help you catch the reader's eye, create emphasis, and bring out something important.

FOCAL POINT



Pinpoint the start of a viewer's journey and is a point to grab the attention and lure them into the design. It can be a shape, image, or even text.

Composition

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

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WHITE SPACE



White space an important part of every composition. It refers to negative space. This is the space between content, lines, and everything around those items.

REPETITION



Repetition is a reminder that everything should stay consistent. Certain elements such as text, color, and theme. This also help keep things clean and easy to read.

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