Composition and Layout

1. Proximity
   1. Visual space to show relationship
   2. Close: Block together
   3. Not-close: distant
2. White space
   1. Gives room to breath.
   2. Creates sections
3. Alignment
   1. Most important: **be consistant**
4. Contrast
   1. One item is different from another
      1. Color
      2. Visual size
      3. Shape
      4. Contrasting styles of text
   2. Hierarchy
   3. Direct what information you want the reader to read next.
5. Repetition
   1. Consistant look and feel