

# Composition & Layout



Techniques for proper  
graphic design

# Composition & Layout

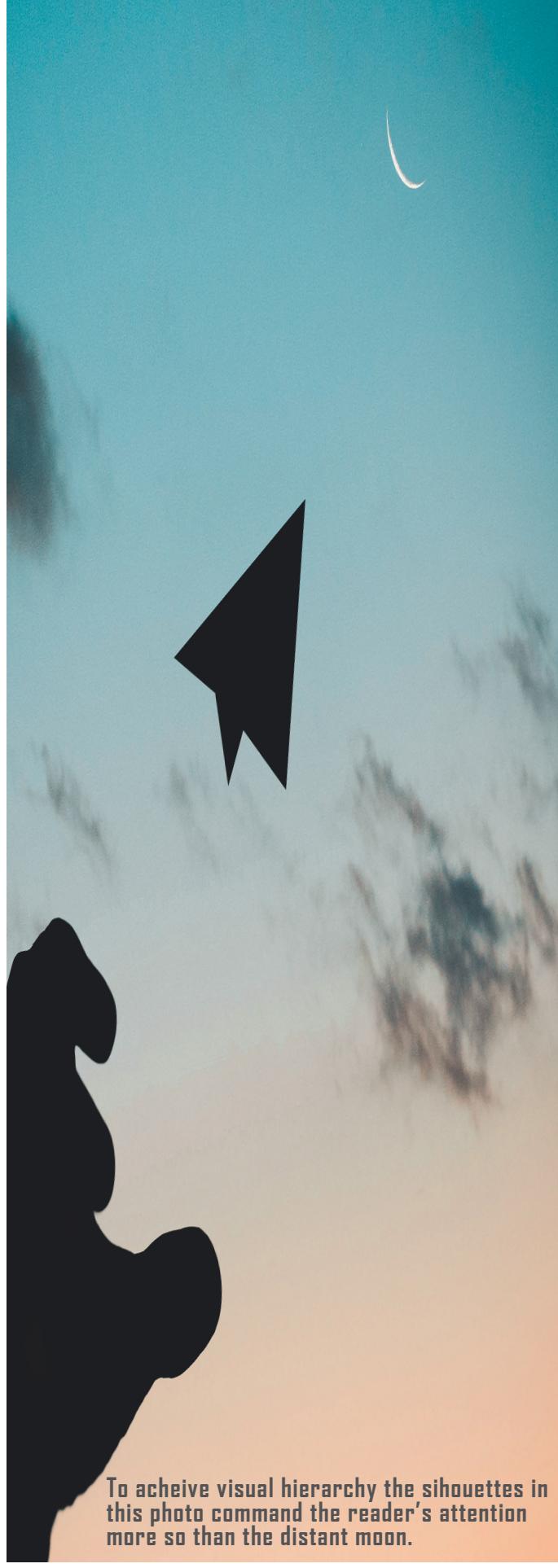
**Understanding and implementing key design principles is vital for creating captivating and well-structured compositions. Elements like hierarchy, negative space, alignment, balance, contrast, scale and proportion, proximity, and repetition shape a design's impact and effectiveness. By skillfully using these principles, designers can guide the viewer's gaze, establish order and harmony, and evoke emotions. Whether designing a website, logo, or photograph, mastering these principles empowers you to create visually stunning designs that effectively captivate and communicate. In this exploration, we will delve into each principle's significance and uncover how they contribute to the art of design.**



A hand drawn and AI Enhanced image of a Prince Edward Island beach. With it's repeating triangle shapes, contrast of light value and adherence to a 3 x 3 grid this illustration shows several elements of Composition and Layout.

# Contents

- ◊ **HIERARCHY**
- ◊ **NEGATIVE SPACE**
- ◊ **ALIGNMENT/GRIDS**
- ◊ **BALANCE**
- ◊ **CONTRAST**
- ◊ **SCALE & PROPORTION**
- ◊ **PROXIMITY**
- ◊ **REPETITION**



# HEIRARCHY

To achieve visual hierarchy the silhouettes in this photo command the reader's attention more so than the distant moon.

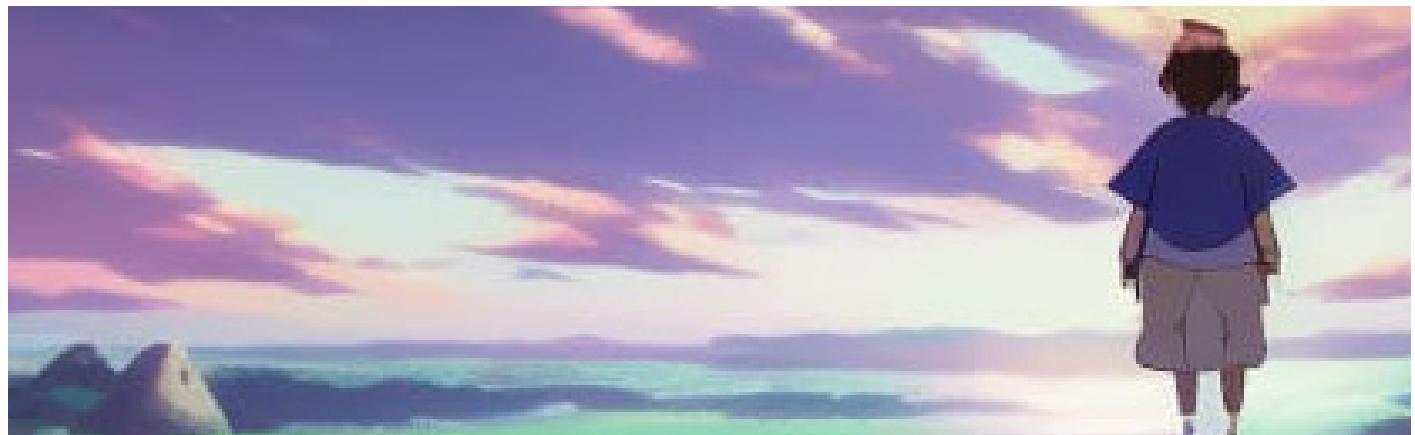


**Perspective and contrast are used to create a visual hierarchy. Visual hierarchy helps to guide the eye through a design and ensures that the most important information is seen first. There are a number of ways to create visual hierarchy, such as using size, color, contrast, and placement.**

**NEGATIVE  
SPACE**



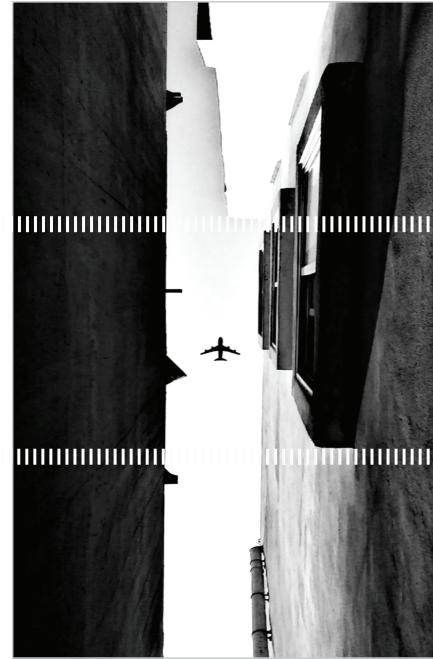
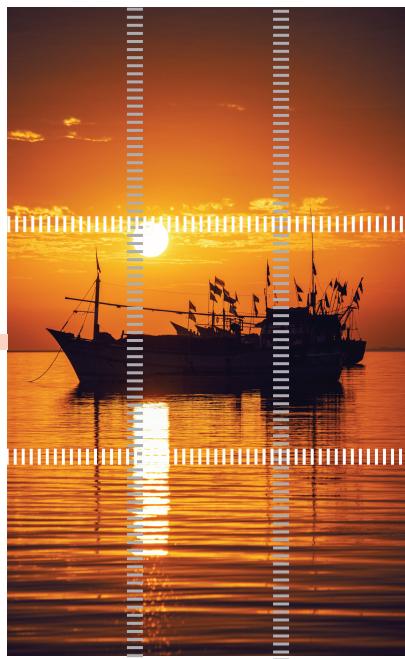
**Negative space is the space around and between the elements of a design. Negative space can be just as important as the positive space in a design. It can be used to create a sense of balance, contrast, and emphasis.**



# GRIDS AND THE RULE OF THIRDS



**Grids are a system of horizontal and vertical lines that can be used to organize the elements of a design. Grids can help to create a sense of order, balance, and harmony in a design. They can also be used to create emphasis by creating a focal point in a design.**



The rule of thirds is a compositional guideline that divides a frame into thirds, both horizontally and vertically, creating nine equal parts. The most important elements of the image are then placed at the intersection of these lines or along the lines themselves. This creates a more dynamic and visually interesting image than if the subject were placed in the center.

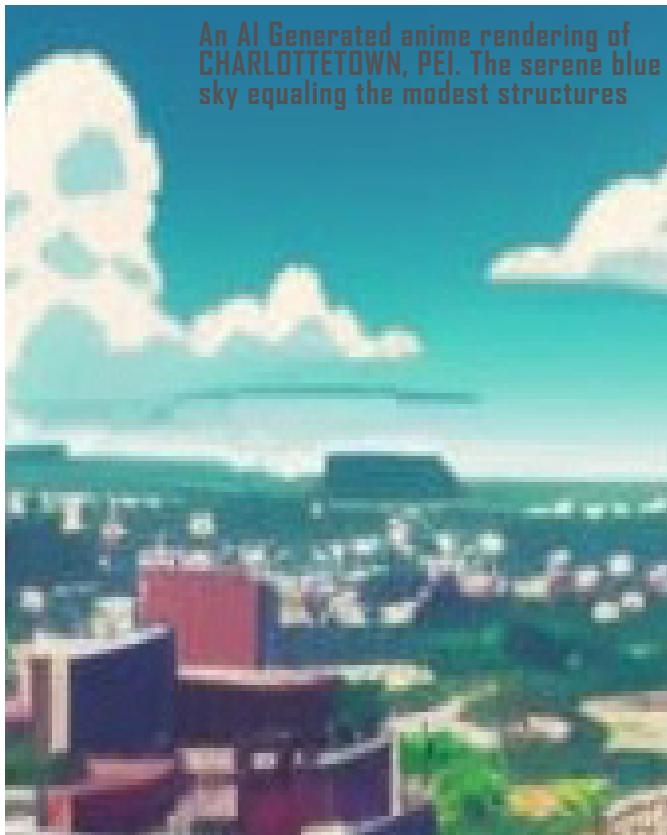
# ALIGNMENT

**Alignment** is the way in which the elements of a design are aligned with each other. Alignment can help to create a sense of order and structure in a design.

There are three main types of alignment:



- **HORIZONTAL**  
when the elements of a design are aligned along the horizontal axis.
- **VERTICAL**  
when the elements of a design are aligned along the vertical axis.
- **GRID**  
when the elements of a design are aligned to a grid.



# Balance

There are three main types

- **SYMMETRICAL BALANCE**  
is created when the elements on either side of a central axis are equal in size, shape, and weight.
- **ASYMMETRICAL BALANCE**  
is created when the elements on either side of a central axis are different in size, shape, or weight, but still create a sense of balance.
- **RADIAL BALANCE**  
is created when the elements of a design radiate outward from a central point.

# SCALE

&



# PROPORTION



**Scale and proportion are the principles of design that deal with the size and relationship of the elements in a design. Scale refers to the size of the elements in relation to each other and to the overall size of the design. Proportion refers to the relationship between the size of different elements. Scale and proportion can be used to create a sense of balance, harmony, and interest in a design.**

# PROXIMITY



THOUGH THEY ARE CLOSE ON THE PAGE THEY ARE TOTALLY DIFFERENT BALLPARKS.

**Proximity is the principle of design that states that elements that are close together are seen as a group. Proximity can be used to create a sense of unity and order in a design. It can also be used to create emphasis by grouping together important elements.**

# **REPETITION**

**Repetition is the use of repeated elements to create a sense of rhythm and pattern. Repetition can be used to create a sense of unity and order in a design. It can also be used to create emphasis by repeating important elements.**



# **REPETITION**

**Repetition is the use of repeated elements to create a sense of rhythm and pattern. Repetition can be used to create a sense of unity and order in a design. It can also be used to create emphasis by repeating important elements.**



