

UNIT 1.C LAYOUT & COMPOSITION

TERMS:

Term	Definition
Composition:	The way content is arranged – text, images, elements.
Proximity:	Using visual space to show relationships in your content. Make sure all related items are grouped together. Groups that are not related should be separated.
White Space:	This does not mean literal white space, means any blank/empty space. Spaces between content, lines, margins, images. There needs to be balance. Too much empty space can be too bare or awkward. Too little empty space can be cluttered.
Alignment:	Text is usually aligned automatically by software programs. When aligning objects by yourself – it can be tricky, if you do not know how to use tools. Add grids, guides, or borders and remove them when done. Attention to detail matters.
Contrast:	One item is different from another. Can be done using color, text styles, and sizing of objects.
Hierarchy:	Visual techniques help the viewer navigate the work in the order of importance. Where to start and where to go next using different levels of emphasis. Most important should stand out the most – larger, bold
Repetition:	Every project should have a consistent look and feel. Find ways to reinforce your design by repeating certain elements. Consistent color scheme is one example.

QUESTIONS:

Unit 1: Intro to Graphic Design

1. What are the **5 basic principles of layout and composition**?

Proximity, White Space, Alignment, Contrast, Repetition