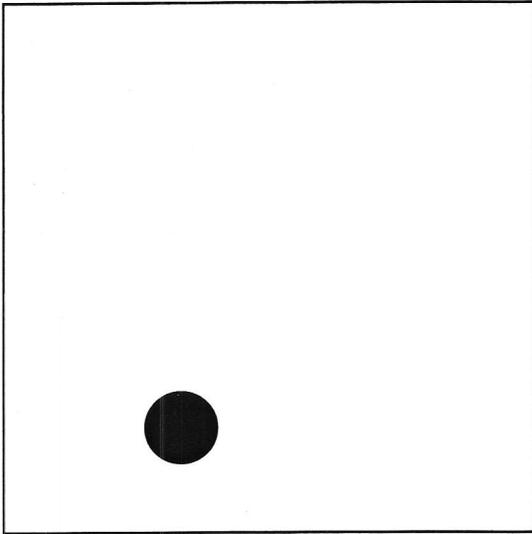


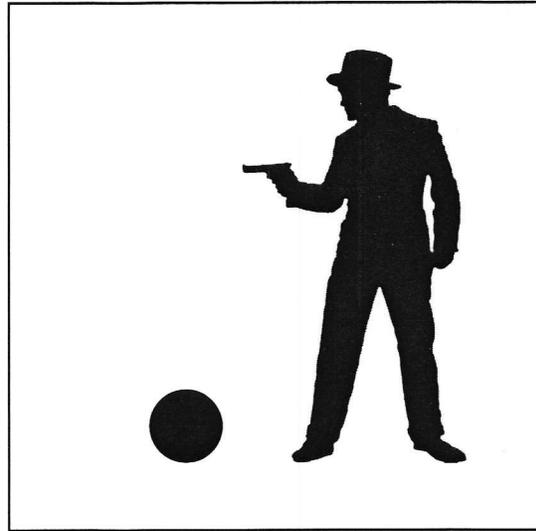
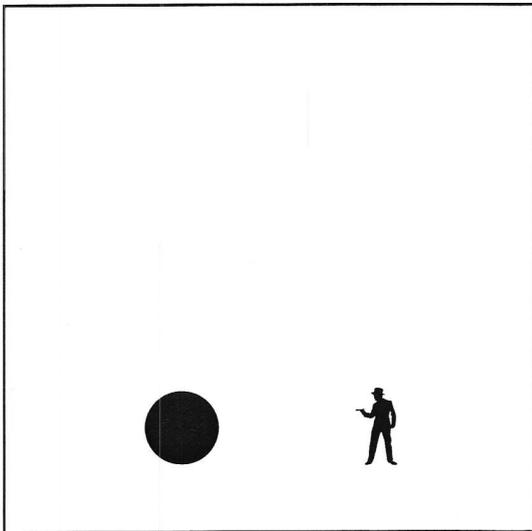
# Space

## Space is created when something is placed in it



Space is undefined until it is articulated by the placement of an object within it. Immediately there is a *figure/ground* relationship.

The usefulness of a water pitcher dwells in the emptiness where water might be put, not in the form of the pitcher or the material of which it is made.  
*Lao-tse*



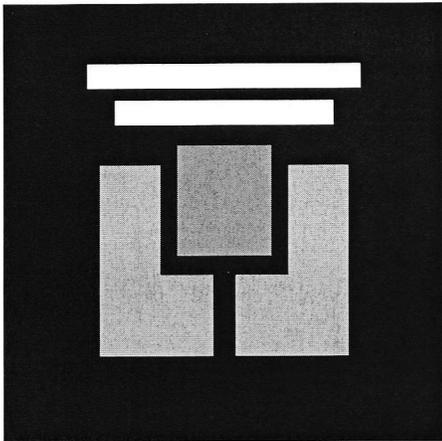
Space is further defined by the objects placed within it. The relationship of the objects determines the sense of space. Spatial context is bounded by the *framal reference*, the physical perimeter of the page or drawn border. Spatial context is different from *ground* because context does not imply a front/back relationship. Spatial context and figure/ground exist simultaneously and can mutually contribute to front/back relationships.

This tutorial is based on *The Elements of Graphic Design* by Alex White.

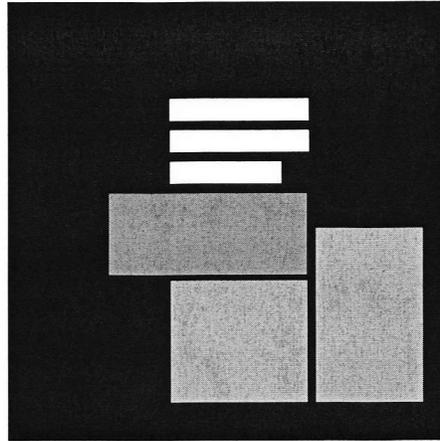
# Space

## Stable figure/ground relationship

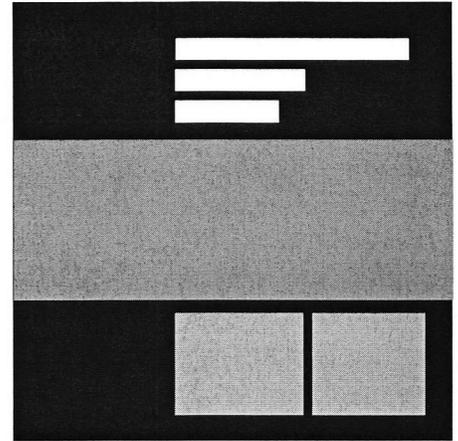
Either figure or ground will dominate a design. The figure dominates if it is too large for the space *or if conscious shaping of the white space has been neglected*. Balancing the sizes and shapes of the figure and ground *activates both*.



Centering a figure neutralizes negative space



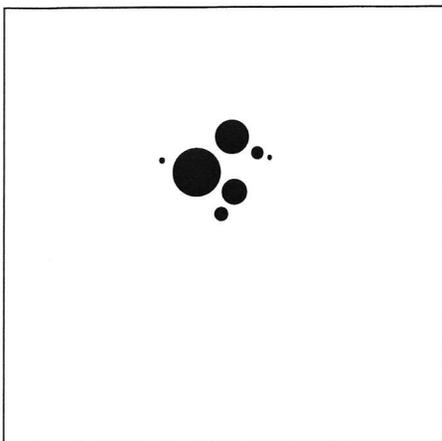
Placing the figure off-center activates the space.



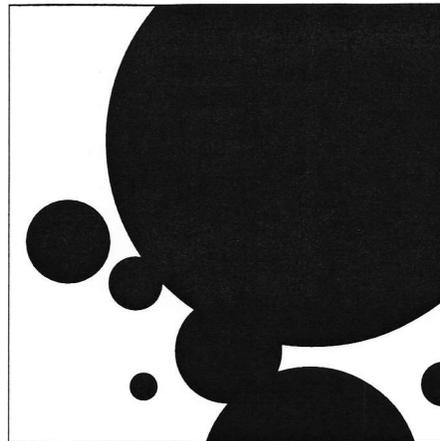
Bleeding the figure makes it more dynamic.

## Reversible figure/ground relationship

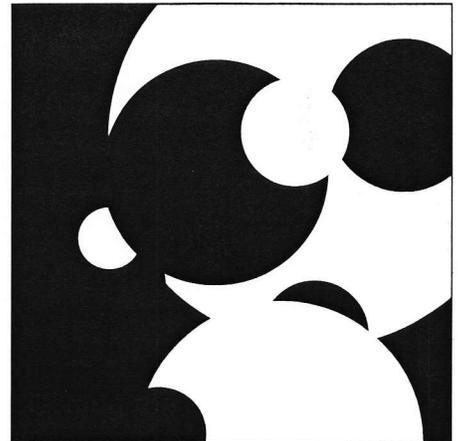
The figure and ground interpenetrate. A balanced figure/ground relationship creates tension where one threatens to overwhelm the other. It creates a dynamic design.



Vast space, tiny or distant figure.

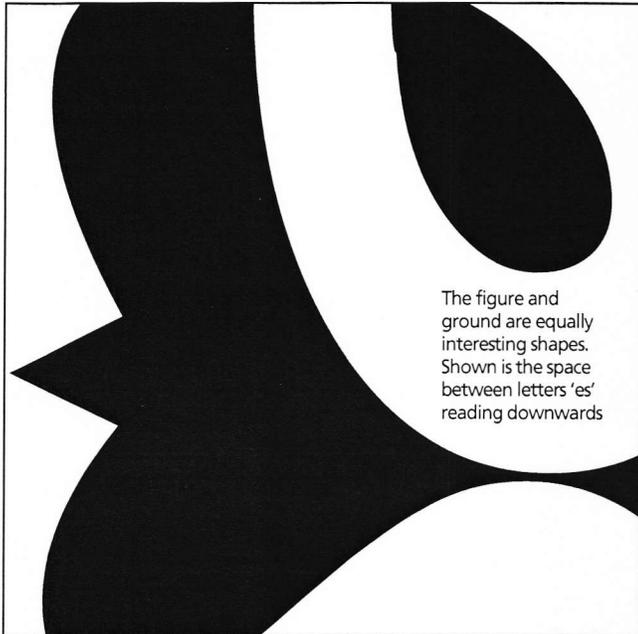


Cramped space, massive or near figure.



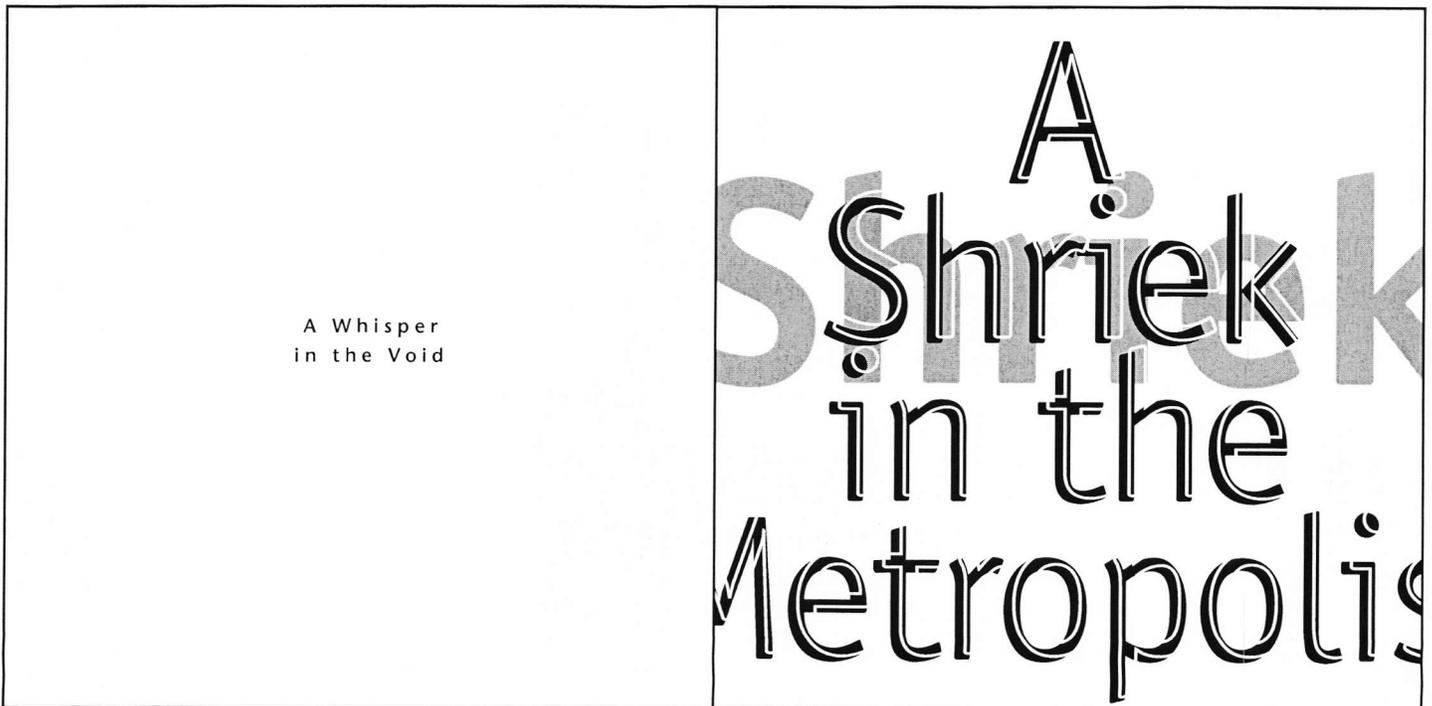
Equilibrium.

## Ambiguous figure/ground relationship



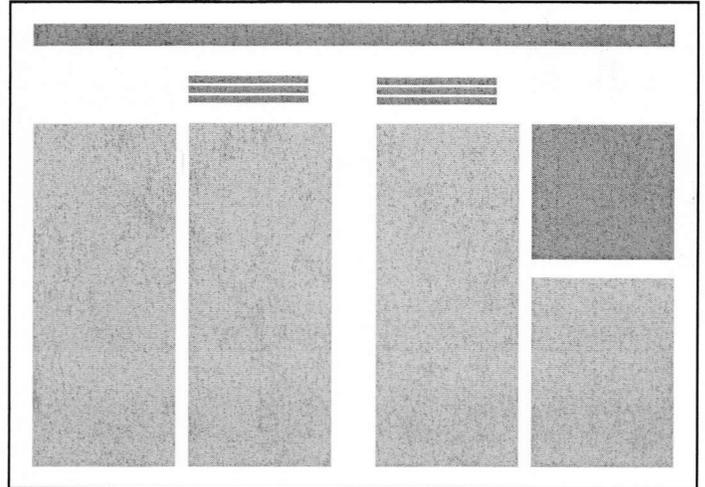
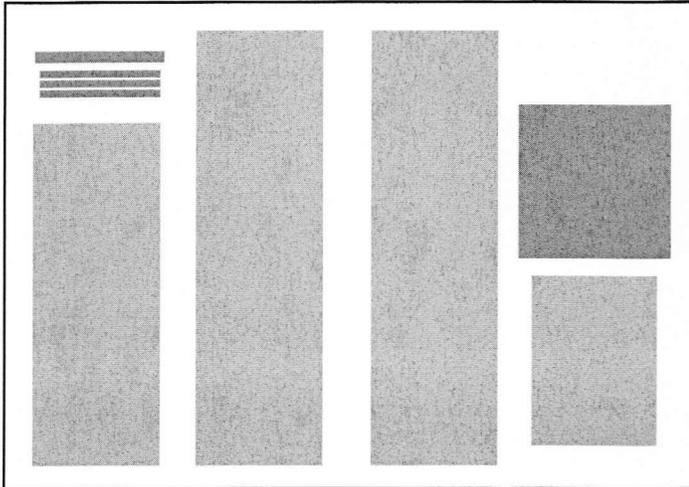
Elements may be in the foreground and background simultaneously.

## Space creates context and meaning

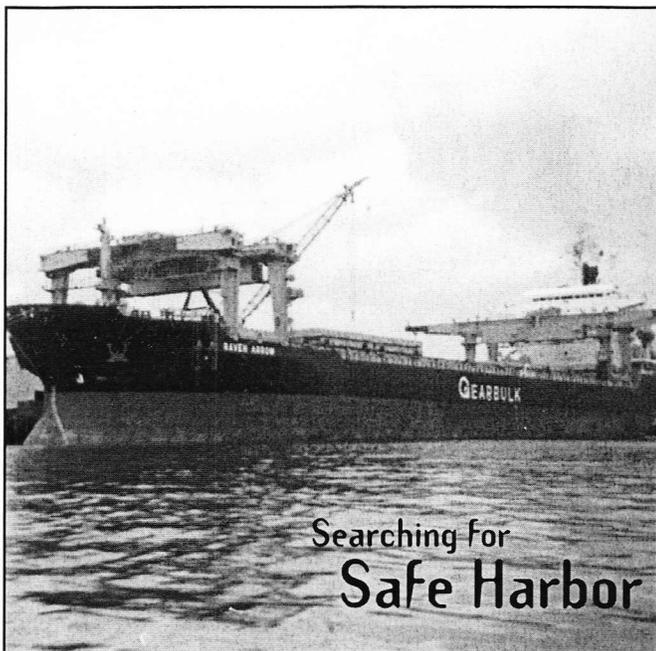


# Space

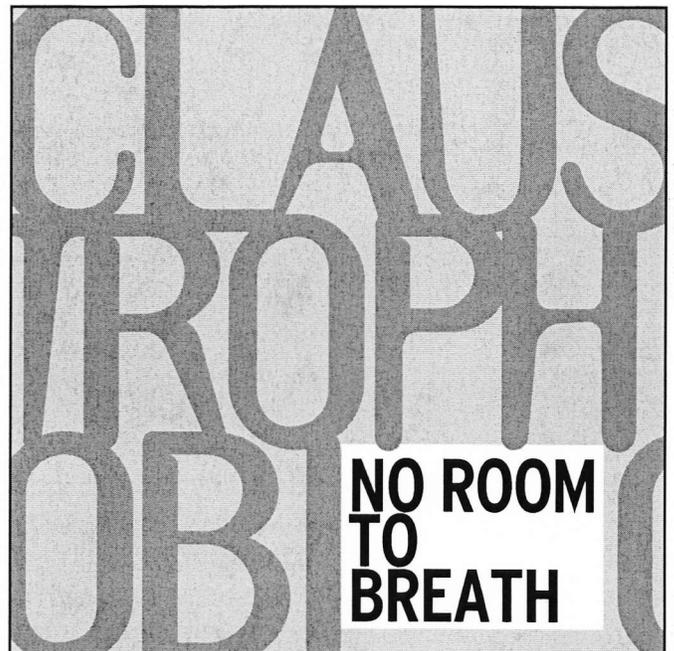
## Space creates context and meaning



The same amount of white space is used in these two examples. The first layout looks haphazard because of unconsidered white space. The structured white space in the second example provides clarity, purpose and unity.



Full bleed images create an intentional lack of context. Most images create a small 'window' on a page. Full bleed images are the 'I-Max' movie of the printed page.



Full bleed type also alters context. It is an easy way to get attention, but unless the *meaning it creates is appropriate* it should be resisted.

# Space

## Space is a shape



The figure *is* the ground.

White space is the lungs of the layout. It's not there for aesthetic reasons. It's there for physical reasons.

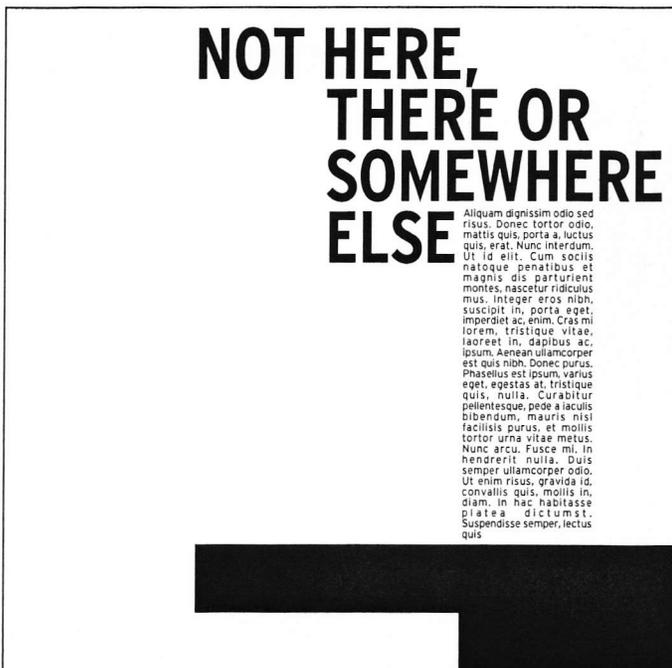
*Derek Birdsall*

## Space must look deliberately used

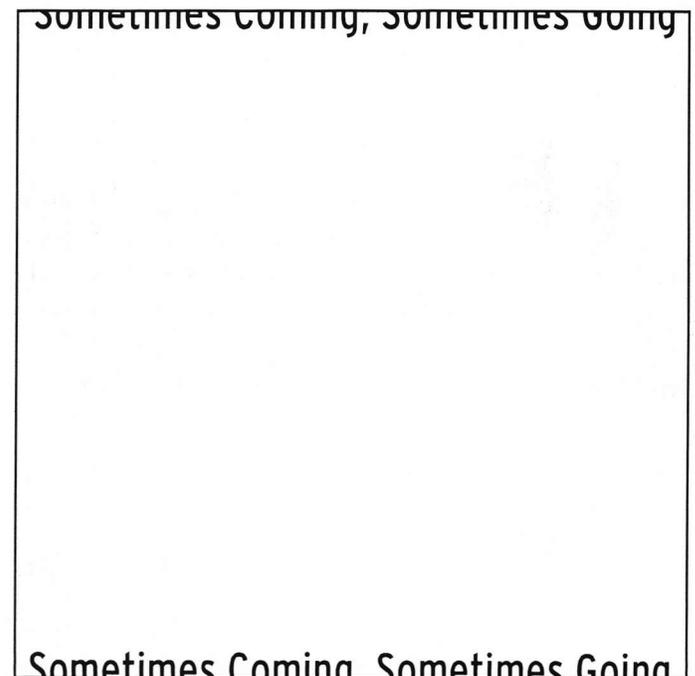
In any design it must be clear that a set of design rules or logic has been created and consistently applied. This pertains to the white space as well as the placement of elements within that space.

If white space is clearly defined and its purpose understood the reader will recognize it as a legitimate element and not a leftover.

If you only consider and arrange the positive elements on a page the white space will almost always be ineffective. However, if you arrange the white space well the elements on the page will have an effective purpose.



White space creates shapes.



White space can be active.

# Space

## Symmetry, Asymmetry and Active Space

### This is Static Space

Cras urna sem, facilisis quis, feugiat id, tincidunt a, turpis. Vestibulum fermentum euismod augue. Nulla in pede. Nunc commodo, erat ut bibendum porttitor, felis sem ultrices sem, at sollicitudin est felis eu augue. Sed vel neque. Vestibulum sed tortor. Nam posuere turpis sit amet libero. Cras at lacus ut quam porttitor faucibus. Integer laoreet semper augue. Morbi at orci non velit pellentesque gravida. Cras urna sem, facilisis quis, feugiat id, tincidunt a, turpis. Vestibulum fermentum euismod augue. Nulla in pede. Nunc commodo, erat ut bibendum porttitor, felis sem ultrices sem, at sollicitudin est felis eu augue. Sed vel neque. Vestibulum sed tortor. Nam posuere turpis sit amet libero. Cras at lacus ut quam porttitor faucibus. Integer laoreet semper augue. Morbi at orci non velit pellentesque gravida.

### This is Static Space

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### This is Active Space

Cras urna sem, facilisis quis, feugiat id, tincidunt a, turpis. Vestibulum fermentum euismod augue. Nulla in pede. Nunc commodo, erat ut bibendum porttitor, felis sem ultrices sem, at sollicitudin est felis eu augue. Sed vel neque. Vestibulum sed tortor. Nam posuere turpis sit amet libero. Cras at lacus ut quam porttitor faucibus. Integer laoreet semper augue. Morbi at orci non velit pellentesque gravida. Cras urna sem, facilisis quis, feugiat id, tincidunt a, turpis. Vestibulum fermentum euismod augue. Nulla in pede. Nunc commodo, erat ut bibendum porttitor, felis sem ultrices sem, at sollicitudin est felis eu augue. Sed vel neque. Vestibulum sed tortor. Nam posuere turpis sit amet libero. Cras at lacus ut quam porttitor faucibus. Integer laoreet semper augue. Morbi at orci non velit pellentesque gravida.

Space is the glue, the common denominator of a visual composition.

*Ken Hiebert*

Expressive use of white space requires an asymmetrical design. Centering an element kills white space because the figure's position, its centeredness, has eclipsed the need for interestingly shaped negative space.

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ausstellung der sammlung jan tschichold

## plakate der avantgarde

arp baumeister bayer burchartz cassandre cyllax dazel lisitzky moholy-nagy  
molzahn schawinsky schiemmer schultema sutnar trump tschichold zwart und andere

24. januar bis 10. februar 1930 geöffnet 9-6, sonntags 10-1  
tsch

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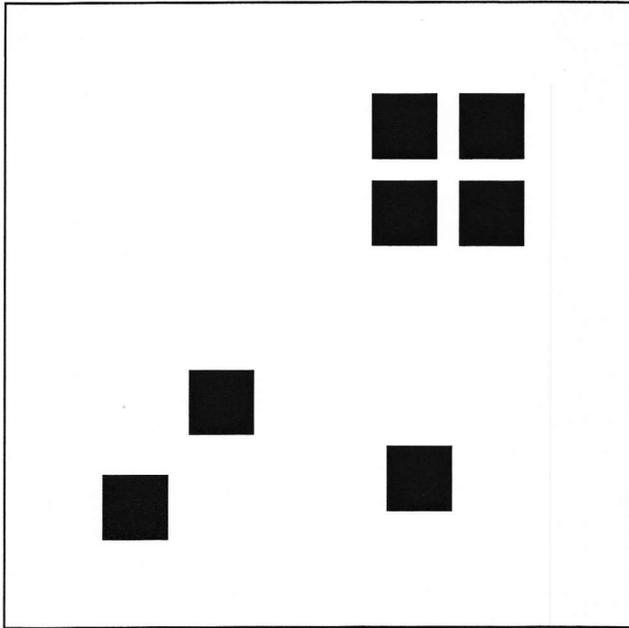
24. januar bis 10. februar 1930 geöffnet 9-6, sonntags 10-1

Notice how white space contributes to the quality of the information. The information hierarchy is much more expressive when type size is reinforced by intelligent grouping and positioning. Design by Jan Tschichold.

# Unity

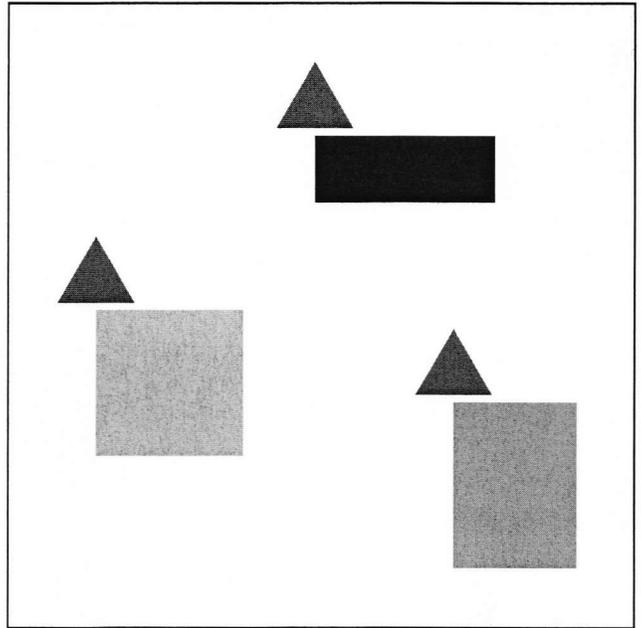
## Proximity

The simplest way to achieve unity. Elements that are physically close together are seen as related.



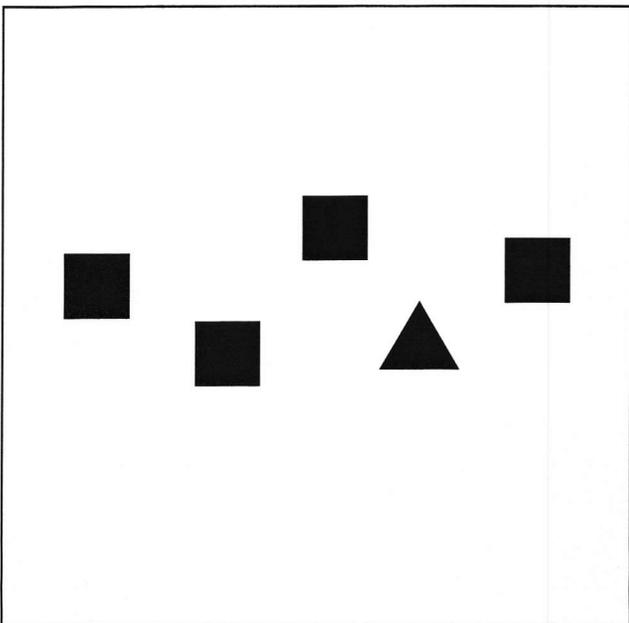
## Repetition

Any visual idea that is repeated provides unity. Repetition is also used to create rhythm.



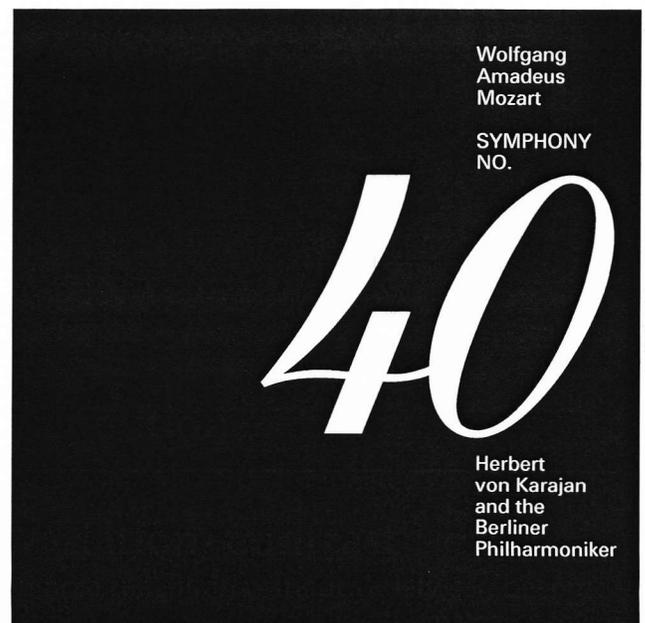
## Similarity

Elements that share similar size, color, shape or texture are seen as alike. The reverse of this is *contrast* which, when used effectively, can also create unity.



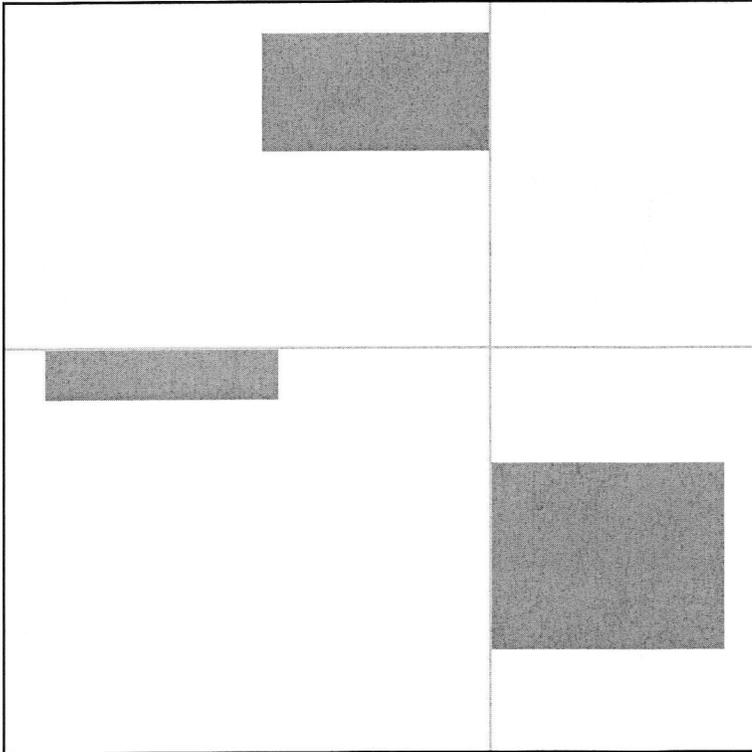
## Variation/Contrast

Simple repetition without variety can become boring. Alteration of a basic theme can provide critical visual interest

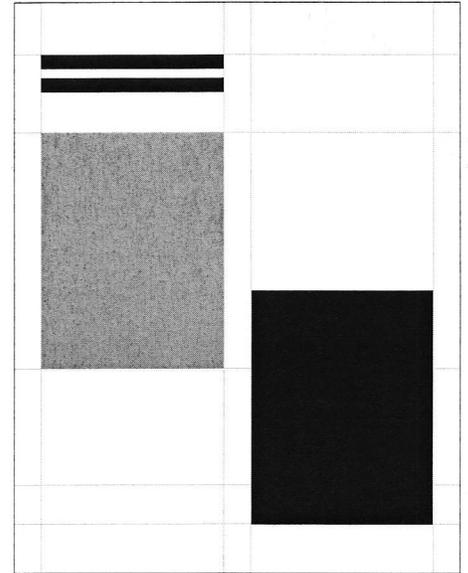
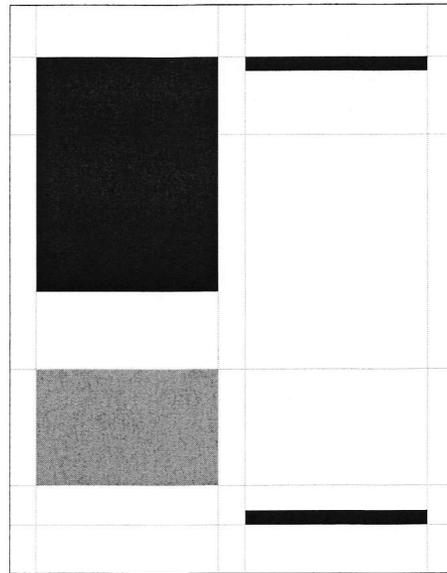
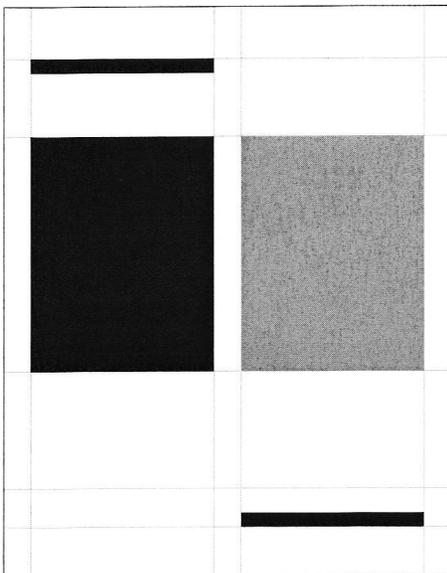


# Unity

## Alignment



Positioning elements along invisible lines of alignment will create unity among separate elements.



Consistent spacing and alignment between elements creates unity on these individual pages and all of the pages together. Each of the pages have the same content.

## Hierarchy

The best design moves a reader through a page in order of significance. Content is best expressed as *most important, least important* and all the remaining information made *equivalently important*. Having more than three levels of information is confusing because, while it may be clear what is most important and what is least important, it is rarely clear what the difference is between middling material. Establishing a *clear hierarchy* is intimately related to the elements of *unity* and effective use and understanding of *typography*.

Design is about making order out of chaos.  
*Cipe Pineles*

Nathan Carter and the Morgan State University Choir

Brooklyn Philharmonic Orchestra

# From Gospel to Gershwin

Conducted by Gunther Schuller

Cras urna sem, facilisis quis, feugiat id, tincidunt a, turpis. Vestibulum fermentum euismod augue. Nulla in pede. Nunc commodo, erat ut bibendum porttitor, felis sem ultrices sem, at

Cras urna sem, facilisis quis, feugiat id, tincidunt a, turpis. Vestibulum fermentum euismod augue. Nulla in pede.

Nunc commodo,

sollicitudin est felis eu augue. Sed vel neque. Vestibulum sed tortor. Nam posuere turpis sit amet libero. Cras at lacus ut quam porttitor faucibus. Integer laoreet semper augue. Morbi at orci non velit pellentesque

gravidā.Cras urna sem, facilisis quis, feugiat id, tincidunt a, turpis. Vestibulum fermentum euismod

sollicitudin est felis eu augue. Sed vel neque. Vestibulum sed tortor. Nam posuere turpis sit amet libero. Cras at lacus ut quam porttitor faucibus. Integer laoreet semper augue.

Morbi at orci non velit pellentesque gravidā.Cras urna sem, facilisis quis, feugiat id, tincidunt a, turpis. Vestibulum fermentum euismod augue. Nulla in pede. Nunc commodo, erat ut bibendum porttitor, felis sem ultrices sem, at sollicitudin est felis eu augue. Sed vel neque. Vestibulum sed tortor. Nam posuere turpis sit amet libero. Cras at lacus ut quam porttitor faucibus. Integer laoreet semper augue.

augue. Nulla in pede. Nunc commodo, erat ut bibendum porttitor, felis sem ultrices sem, at sollicitudin est felis eu augue. Sed vel neque. Vestibulum sed tortor. Nam posuere turpis sit

amet libero. Cras at lacus ut quam porttitor faucibus. Integer laoreet semper augue

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