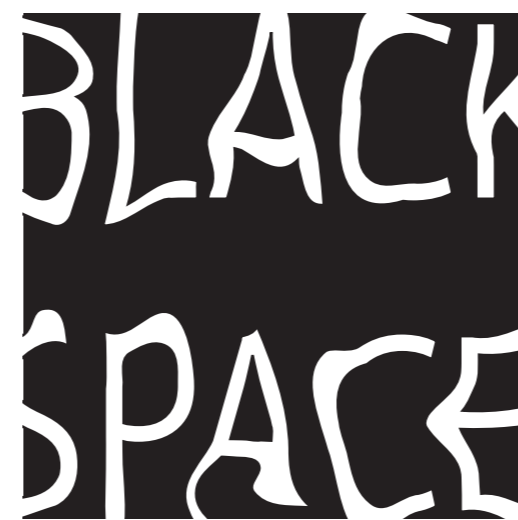# White Space

WHITE SPACE

Do you read the text first or do you see the space instantly and know what the type says?

WHITE SPACE

Focuses the message to the reader. N.B. The type is placed slightly above centre.

WHITE SPACE

BLACK SPACE

This was done using clipping masks. I typed black space, aligned it, created the outlines and then warped the font and filled it with white. I then placed another black square over the top and made a clipping mask to delete any text outside of the box.

A layout is made up of many different elements: type, images, lines, circles, squares. However, every layout starts out as nothing more that open space.

White space is space that isn't occupied by any other graphic element.

TIGHT SPACE

Even line and character spacing can be used effectively.