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Beginners Guide To  
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hoping to be one soon, we assume our book is your introduction to graphic design and layout. We also assume you're busy. So we try to cover the basics quickly without being too boring.

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White space is not your enemy. " (Kim Golombisky and Rebecca Hagen, White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web and Multimedia

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Design . Focal Press, 2010)

Communicating Visually

## **Definition and Examples of Spacing in Composition**

Knowing how to use white space can be an effective tool in your design arsenal. Let's start by addressing the elephant in the room - white space (also known as negative space) isn't actually white.

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Don't be fooled, it's a common misconception that prevents many people from utilizing this essential design principle.

## **How to design with white space - Learn**

Too many companies act like Xerox in this situation and not like Apple. Second,



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if viewed in this way it becomes clear that one company's white space may be another company's core competence ...

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Beginners Guide To Preface. Chapter 1. What is Design?  
Communicating Visually

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Alternatively referred to as spacing or whitespace, white space is any section of a document that is unused or space around an object. White spaces help separate paragraphs of text, graphics,

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and other portions of a document, and helps a document look less crowded.

## Communicating Visually Through Graphic Web And Multimedia Design

### **What is White Space? - Computer Hope**

White space or negative space is the area between the elements of a design. This space doesn't need to be white in colour and can help transform a website

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And in design, how you deal with white  
space can have a dramatic impact on  
your users' experience and their

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purchasing decisions. 5 ways white space adds power to your web pages

Prominence. Users tend not to recall more than one or two highlighted items. White space around the highlighted items tends to increase their prominence (Olsen, 2002).



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