

talking about **WHITE SPACE**



In magazine layout and illustration, **white space** is the portion of a page left unmarked: the space between graphics, margins, gutters, space between columns, space between lines of type or figures and objects.

White space should not be considered merely 'blank' space — it is an important element of design which enables the objects in it to exist at all. The balance between positive (or non-white) space and the use of negative (white) spaces is key to aesthetic composition.

When space is at a premium, such as some types of magazine, newspaper, and directory advertising, **white space** is limited in order to get as much information on to the page as possible.

A page crammed full of text or graphics with very little **white space** runs the risk of appearing busy, cluttered, and is typically difficult to read.

Judicious use of **white space** can give a page a classic, elegant, or rich appearance. For example, upscale brands often use ad layouts with little text and a lot of **white space**.

For publication designers, **white space** is very important, but inexperienced use of **white space** can make a page appear incomplete.