

## Elements: Size and Space

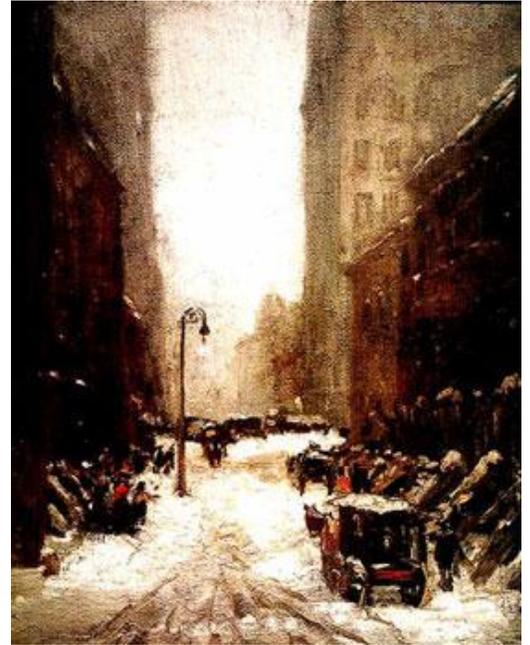
### Size and Space:

**Size** is simply the relationship of the area occupied by one shape to that of another.

**Space** is a three-dimensional volume that can be empty or filled with objects.

Various techniques can be used to show such visual depth or space such as in the picture right:

Henri painted this snow scene in New York City with careful attention to the feeling of space. He uses several basic techniques to show space: **perspective, values, overlapping, and size of shapes.**



### White Space (or Negative Space)

White space is the part of the design that "isn't" there. It is the space *between* visual elements.

If you are spending thousands of dollars, why don't you fill up the entire space? **Answer:** to make your message stand out!

### Why is important?

- White or negative space help frame and contain the design.
- It avoids visual clutter, looks "clean"
- It can also help to focus the viewer on something specific.
- Helps keep flow going.

**Note:** You want more negative (or white) space than positive space.

**Think small.**

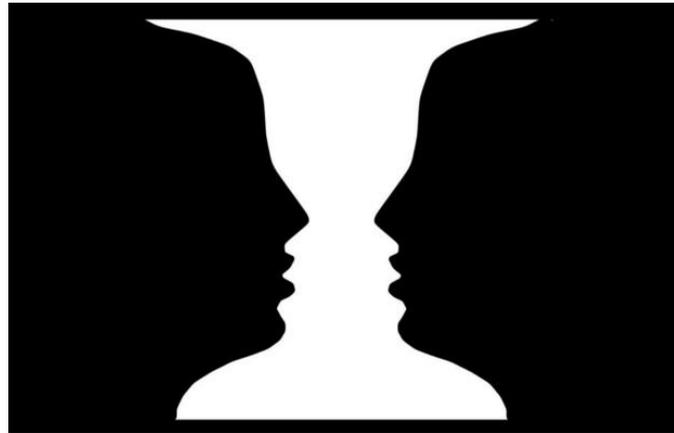
Our little car isn't so much of a novelty any more.  
A couple of dozen college kids don't try to squeeze inside it.  
The guy at the gas station doesn't ask where the gas goes.  
Nobody even stares at our shape. In fact, some people who drive our little

river don't even think 32 miles to the gallon is going any great guns.  
Or using five pints of oil instead of five quarts.  
Or never needing anti-freeze.  
Or racking up 40,000 miles on a set of tires.  
That's because once you get used to

some of our economies, you don't even think about them any more.  
Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill. Or trade in your old VW for a new one. Think it over.

## Two sides of White Space:

Emphasis by putting very little in the design, **or**, the use of black and white to show two perspectives.

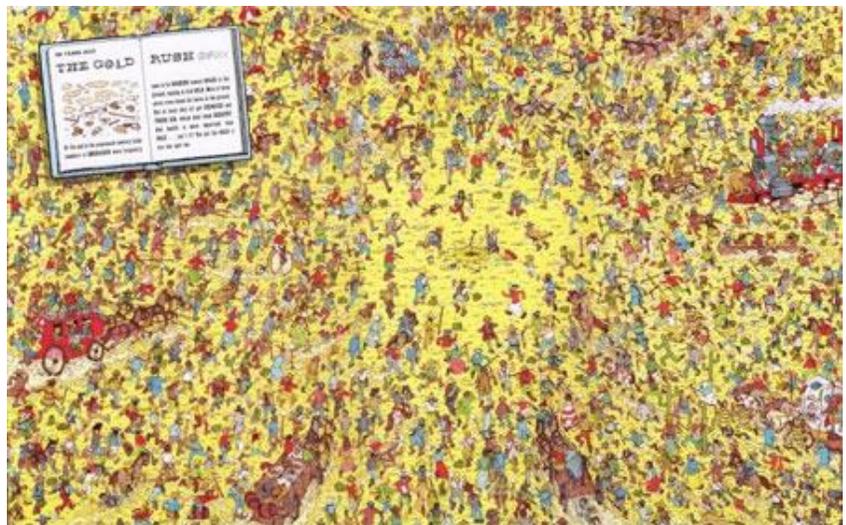


What do you see? The vase, or, the two faces?

## How do you convince a client that White Space is important?

Remember that guy with the white and red stripes? Finding him was often difficult because the illustrator drew tons of other little characters with features similar.

Try to explain your client that his logo might become lost if there is too much in the design. Trust me no client wants his logo to go unnoticed.



## **Assignments:**

1. Define/Explain:
  - a. Size
  - b. Shape
  - c. White Space/Negative Space
2. Use this site and describe the 7 reasons why White Space is important in Graphic Design.  
<http://www.hm-marketing.com/Blog/September-2012/7-reasons-white-space-is-wonderful>
3. Use the internet to find 3 good examples of graphic designs that made good use of white space.
4. Get a vanishing point assignment sheet from your teacher and create a design that uses a vanishing point to show size and perspective.