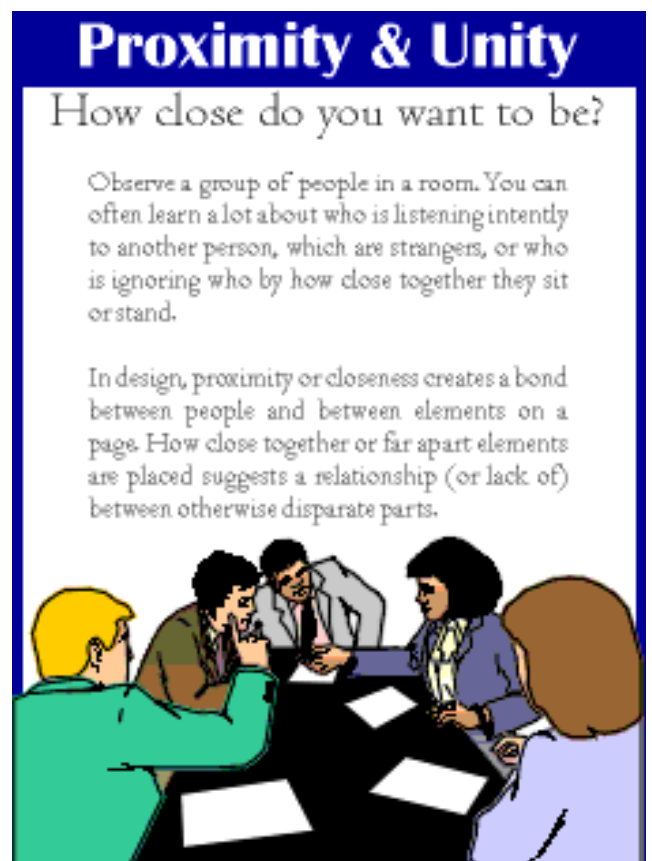
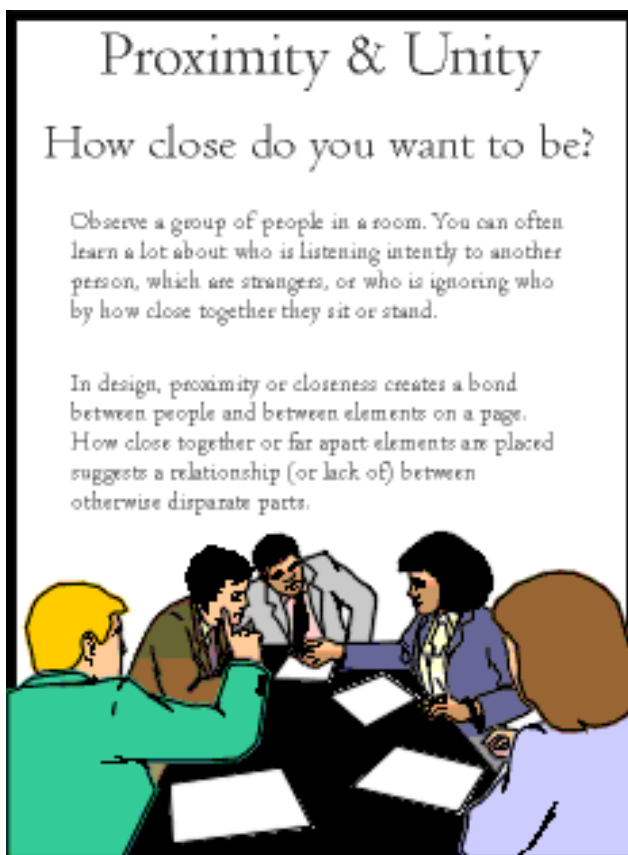


Proximity/Unity

- Group related items together
- Move them physically close to each other so related items are seen as a group rather than a bunch of unrelated bits
- When a design is scattered, the page appears unorganized and information is not instantly accessible to the reader
- by grouping things a design is more organized
- How close together or far apart elements are placed suggests a relationship (or lack of) between otherwise disparate parts. Unity is also achieved by using a third element to connect distant parts.
- Place related information in proximity, and separate unrelated information with white space, rules, and borders.

The graphic anchors the bottom of the page, but the four text elements all float on the page with no apparent connection to each other (**proximity/unity**). The change in the headline (font change, reversed out of blue box) along with the subheading pulled in closer provides **balance** with the graphic on the bottom. The spacing between the two paragraphs of text is reduced slightly as well.



Group Class Prices and Policies

Monthly Enrollment Packages

- Four 55-minute classes for **\$30**
- One time drop-in: **\$10**
- Payment is due on first day of class
- Sorry, no refunds or credits for missed classes (extreme weather excepted)

Convenience Packages

- Attend whenever you like!
- 5 Classes: **\$45** or 10 classes: **\$85**



Dance Unlimited • 237 Linden • Fort Collins • (970) 493-2912

- In this flyer, the first two blocks of information both have subheadings in 18-point Helvetica, making them of equal importance, but the white space between the blocks makes it obvious that they're unrelated.
- Bullet items appear beneath each subheading, calling attention to the individual points, and their proximity shows that they're closely related.
- Finally, at the bottom of the flyer, the company name is placed in proximity to the address and phone number because those are all related elements.
- By first grouping related information and then separating the groups with white space, rules, or borders, you organize information and make the reader's job easier.

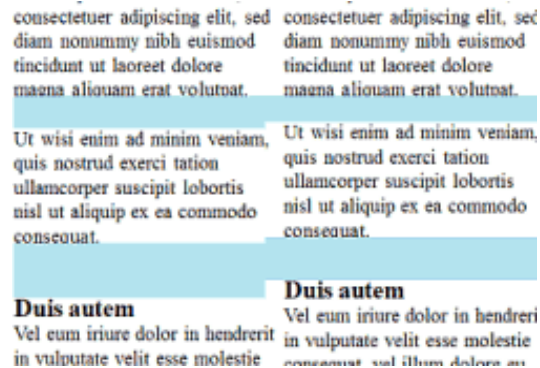
White Space

White space is the space on a page that is not occupied by any text or graphics. You might call it “blank” space. Beginners tend to be afraid of white space; professional designers “use” lots of white space. (Williams)

- Trapped white space is when the white, or blank, space on a page is trapped between elements (such as text or photos), with no space through which to flow. (Williams)
- It breaks up text and graphics. White space provides visual breathing room for the eye.
- Add white space to make a page less cramped, confusing, or overwhelming.
- Designs that try to cram too much text and graphics onto the page are uncomfortable and may be impossible to read. White space gives your design breathing room.

How to use white space:

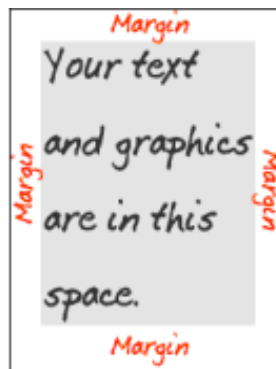
1. Use a line of space or deep indent (but not both) to put white space between paragraphs.



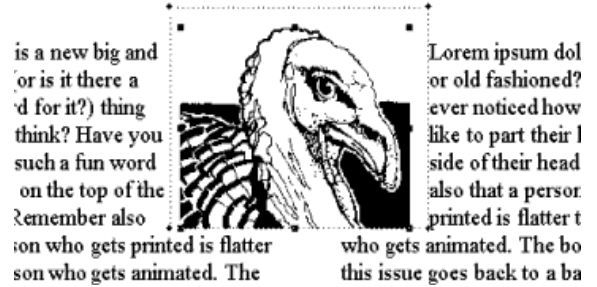
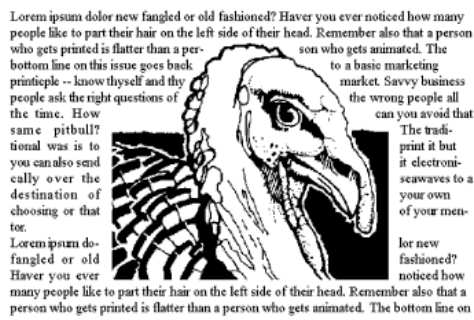
2. Gutters that are too narrow cause the eye to skip over to the next column. Put white space between columns with adequate gutters.
3. Use ragged right alignment to add white space between columns and at the end of lines of text.

Definition: Ragged alignment of text normally refers to lines of text that are allowed to end naturally, leaving varying amounts of white space at the end of lines rather than forcing it to line up flush with the margin. Ragged right is the most common ragged alignment.

4. If space is necessarily cramped within the body of the publication, add white space with generous margins on one or more sides.



- When **wrapping text** around graphics or wherever text and graphics meet, provide plenty of standoff white space. Don't run text right up to the edge of graphics.



- Add white space between headlines or subheads and the preceding copy and a bit below as well.
- Add typographic white space by increasing the **leading** of body text, using lighter type, avoiding letterspacing that is too tight, and avoiding unending condensed or heavy type.

Leading or line spacing is the space between lines of text (GREEN). However, it is generally measured from baseline to baseline (BLUE).

Tips:

- Achieve a balance of ink and white space using a mix of techniques described above, as appropriate to your design.
- Avoid 'bad' white space caused by trapping space within text, rivers of white (often found with unadjusted justified type), overuse of expanded type, too wide gutters, excessive leading, and poorly kerned headlines.