Alignment

- Nothing should be placed on the page arbitrarily. Every item should have visual connection with something else.
- Alignment creates a stronger unit
- Alignment brings order to chaos on a piece of paper. How you align type and graphics on a page and in relation to each other can make your layout easier or more difficult to read, foster familiarity, or bring excitement to a stale design.
- Unify the appearance of your publication by aligning the elements on individual pages and creating strong page-to-page alignments, as well.

Ex. From "The Non-Designer’s Design Book" by Robin Williams
In newsletters, for example, align the tops of photographs with the adjacent column, and give headlines the same alignment from page to page.

In the first example below (a flyer), the elements on the page are not aligned with each other.

![Flyer Example](image1)

The text block in the upper left-hand corner is justified, and the other text block is centered, while the graphic element seems to hang in the middle of the page. This is messy looking.

In this second example above, the look is improved because both text blocks are justified against a boundary of white space, and the graphic is aligned with the block in the upper left-hand corner.

![Flyer Example](image2)

In this third example, the look is further improved because the graphic is aligned with both the upper and lower text blocks.

![Flyer Example](image3)

Alignment ties all the elements on a page together and unifies the publication as a whole.

![Flyer Example](image4)
There is nothing inherently wrong with centered headlines, text, and graphics. They lend a formal tone to a layout. But, for this series of layouts something a bit more informal is called for. Also, large blocks of centered text are usually harder to read.

In the second "Alignment" example, text alignment is left-aligned, ragged right, wrapped around the bottom graphic which is aligned more to the right, opposite an added graphic that is aligned to the right to help balance the overall design.