**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.
5. 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.

6. Add white space between headlines or subheads and the preceding copy and a bit below as well.

7. 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.

**Tips:**

1. Achieve a balance of ink and white space using a mix of techniques described above, as appropriate to your design.

2. 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.