White Space

The art of nothing is another description for this principle. View examples of good and bad use of white space and how to avoid trapped white space.

Did you ever participate in that pasttime of VW Beetle stuffing? Were you ever the guy on the bottom struggling for a breath of fresh air or the last one in trying to find a place to stick your left elbow so the door will close? It wasn't comfortable, was it? Imagine trying to drive the car under those conditions. 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.

An important principle of design missing from the page layouts of many novices is 'nothing' or white space. 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.

The Tennis Group business card below makes good use of white space.

Not only is this card too busy, but we have trapped white space between the information on the left and the logo. The customer might have more text on the card, but who's going to read it? Your eye doesn't really know where to look first.

(http://graphicdesign.about.com/library/weekly/aa030900a.htm)