White Space: An Overlooked Element of Design

Sangam Garg

Fine Arts Department

Raja Man Singh Tomar Music and Art University

Gwalior, Madhya Pradesh, India

ABSTRACT: -

There are many different elements used to enhance visual appeal in Advertising and Graphic design. While all elements of design are important, arranging all of these components effectively, affects the overall visual appeal to viewers. The use of space may be thought of as the single, most important element of design. How things are arranged contributes to how effective an advertisement is to its audience. White space is an important art form originated from traditional Chinese painting. Now it is widely used and existed in various fields. The white space on the picture enables the viewer to generate rich associations and expand the artistic conception of the picture and graphic layout. ”Whitespace is important to visual appeal in many ways. This includes readability, viewer perception of brand image, drawing focus, and creating harmony. Whitespace has numerous names and definitions, and can be applied as a design tool in many way sadden function as well as elegance to an advertisement. By employing current and past portfolio pieces, as well as some famous advertisements that use differing amounts of whitespace, my intended outcome will be to prove

White space as an essential tool to advertising design.

Keywords—graphic design; white space; artistic conception

INTRODUCTION: -

The forms of beauty in the visual art works are diverse, with beautiful decorations, as well as plain and simple beauty. The white space is belonging to the second one. Nowadays, graphic design as a wide variety of forms, styles and languages. With the development of social economy, new patterns are emerging, and the graphic design with white features can stand out in the massive graphic design works. The white space left in these graphic design works not only contains far-reaching connotations, but also enhances the artistic conception and culture of the works, and also brings more aesthetics to the works.

White space is the glue that holds all design together. One of the major problems that most beginning designers, and even seasoned professionals struggle with is the notion to fill the page. “Young designers often want to fill every inch of space .This is one of the biggest mistakes that designers make repeatedly. They think that in order to convey the message to the audience they must bombard the viewer with information. As said by author Alexander White,

"The single most overlooked element in visual design is emptiness". Here lies the problem. As important as whitespace is, it is also vastly taken for granted. The purpose of this paper is to analyze current and past portfolio pieces, as well as famous advertisements that use differing amounts of whitespace, to prove whitespace as essential tool to advertising design.

I. THE APPLICATION METHOD OF WHITE SPACE IN MODERN GRAPHIC DESIGN

Graphic design is a two-dimensional space design, which is a layout plan for the purpose of planning elements such as graphics and text, while the white space can create a three-dimensional multi-dimensional aesthetic space, bringing the picture far higher than the plane two, and rich visual perception and artistic experience of the organization. The White Space of Composition The designer uses the white space in the composition of the graphic design to form the contrast between the primary and secondary, the virtual reality and the dense, which can make the picture, get better performance and enhance the meaning of the work. First, use the focus to leave the white space, the focus is left blank, and the main part of the picture is refined to become the center of the picture and the visual center of gravity. The rest is not processed or processed less, so that the part of the white space is fully set off to the main body. There is more comprehensive display of the connotation in the work.

(As shown in "Fig. 1"). The main body of the picture is left in the center of the picture, and the rest of the picture space is completely modified. The left picture is in the middle of the picture is an unpolished gem. On the top of the gemstone is a post-development postage stamp with a postmark on the side. The whole part is fully arranged and full of details. The picture on the right is a beautiful dark ink with a dark cloud inscribed in the middle of the picture. It is noted that the work on the main body of the picture is deep and exquisite, whether it is the arrangement of the light surface of the original stone, or the ink-like brush

strokes around the ink, it is delicately in place.

Fig. 1. The white space of graphic design.

II. PRINCIPLES OF DESIGN IN RELATION TO WHITE SPACE

The relationship of white space in each of the Principles of Design is not often an obvious one, but it is always a key underlying factor. Principles include proportion, balance, emphasis, unity and harmony. The element of proportion is a relationship of sizes. Proportion can range anywhere from the width to the depth of an object or the amount of space between two elements to another element. Proportion can also include the use of color. For example, the amount of light areas in an advertisement verses the amount of dark, and the use of color contrasted by the use of no color.

"To achieve pleasing proportions in his ad, then, the designer arranges spaces so that the eye does not perceive obvious mathematical relationships". In other words, you use space to fool the eye into perceiving a natural relationship. This is where white space comes in. When deciding the proportions of an advertisement, white space can be used to divide the page into a grid or it can serve as way of contrast. Pictures and art can be used in larger proportions utilizing white space as a margin or background. Margins are the white space that appears between the inside edges of an ad and where the copy or visual elements begin. Margins can be thought of as a type of border around the outer edges of a page or the area around elements like a photograph.
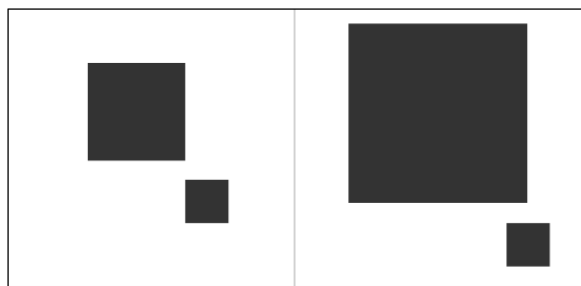
Figure 2. Proportion

In this figure, the size of the format space compared to the form in it changes the perception of the form. A smaller form in a large spatial format – which will have a relatively restrained presence – will be perceived differently from a large form in the same format – which will be perceived as confrontational. Balance is known as visual weight. In order for an advertisement to be proportional it must balance equal parts. In order to keep an ad balanced, it must contrast something with equal visual weight or repeat it by the use of symmetry. "Positive space is visually heavier than negative space. So a lot of filled space requires balancing amounts of empty space". In other words, the white space must also be balanced or it must be used to balance the contrasting parts of an advertisement. Figure 3 is an example of multiple methods that can be used to balance design. Methods include contrasting and complementing colors, symmetry, different or similar shapes, etc.
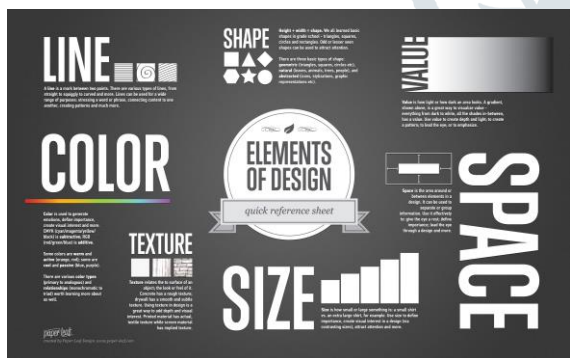

Figure 3. Balance "The Principles" : The Elements and Principles of Graphic Design; \

III. FIGURE GROUPE

To assess the white space for the purpose of this research, the well-known "figure-ground" relationship is adopted. Coates (2014, p.26) summarized the "figure ground" relationship: space

is the "ground" in which a form becomes a "figure." Coates also claimed: "The figure-ground relationship is the relationship of the object to its surrounding space." Researchers adopted this theory and treat the white space as the space surrounding the objects.

Three types of figure-ground relationships were introduced: the stable one, where elements shape fixed bonds; the reversible one, where visual elements may take reversible roles; and the ambiguous one, where the roles are not identifiable. For the general digital magazine edition structure, it has particular characteristics. Digital magazines are similar to printed magazines, which have a clear textual area and images.
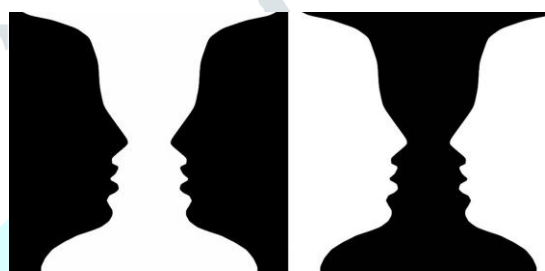

Figure 4. The example of "figure-ground" relationship. The black faces are figure and the white area surrounding is ground.

IV. MACRO AND MICRO WHITE SPACE

In this study, the white space is separated into macro and micro (Figure 5). The macro white space is the space surrounding the textual area and the images. The micro white space is the space from the baseline of above sentence to the x-line of the below sentence. The way to manipulate white separately can provide a way to selectively assess their contributions, and these features may affect the user experience.
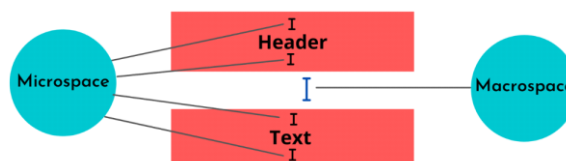
Figure

5:- macro white space and micro   white space

V. THE WHITE SPACE OF COLOUR

In the graphic design, the color is a visual impression of the first impression, and the visual impact on the user is great. The color matching of the graphic design directly affects the final overall effect of the layout color. The white space of color is not only to leave a white color in the picture, but to handle the color reduction in a comprehensive consideration of the overall layout. First, one can leave a uniform and simple color of a certain area in the color of the screen, and become a factor in the visual breathing. Second, the painter can make a more detailed color carving in a part of the main visual interest area in the picture, and the remaining part acts as a process of faintness and weakening, which plays a certain role. For example, in the poster of "Fig.3", the focus of the picture is the little man in black movement. The color of the subject in the picture is red with a forward trend, and the color change processing composed of the detailed and rich house structure. There is a bold white space under the red area, which makes the main and secondary structure of the picture clear and the subject clear. With a careful observe that the part of the white color is just the area where the street light is illuminated. The whole picture is more complicated because of the delicate design and white space treatment, and with more fun and value. In short, when the painter designs the color in the work, the color in the layout cannot be randomly piled up, but should make the interaction between the colors and the reasonable combination, so that the color has the right arrange, the change is simple, but not easy.

VI. WHITE SPACE IN TYPOGRAPHY

It improves text readability and legibility. Using white space to separate blocks of text makes content easier to read and digest. This improves the readability and legibility of your content and contributes to increased comprehension. Adding a lot of white space around text also makes it easier on the eyes and keeps the reader from getting overwhelmed with too much information. At the same time, you can use variety in colors, shapes and other elements to make sure a design is interesting, even when it's minimal. Notice how the content in this infographic has a smooth flow that makes it much more readable even though the text is actually quite long. This is because white space is used to break text into easily digestible chunks.

It increases user interaction. In website design, white space promotes visual hierarchy and helps users easily find the information they are looking for. Putting a good amount of white space around headers, headlines, buttons and navigation menus can immediately prompt users to do an action. Using white space properly can prevent distractions that can keep users from their goal, which is to consume content. For example, this landing page has dedicated spaces for the logo, navigation bar, main content area and email opt-in bar in that exact order to easily let users interact with the site.

VII. IMPLEMENT AT TEXT FORMATTING.

Applying correct margins and ample paragraph and line spacing is one way of using white space to improve the presentation of text. Aside from using paragraphs for grouping ideas together, you can also draw attention to headlines and titles by increasing the spacing between letters. Meanwhile, the ideal spacing between lines of text is between 130-150% of the size of your font. In this example, the content area has just the right margins and the paragraph lines have at least 1.15 spacing for better readability:
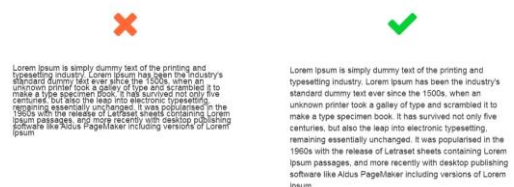
Figure 6:- Importance of space

Figure 7:-

White space typography

First, It believes that in the process of visual perception, people always have the characteristics of pursuing the structural integrity or gestalt of things. The gestalt white space is to construct an omitted shape in the picture, which allows the user to stay visually for a short time, and then complete the graphic through personal visual experience.

Second, selectivity means that perception can't accurately grasp all the contents of a thing at the same time, and it will focus on one part of the focus, and the remaining part will be recognized the next stage. Selective white spac is precisely the use of the characteristics of perception, which means that by making the form that can be mutually graph, let people think through, and confirm the image through the boundary of the bottom of the ma. The poster designed by Japanese designer in "Fig. 7", the work starts from the human visual psychology. When we pay attention to the dark solid, the lighter part is used as the background. Conversely, focusing on the lighter parts, the darker parts become the background. The graphics of each other's background are visually paused, forming more explanations than the graphics itself, causing people to think further and improve the fun of the work.

VIII. GRAPHIC LAYOUT OF WHITE SPACE

As one of the important elements in graphic design, graphics are the same as text, often as the elements in the display position. For the reasonable layout between graphics and other elements, the white space and the graphics itself are ingeniously left blank, allowing the works to be displayed, which is out of the advanced design appeal.

The graphic itself also involves an important visual perception theory "Gestalt Psychology". The principles of visual perception in graphics include integrity, selectivity, simplification, and constancy. Some jef these methods are also related to the characteristics of white space, which can be derived from morphological whiteness and selective whitening.

Figure 8:- The white space of graphic design

XI. WHITE SPACE AND FILM

In film art, white space art has a wide range of expression, the use of lens language, film and television composition, color collocation, sound application and so on. In the film and TV drama, "white space" art technique is an important expression technique of image communication. The virtual environment formed by it complements and complements each other, which forms a complete artistic image system and an attractive artistic conception. The white space in the film and TV drama leaves a large amount of imagination space for the audience. The audience can fully "enter" the work, dig into the connotation of the work, understand the theme of the work, and use the "white space" art technique to analyze the film and television works, greatly expanded the meaning of the work. In film and television art, the application of white space art is various, including the use of empty lens, static field, discoloration, suspense and blur, etc. The thought and content of movies and TV plays are realized through one by one constantly changing lens. Generally speaking, there are people and objects in the lens, using the dialogue, action and behavior between people and objects to promote the development of the plot. But sometimes the lens also uses the missing person and the object, chooses the lens which does not have direct connection with the plot-empty lens. Suspense is a white space in the arrangement of the plot. The proper use of "suspense" can make the work as a whole seem implicative, and at the same time provide the reader with broad room for thinking, for example, "the best is still behind you. Don't stop reading now", stimulate the audience's interest or suspense", to the reader with endless aftertaste and profound enlightenment."

X. WHITE SPACE AND CONSUMER PERCEPTION

With the development of the Internet, printed periodicals, books, posters and so on began to fade out of sight, replaced by electronic device screens, so the definition of white space has undergone a small change. White space is used to describe the space surrounding the object or work of the visual scene. Whites pace is an area on the screen that does not contain text, pictures, or other visual elements. White space has not only aesthetic function, but also functional function. White space is one of the principles of web site design. Generally speaking, web page design encourages the effective use of whitespace, because proper whitespace can reduce web clutter and improve communication effectiveness, achieve higher satisfaction. In addition, if whitespace is used properly, it can be used as an indicative visual signal to draw attention to information. White space in layout design emphasizes and highlights important elements, sharpen the contrast between content and context. Appropriate white space can not only affect consumer trust in the site, and it also affects the consumer's perception of the brand's image and the perceived value of web products. In addition to its use in web design, white space is widely used in advertising to convey elegance and prestige. The white space around the product can increase the perception of prestige and value of the product, and then improve the evaluation of the product. In addition, in addition to the impact on the content of the site, the white space around the text information can affect the persuasiveness of the information.
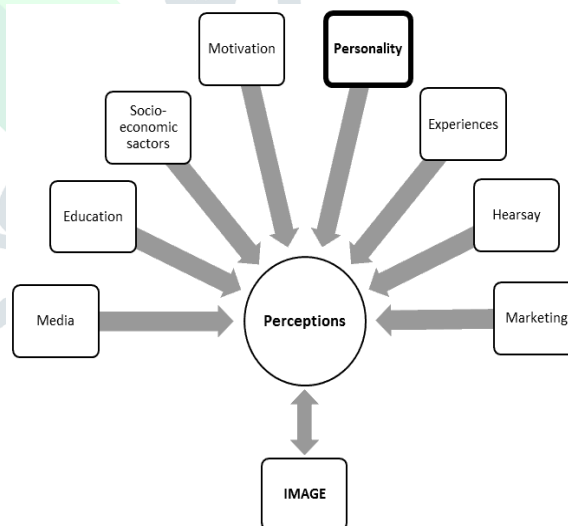

Figure 9:- White space and consumer Perception.

XI. CONCLUSION

As an important visual language of traditional Chinese painting, white space has always played an important role in Chinese traditional culture. It also has far-reaching influence on many fields such as modern painting, design, architecture, literature, etc. "Nothing can replace white space". White space is found everywhere in an advertisement from the margins, borders, typography and background. White space is not just space that is white. It is any and all negative space, colored or not. It has many uses and is profoundly regarded as a key design tool to most experienced designers. When used correctly whitespace enhances design by easing eyestrain and making statements about context.

Though most of this research was done on white space in print, white space has also been found especially important to other areas of advertising such as websites. The same principles that apply in Print Design apply in Web Design. Research shows that white space in print is critical to audience readability allowing the eye to have a stopping point to rest and enhancing the absorbability of information given. White space is also known to have a positive effect of brand perception and allows more elegant designs. The findings of this research prove white space is an important fundamental element in Advertising and Graphic Design.

XII. REFRENCES

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