friend or foe?

- trapped white space = foe!
  - draws unnecessary attention
  - creates a sloppy or “unfinished” look
- planned white space = friend!
  - used to isolate, emphasize
  - creates a clean, open look
  - three levels

level one white space
- 1-3 points
- used to separate elements—barely!
- best for photo collage, montage, series
- creates a unified “package” look for elements (perfect for modular design)

level two white space
- 1 pica (1/6 inch)
- standard internal margin
- establishes horizontal eyeline
- traditional publishing look

level three white space
- 3-6 picas+
- described as “rails”
- used to isolate and emphasize
- easy application when using grids
- creates a sense of openness
Increase outer margins to increase the white element and frame the layout.

H Airlines create empty box-like appearance for clean use of COB elements.

Leave a complete white background for use with COB photos and colorful page elements.

Open leading in copy blocks and/or san serif type add to the overall effect of a clean, white look.

The most innovative & attention-getting designs incorporate all three levels of planned white space.