

What is **negative space** ?

And how does it apply  
to **graphic design** ?

**Negative space** is created  
by the interplay of  
**what is placed there**  
and **what isn't**

# A classic example of **negative space**

(is it a vase or two profiles?)



But it can also be the **negative space**  
of letters (here the rest is implied)



The **negative space** between  
letters and words

**Tight Line**

**TightLine**

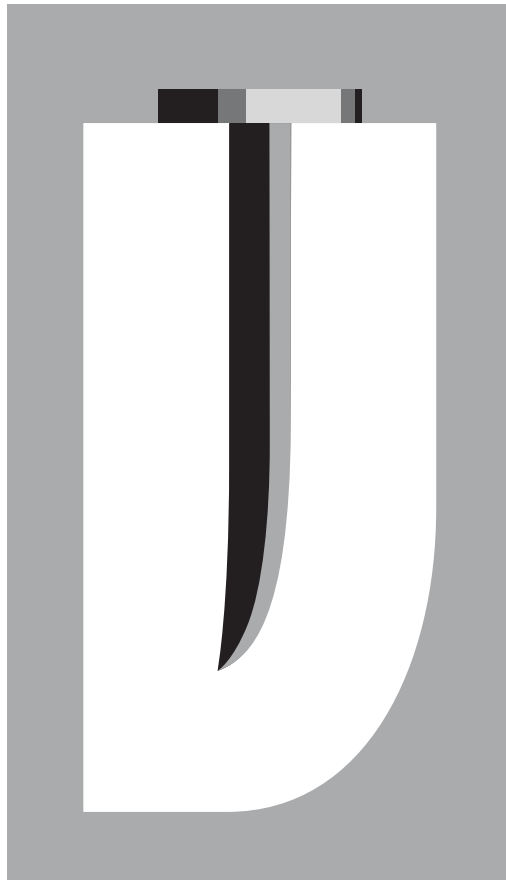
The **negative space** between  
letters and words



FedEx

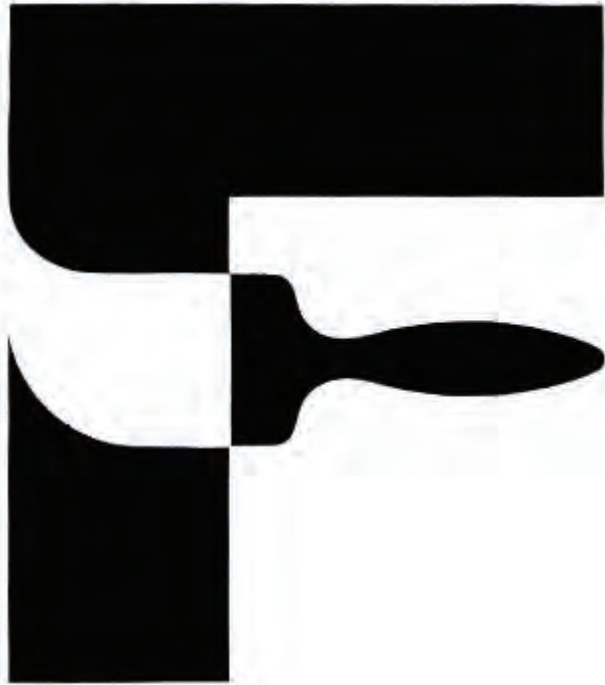
The image shows the FedEx logo in a bold, sans-serif font. The word "FedEx" is rendered in black. The "Ex" portion of the logo is semi-transparent, allowing the negative space between the letters to be visible. This negative space forms a white arrow pointing to the right, which is a key element of the FedEx brand identity.

And the **interplay** between  
letters and images





And the **interplay** between  
letters and images



# There is **negative space** (white space) between elements on a page

Here is an example of a headline

**L**autem quiassundus dolum id moloratest eric totatem repedi sus unti sam, opturit lis saped quia dolenti aerehent faccum quam et idest aut quatem qui coris eum illa qui vent qui nullendam, consequos doluptat quiducit lab iusam il incta asped ullitat etusam am, earum et archic to quaecus sitium dolecesecum experae minulpa acerion ped quid qui accus simoloritae ped eosam sitatempore nosse dolendent doluptus sapedis eumqui velitat acipsus pliquid qui rectiis most et opta cuscimus.

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This is a subhead

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**Here's an example of boxed text.**

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## **Negative space:**

First you become **aware** of it,  
then you learn to **look** for it,  
then you learn to **manage** it,  
then you learn to **use** it.

# Compare these negative spaces

## Model train sets

An addendum to our yearly summation of transportation travails in and around our basement, livingroom, front bedroom and attic crawl space.

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# Fewer defined spaces equals cleaner design

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# Lining up objects equals cleaner design

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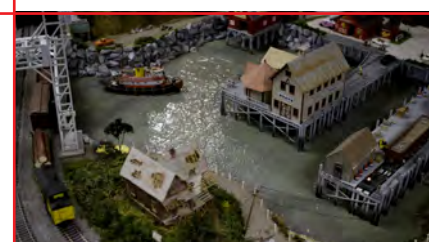
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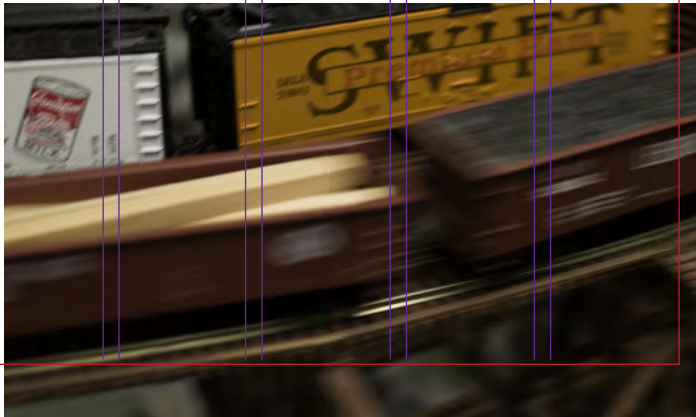


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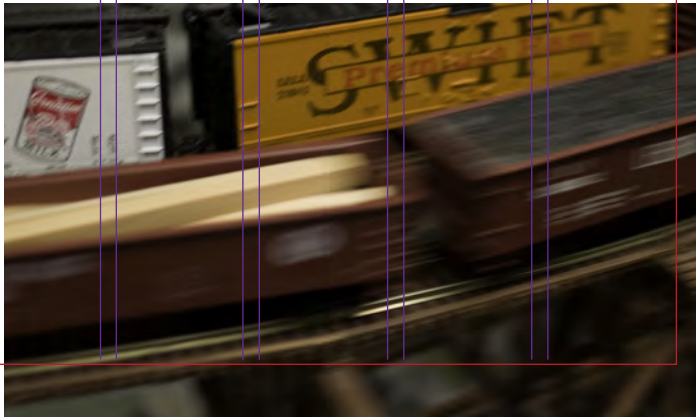


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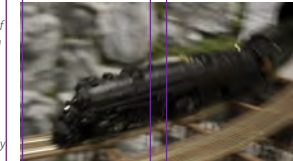
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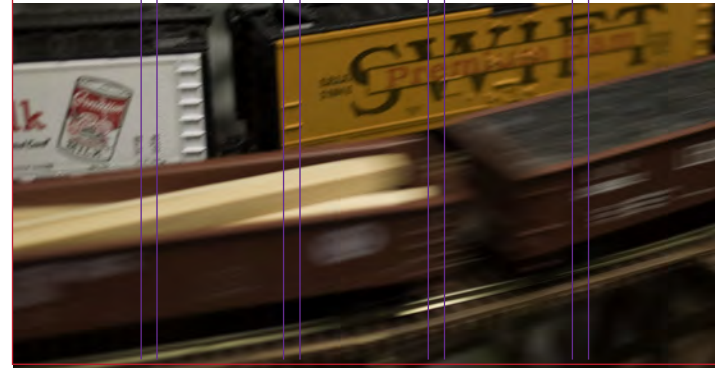


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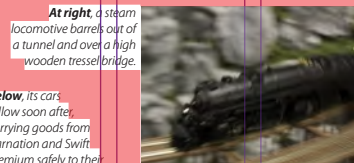
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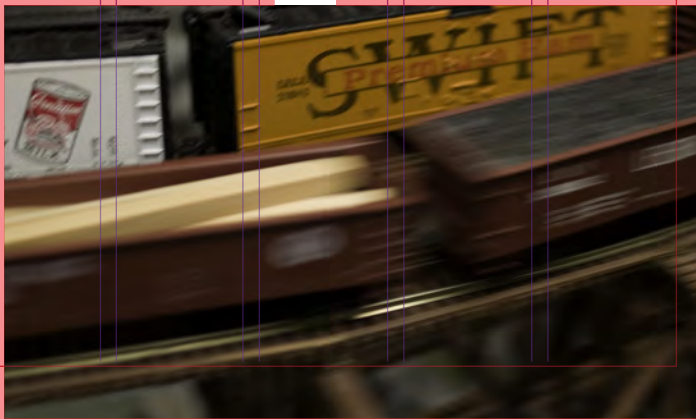


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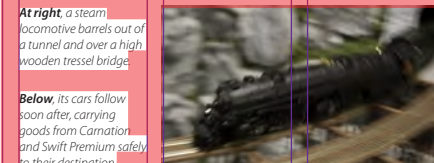
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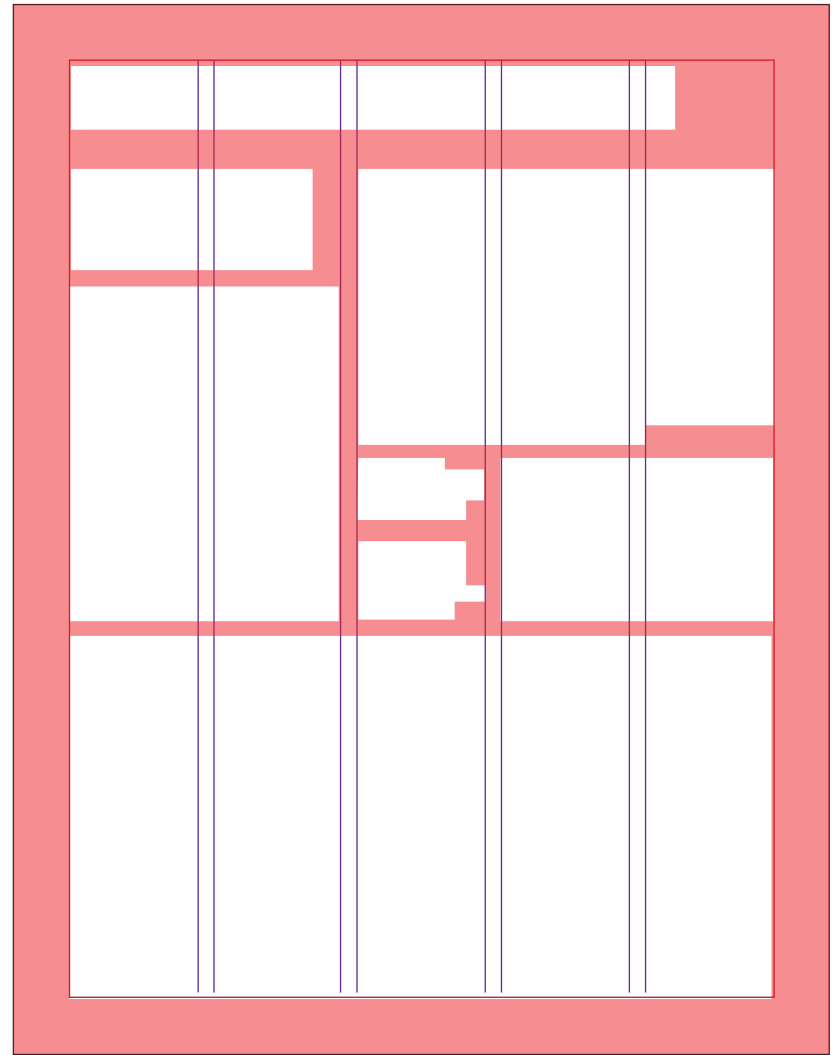
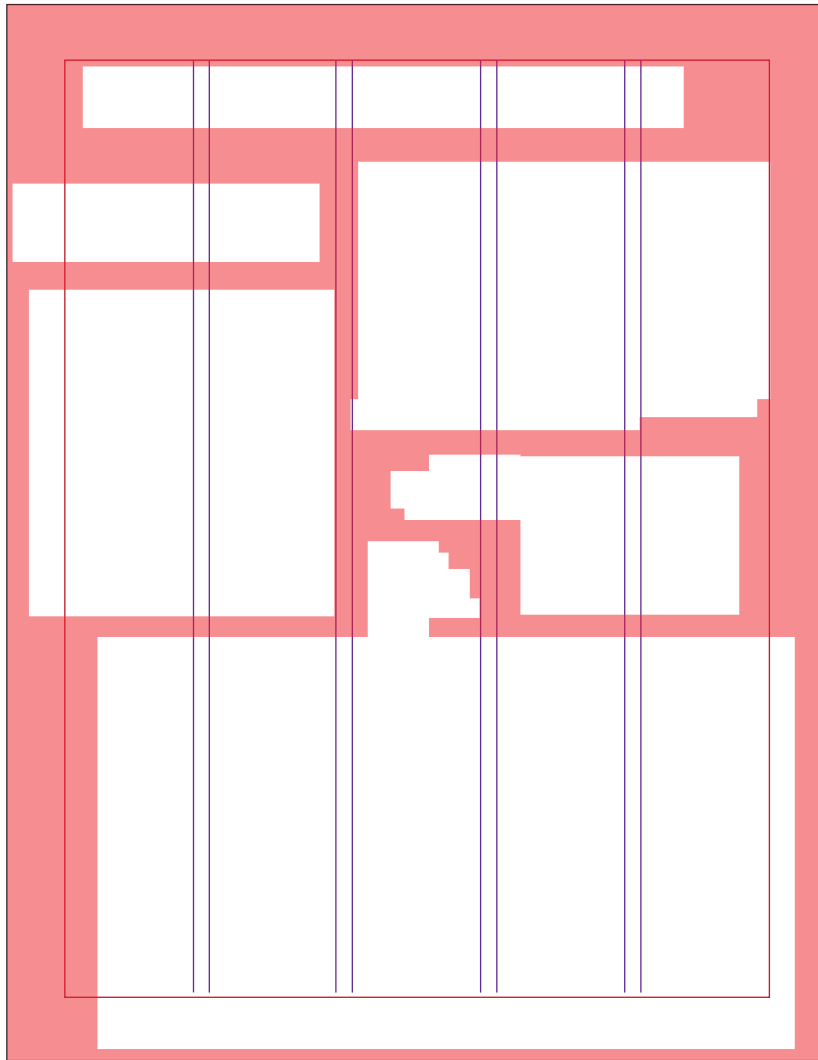


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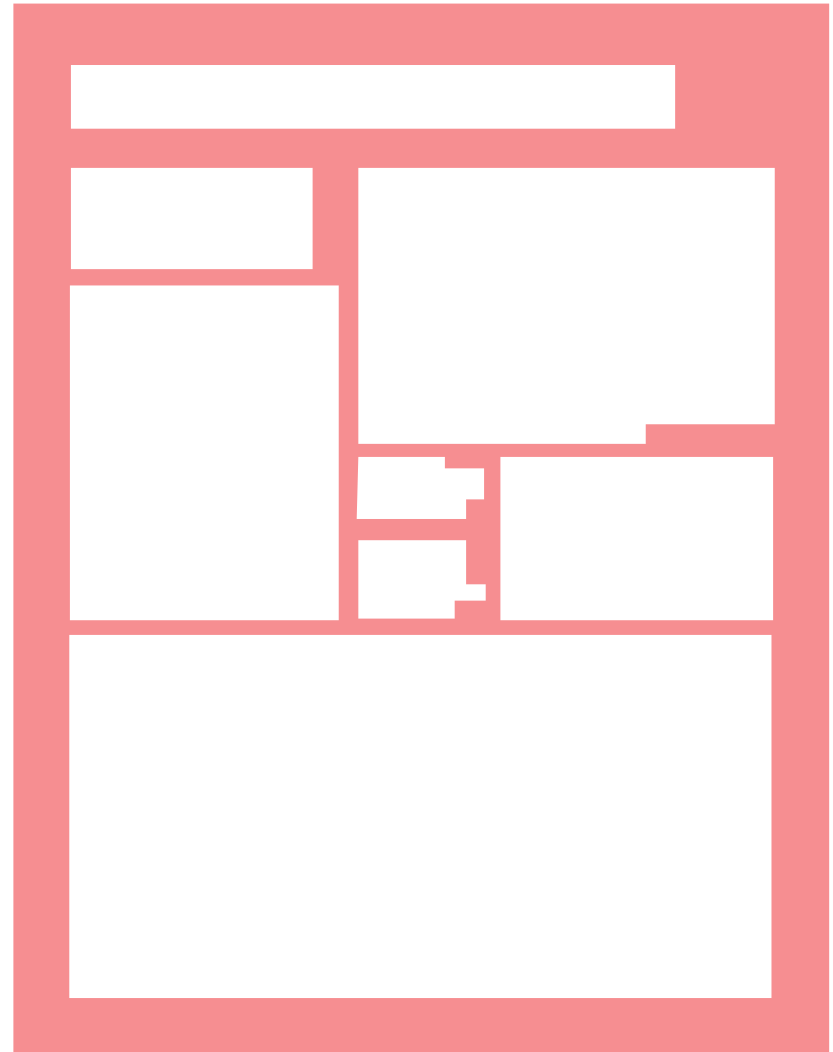
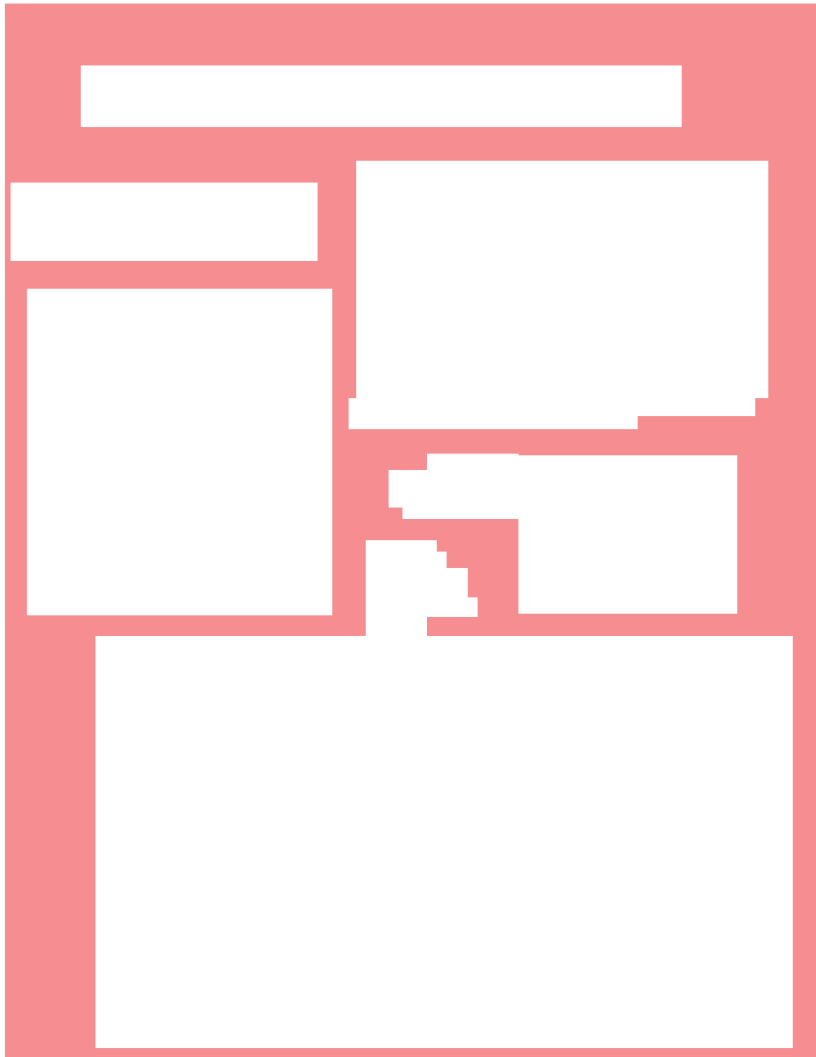
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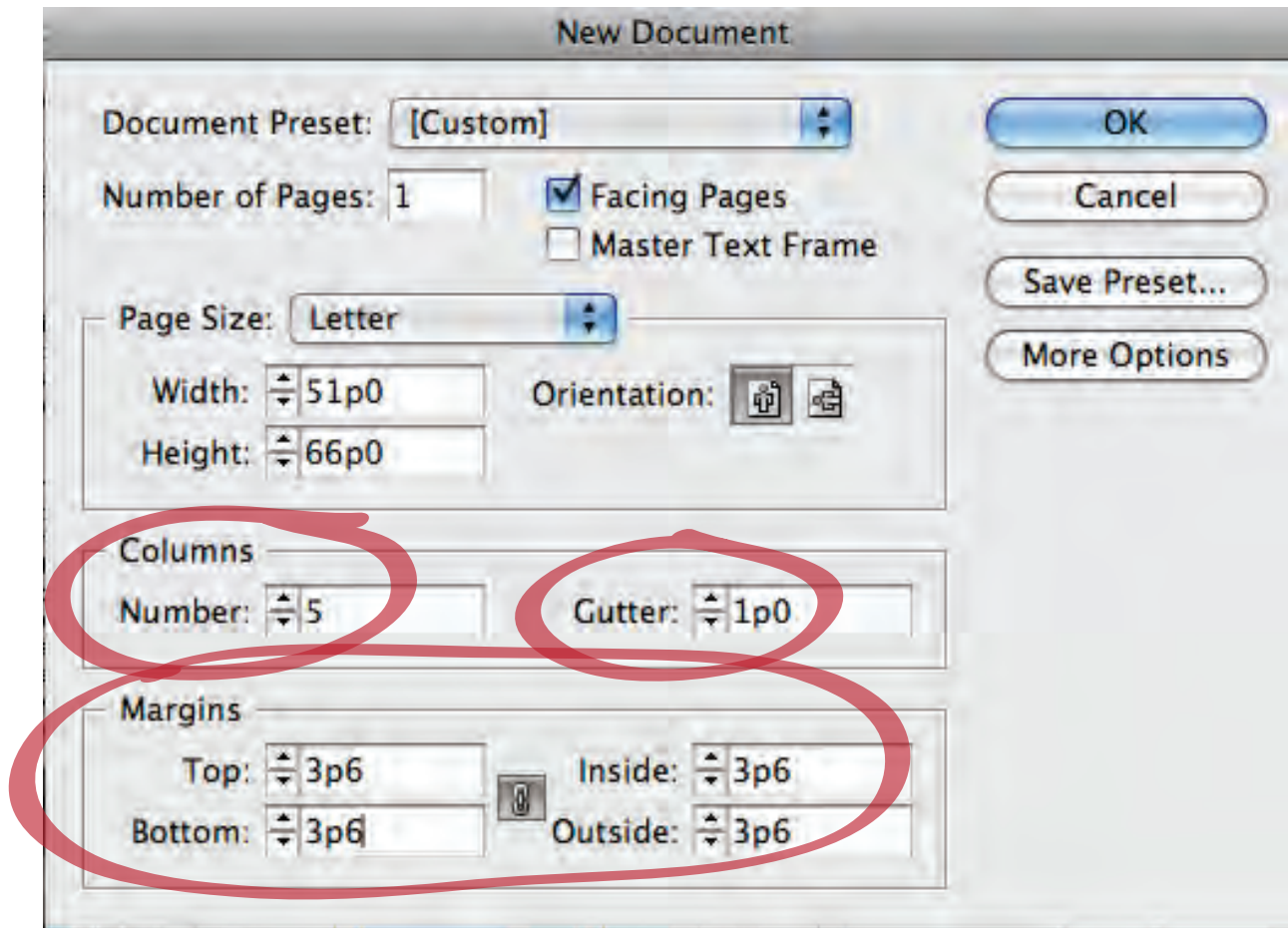
For a clean **negative space**, use a **grid**



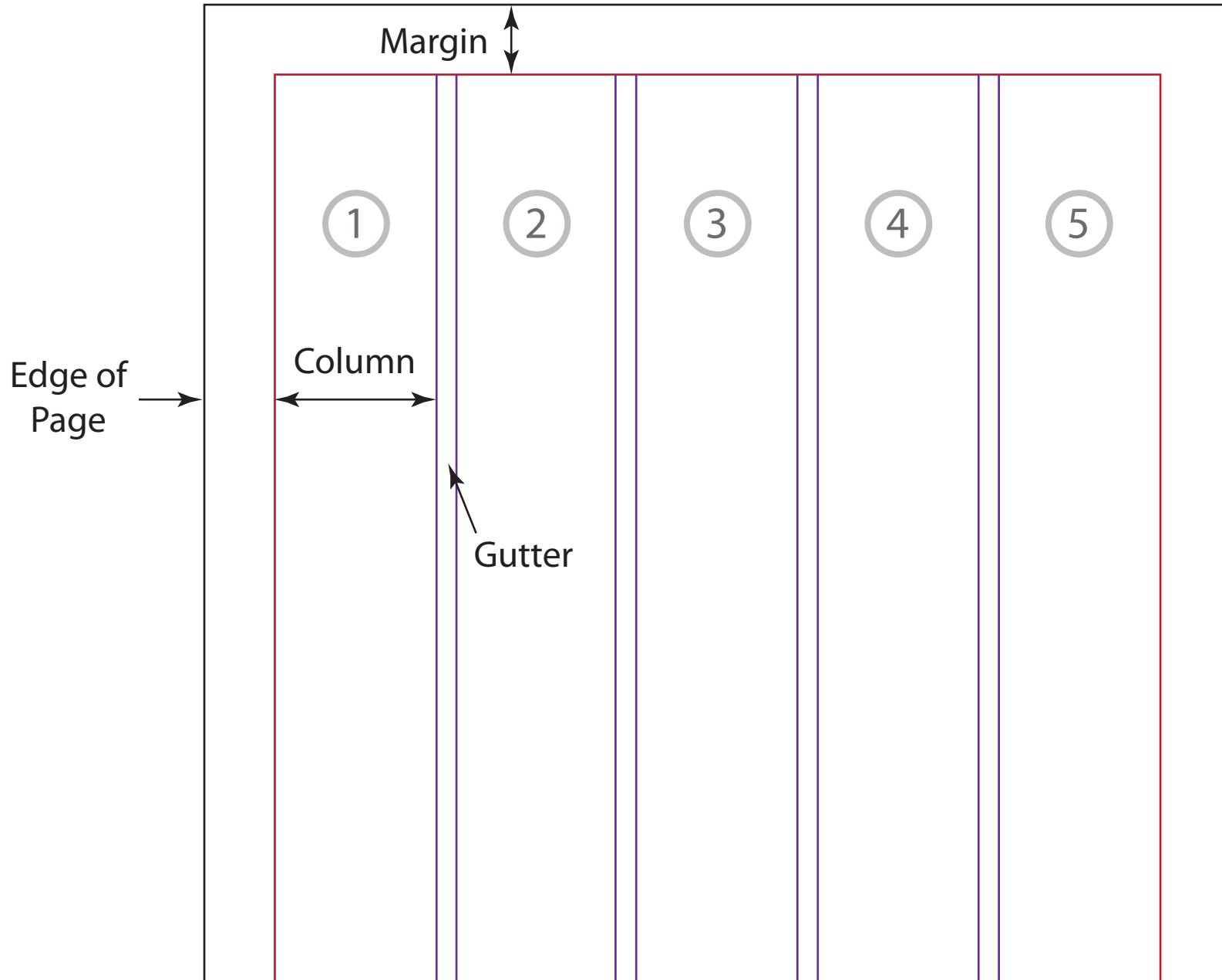
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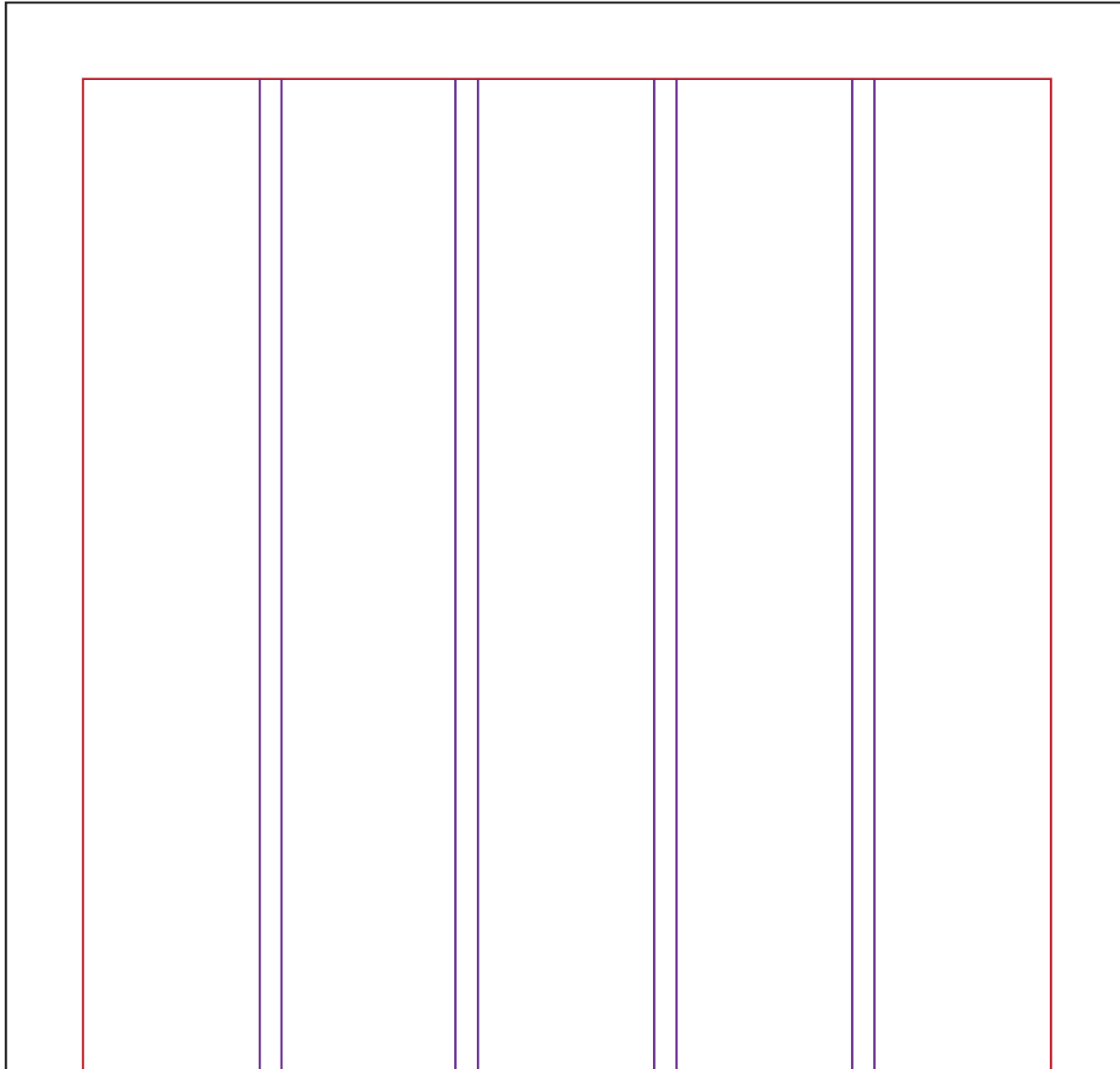
The easiest way to set up a **grid** is part of creating a document in InDesign



# Which gives you this **grid**



You use the **grid** to place your elements



You use the **grid** to place your elements



You use the **grid** to place your elements

# Headline Here

This is where the body copy goes. It extends from the outside-left of the first column to the outside-right of the second column, covering the gutter inbetween.

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# You use the **grid** to place your elements

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# Which makes for fast, neat design

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This is important because, with InDesign,  
the possibilities are **endless**

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**Here**

Thank you

