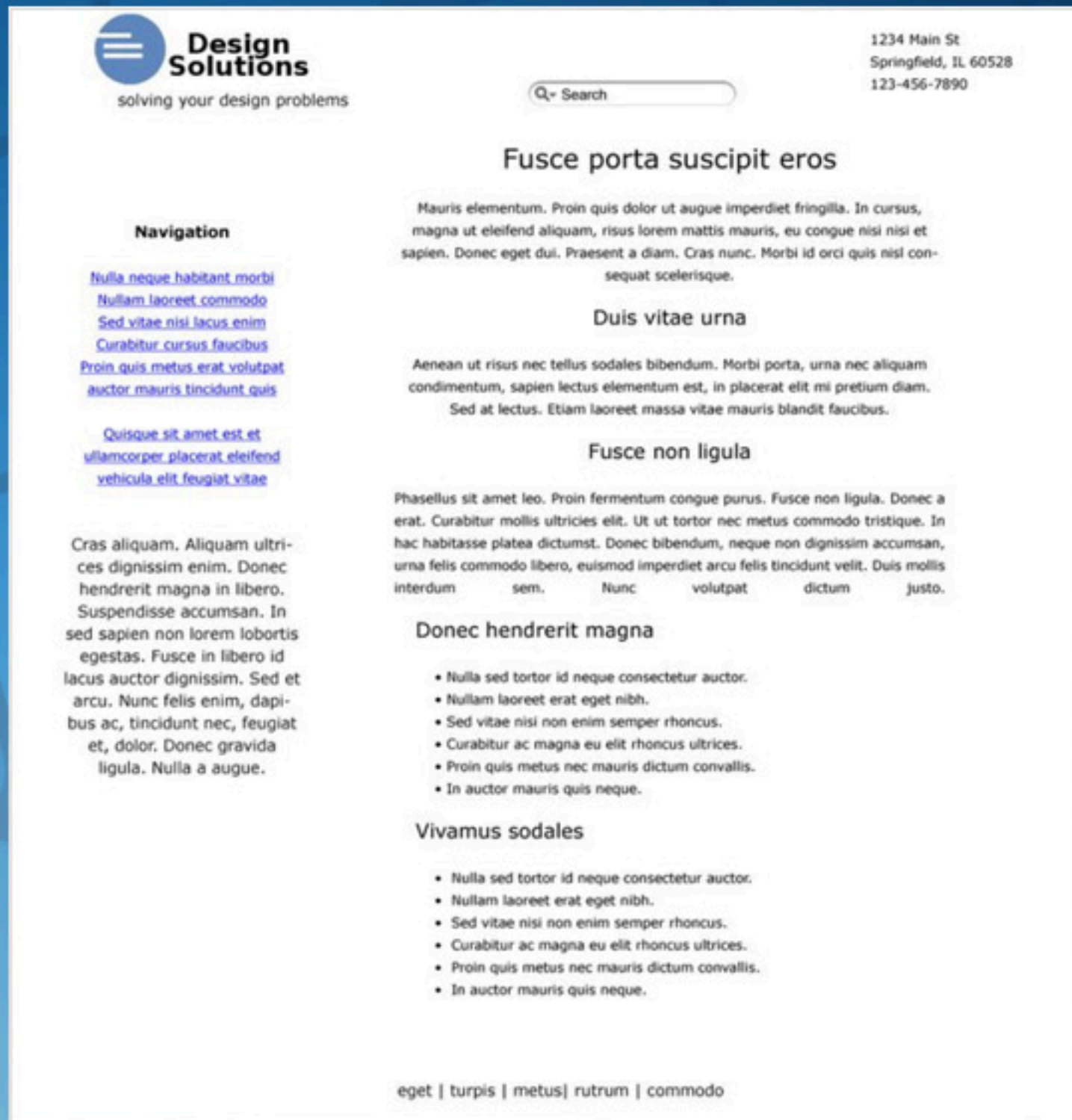


ALIGNMENT

In Graphic Design

“Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page.”

Robin Williams, *The Non-Designer's Design Book*



A great example of this principle is demonstrated at the left. The Design Solutions webpage on the left has elements that are placed on the page without any concern for alignment. You have mixed alignments - left justified, center justified, and full justification.

On the right, the design has moved completely to left justification. Not only that, but blocks of text are aligned on their left edges, forming a visual line - a visual connection between the parts.

Can you feel the difference that makes?



Look at the booklet layout at left. It uses a number of design principles. Repetition and alignment are used on the big, bold heading numbers. This provides consistency across the document. It provides visual organization. Because they are so much bigger than any other type, they draw your eyes to them first - the principle of contrast.

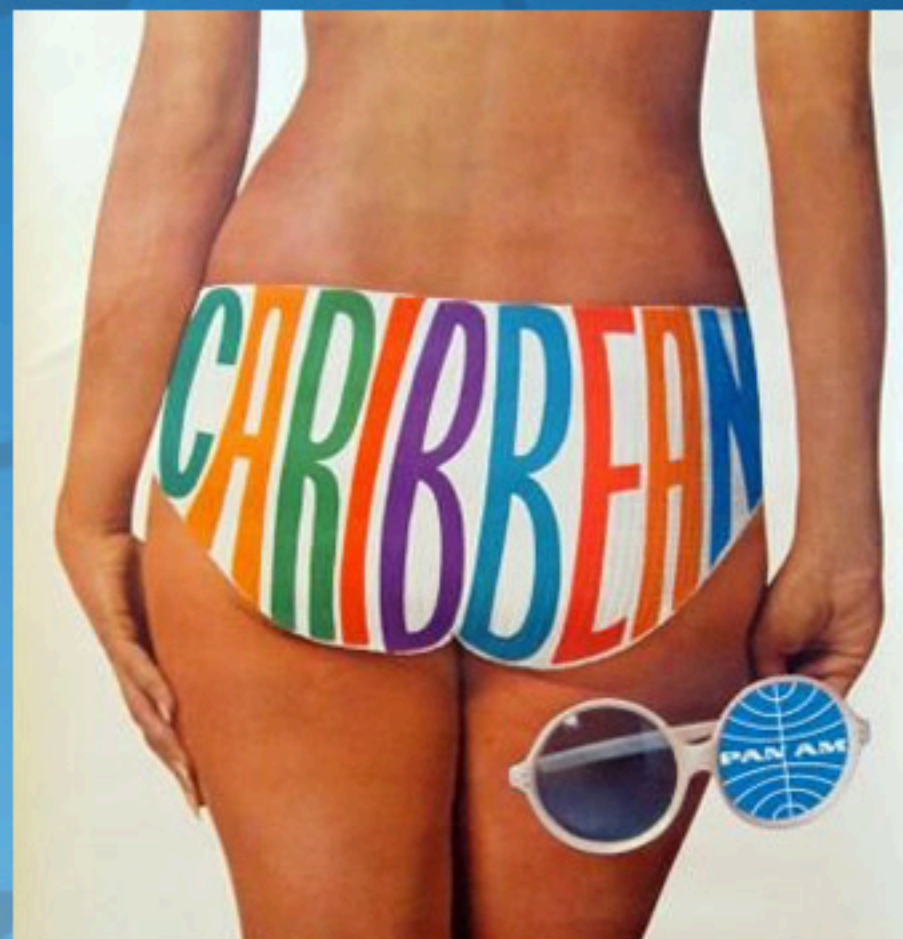
Colors are used for interest and organization. You can tell what section you are in by the colors. How have the color blocks been aligned?

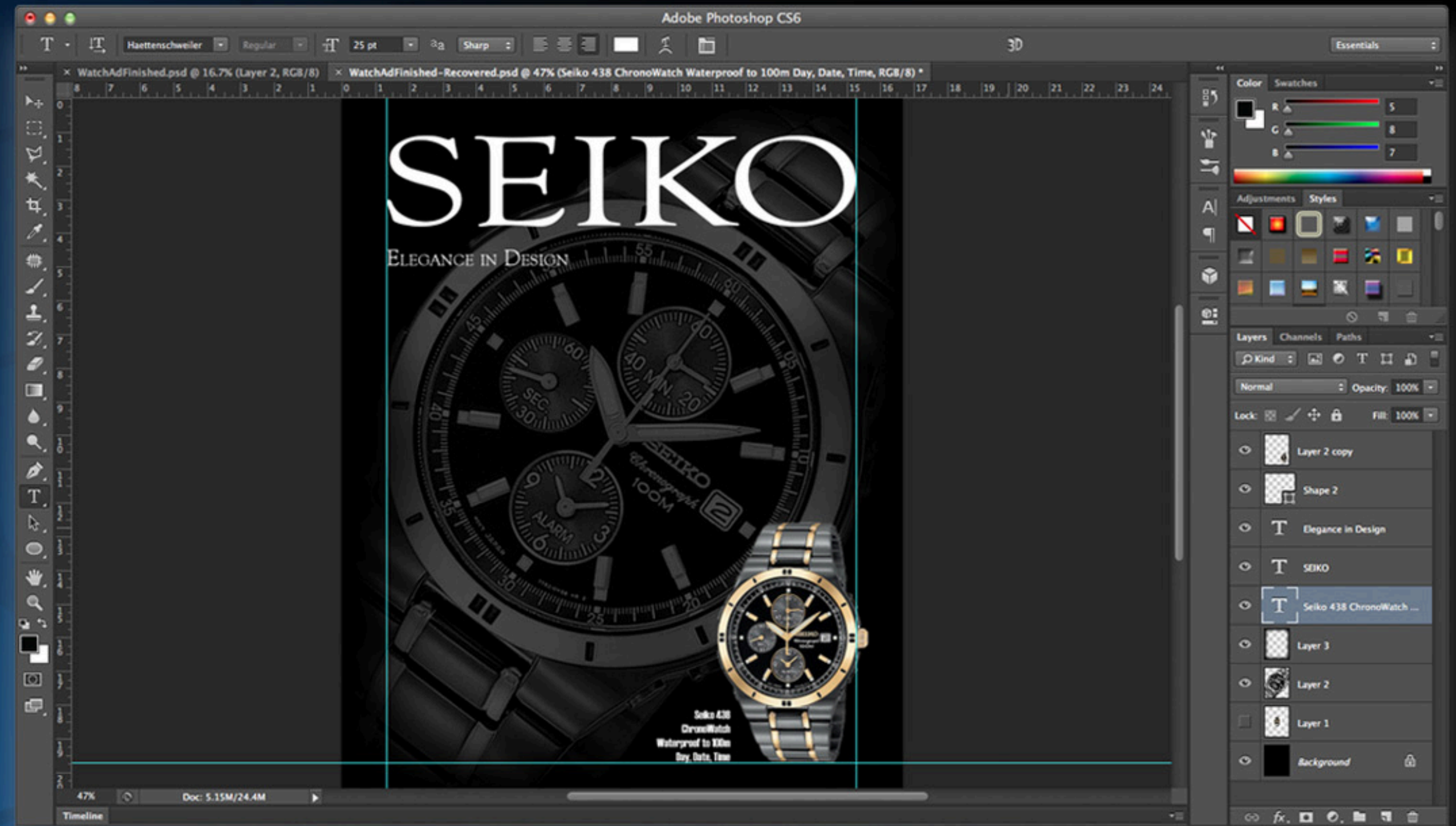
The main headings of each section are consistently aligned, repeating the same font and size. This is true of the subheadings as well.

The columns of text are aligned throughout the document. Without reading the text, you can tell by design how the document is organized.

Some pointers for using alignment effectively...

- Pick a strong alignment and stick with it!
- Left or Right alignments provide a stronger visual line to connect elements together. Center alignment is much weaker and more formal.
- Find a strong line in your document or image and use it! Build around it.
- Horizontal lines are like the Earth's horizon - peaceful, steady, calm.
- Diagonal lines are energetic, and filled with motion, playful.
- Curved alignments are interesting, sensual, chaotic.
- You can use more than one alignment - only do it with a critical eye for unity and consistency in your design. Too much randomness will look trashy. In Christina's résumé, the strong vertical line acts as a center to build alignments around - and so the right and left justified text looks unified along that strong line. Alignment will organize, and unify your designs! Use it!





Thank you! This presentation was put together by Nathan Smith. It may be freely used for educational purposes. Designs on this slide – Nathan Smith. All other images are by various artists – and were found on Pinterest.com