

Proximity

in graphic design

“The principle of proximity states that you group related items together, move them physically close to each other so related items are seen as one cohesive group rather than a bunch of unrelated bits.”

Robin Williams

The NonDesigners Design Book

Free Tea! **Learn to Dance!** Free Scones!
Prizes!

Hip Hop Salsa Clown Funk
Tango Rumba Saturdays Quickstep
Bolero Foxtrot 9-3
109 Jive Lane Mambo Lindy Hop
West Coast Swing Cha Cha Krump
Rosetta Dance Studio East Coast Swing

Learn to Dance!
Rosetta Dance Studio • 109 Jive Lane • Saturdays 9 a.m. to 3 p.m.

Smooth	Rhythm	Street	Social
Waltz	Cha Cha	Hip Hop	East Coast Swing
Tango	Rumba	Krump	West Coast Swing
Foxtrot	Bolero	Funk	Lindy Hop
Quickstep	Mambo	Clown	Salsa

With or without a partner!
Prizes! Free Tea and Scones!

23 Lawnhill Drive

Happyville, NB

Joe's Graphics

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"Items or groups of information that are not related to each other should not be in close proximity (nearness) to the other elements, which gives the reader an instant visual clue to the organization and content of the page."

Robin Williams

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Don't fear empty space!

In graphic design, it is your friend!

You don't need to fill the page...

In this example the empty space emphasizes the feeling of being alone. The space helps make a powerful statement!

ALONE AT THE TOP

Embattled and isolated, CEO Donna Anderson grapples with the fallout of failed acquisitions and a board that's calling for her head.



In this image, the empty space forces you to look at the smoke baby. It is the main focus. The type at the bottom is secondary to the message being presented here.



When you smoke, your baby smokes.

Smoking while pregnant causes birth defects, brain damage, and regret. Call 1-800-QUIT-NOW or visit vtquitnetwork.org

VERMONT DEPARTMENT OF HEALTH

In this ad space is used to distance the transgressor from the transgression. A great Nutella ad, don't you think?





EARLY CHRISTMAS SALE

STARTS 19 OCTOBER



© Inter IKEA Systems B.V. 2014

In this IKEA ad, space is used ingeniously to put across the idea that this is an early Christmas sale. If the tree and ornament had taken up all the room on the page, the message would be lost.

This Volkswagen ad about texting and driving gets the point across very powerfully.

Again, don't fear space in your designs. Sometimes it's called white space, or negative space. It's just space.



Please don't text and drive.



Das Auto.



Don't try to fill up the space in your designs. Remember to pull related families of information or objects physically close together on the design.

Separate unrelated information with space. Your design will look cleaner and organized.

When consciously and deliberately used in combination with the principles of contrast, repetition, alignment, typography, and color, your designs will look professional and your message will be clear and organized.



SALAD

poached pear salad

MAIN COURSE

glazed filet mignon

chicken wellington

mediterranean mahi mahi

eggplant rollatini

DESSERT

passionfruit mousse with

toasted coconut flakes



wedding cake



Free Teacher Resource!

EduTopia

A free guide! Full of succinct and practical ways to prepare our students for 21st-century success, this guide will help you deliver the relevant and meaningful education all students deserve. Check out the URL below. Free registration required.



<http://goo.gl/FXNvBW>

No matter how you **Look** at it,
at our core, it's about **PEOPLE!**

- 🍎 Psychology
- 🍎 Edith Bowen Laboratory School
- 🍎 Center for the School of the Future
- 🍎 Center for Persons with Disabilities
- 🍎 Special Education and Rehabilitation
- 🍎 Health, Physical Education, and Recreation
- 🍎 School of Teacher Education and Leadership
- 🍎 Family, Consumer, and Human Development
- 🍎 Communicative Disorders and Deaf Education
- 🍎 Instructional Technology and Learning Sciences
- 🍎 Emma Eccles Jones Center for Early Childhood Education



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