CANVAS PHOTOS EMBELLISHMENTS TITLE JOURNALING

The Challenge (#3): Is your white space activated?

White space is emptiness.

"**Active** white space is carefully considered emptiness."
> - Alex White. The Elements of Graphic design.

When white space surrounds blocks of text, photos, and photo groupings, it provides contrast, which draws the viewer's eye in to more easily comprehend the page content.

White space has a shape.

☞ *When that shape is symmetrical*
- it's predictable
- it's inconsequential to how we perceive the elements in the design
- if it's noticed at all, it's noticed as background
- it's passive

☞ *When that shape is asymmetrical*
- it's dynamic
- it's unpredictable and requires active involvement from the viewer
- it can make the parts on your page look great

We are familiar with white space taking the form of margins surrounding the elements on a page. "A boy who loves costumes" uses a more unexpected configuration that adds interest and energy to this page. Two blocks of white space sit in opposite corners diagonally and a wide gut-gutter runs down the middle of the page.

How can you get white space on your scrapbook pages when you're already feeling like there's not enough room for all you want to get on it?

- reduce the size of your photos
- eliminate some elements (do more with less)
- overlap elements

In the first version of "Ready for Launch," a color-blocked arrangement fills the canvas with papers, photo, journaling and title. Embellishments are layered over these block. In the second version, the photos sizes are reduced. Photos and papers are layered on a 9" x 9" mat that is placed to bottom right. Embellishments break out into the asymmetrical margins.

Quick tips for "activating your white space"

- create a "block" of photo, title, journaling, and embellies and position this block off-center on your page

- use an embellishment to break into regularly-shaped white space/margins

- integrate the white space into your elements (this relies on the principle of closure)

The principle of closure

In studies of perception, there is the idea of closure which maintains: if a viewer is given enough pieces of a whole, their mind will complete that whole. The brain spontaneously makes connections to finish a known shape.
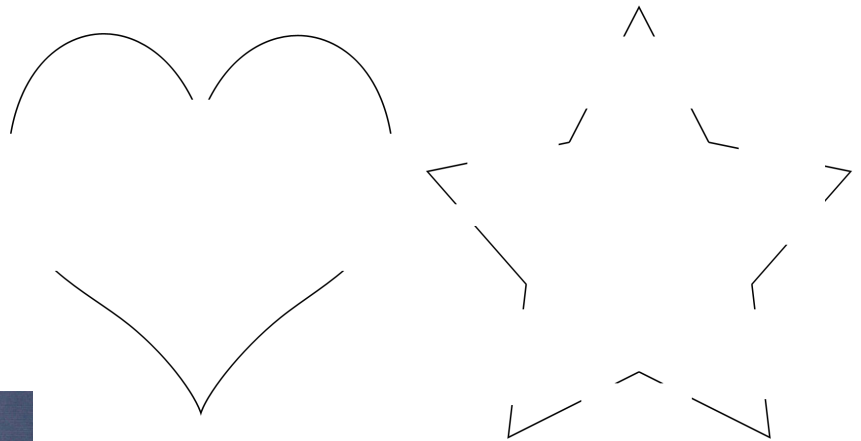
In this 3rd version of "Ready for Launch," the 9" x 9" light blue mat has been removed. The upper left corner of this square is not filled with title and embellishment AND a bit of white space. The viewer will percieve a square shape (based on the principle of closure) and white space has been integrated into the elements.

In "Your Clay Miniatures," white space is integrated into page elements at top right and bottom left. A viewer will perceive two columns on this page AND a larger square that the two columns combine to suggest.

YOUR CHALLENGE:
Make a scrapbook page with "active" white space.