

“Fill a cup to its brim, it is easy to spill. Do not over do the task, close it.” –Lao Tzu, Tao te Ching

White space is as essential to design as illustrations and color, giving form, balance, composition, and a feel of sophistication that you may never see in crowded layouts. It can have many positive attributes as this article will help show you.

White space is the genesis of the artists’ world, and delivers a feel of where the art began – the blank white paper spread, the untouched canvas of a painter, or the white space in a web page. It brings the artist to art in its infancy, and the observer to a new dawn of design.

In composition, an entire work space is roughly blocked in first. The artist can then limit up the spaces needed to create his designs and the white space he will be leaving out. This space is essential to relieve the eyes of the observer, which tend to shy away from overflowing and overdone designs. As such, the amount of white space you have left out in your design workspace might be the essential thing that will attract viewers and users. Always keep in mind that the observers use their eyes and not their mind in determining if a design element looks good or not.

Far too often, artists try too hard to deliver the visual message by making their work fool-proof. This is completely self-defeating. The right image, or the right choice of typeface, can stick in the viewer’s mind, while collages and overuse of real estate is not only hard on the eyes, but will easily be forgotten. Remember, “too much of a good thing” really is too much!

Finally, you must realize that white is part of your color palette. Why not use it? White provokes freshness, and gives a clean touch to your design. It also helps images and text “pop” from your work, causing the most subtle details of the project to stand out. Just as the right font makes a statement, utilizing white as a color can be all you need to breathe life to your design.

In fact, we can be thankful as long as we still see a little white space around. It reminds us of the fact that there are still masterpieces waiting to be conceived.

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