

# COMPOSITION AND DESIGN: UNDERSTANDING THE WORK AREA

A good composition has a variety of sizes and spaces, and makes use of positive as well as negative space.

PAY ATTENTION TO shape, space, color, composition, and visual communication.

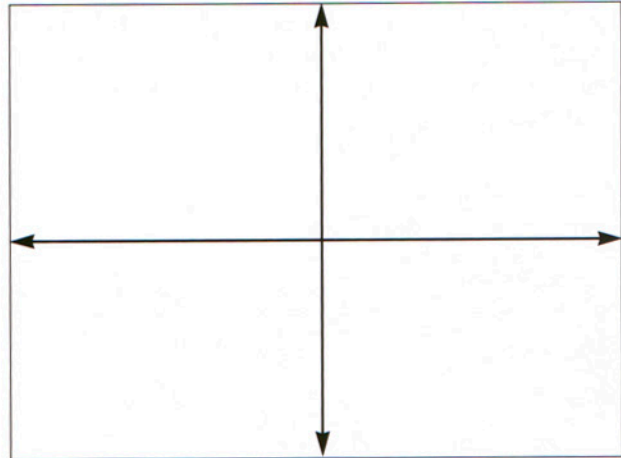
## DESIGN DO'S AND DON'TS

Here are a few guidelines to keep in mind when designing your space.

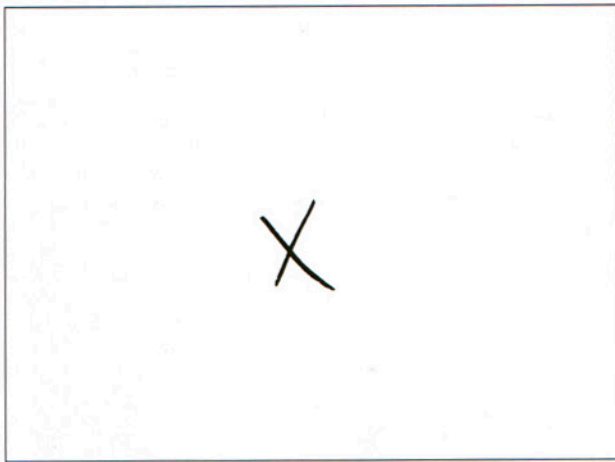
**01. RULE OF THIRDS\_ PLACE OBJECTS OFF-CENTER FOR INTEREST**

**02. HAVE A CENTER OF INTEREST / A FOCAL POINT**

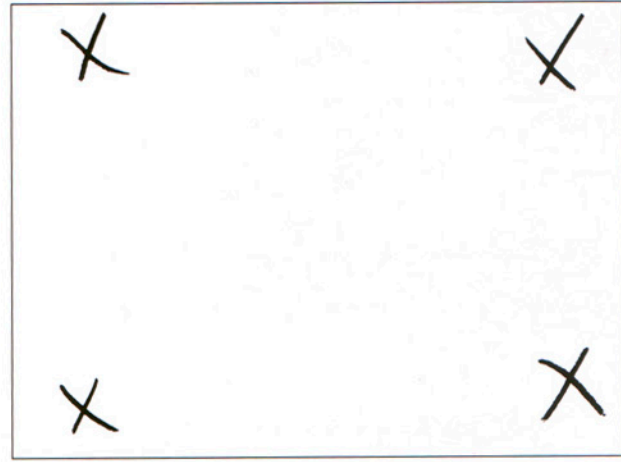
**03. USE THE PRINCIPLES OF GOOD DESIGN \_ADD VARIETY FOR INTEREST AND BALANCE OBJECTS BY WEIGHT AND COLOR. PAY ATTENTION TO THE "NEGATIVE AREA" KEEP YOUR VIEWERS ATTENTION ON THE PAGE. SOMETIMES THE AREA SURROUNDING THE OBJECTS IS THE MOST IMPORTANT IN SENDING THE MESSAGE.**



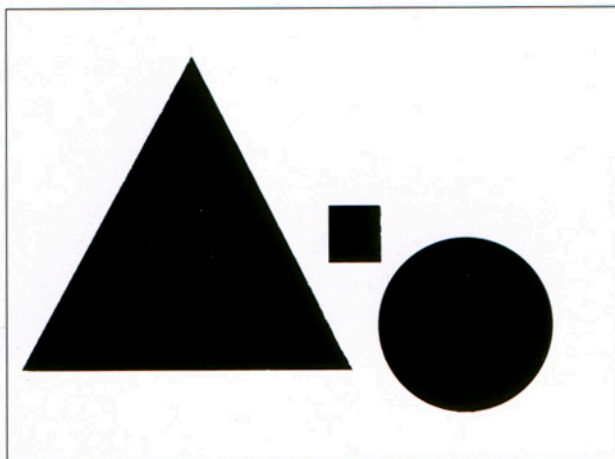
*DON'T divide the area equally, either horizontally or vertically.*



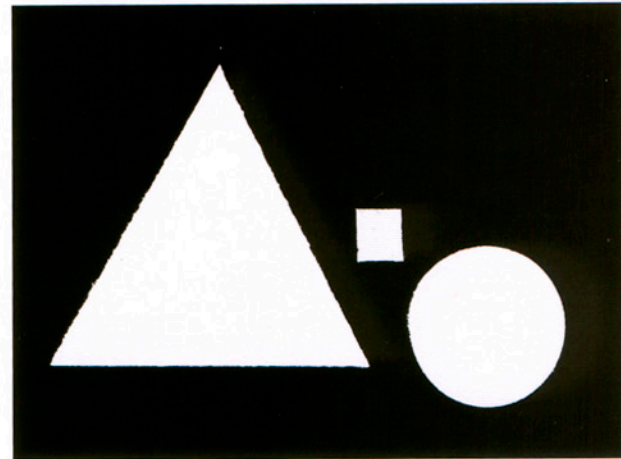
*DO keep the focus of interest centralized.*



*DO stay out of corners.*



*DO use a variety of shapes and sizes.*



*DO make use of both positive and negative space.*