

# Positive / Negative AREAS

1. Objects should be deliberately positioned relative to the page size and shape
2. Use different type of balance to convey different values or attitudes
3. Use relationship between positive and negative space to enhance the message or design

## MAKE A STRONG COMPOSITION WITH

- “Z” pattern
- Focal point
- Create rhythm
- Margins  
(keep the viewer’s eye on the page)

*\* balance your composition*

**NEGATIVE AREA**

**POSITIVE AREA**

