

White Space in Layout Design

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Abstract: There is a close relation between the layout design and the dissemination effect of information, if the level of the layout design is not enough, it will make the audience form a resistance mood, so it is very important to optimize the layout design. Based on this, this paper briefly expounds the application value of white space in layout design, analyzes the use characteristics of white space in layout design, and puts forward the white space strategy in layout design from the aspects of combination of text typesetting, picture design and white space, layout design, guide reading area, title area, graphic area and use of white space in writing area respectively..

1. Introduction

In the art of Chinese painting, white space is a major artistic expression technique, which has been widely used in many creative fields. In recent years, people put forward higher and higher requirements for layout design, so the white space is gradually applied to layout design, which enriches the form of layout design, further highlights the spread of information, enhances the effectiveness of layout design, and can bring a good reading experience to the audience.

2. The Significance of White Space in Layout Design

2.1. Diversity of Visual Effects

With the continuous development of information technology, the application of new media technology has brought a lot of impact to the traditional media, in the paper media, typesetting design is very critical, so it has been widely concerned. By using the method of white space to analyze the main contents of layout design, it cannot only meet the aesthetic needs of the present stage, but also firmly grasp the realistic characteristics of art, which is helpful to improve the scientific and rationality of layout design and promote the sustainable development of the industry.

2.2. Typesetting Style of Rich Plate Design

The application of typesetting design is quite wide, for example, the typesetting of books and the typesetting of newspapers and so on. There is a close connection between these factors and the dissemination of information, which cannot only show the style of society, but also promote the good development of society, and have very important value. After entering the 21st century, people pay more and more attention to innovation, layout design also needs to get innovation development, actively integrate innovation elements. This means that the layout design should adopt the art of white space, improve the previous single typesetting style to a certain extent, break through the constraints of the previous layout design, and show the aesthetic value. Let layout design continue to advance towards the direction of modernization, enrich the artistic connotation of layout design, promote the steady development of layout design, and provide continuous impetus for the innovation and development of layout design[1].

3. Features of White Space in Layout Design

3.1. Aesthetic

Layout design occupies a very important position in the field of media communication, which can bring the audience intuitive feeling, affect the effect of information dissemination, the expression form of layout design is relatively unique, good layout design can be easy for people to understand and accept, and get the favor of the audience. Under the current situation, the art of white space is a very key form of artistic expression, which is the main method to embody the traditional art in our country, and can show the artistic characteristics in the traditional aesthetics with the maximum limit. The use of white space in layout design, on the one hand, can enhance the beauty of design, with the help of different methods to reflect the uniqueness of typography, on the other hand, the application of white space can also enhance the innovation of layout design, meet the new standards and requirements of the times for layout design, help to promote the smooth and rapid development of layout design.



Figure 1 Layout design to enhance the beauty of white space

3.2. Innovation

At present, the rapid development of society, various industries have taken innovation as the goal of development, which is also the inevitable trend of the development of the times. With the continuous improvement of information technology, some subtle changes have taken place in layout design. Therefore, how to make typesetting design to achieve information development is crucial. In our country, white space belongs to a more traditional form of artistic expression, which contains rich traditional cultural elements and has a certain integration. Applying it in layout design can highlight the value of layout design, combine traditional culture with modern design organically, and effectively promote the innovation and development of modern media industry [2].

4. White Space Strategy In Layout Design

4.1. Combination of Typesetting and White Space

Layout design is a more intuitive form of information display, on the one hand can intuitively show the composition style of layout design, on the other hand, can make the audience feel the overall concept of design. At present, our country has fully entered the big data era and expanded the channels and paths for people to receive information. In order to provide more valuable information to the audience, we need to fully understand the main connotation of the text in the layout design, and the typesetting of the text should not be too long, so as not to make it difficult for the audience to find the key points, but also not too simple, so that the audience feel no connotation. Therefore, how to deal with it properly is particularly important. The application of white space in typesetting cannot only meet the needs of the audience in streamlining information, but also enhance the beauty of layout design and realize the diversification of expression forms.

4.2. Combination of Picture Design and White Space

For layout design, both words and pictures are essential elements, in layout design, how to use the limited space to rationalize the planning of words and pictures, to maintain the balance between words and pictures is very important, will not only affect the design of the entire layout, but also affect the acceptability of the layout and the beauty of typography, which means that in carrying out the layout design work, we need to combine white space with the art to further enrich the form of layout design to meet the needs of modern layout design.

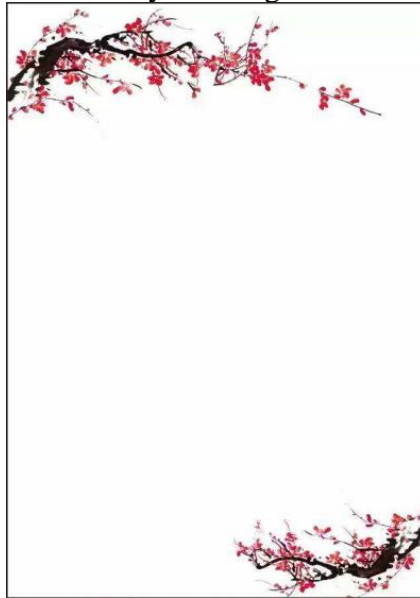


Figure 2 Schematic diagram of vertical layout

4.3. Application of White Space in Layout Design

Take newspapers as an example, in past layout design, if it is a horizontal newspaper, the header is usually set at the top left, and if it is a vertical newspaper, the header is usually set at the top right. In a certain sense, in the layout design of the newspaper, the design of the header is very critical, in the design of the header can be used in more areas of white space. For example, you can place the newspaper name in the middle of the newspaper, on the left and right sides of the newspaper without any decoration, with the help of white space to highlight the name of the newspaper, so that the audience can see the registration at a glance. Through this kind of layout design method, it can make the name of the newspaper more eye-catching, but also help to improve the aesthetic value of the page, not only that, the application of white art can also play the effect of contrast, rendering.

4.4. Application of White Space in Guided Areas

Generally speaking, the layout design will leave a reading area, this area is mainly located at the bottom of the title, used to briefly describe the content of the article, play the role of guiding the audience to read. In the design of the guided reading area, the rectangular typesetting form is generally selected, and then the decorative lace for it, so that the audience in the actual reading to form a small window sensory effect. The use of white art in the reading area can transform the previous typesetting methods, showing icons or graphics in vertical form. In the application of different shapes of graphics, we can adopt different arrangement method, in the guide area design white space, can make the layout of the design elements to be further expanded, can firmly grasp the attention of the audience, can make layout design more aesthetic value.

4.5. Application of White Space in Heading Area

In the layout design, the design of the title of the article plays a very important value, it can be said that the rational design of the title is beneficial to add luster to the overall layout design and play a good auxiliary role. Therefore, when designing the title, we should pay attention to the content of the title, the space arrangement, the design of the font and the font size, and so on.

Through the scientific design of this part of the elements, it will help to improve the overall effect of the layout design, enhance the appeal of the content of the title area to the audience, and highlight the information we want to convey. The application of white art in the title area can show the unique artistic nature of the title. For example, a medium with the title 'Children's Reading: Embarrassment behind the Lively' as the title, the appropriate application of the art of white space, not only for the audience to create a good visual effect, but also to deepen the impression of the audience, make the layout design more concise and generous [3].

4.6. Application of White Space in Graphic Area

The use of white space in layout design can meet the aesthetic requirements of different audiences, intuitively show the corresponding information to the audience, but also can make the elements of the layout more colorful, enhance the vitality of layout design. The application of the art of white space in graphic areas can be used between different graphics, between graphics and pictures, between graphics and characters, to highlight the rigor of layout design, and to deepen the audience's understanding of information[4].

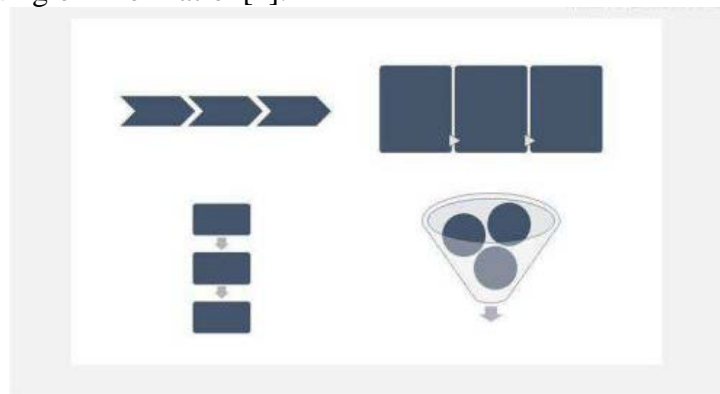


Figure 3 Graphic area layout design white space highlight information

4.7. Application of White Space in Cultural District

In layout design, text is the most important part of design, which is also the main form of information transmission. The use of white space in the writing area, we need to strictly implement the principle of respect for the content of the article Kean, and then on this basis, the text is designed as a combination of different shapes, using a unique arrangement method to establish white space in different writing content. For example, you can take the method of graphic column formation white space, so that the text typesetting appears concise, change the past close type of typesetting style, optimize the audience during the reading sensory experience, highlight the rhythm of layout design, firmly attract the attention of the audience.

5. Conclusion

To sum up, the application of white art in layout design can achieve the diversity of visual effects, enrich the typesetting style of plate design, enhance the beauty of design, enhance the innovation of layout design, break through the constraints of previous layout design, and show the aesthetic value. Therefore, in the layout design, we can fully refer to the above layout design white space strategy, create a good visual effect, make the layout design more concise and generous, deepen the impression of the audience, meet the audience's requirements for information in streamlining, and ensure the effectiveness of information transmission.

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