



Creating **Narratives**



Composition



Composition



Lesson Objectives:

To understand the different components of what makes a good composition and apply it to their work.

What is composition and why is it important?

It is the organization of all your elements, which includes your written content expressed through typography, your images, your graphics and colors.

Composition gives your work structure and hierarchy. Without it, your work is likely to fall apart, be difficult to read or understand, be unapproachable or be perceived as amateur.

6 principles of composition

- 1 - Proximity**
- 2 - Hierarchy**
- 3 - Repetition**
- 4 - Contrast**
- 5 - Alignment**
- 6 - White Space**



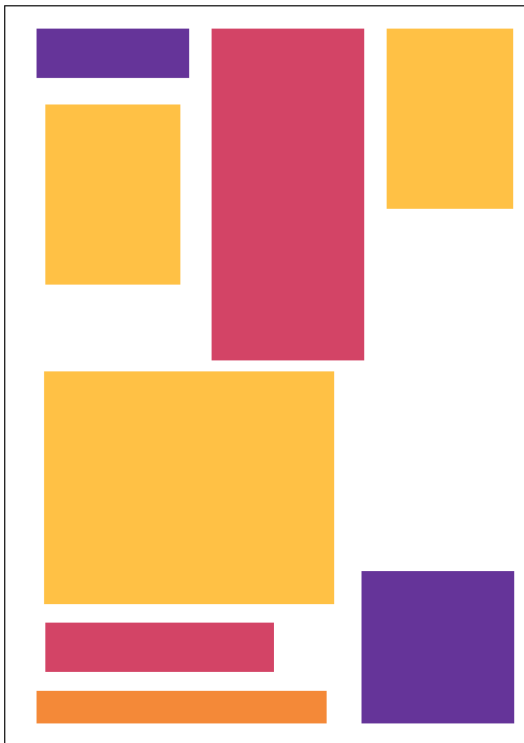
Composition



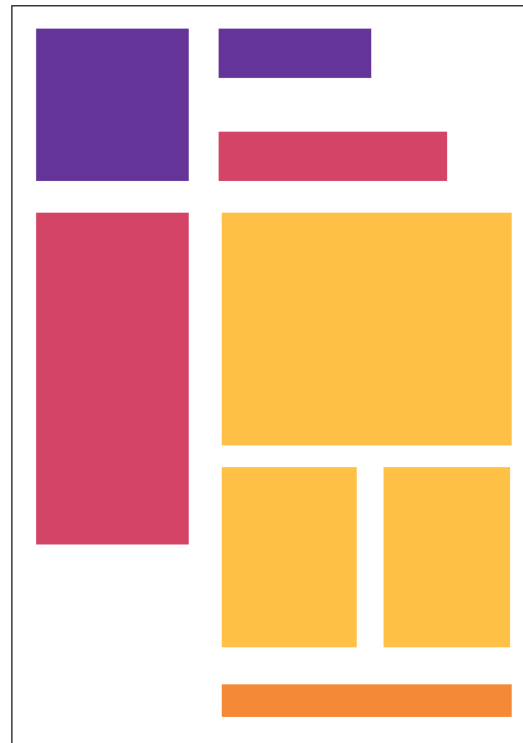
1 - Proximity

This is the logical grouping of elements. Things that are related should be clustered together. Elements that are not related to one another should have a clear point of distinction spatially. This makes your work easy to digest.

Unclear



Clear



- Logo
- Navigation
- Content
- Footer



Composition



2 - Hierarchy

Hierarchy is the arrangement of elements in a design in order of importance. It communicates to a viewer's eyes what to focus on and in what order.

Size

People read bigger things first. Larger elements are perceived as more important than smaller elements.



Then you will read this last.

**YOU WILL READ
THIS FIRST.**

And then you will read this next.

Then this one.

Composition



Color

Colors can be used to give importance to an element.



Colors with higher contrast draw greater attention than colors with low contrast.



Composition

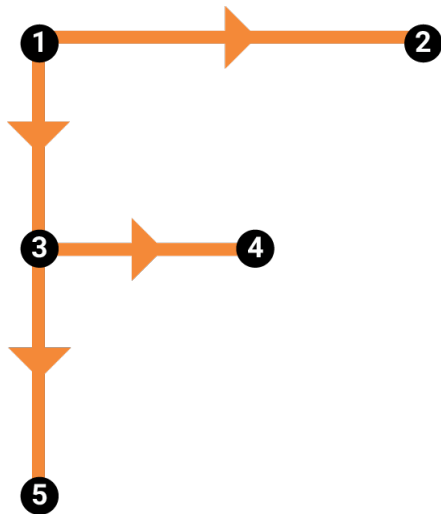


Reading patterns

Most cultures read from left to right. There are two main scanning patterns.

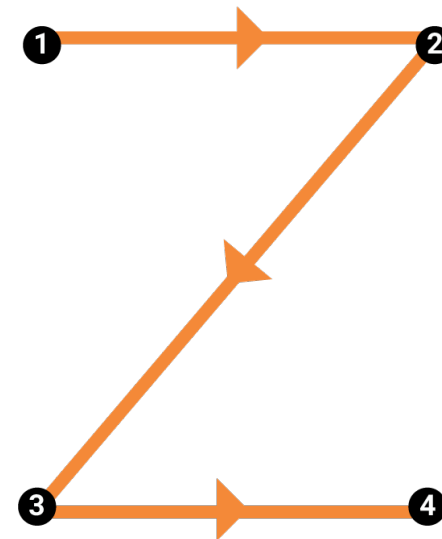
F pattern

For text heavy pages, a person's eye scans down the left side of the page looking for interesting keywords, then stopping and reading to the right what they've found to be interesting.



Z pattern

For other sorts of pages like websites where information is not necessarily presented in paragraphs. A person's eye scans the top area of a page, then goes down to the opposite corner diagonally and then scans the bottom area of the page.

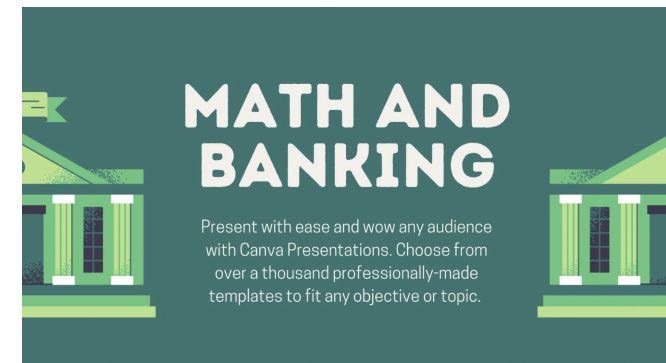
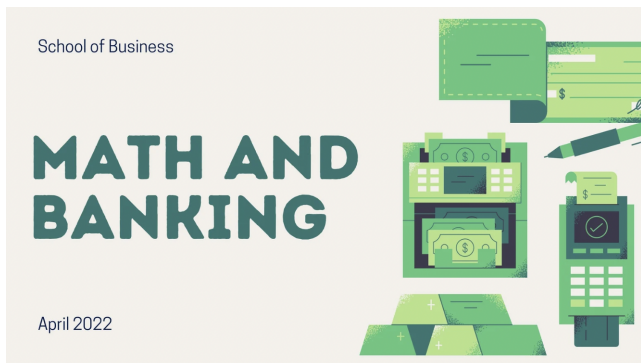
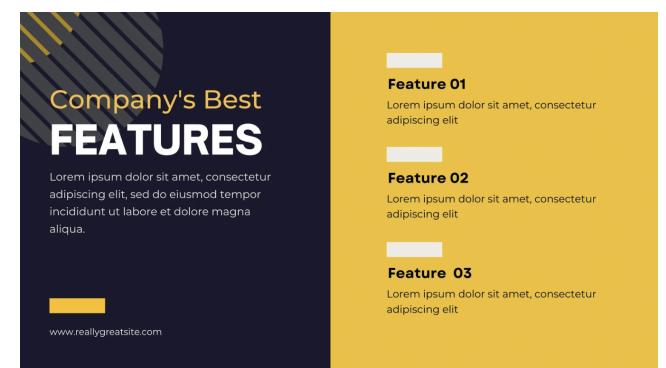


Composition



3 - Repetition

Every project should have consistency. Reinforce your communication by using the same typefaces, organizational styles and color schemes.



Composition



4 - Contrast

Contrast refers to the visual difference between elements. The bigger the difference between elements, the easier it is to compare and comprehend. Elements with poor contrast are hard to read and understand. There are a few ways to achieve contrast.

Color



Picture on the left has higher contrast than picture on the right.

Size

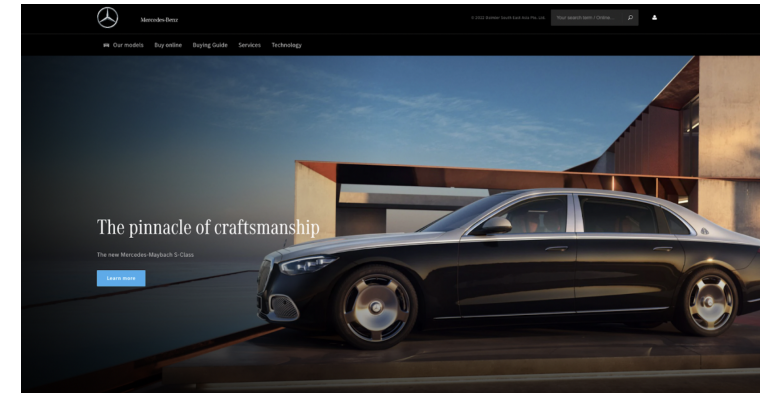


Photo of the car is the biggest element in this website landing page. Other elements such as the logo, the navigation bar and the search function are much smaller in size.

Style of text



Contrast is there with the usage of script and sans serif fonts together.



Composition



5 - Alignment

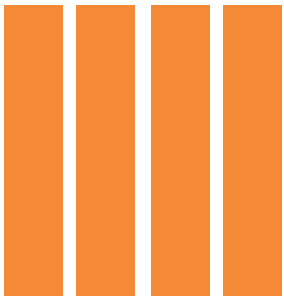
Alignment is used to organize elements in a logical relative position. It is aligned to the left, centered and aligned to the right. Whatever you choose, try to stay consistent. If not, your work will start to look disorganized.

Alignments are governed by a grid. The grid is an underlying structure made up of a series of intersecting horizontal and vertical lines. It serves as a framework on which to organize your elements.

Grid components

Columns

Columns are the vertical sections of a grid. The more columns in the grid the greater its flexibility.



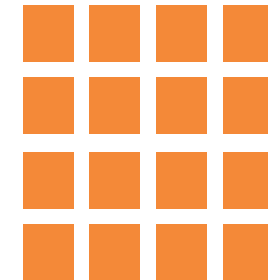
Rows

Rows are the horizontal sections of a grid. They are often omitted in web design. Grids with rows and columns are called modular grids.



Modules

Modules are units of space that are created by the intersection of rows and columns.

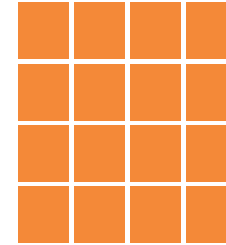
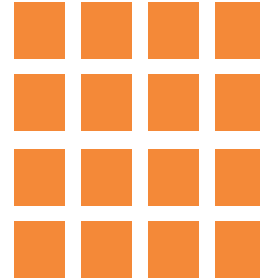


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Gutter

Columns and rows are divided by gutters. The tighter the gutter, the more visual tension is created. Grids with wide gutters produce calming layouts because the elements of the composition have less tension between them.



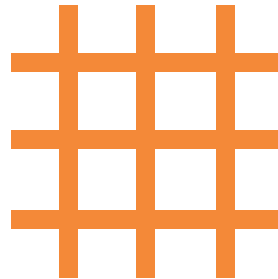
Margin

Margins are the space outside of the grid columns and rows. Not to be confused with padding, which is the space within rows and columns.



Flowline

Flowlines are typically used to break up sections of a composition. They create natural stopping and starting places in the design.



Marker

A marker is the area that secondary content is placed. Books commonly house chapter titles, page numbers, etc. in the marker area.



Composition



6 - White Space

White space or negative space is the space between your elements. It helps to define and separate your elements and give them room to breathe. When you see something that looks cluttered, it's usually due to the lack of white space.

