



ISSUE
APRIL 2022

7 TIPS TO MAKE YOUR WEBSITE LOAD IN TWO SECONDS OR LESS

USING WHITE SPACE EFFECTIVELY IN WEB DESIGN

HOW TO ALIGN PAGE ELEMENTS IN CSS

THE LATEST WEB DESIGN TRENDS

YOUR GUIDE TO DESIGNING AND CODING FOR THE WEB

CREATIVE CODE

DESIGNERS LOVE IT, YET WEBSITE OWNERS WANT TO FILL IT. WHITE SPACE IS OFTEN REGARDED AS A WASTE OF VALUABLE SCREEN SPACE.

YET IT ISN'T A WASTE OF SPACE; IT'S AN ESSENTIAL DESIGN ELEMENT AND A POWERFUL TOOL FOR EFFECTIVE WEB DESIGN. IN FACT, IT'S EQUALLY IMPORTANT AS WEBSITE CONTENT. IT HELPS TO CREATE A BALANCED INTERFACE THAT'S EASY TO READ AND DOESN'T OVERWHELM YOUR VISITORS.

WHAT IS WHITE SPACE?

OFTEN REFERRED TO AS "NEGATIVE SPACE," WHITE SPACE IS THE SPACE LEFT BETWEEN OTHER ELEMENTS OF A PAGE. IT COVERS EVERYTHING FROM LINE AND LETTER SPACING, TO THE SPACE SURROUNDING TEXT AND IMAGES, TO MARGINS AND GUTTERS. WITHOUT IT, THINGS ARE LEFT UNSTRUCTURED AND CLUTTERED – A LITTLE

LIKE WHITE NOISE. WHITE SPACE HOLDS YOUR DESIGN TOGETHER AND HELPS TO SHAPE THE OVERALL FLOW OF THE PAGE. IT'S AN ACTIVE ELEMENT AND A FUNDAMENTAL BUILDING BLOCK OF GOOD DESIGN.

HERE'S A GUIDE TO THE EFFECTIVE USE OF WHITE SPACE IN WEB DESIGN.

1. IMPROVE THE LEGIBILITY OF TEXT

TEXT THAT'S TIGHTLY SPACED FEELS CLUTTERED AND IS DIFFICULT TO READ. SPACE IT TOO FAR

APART, HOWEVER, AND THE READER FEELS A DISCONNECTION AND CAN LOSE THEIR PLACE IN THE TEXT. AT A TIME WHEN USERS FACE INFORMATION OVERLOAD, IF YOU DON'T MAKE YOUR CONTENT EASY TO CONSUME, THEY SIMPLY WON'T BOTHER.

THE CORRECT USE OF WHITE SPACE IN TEXT CAN INCREASE READABILITY BY UP TO 20%. THINK ABOUT PARAGRAPH MARGINS AND LINE SPACING WHEN DESIGNING YOUR PAGE.

2. ORGANIZE YOUR CONTENT

THE LAW OF PROXIMITY DETAILS HOW THE HUMAN EYE PERCEIVES THE RELATIONSHIP BETWEEN CERTAIN VISUAL ELEMENTS. THINGS GROUPED CLOSELY TOGETHER ARE PERCEIVED TO BE RELATED, WHEREAS THOSE AT A DISTANCE ARE BELIEVED TO BE DIFFERENT.

THE AMOUNT OF WHITE SPACE BETWEEN YOUR CONTENT ACTS AS A VISUAL CUE, SHOWING VISITORS THE RELATION



SHIP BETWEEN DIFFERENT ELEMENTS OF THE CONTENT. OBJECTS CAN BE GROUPED TOGETHER BY DECREASING THE WHITE SPACE BETWEEN THEM, OR DIVIDED BY INCREASING IT.

IN TERMS OF TEXT, THE LAW OF PROXIMITY HELPS US TO UNDERSTAND TEXT AS A WHOLE, MAKING USE OF PARAGRAPHS TO GROUP IDEAS TOGETHER. IT'S ALSO USEFUL WHEN DESIGNING FORMS, PLACING THE LABELS CLOSER TO THE RELEVANT FIELD FOR CLARITY.

3. CREATE FOCUS AND EMPHASIS

A CLUTTERED INTERFACE OVERWHELMS YOUR VISITORS, CONFUSING THEM WITH TOO MUCH INFORMATION AND LOSING THE CORE MESSAGE OF THE PAGE AMONGST ALL THE NOISE. BY REMOVING THESE DISTRACTIONS, YOU DRAW THE VISITORS' EYES TO THE MOST IMPORTANT ELEMENT OF THE PAGE. THE MORE WHITE SPACE SURROUNDING AN OBJECT, THE MORE THE EYE IS DRAWN TO IT.

4. STRUCTURE YOUR CONTENT

MASTERFUL USE OF WHITE SPACE CAN DIRECT THE EYE TO FLOW FROM ONE ELEMENT TO ANOTHER, GIVING A VISUAL CUE TO THE HIERARCHY OF INFORMATION ON THE PAGE AND GUIDING THE READER ON A PATH THROUGH IT.

5. GIVE AN IMPRESSION OF LUXURY

WHILE WHITE SPACE IS MAINLY USED AS A TECHNIQUE FOR IMPROVING THE USER EXPERIENCE OF A WEBSITE, IT ALSO HAS ITS USES AESTHETICALLY. IF YOU'VE EVER FLICKED THROUGH A GLOSSY MAGAZINE LIKE VOGUE, YOU'LL BE AWARE OF HOW GENEROUS USE OF WHITE SPACE GIVES AN IMPRESSION OF ELEGANCE, LUXURY, AND SOPHISTICATION.

6. IT DOESN'T HAVE TO BE WHITE!

FINALLY IT'S WORTH NOTING THAT, DESPITE ITS NAME, WHITE SPACE DOESN'T HAVE TO BE WHITE! YOU CAN USE ANY COLOR, OR LACK OF, IN YOUR NEGATIVE SPACE. YOU COULD EVEN USE A PATTERNED OR TEXTURED BACKGROUND OR A BACKGROUND IMAGE.



EFFECTIVE USE OF WHITE SPACE CREATES A DESIGN THAT'S ENJOYABLE, COMFORTABLE, AND EASY TO INTERACT WITH.

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