Belisle’s **Easy** Design Tips

1. Begin your layout, whether on a publication page or a web page, by visualizing an **invisible nine-space grid**.

The spaces in the invisible grid can be combined to hold either logos, photos, columns of text, or other **page elements**. This arrangement usually produces a **balanced layout** if no one element is too strong.
2. Position a photo or an Autoshape so it faces the text in order to draw the viewer’s eye to the content

Needs improvement

Changing alignment solves problem . . .
... so does **flipping the picture** and keeping the left alignment unless there are letters or numbers or other directional elements in the photo.

3. **Odds are better than evens**

This arrangement has visual interest

Most people unconsciously find this too symmetrical and boring
4. Don’t be afraid of **white space**

This ad is a cluttered mess – there are three or four different **fonts**, for no apparent reason. Much of the type is all in **upper case letters**, which is “shouting” whether it’s in a publication or on email.

Some of the elements are left-aligned, some are right aligned, and some are centered.

It’s difficult to find the hours of operation in all of the jumble.

Can this ad be helped??
Here’s a new and improved version that makes good use of white space and reorganizes the information logically and effectively.

The information is exactly the same. Nothing has been left out, although it looks like there are fewer words because of the white space on the left. All of the contact information is grouped together in one area at the bottom.

There are only two alignments used – left aligned and right aligned.

Why are the product categories right aligned against the edge of the pictures of the tiles?

This solution shows two important characteristics of good design – this is an attractive layout, and the information is more accessible and easier to read.

In Summary:

- Visualize an imaginary nine-space grid
- Place graphic elements so they face into the composition
- Odd-number elements are generally more aesthetically more pleasing than even-number elements
- Don’t be afraid of using white space