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The division of a page into areas in harmony with one another is at the heart of all layout design. It is at its essence a balancing act. First it must relate different elements in a way that communicates with a visual impact. Second, as each new element effects how others are perceived, it is a careful and deliberate balancing act. The relationships between type sizes, printed and unprinted areas and various values/colors/textures must be in balance with one another. These following examples, developed by Emil Ruder, depict harmonious proportions. One must develop an intuitive sense for proportion, tension and contrast. Examine how these three qualities manifest themselves in the examples. ➤











