



Why Is White Space So Powerful?



You know how when you're having an ongoing discussion you seem to come upon case in point? Amy, my number one graphic collaborator and I have been discussing the merits of white space in advertising and just how important a role it plays in print and web design.

I've recently came across some information that backs up the importance of white space and why (one of the first things I learned at the TR School of Advertising Design). Everything unsurprisingly comes back to understanding the psychology of hominids.

Us.

Knowing how the human brain, the most metabolically expensive organ to operate (according to A.K. Pradeep) works, is key to understanding how to communicate with it. The ease of processing your ads is very important to the brain. If it is too complicated, the brain just ignores it.

Pradeep explains in "The Buying Brain" that Zen-like advertising and packaging appeals to us. The cleaner and simpler the message, the easier it is to grasp. So why then do so many nascent designers tend to clutter ads up with noisy piffle that just doesn't do a thing except to annoy the cerebral matter?

Because they can, and most advertisers don't see the difference.

In an effort to be cute or artistic, ad designers and composers tend to annoy us and cause us to abandon the message and even discriminate against the brand or product.

Begin looking at white space not just as a passive carrier of text and graphic, and give it a role in the design. By utilizing more white space, we create a zone of silence that resonates as an active player. The brain likes it and reads on.

By employing great text in a brain-friendly font (usually serif in print) you will create easily absorbed adverts that actually work; which should make selling ads a whole lot easier. Just because Adobe gives you an imaginarium of tools doesn't mean you should use them in every ad.

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