

The Proximity and Alignment presentation can be found on my teacher website. Please use the presentation to complete these notes.

Principle of Proximity

- The principle of proximity states that you _____, move them physically close to each other, so the related items are seen as one cohesive group rather than a bunch of unrelated bits.
- Items *not* related to each other should *not* be in close _____.
- Applying proximity gives the reader an instant _____ clue, as to the _____ and _____ of the page.
- When several items are in close proximity to each other, they become a _____ unit rather than several separate units. The proximity, or the closeness, implies a _____.
- By grouping similar elements into one unit, several things happen. The page becomes more _____. You understand where to _____, and you know when you are finished.
- The basic purpose of proximity is to _____.
- If the information is organized, it is more likely to be _____ and more likely to be _____.

How to Get Proximity

- Squint your eyes slightly and count the number of _____ elements on the page by counting the number of times your _____.
- If there are more than _____ to _____ items on the page, see which of the separate elements can be grouped together into closer _____ to become _____.

What to Avoid

- Avoid too many _____ on a page.
- Don't stick things in the _____ and in the _____.
- Avoid leaving _____ of _____ between elements unless each group is part of a _____.

Alignment

- The principle of alignment states that nothing should be placed on the page _____.
- Every item should have a _____ connection with something else on the page.
- Even when elements are physically separated from each other, if they are _____ there is an _____ that connects them, both in your eye and in your mind.
- Although you might have separated elements to indicate their _____ (principle of proximity), the principle of alignment is what tells the reader that the items belong to the _____ (even though the items are not close)

Center Alignment

- A center alignment is the most _____ alignment that _____ use.
- A center alignment creates a more _____ look, a more _____ look, a more _____ and often _____ look.
- Most designs that have a _____ look are _____.
- A strong flush _____ or _____ alignment with good use of proximity will give a more sophisticated impression.
- _____ alignment can be rather dull and sedate but it does have its place.
- Center alignment is appropriate for sedate formal affairs such as _____.
- Sometimes you can add a bit of a twist on the centered arrangement such as centering the _____ but setting the _____ of _____ itself off center.
- Until you have more training, stick to the guideline of using _____ on the page: either all text is flush _____, flush _____ or _____.
- Occasionally you can get away with using both flush left and flush right text on a page, but make sure you _____ them in some way.
- When you place items on a page, make sure each one has some _____ with another item on the page.
- If lines of text are across from each other _____, align their _____.
- If there are several blocks of text, align their _____ or _____ edges.
- Nothing should be placed on the page _____.