

## *Radiant Website Design, Ltd.* It's a new day for your business

### Whitespace does not need to be white

With that cryptic statement, we begin this month's newsletter.

Whitespace or "negative space" is a design term to describe any part of the screen not being used by pictures or text. It can include margins, the space between pictures, words, and lines of text. It gets its name from the early days of graphic design where most printing was done on white paper. But it can be any color as seen with the dark background of my own [site](#).

Website owners sometimes want to have as much information on their sites as they have room for but professional designers seek a balance in how much content is displayed as well as not.

Having too little whitespace makes a site look cluttered as seen in this extreme example: [Million Dollar Home Page](#). [Restaurant Guide Atlanta](#) has more empty space but needs better spacing between lines. Looked too crammed in.

Too much whitespace is also bad if the space is just wasted or makes the items look disconnected as in the [Slash Dot](#) site.

A proper amount groups related items together and makes it easier to scan the text as seen at [Skokie Paint and Wallpaper](#).

I hope you have found this information useful. Even if you can't use



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my services at this time, maybe you know someone who can.

Next month: Does a business still need a website if it has a Facebook page?

Until we Geek again,

Cathy Gazzolo, the "Artistic Geek"

Creating websites that are easy to use and easy to find.