

### 1.2.3 Space

[Whitespace](#) or negative space is the space between design elements. It's just as, if not more, important than the space you fill and is one of the most neglected components of visual design.

Day only exists in comparison to night and in much the same way your positive space (where design elements are located) only exist in comparison to the empty space around them. Without whitespace, designs become crowded and chaotic. There's no flow of movement from one element to the next.

Space is the context in which your message is perceived. Without ample space communication is difficult. Imagine a piece of music where every note in the piece was played by every instrument at the same time. The result would be noise and not music. Music needs space (time) between notes in order to build rhythm and melody. Visual design needs space between elements in order to effectively communicate.