



# WHITE SPACE IN EDITORIAL DESIGN

**HCG**  
CORPORATE  
DESIGNS

# WHITE SPACE - WHAT DO YOU MEAN?

As the wording suggests, white space is the white or "empty" space between pictures, graphics or text. However, white space in editorial design is so much more than that. It is an important design element that is often underestimated. But it has become more and more popular over the past few years.

## ADVANTAGES

### ROOM TO BREATHE

White space gives the content room to breathe, thus more power and weight, it makes the content more credible. It gives the content more authority, if you want.

### A MORE PLEASANT READING EXPERIENCE

The reader is not overwhelmed by cluttered pages. The reading experience is much more pleasant with white space.

### CREATE FOCUS POINTS

You can make the readers focus on specific elements in a layout. Readers are subtly navigated through the article. The white space steers the reading flow so to speak.

## REQUIREMENTS

### GUTS

Working with white space requires guts. There are still people who consider white space as a useless waste of space. So you have to be brave to give your content more space to breathe.

### EXTRA BUDGET?

Working with white space can maybe cost more money. Meaning: You have less space for text and pictures, so you might need more paper. This costs extra money when printing and as regards postage.

### GOOD PAPER

What is very important in print editorial designs: You must have a good paper with very good opacity. That means the paper has to be dense enough so the text from the backside of the page does not shine through and destroy your white space.

### STRUCTURE

You need a good grid and a structure or a concept of how to use white space. Leaving something blank

here, then there, would look like an accident rather than a professional editorial design. So you must have a kind of concept where and how to use white space.



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### ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread – as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corporate designs.



Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations – and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get in touch?  
I'd love to hear from you.

## DESIGNS FOR DIGITAL AND PRINT

