

# Alignment

## LESSON: ALIGNMENT

### What is 'Alignment' in Graphic Design?

- **Alignment**
  - The arrangement of text and/or graphics in relation to some other element on the page. You are creating visual connections between items on a page.
- **Good alignment is invisible**
  - Most readers won't consciously notice that things are lined up neatly but when things are out of alignment it will generate an awkward feeling in the viewer.

### Purpose of 'Alignment':

- Brings order to chaos
- Organizes page elements
- Groups items together
- Creates visual connections

\*\*\* Advertisers use alignment to lead an audience through their ad.

So, mixing too many alignments or total lack of alignment creates a sloppy and ineffective ad.

### Types of 'Alignment':

#### 1. Horizontal Alignment

- is relative to top and bottom margins.



**Left-Justified** – Easy to read



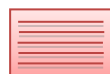
**Right-Justified** – Harder to read, kind of a rule breaker



**Centered**– Formal, but hard to read



**Fully-Justified** - Very ordered & balanced



**Force Justified** - Ordered & balanced but can look quirky when lines are spread out

## 2. Vertical Alignment

- Is relative to top and bottom margins.



**Aligned to Top** – Brings attention to top



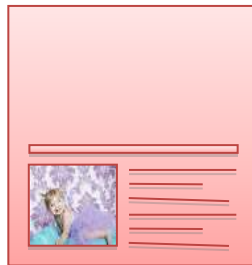
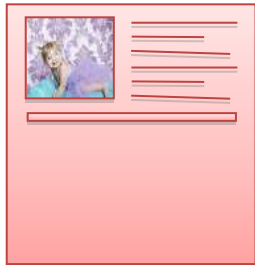
**Aligned to Bottom** – Brings attention to bottom



**Centered** – Brings attention to center

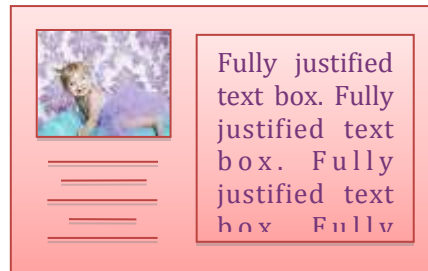
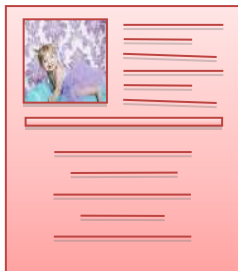
## 3. Edge Alignment

- lines up text or objects along their top, bottom, left, or right edges.



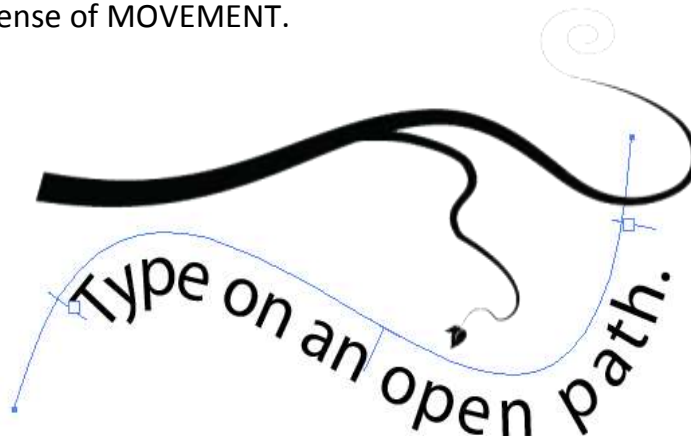
## 4. Mixed Alignment

- Uses more than one type of alignment.



## 5. Path Alignment

- Lines up text or objects along a path created by a graphic or other blocks of text –  
Creates a sense of MOVEMENT.



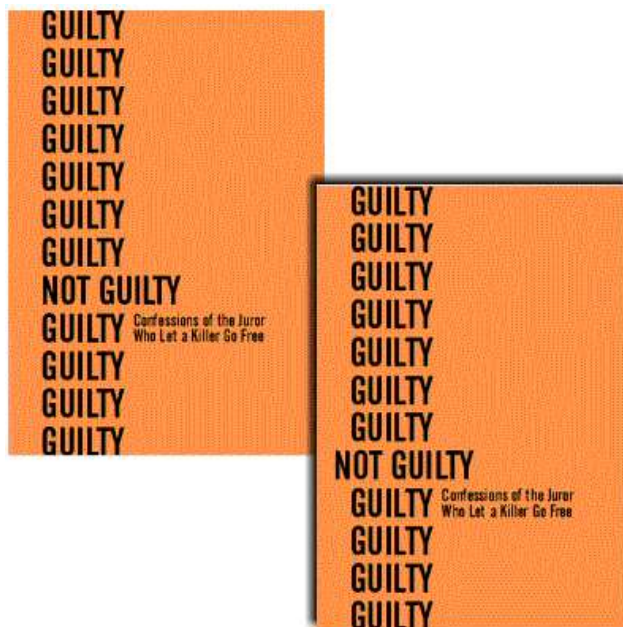
## 6. Visual Alignment

- In visual alignment the objects may not be precisely aligned **but** to the eye they appear lined up. This type of alignment fixes some of the problems that can occur with other types of alignment due to the varying shapes of letters and graphics.



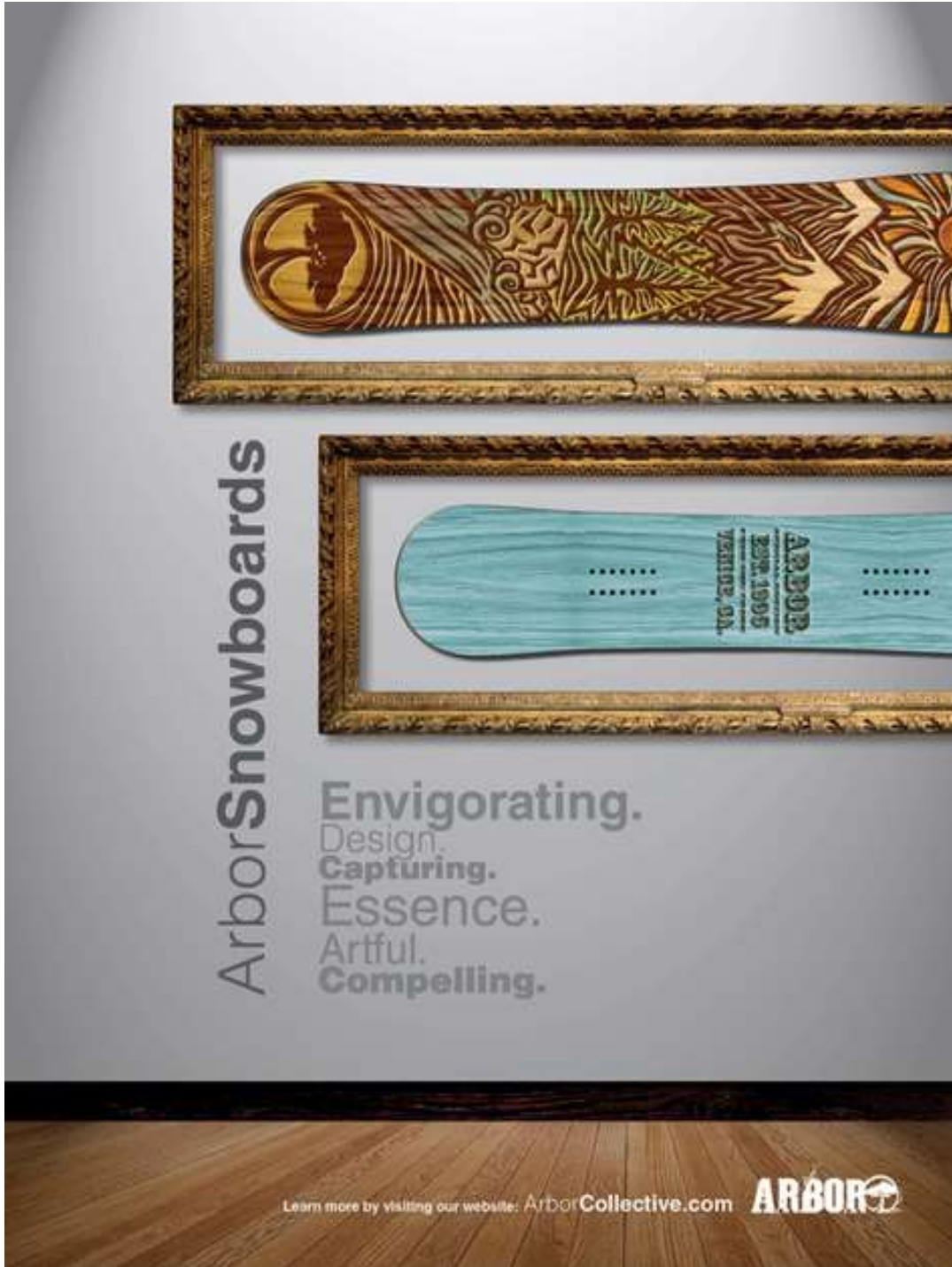
## 7. Breaking Alignment

- Break alignment involves breaking the neat line up of alignment. In the example below the first example on the left is left justified alignment BUT the right hand example "breaks" the left justified edge and makes "NOT GUILTY" stand out by drawing your eye to these words. It's OK to break alignment when it serves a specific purpose – Can create TENTION, draw ATTENTION, or imply MOVEMENT to a *specific* element on a page.

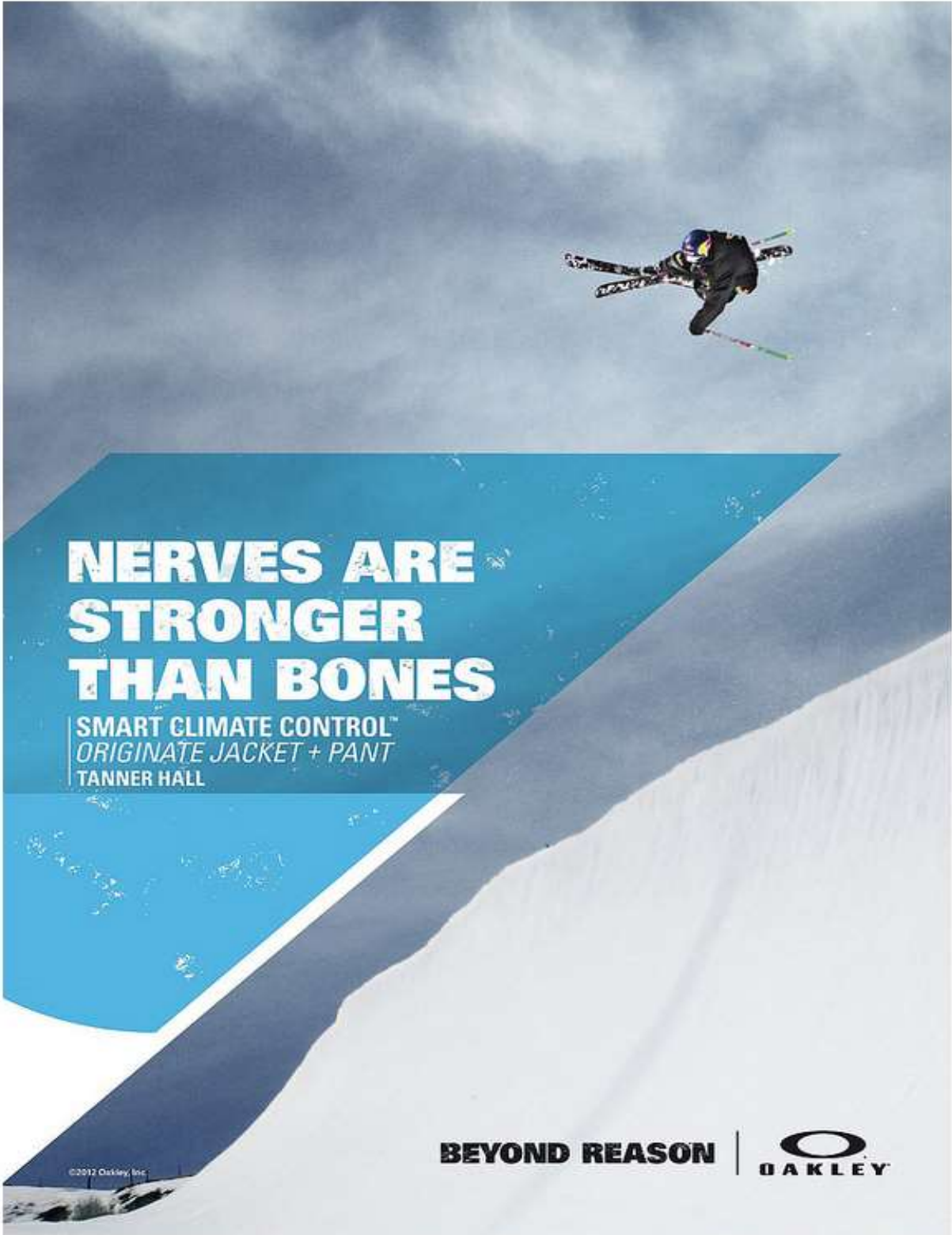


# ALIGNMENT: EXAMPLES

## Mixed Alignment



Example of Left & Right Justified Alignment



Example of Breaking Alignment (with LEFT & Right Alignment)

***as quick as  
you make it***

The image shows a red and yellow flare with a lit tip, positioned as if it's about to launch a football. The flare is mounted on a red and yellow striped base. Three footballs are scattered to the left of the base. The entire scene is set against a black background with a reflective surface below the objects.

**mitre**

*The Mitre ISO Final. The world's fastest football since 1996.*

**mitre**<sup>®</sup>  
[www.mitre.com](http://www.mitre.com)

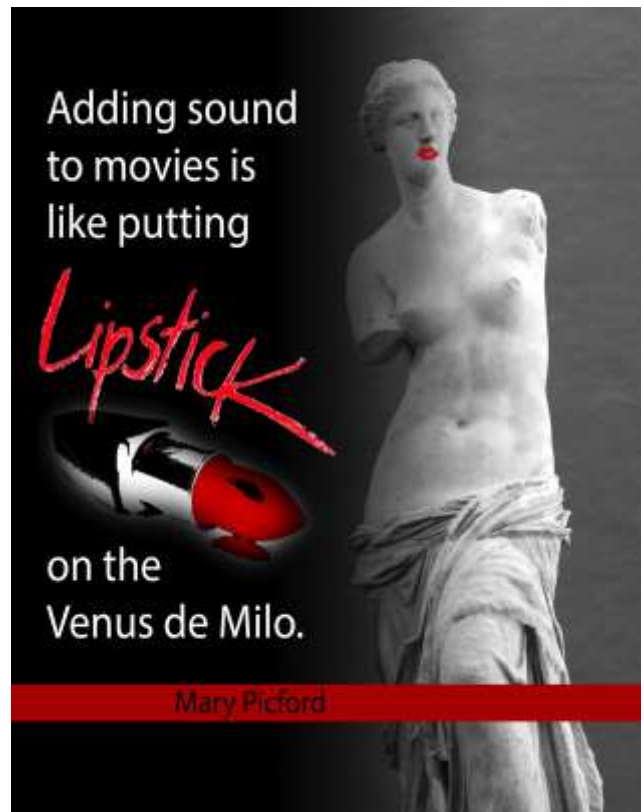
## ALIGNMENT: LEARNING ACTIVITY

### Activity #1.

- **Layout a quote you enjoy – using the theory of ALIGNMENT to help express the quote visually.**

- Must use **Photoshop** to layout your design (*Either Adobe CC or Photopea.com*)
- Size 10” (inches **width**) by 8” (inches **height**)
- Set the Resolution to 300 pixels/inch (DPI)
- Must use high resolution images (Set image search to LARGE)
- Quote must be appropriate for school environment
- “Last Name, 1<sup>st</sup> Name – Gr. 11 Photoshop Lesson 2 – Alignment Activity”
- Write a short paragraph to explain your alignment choice(s), use a Google Doc or **Word**. Label the paragraph like this; “Last Name, 1<sup>st</sup> Name – Gr. 11 Photoshop Lesson 2 – Alignment Paragraph.” **and submit to the website.**

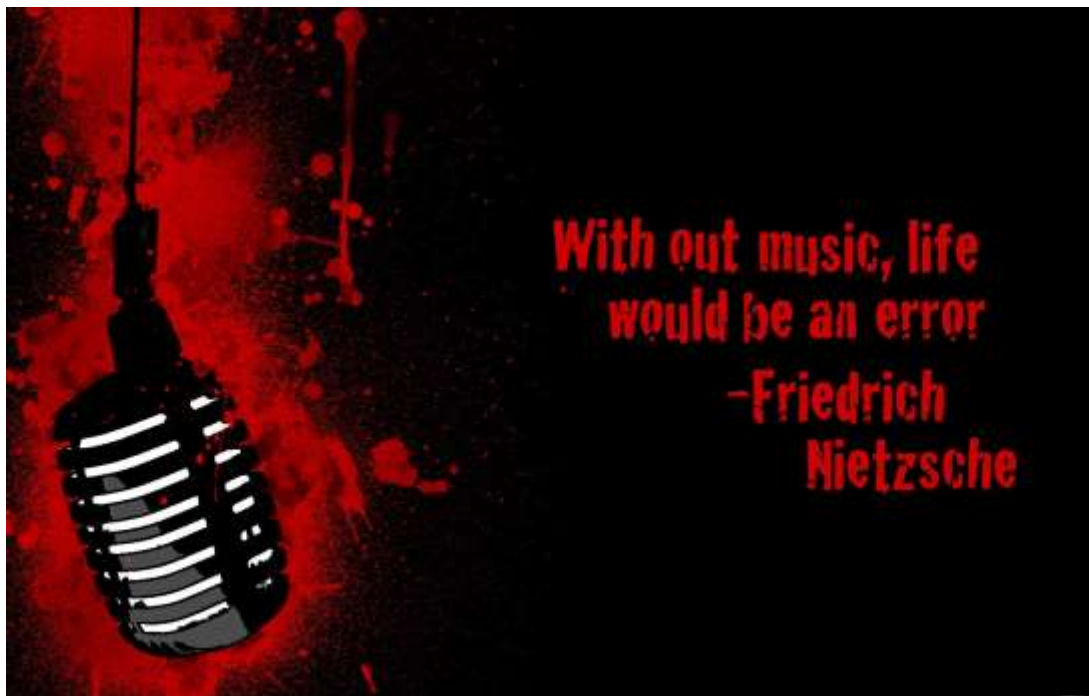
- EXAMPLE: (path alignment, left justified, right justified, edge alignment)



- EXAMPLE: (visual alignment, left justified & right justified)



- EXAMPLE: (right justification, break justification, aligned to center)





- EXAMPLE: (center justified, aligned to top, break justification, aligned to bottom)



- EXAMPLE: (Force justified, & center justified)



- EXAMPLE: (Aligned to path, break justification)

