



angelapatchellbooks

email: angie@angelapatchellbooks.com www.angelapatchellbooks.com
21B Marlborough Road, Richmond, London, TW10 6JT tel/fax: 0044(0)208 948 5862

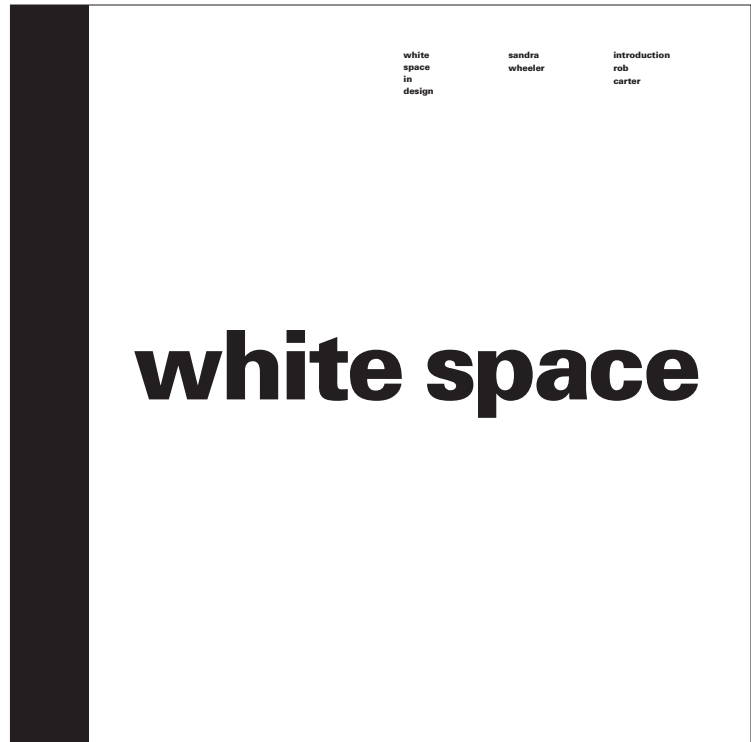
white space in design

by Sandy Wheeler
and Rob Carter

£22.95 / \$38.00 hardcover
(with linen spine)
Oct 2009

160 pages, 240mm x 240mm
978-1-906245-14-6
Over 400 full-colour illus

Readership: Designers & visual
artists of all disciplines



What is white space?

“Whitespace”, or “negative space” is the space between elements in a composition. The crafting of white space is an intrinsic skill that every designer needs to explore. This title explores the philosophy, language, poetic pace, practical usage of white space. Internationally famous designers have contributed essays and design examples. If you are passionate about design then you will be passionate about white space!

Chapter One will include a timeline of pioneers and practitioners across disciplines synchronizing (contextualizing) major graphic design artifacts with those of other disciplines.

Chapter Two, the Language of White Space, will discuss and explain the language of white space through typography and photography.

Chapter Three, Theory and Philosophy, consists of a treatise on white space.

Chapter Four, White Space in Practice, will include interviews and artifacts of exemplars. Collected quotations from a variety of sources will be typographically sprinkled throughout the book.



Sandra Wheeler is associate professor of graphic design at Virginia Commonwealth University, where she teaches in the department’s MFA and undergraduate programs. She is also active as a graphic designer and fine artist. From 1993–99 she was senior designer in Cambridge, MA, developing and designing interpretive exhibitions for numerous institutions, including New Mexico’s Office of Cultural Affairs; the Smithsonian, SITES; the U.S. National Park Service; and the Strong Museum. In Boston, she taught at Northeastern University and the Massachusetts College of Art. She coedited and codesigned *Meggs: Making Graphic Design History*, and coauthored and codesigned *Working With Type 5: Exhibitions*. Her work has been recognized by organizations such as the American Association of Museums, Print’s Regional Design Annual, and I.D.’s Annual Design Review.

“let us paint the walls white so we can think”