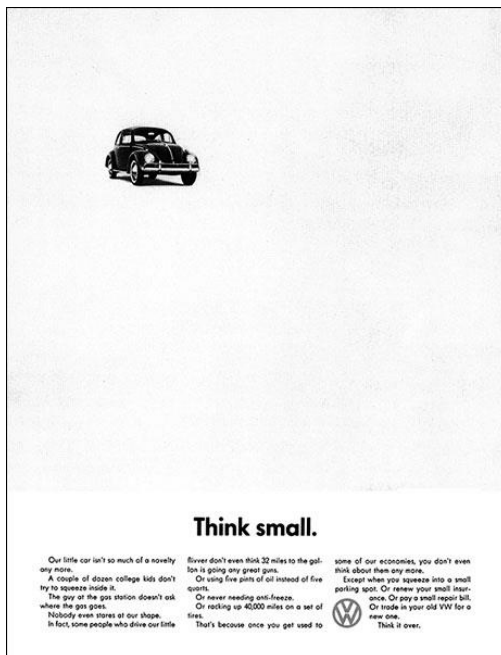


Using White Space Effectively

White space refers to the parts of a document that are not occupied by text or images. Used effectively, white space can dramatically improve the visual appeal of a document. The advantages of white space include:

- making the document easier to read
- giving the document an elegant, “clean” appearance
- separating parts of the document from each other
- attracting the reader’s eyes to a specific part of the document

Observe how white space works effectively in this car advertisement:



The white space immediately focuses the reader’s attention on the car and the words “Think small.” The advertisement has an elegant appearance that is not cluttered by unnecessary words or images—its effectiveness lies in its simplicity.

Now, look at these two sample résumés and observe how the second one uses white space to tidy up the document and to attract the reader’s attention to certain places. Which one do you think most employers would prefer to read?



Seymour D. Samples 123 Main St. Treeville, AR 72207 ssamples@yahoo.com (555) 555-5555

Objective: My objective is to use my experience as a creative writer to publish helpful and interesting online articles about a variety of subjects.

Work Experience:

Atlas Corporation Portland, OR April 2010 – January 2013 Lead Freelance Writer
--Published 50 articles on a variety of topics --Conducted a company-wide seminar on effective writing habits --Edited and revised the employee handbook

S&S Enterprises Springdale, AR August 2008 – March 2010 Correspondence Clerk
--Drafted, edited, and revised company procedure manuals --Proofed outgoing correspondence
--Created system-generated letters --Communicated with clients by phone, mail, and email

Education:

University of Oregon Eugene, OR Graduated: June 2010 M.F.A. in Fiction
--4.0 GPA --Received the C. Montgomery Burns MFA Fellowship --Hosted a seminar on creative writing --Organized a workshop for aspiring Eugene fiction writers--
Published *Through the Eyes of the Elephant*, a collection of short fiction --Presented at the 2009 Young Writers Conference in Portland, OR

University of Arkansas Fayetteville, AR Graduated: June 2006 B.A. in English
--3.8 GPA --Magna cum laude --Minored in creative writing --
Received the Homer J. Simpson Scholarship for Aspiring Fiction Writers



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