

Positive/Negative Space

One way to create a very eye catching and unique graphic is to use positive and negative space in an interesting way. Now that you learned the Pathfinder tool, this will help you create a pos/neg space design.

project description

What is positive/negative space?

Typically, the positive space is the subject or area of interest, and the negative space is the area around the subject.

You have probably seen this image before:

If you see a vase, the white is the positive space. But this image can also be seen as two faces. The graphic has a pos & neg design.



How to get Started:

1. Look at the [Pinterest](#) to see some examples
2. Create a design of your own that plays on pos/neg space. You may want to draw things out to get started.

Subject ideas-

- Use your name or initials to create a design for a business card or signature *Do you see how this looks like a plug & outlet, but also has an E in the middle!?*
- Create a logo for a real or imagined company
- Create a design for a musical artist
- Create a design for a sports team

