

Rarely is applying the principle of proximity the only answer to a problematic page. The other three principles are intrinsic to the design process and you will usually find yourself using all four. Take them one at a time—start with proximity.

Never  
before  
in  
Galaria  
history...



has one been able to taste  
50 Galaria restaurants  
and 50 internationally-  
acclaimed wineries at  
one location on one day.  
Don't miss out!

\$35 admission includes  
unlimited tastings,  
souvenir glass, and  
entertainment.

A portion of the  
proceeds will benefit  
the Galaria Food  
Brigade, helping  
us feed our  
hungry neighbors.

Advance tickets are still available at Galaria News  
and at our Plaza Americado Box Office. Limited  
tickets will also be available at the door.

## 3<sup>rd</sup> Annual Galaria Wine & Chile Fiesta

This Saturday from  
12 noon until 4:30 P.M.  
at the El Dorado Hotel.

- ▲ This is only one of a buzzillion possibilities for arranging the groups of information. I also used the principles of alignment and contrast, which you will be reading about shortly.

But the biggest problem with the original ad is that there is no separation of information. All the text in all caps in one big block also took up all the space, so there was no extra, blank, "white" space to rest your eyes. It's okay to set the type smaller than 12 or 14 point! Really!