UX Myths collects the most frequent user experience misconceptions and explains why they don’t hold true.

And you don’t have to take our word for it, we’ll show you a lot of research findings and articles by design and usability gurus.

WHITE SPACE IS WASTED SPACE

White space or “negative space”, referring to the empty space between and around elements of a design or page layout, is often overlooked and neglected. Although many may consider it a waste of valuable screen estate, white space is an essential element in web design and “is to be regarded as an active element, not a passive background,” Jan Tschichold wrote in 1930.

Not only is white space responsible for readability and content prioritization, it also plays an important role in the visual layout and brand positioning.

MYTH 28

creativity by www.thatscom.it