From Nothing to Something:

White Space in Visual Communication

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During my professional experience, white space is valuable equipment for designers to succeed in communication. However, white space's issues occur differently in different groups of people and different sociocultural context. As a result, white space can be a case study to unfold "Is there evidence that sociocultural context influences design"? "If sociocultural context influences the use of white space, how is it influenced in the different sociocultural contexts"? and comprehend the relationship between them.

This thesis used various methods: literature analysis, sample analysis, and interview. The literature analysis was conducted on User Experience (UX), User Interface (UI) and Interaction (IX) design, sociocultural, and related topics to explore what people have studied before. The samples were analysed with four sociocultural context dimensions, which are business dimension (context and offer), media design dimension (structure and purpose), language dimension (writing system), and communication cultures dimension (high and low context cultures). The sociocultural context dimension is adapted from the ideas of Stewart and Bennett, Geert Hofstede, and June K. McFee. Simultaneously, it is also developed along with the critiques of Callahan and Ampandu. The selected samples are six restaurants' websites consisting of three local restaurants' websites and three global restaurant's websites. The restaurant websites are chosen from Thailand, Japan, and Germany. The interviewees are UX/ UI and IX designers who work on both global and local projects.

In closing, the results from these three methods can be seen as evidence that sociocultural context influences or partly influences design. In contrast, it cannot certainly state that the sociocultural context influences design. This thesis only researches specific samples. Meanwhile, there are many sides to consider because the relations between people, sociocultural, and design are complex. This thesis can only indicate that there is a connection between sociocultural context and design.