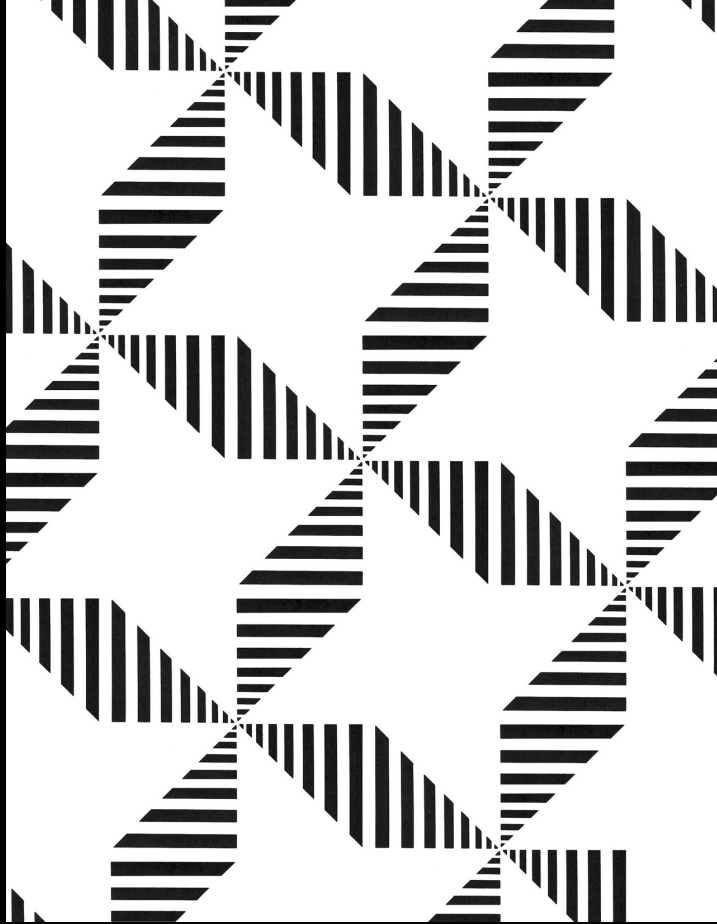- SOME IDEAS ABOUT INSERTYING TEXT TO A PIECE OF DESIGN USING NATURAL NEGATIVE SPACE

- For this strategy start with a design that already has plenty of negative space as part of the design, pattern or image.

- For my example I just used a black and white image for ease and clarity.

- I adjusted the design slightly to open up a bit more space according to my needs.
  I treated each piece of text as a separate element so that I could fit it in the space it had to occupy more easily.
  I used a smaller font for the the bi-line and also made it grey instead of black to emphasize the visual hierarchy.

A different version of my design to reflect a different strategy .
You can adjust your designs as you see fit to better suit this assignment.
In this case I rasterized my type and free-transformed the resulting type object to fit my needs rather than fiddle around font sizes.
Notice in each my designs the careful placement of text in the composition based on the surrounding elements.

My final solution to the project.
Here I have treated each letter of my text as an individual element and have not had to adjust my design at all.
Again – consider placement of text within the negative space and within the composition in general. Remember that text is always a very heavy compositional element and needs to be balanced.