


Designing w/ Visual Hierarchy

Hierarchy

The order in which the elements within a composition are viewed by the  We can also call it the order of importance

Where does the eye look at First?
Where does the eye look at Second?
Where does the eye look at Third ?

What is the MOST important message? Primary
What is the 2nd most important message? Secondary
What is the 3rd most important message? Tertiary



Designing w/CRAP-E

Contrast

Contrast focuses our attention and should be used to highlight the most important points

▲▲ Repetition

Repetition ties objects or images together

≡ Alignment

Alignment should be applied to every element in a design or page layout to show order

Proximity

Placing objects close together shows their connectedness and focuses the audience's attention

◆ Emphasis

One thing needs to be the biggest, boldest, and stand out more than any other element.