

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



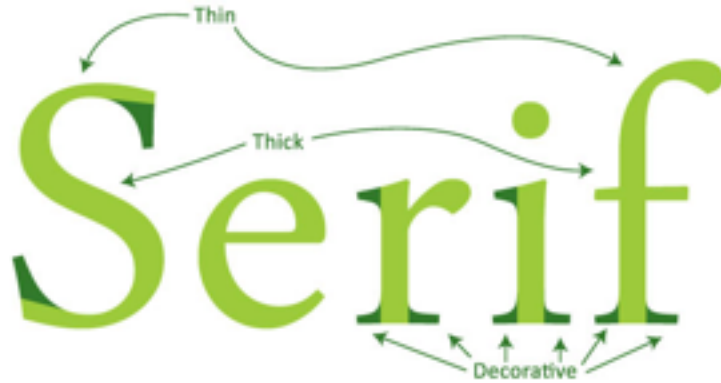
Emphasis

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

Typography- the style of appearance of text-
the art of working with text in graphic design

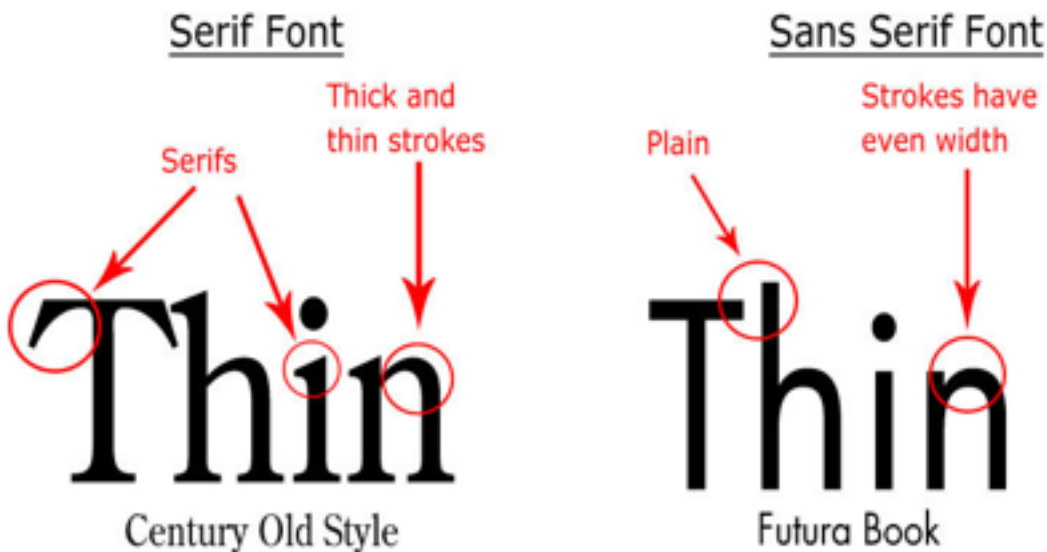
3 Categories of Type-

Serif- has little feet- serifs on the letters-



good choice for text in books-easier to read

Sans Serif- does not have little feet/embellishments/serifs on the letter
Sans is french for “without”



Clean and Modern Fonts- easy to read and use for computer screens and tablets

Display/Decorative/Novelty fonts-
script-blackletter-Fancy-

Best for heading and small amounts of text

You probably wouldn't read this when skimming

You wouldn't read this. But you would **if it was bold.**

You will read this when skimming

YOU READ THIS FIRST



NEVER USE MORE THAN 1 to 2 fonts per project

Visual Hierarchy- the order in which the visual elements in a composition are viewed by the eye

-used to guide the readers eye to whats important in a design

leading

↑↓

leading

LEADING-the space between lines of text

Without Tracking

TRACKING

THE SPACE BETWEEN CHARACTERS

With Tracking

TRACKING

THE SPACE BETWEEN CHARACTERS

TRACKING- the space
between all characters of
text

Ke|rning

option + left or right arrow keys

KERNING- the space between two specific characters of text