Guide to Visual Hierarchy

- Brighter elements, as well as elements with higher contrast to surrounding elements or backgrounds, will appear more prominent in a design.

- Color and Contrast
  - Elements grouped together will appear to be closer in importance (or otherwise related) than an element set apart on its own.

- Spacing and Proximity
  - John Doe
    - GRAPHIC DESIGNER
    - - Adobe Illustrator
    - - Adobe Photoshop
    - - Sketch
    - - Figma
    - - InVision
  - Heading
  - Subheader
  - Body

- Elements that are aligned similarly will have similar priority, all other things being equal.

- Alignment

- Using the same elements or styles (like repeating header styles) throughout a design drives people to see patterns and give them meaning.

- Repetition

- Dividing an image into thirds both horizontally and vertically, and then placing important elements where those invisible lines intersect will give them more prominence in the design.

- Rule of Thirds

- Perspective can create an illusion of depth, with larger elements appearing closer (and therefore more important).

- Perspective

- Balance generally refers to elements appearing symmetrically on a page. It's visually appealing and gives a sense of order to visitors.

- Balance

- Larger design elements will appear more prominently in a design, especially when compared to smaller elements nearby.

- Size and Scale

- It's important to use different size and weight typefaces to make more important text elements stand out.

- Typographic Hierarchy

- Negative space around an element can make it appear more important.

- Negative Space

- Odd-numbered groups of elements look better than even-numbered groups. One more prominent element is often surrounded by an even number of smaller elements.

- Rule of Odds

- Leading lines give the impression of movement, which draws a user's eye.

- Leading Lines

- The Golden Ratio (or Mean) is 1:1.618. This ratio is often found in nature (in shells, horns, and flowers, among other things), and the human eye appears to be drawn to things with this ratio.

- Golden Ratio

- The focal point is the most prominent element on a page, and will generally be where a visitor "starts" before looking at other elements.

- Focal Point

- Randomness is the lack of balance and symmetry on a page. It can be a welcome deviation from what's expected and appear very dynamic.

- Randomness

- Visual triangles are an invisible triangle in a design created by three areas of emphasis. It can either include the focal point of the design, or act to direct the eye to the focal point.

- Visual Triangle

- Texture minimizes negative space and can attract a visitor's attention in strategic ways.

- Texture

- Visual hierarchy is a system for organizing visual elements in a design, so that the elements are perceived as having different levels of importance, prominence, and relatedness.

- Conclusion

- Recommendations