# Guide to Visual Hierarchy



# Size and Scale Larger design elements will appear more

prominently in a design, especially when compared to smaller elements nearby.

# Brighter elements, as well as elements with higher contrast to surrounding elements or backgrounds, will appear more prominent in

Heading

Subheader

**Color and Contrast** 

backgrounds, will appear more prominent in a design.



# Body ---- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut in pharetra velit. Maecenas cursus interdum consectetur. - Adobe Illustrator - Adobe Photoshop - Sketch - Figma - Invision

**Spacing and Proximity** 

to be closer in importance

set apart on its own.

Alignment

Elements grouped together will appear

(or otherwise related) than an element

John Doe

**GRAPHIC DESIGNER** 

# weight typefaces to make more important text elements stand out.

Typographic Hierarchy

It's important to use different size and



Elements that are aligned similarly will have

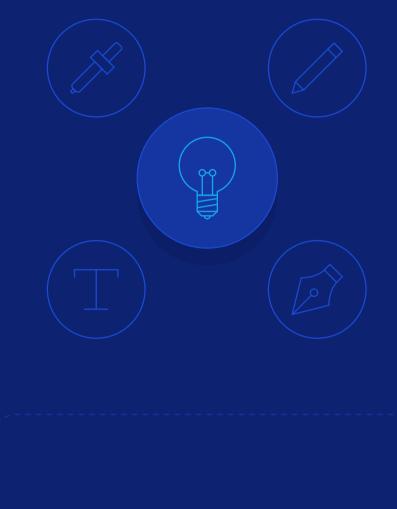
similar priority, all other things being equal.

**Negative Space** 

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Negative space around an element can

make it appear more important.



Using the same elements or styles (like

repeating header styles) throughout a design

drives people to see patterns and give them

Repetition

meaning.

elements.

**Rule of Odds** 

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Odd-numbered groups of elements look

surrounded by an even number of smaller

better than even-numbered groups.

One more prominent element is often



Dividing an image into thirds both horizontally

elements where those invisible lines intersect

and vertically, and then placing important

will give them more prominence in the

**Rule of Thirds** 

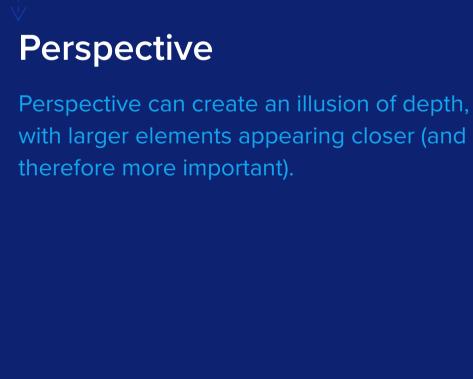
design.

# \_\_\_\_\_

**Leading Lines** 

Leading lines give the impression of

movement, which draws a user's eye.



**Focal Point** 

**Golden Ratio** 

to things with this ratio.

The Golden Ratio (or Mean) is 1:1.618. This

ratio is often found in nature (in shells,

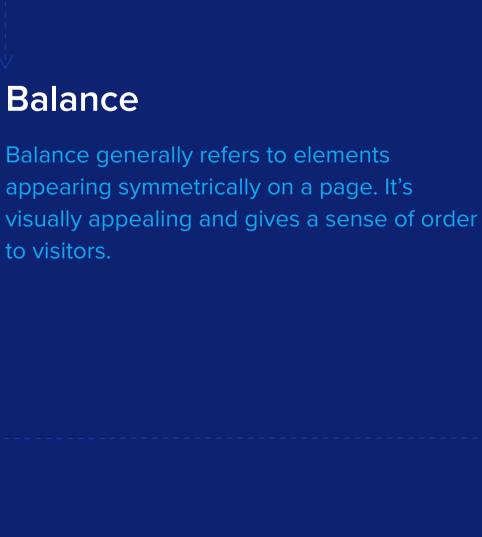
horns, and flowers, among other things),

and the human eye appears to be drawn

where a visitor "starts" before looking at other elements.

The focal point is the most prominent

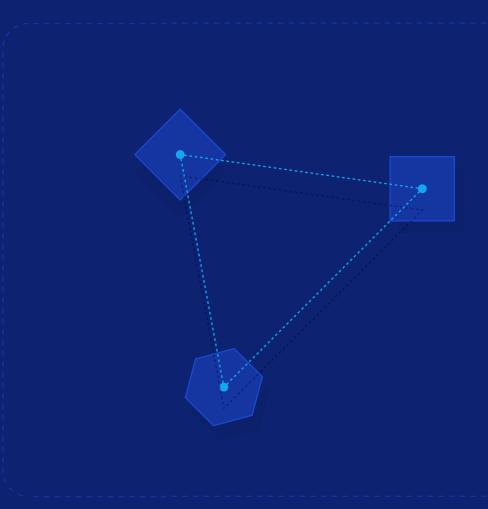
element on a page, and will generally be



# 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



Texture minimizes negative space and can

attract a visitor's attention in strategic ways.

**Texture** 

## Visual triangles are an invisible triangle in a design created by three areas of emphasis. It can either include the focal

Visual Triangle

emphasis. It can either include the focal point of the design, or act to direct the eye to the focal point.