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VISUAL HIERARCHY *and* TYPOGRAPHY



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CONTENTS

INDEX



01. What is Visual Hierarchy

02. Principles of Visual Hierarchy

03. What is Typography

04. Types of Typography

→ What is VISUAL HIERARCHY

Is a pattern in the visual field where in some elements tend to "stand out," or attract attention, more strongly than other elements, suggesting a hierarchy of importance.

YOU At some point you may come back to read this line or maybe not.

WILL READ

THIS FIRST

And then you will read this line next.

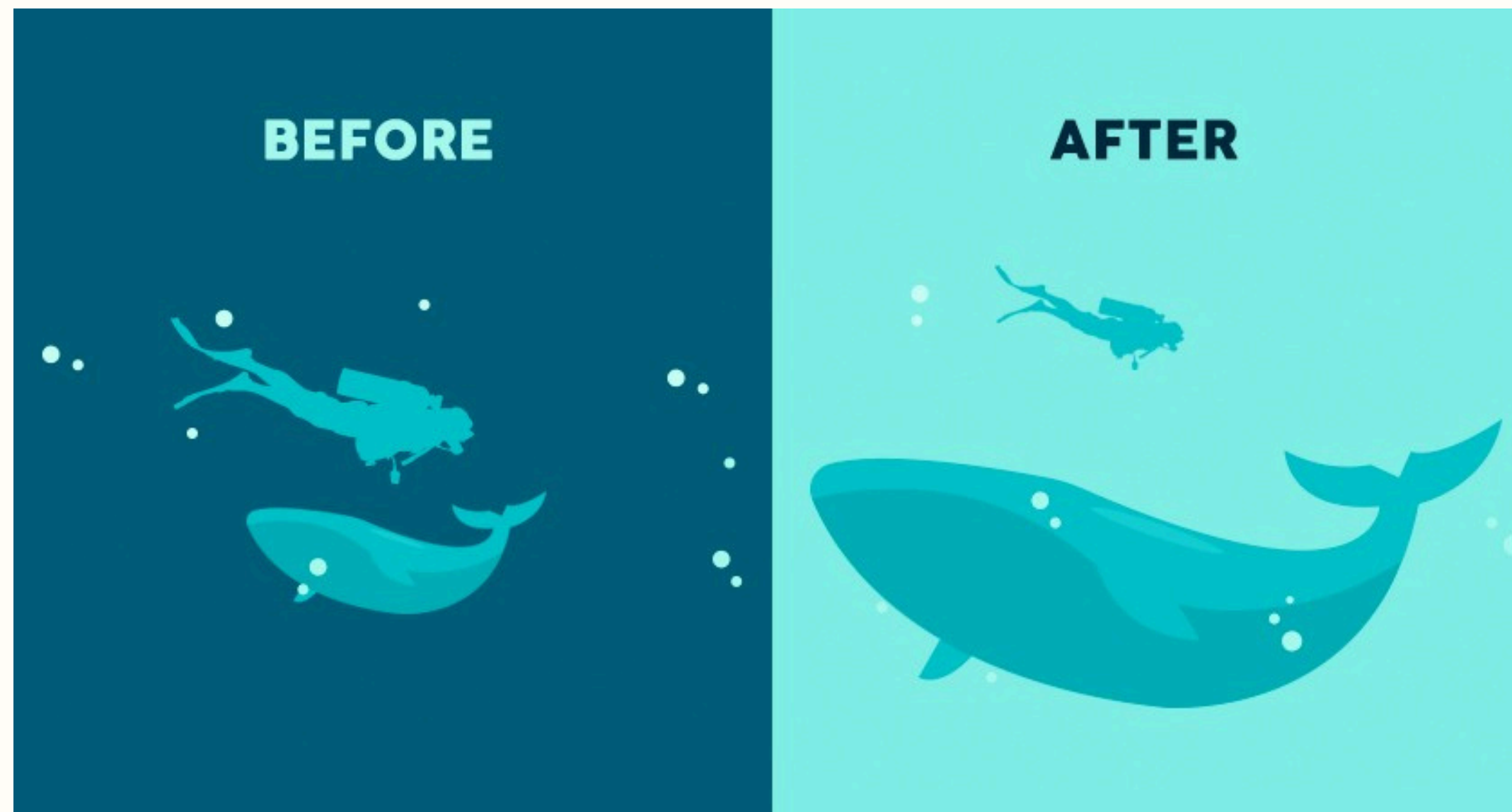
You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

You'll probably read this before the paragraph.

→ Visual Hierarchy

“Visual hierarchy controls the delivery of the experience. If you have a hard time figuring out where to look on a page, it’s more than likely that its layout is missing a clear visual hierarchy.”

- The Nielsen Norman Group



→ Principles of VISUAL HIERARCHY

With Hierarchy

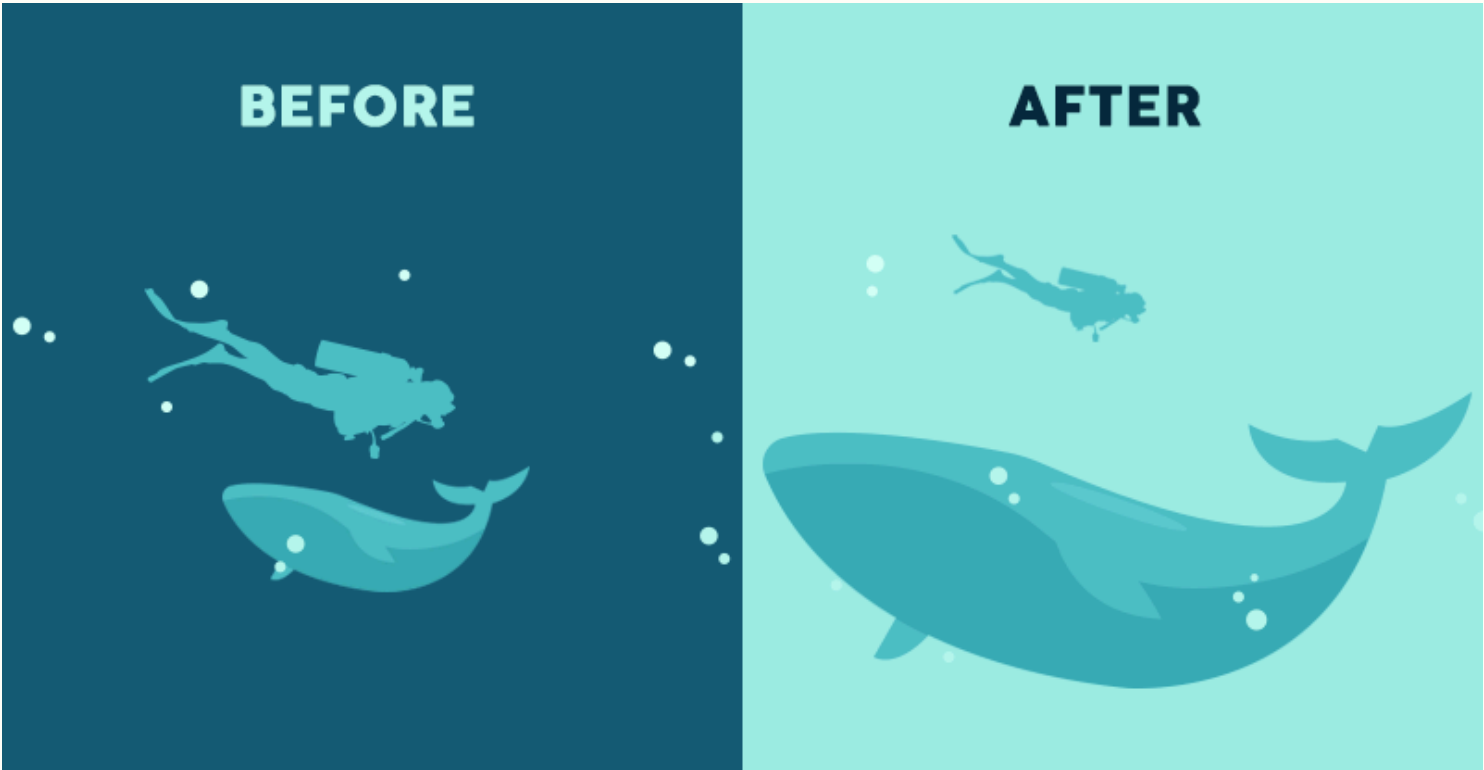
This is Hierarchy
Not as big here

Here is even smaller.

And this is smallest. Usually the size of body text.

- **Principle #1:** Size Impacts Visibility
- **Principle #2:** Perspective Creates an Illusion of Depth
- **Principle #3:** Color and Contrast Draw Attention
- **Principle #4:** Fonts Organize Design
- **Principle #5:** Space Provides Emphasis and Movement
- **Principle #6:** Proximity Suggests Relationships
- **Principle #7:** Negative Space Emphasizes
- **Principle #8:** Alignment Directs Eyes
- **Principle #9:** Odd-Numbered Groups Create Focus
- **Principle #10:** Repetition Unifies a Composition
- **Principle #11:** Lines Suggest Movement
- **Principle #12:** Grids Organize a Design

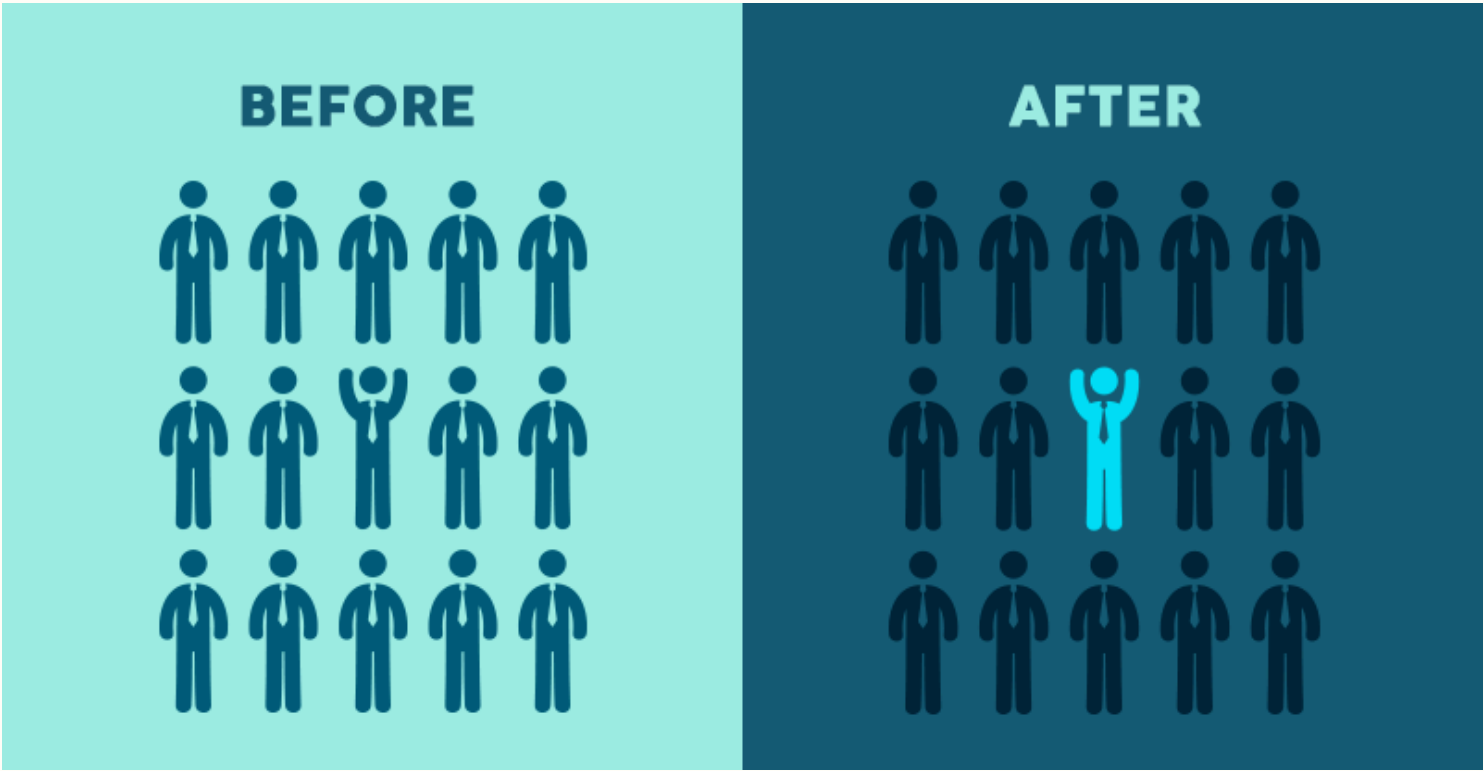
1. SIZE IMPACTS VISIBILITY



2. PERSPECTIVE CREATES AN ILLUSION OF DEPTH



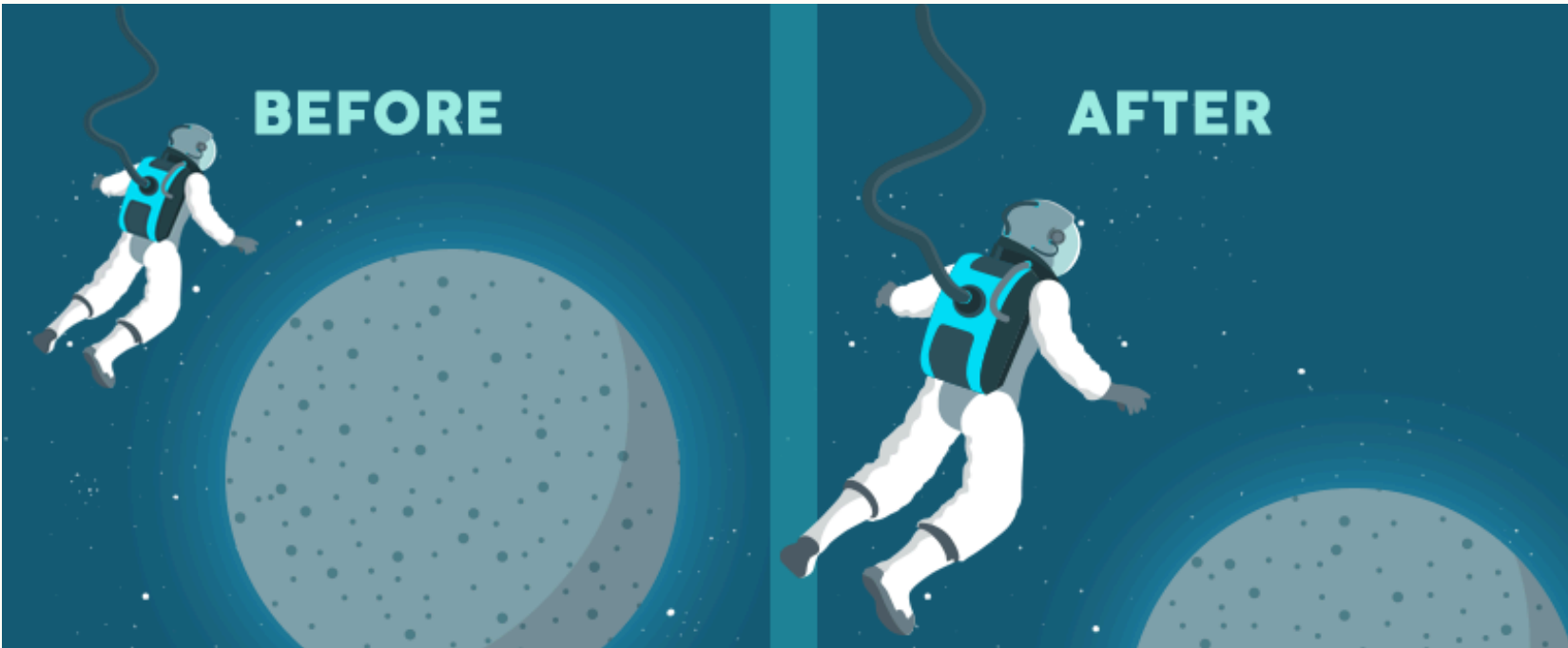
3. COLOR AND CONTRAST DRAW ATTENTION



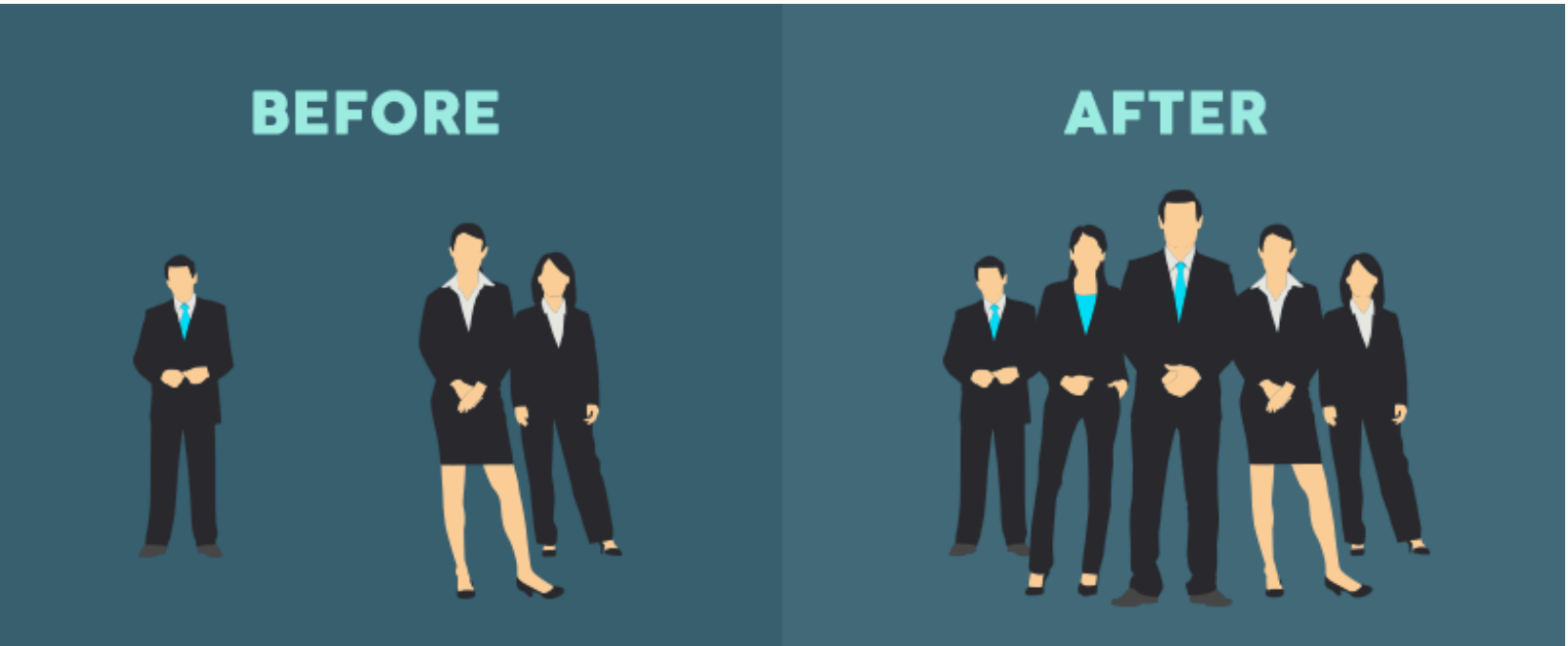
4. FONTS ORGANIZE DESIGN



5. SPACE PROVIDES EMPHASIS AND MOVEMENT



6. PROXIMITY SUGGESTS RELATIONSHIPS



7. NEGATIVE SPACE EMPHASIZES



8. ALIGNMENT DIRECTS EYES



9. ODD-NUMBERED GROUPS CREATE FOCUS



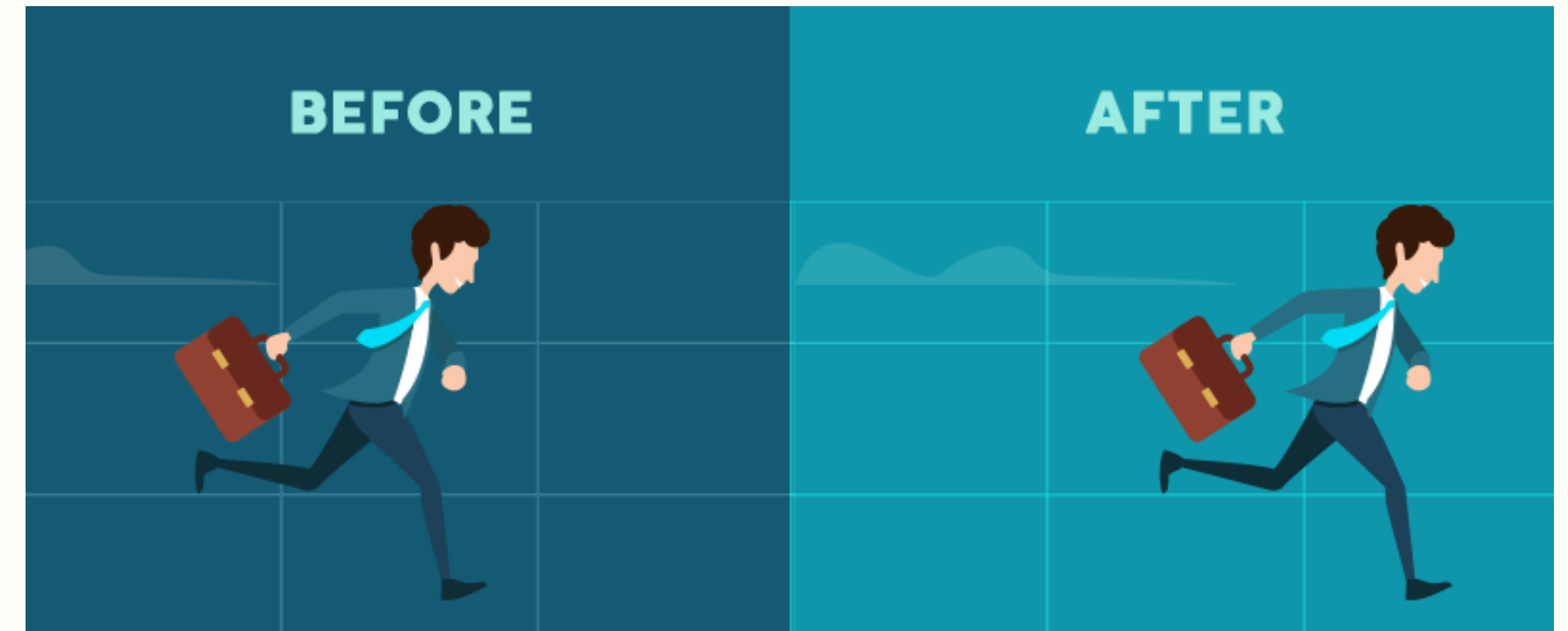
10. REPETITION UNIFIES A COMPOSITION



11. LINES SUGGEST MOVEMENT



12. GRIDS ORGANIZE A DESIGN



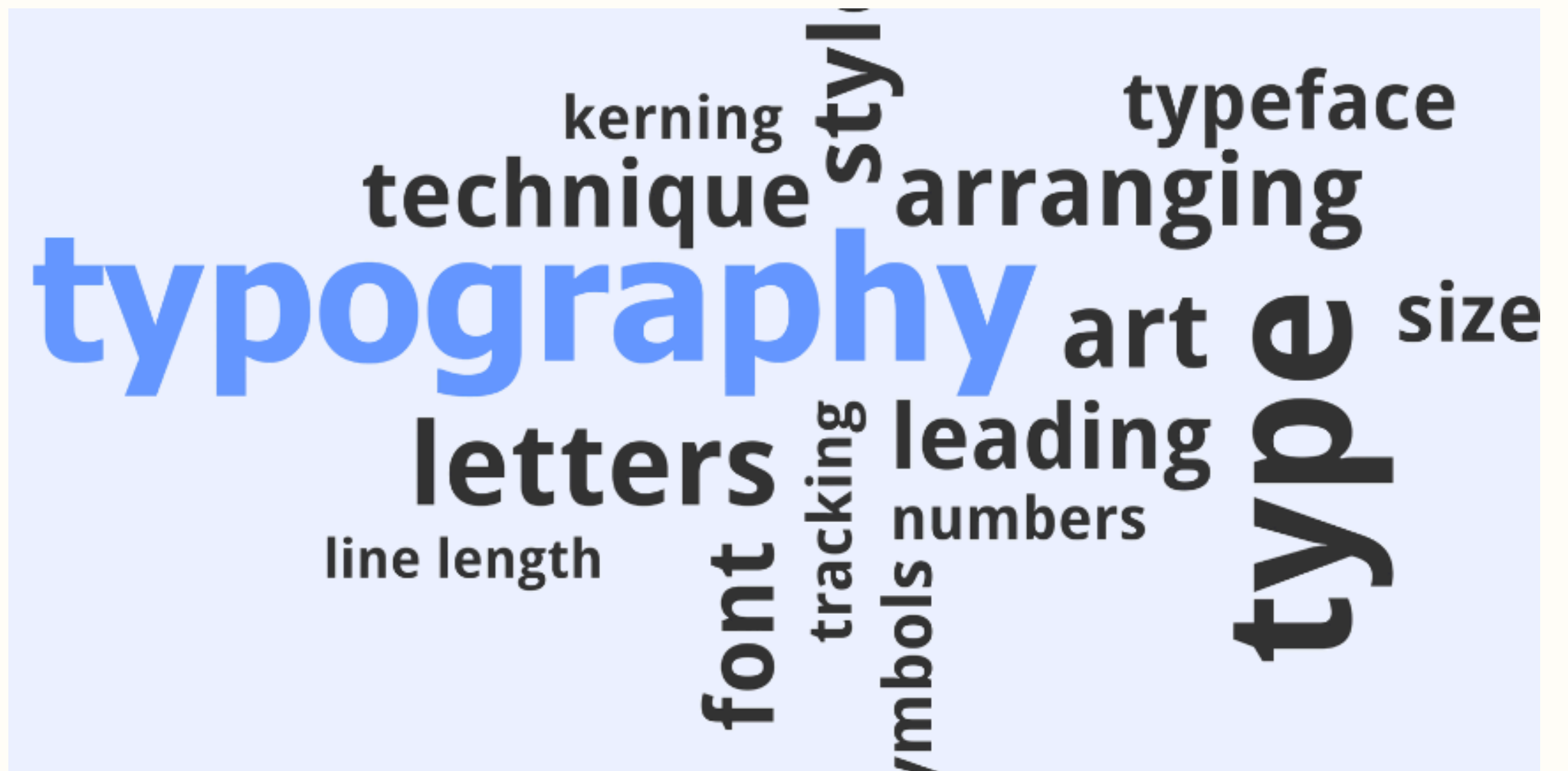
→ What is TYPOGRAPHY

Typography is what brings the text to life. Is the art of arranging letters and text to make it readable, clear and visually appealing to the reader.



→ The different Elements of **TYPOGRAPHY**

1. Fonts and typefaces
2. Contrast
3. Consistency
4. White space
5. Alignment
6. Color
7. Hierarchy



→ FONTS AND TYPEFACES ←

- A typeface is a set of distinct glyphs that characterize a particular style of lettering. Fonts are variations within a typeface, like italic or bold.

Serif
Sans-serif
DECORATIVE

Typeface

Roboto

VS.

Font

Roboto Thin

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

➔ CONTRAST ➔

- The contrast places emphasis on the important element of type, letting the secondary element command less attention.

contrast

Typographic
Contrast

Typographic
Contrast

→ CONSISTENCY ←

- Keeping your typefaces consistent is key to avoiding a confusing and messy interface.

Inconsistent

HOME *About* *Services*

Consistent

Home **About** **Services**

➔ WHITE SPACE ➔

- Is the area between design elements, the space around text or graphics. It ensures the text is readable.
 - Which one is easier to read?

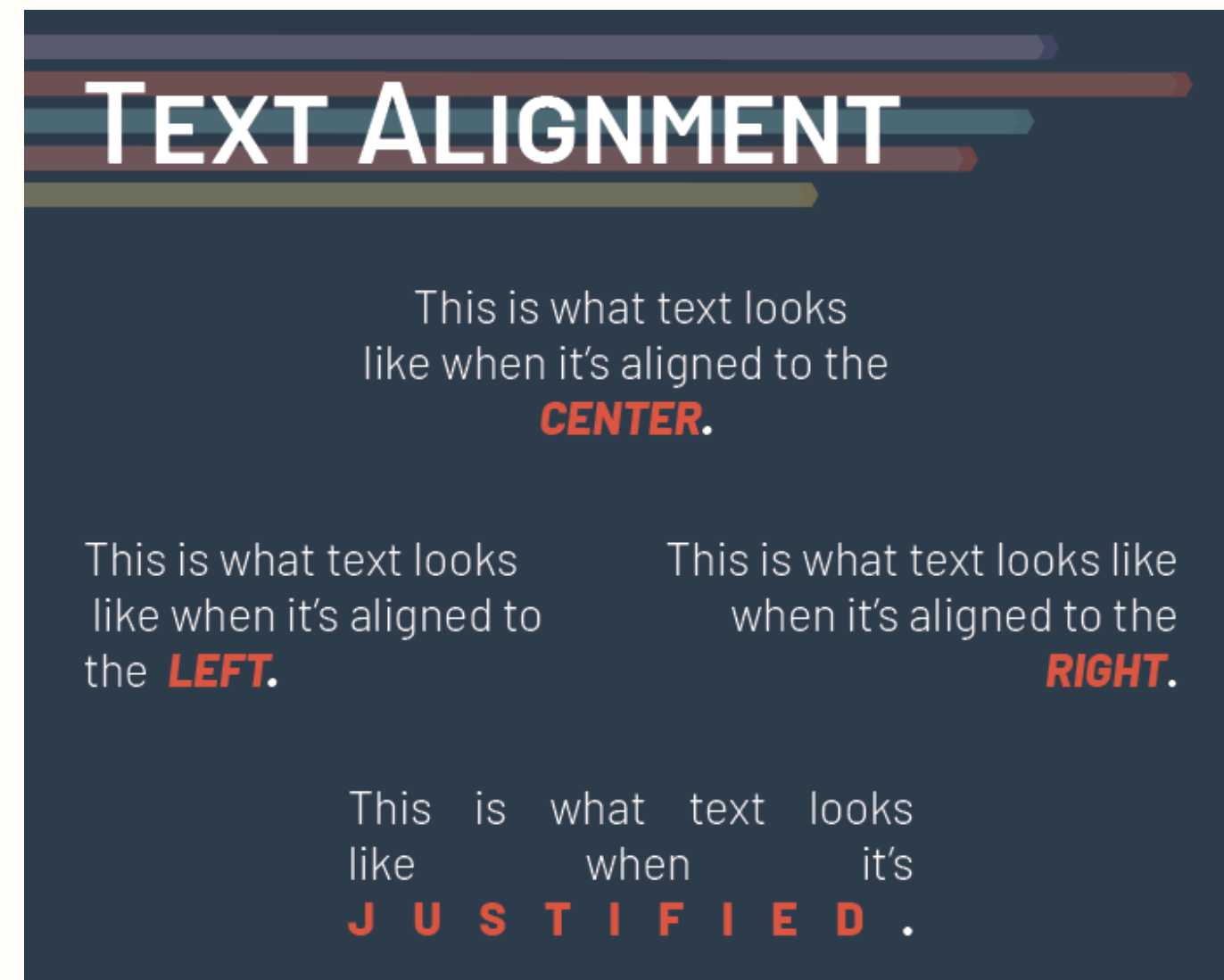
Whitespace

White space is also related to the line height of your text. If you neglect to add a proper line height, your well constructed sentences become one big block of letters.

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➔ ALIGNMENT ➔

- Alignment or range is the setting of text flow or image placement relative to a page, column (measure), table cell, or tab (and often to an image above it or under it). The type alignment setting is sometimes referred to as text alignment, text justification, or type justification.



➔ COLOR ➔

- Color is one of the most exciting elements of typography. This is where designers can really get creative and elevate the interface to a new level.



➔ HIERARCHY ➔



- PRIMARY HEADING
- SECONDARY HEADING
- TERTIARY HEADING
- BODY TEXT

Bibliography

- <https://visme.co/blog/visual-hierarchy/>
- <https://careerfoundry.com/en/blog/ui-design/beginners-guide-to-typography/>

