1) Why is white space important?

White space is important because it helps define and separate different sections.

2) What is hierarchy in the context of typography?

Hierarchy is a visual technique that can help the view navigate your work. It shows where the reader can start and go next using different levels of emphasis.

3) Fill in the blank: You should look for high quality images that are a)Sharp b)Clear and c)Have no distortion. (Also need to be distinct and memorable)