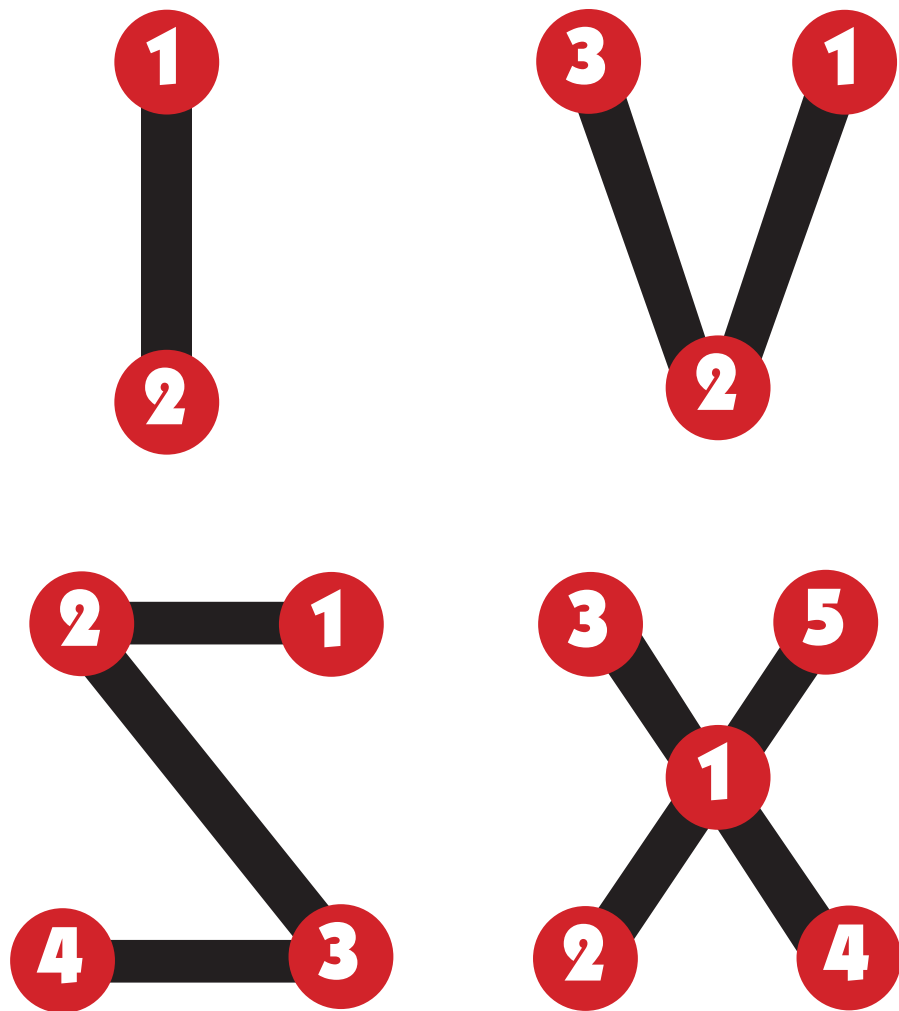
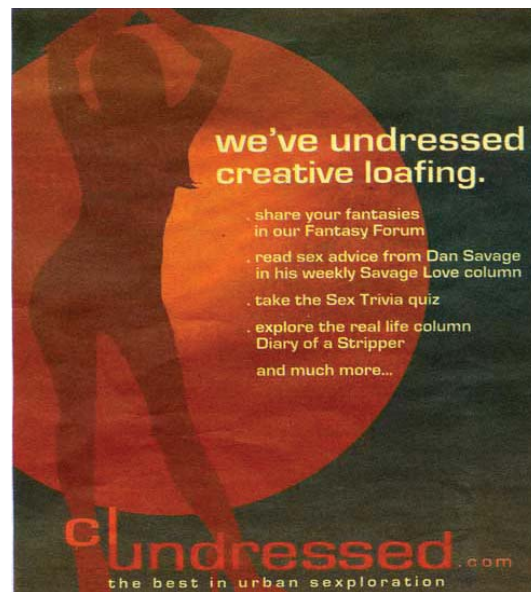


Motion & **Visual Hierarchy** in **Graphic Design**



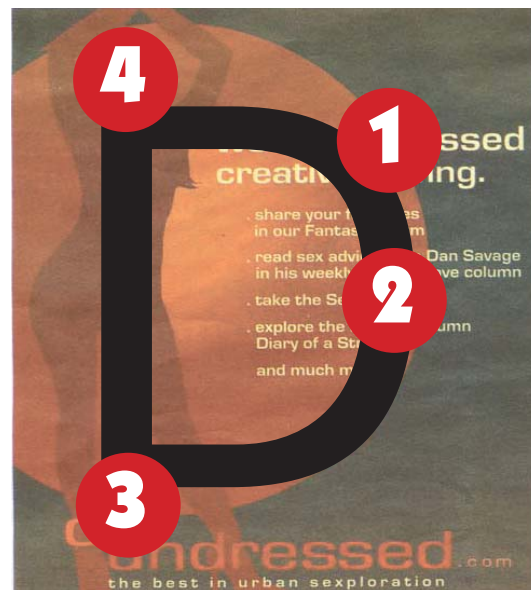
Motion formulas vary but often they are based on a basic letterform as shown in the above graphic. The patterns developed are suggestive movements within a given ad. The psychological “hot spot” or target point for viewers is the upper right hand side of an ad.

Visual hierarchy is the arrangement of elements on a page layout from most importance to least importance. The placements of the elements tend to follow a pattern of motion.



This ad follows a typical arrangement with it's hierarchy:

- 01. Headline
- 02. Body Copy
- 03. Secondary Copy
- 04. Background graphic

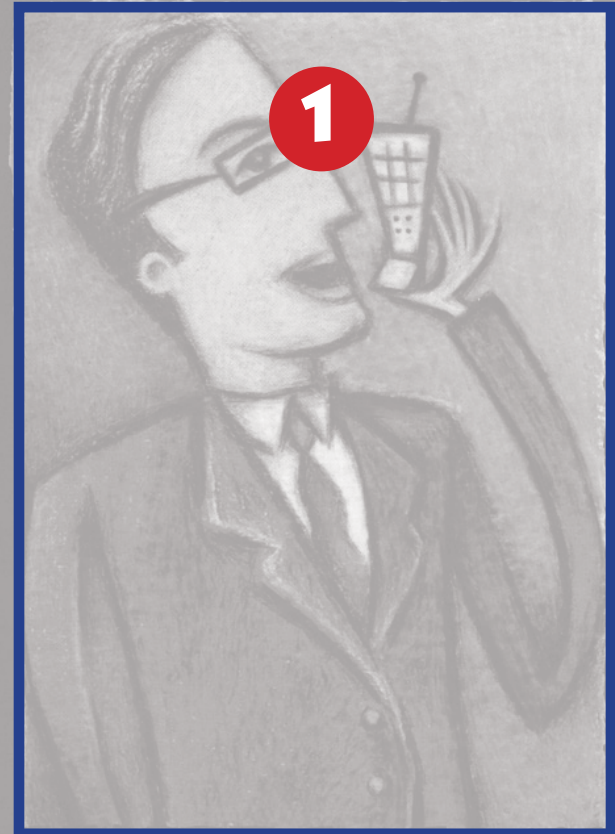


Usually the largest, most defined object will be the defining opening item in the hierarchy.

The most important elements tend to be the largest item on the page. However, in this case, despite the size of the background graphic, it lacks strong definition. As an abstracted silhouette of a human figure, it is less dominant on the page. The designer placed an emphasis on the opening bright-yellow headline so it would stand out stronger on the page.



Make the best executive decision...
advertise in **The MNI Executive Network.**



Make the best executive decision...
advertise in **The MNI Executive Network.**



In this simple strategy, the hierarchy of the page is set up in a straight vertical line top to bottom. Notice to break the cliché formula, the elements are not placed in precise order of importance. The viewer's eye moves down and up the page slightly.

Your Stained Glass Superstore!

Direct from the
manufacturer

We have everything you
need to work with glass:

- Solder
- Zinc
- Came
- Grinders
- Taurus 3 Ring Saw
- Copper Foil
- Bevels
- Morton Cutting System
- Pattern Books
- Hot Glass Supplies
- Fusible Glass and Frits
- Product Demos
- And Much More



Largest selection of stained
glass in the country!!

Classes Now Forming In:

- Stained Glass
 - Fusing
 - Glass Mosaics
 - Bead Making
- All Skill Levels Welcome

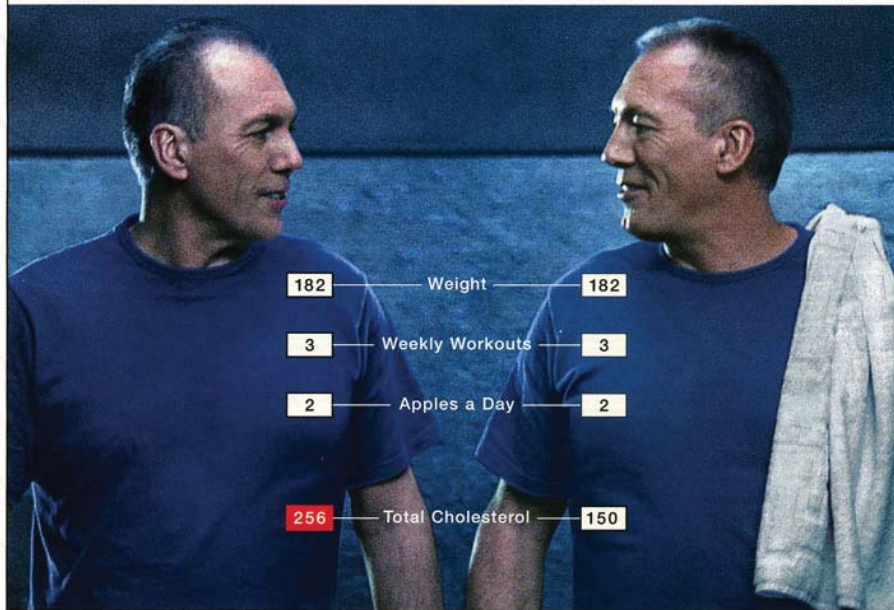
1025 Cobb International Dr.
Suite 250
Kennesaw, GA 30152
Monday - Friday: 9AM - 5PM
Saturday: 11AM - 3PM

**Mention this ad and receive
a 10% discount on all non
sale items.**

For directions log on to www.ArmstrongGlass.com or call us at 770-919-9924

Poorly designed ads, business cards, magazine spreads, and web sites lack a strong sense of hierarchy, or contain little visual movement. In the case above, the eye hits the logo as the main information, and cannot determine where to go next. It does not contain a working sy

Two of a kind. Until one took Lipitor.



Important information:

LIPITOR® (atorvastatin calcium) is a prescription drug used with diet to lower cholesterol. LIPITOR is not for everyone, including those with liver disease or possible liver problems, women who are nursing, pregnant, or may become pregnant. LIPITOR has not been shown to prevent heart disease or heart attacks.

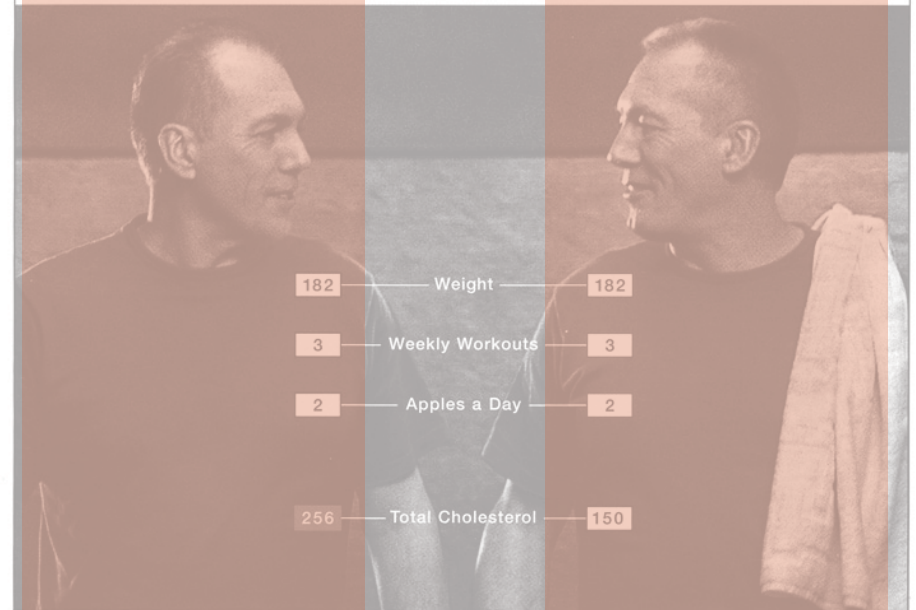
If you take LIPITOR, tell your doctor about any unusual muscle pain or weakness. This could be a sign of serious side effects. It is important to tell your doctor about any medications you are currently taking to avoid possible serious drug interactions. Your doctor may do simple blood tests to monitor liver function before and during drug treatment. The most commonly reported side effects are gas, constipation, stomach pain and indigestion. They are usually mild and tend to go away.

Please see additional important information on next page.

Here's something that might make you think twice. Even if you do the right things, you can still have high cholesterol. In fact, for 2 out of 3 adults with high cholesterol, diet and exercise may not lower it enough. The good news is that LIPITOR can lower your total cholesterol 29% to 45%.* It can lower your bad cholesterol 39% to 60%.* (*The average effect depends on the dose.) So talk to your doctor today to find out if LIPITOR is right for you. To learn more, call us at 1-888-LIPITOR or find us on the web at www.lipitor.com.

 **LIPITOR**
atorvastatin calcium
tablets
FOR CHOLESTEROL®

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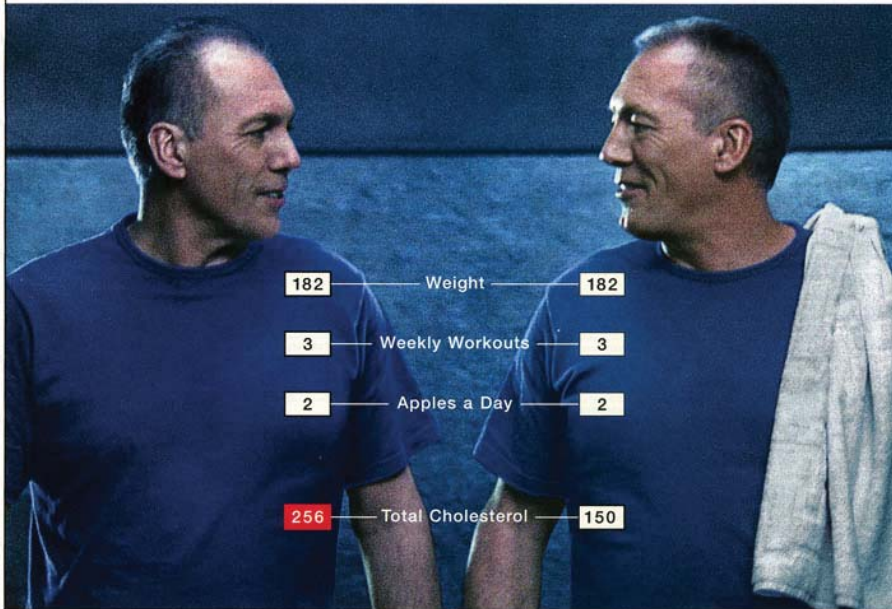
Please see additional important information on next page.

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 **LIPITOR**
atorvastatin calcium
tablets
FOR CHOLESTEROL®

At first glance the Lipitor ad is a simple design. The motion of the page is established as two lines of mirroring elements, reinforced by the mirror image of the twins.

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However, notice the hierarchy does not follow the natural flow of the page. The designer scattered the hierarchy to keep a visual interest on the material.



The Air France ad exists as a variation of the Z-pattern. By using a landscape image and strategically placing their logo, the energy of the design moves along the top of the photo, down her arm to a secondary logo, and finally to the body copy. Notice the way the photo was cropped to encourage the movement. Likewise, the complex angles of the photo generate energy towards the lower left edge of the page, away from the model's face.



It's all in the approach.

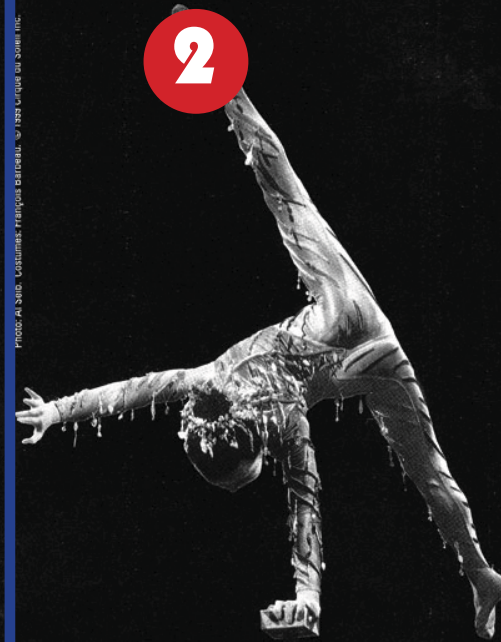
A disciplined approach allows you to do what others can't. At AEP, discipline guides everything we do. Our long-standing commitment to risk management ensures we have the right internal checks and balances. And we use our top-notch financial and analytical skills wisely to deliver value across our broad range of businesses. For the energy leader with the discipline to perform in a dynamic market, look to AEP.

AEP is a proud sponsor of Cirque du Soleil® 2002 North American Tours
© 2002 American Electric Power Co., Inc.



NYSE: AEP

aep.com



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NYSE: AEP

aep.com

A backwards Z pattern emerges with the viewer's eye hitting the negative space (1) towards the acrobat's raised foot (2). Her form leads you down to the headline, (3) set with a light green. The smaller sized body copy (4) leads the eye to the line of information at the base of the page (5).

OXXXXXXX

New Olay Total Effects 7x.
More power to kiss signs of aging good-bye.



Now with 7 vitamins and minerals, Olay Total Effects 7x has more power than ever. It fights 7 signs of aging and is so powerful, it actually works better than department store brands.* Signed, sealed, delivered.

Improves appearance of:

1. fine lines and wrinkles
2. age spots
3. texture
4. tone
5. dullness
6. dryness
7. pores

Visit olay.com for a free sample.

 **OLAY**
love the skin you're in™

*Improves skin's moisture barrier better than: Estee Lauder Fruition Extra Multi-Action Complex, Clinique Turnaround Cream, Lancome Vitabolic Deep Radiance Booster and Estee Lauder Diminish Anti-Wrinkle Retinol Treatment.

total effects
7x

OXXXXXXX

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 **OLAY**
love the skin you're in™

*Improves skin's moisture barrier better than: Estee Lauder Fruition Extra Multi-Action Complex, Clinique Turnaround Cream, Lancome Vitabolic Deep Radiance Booster and Estee Lauder Diminish Anti-Wrinkle Retinol Treatment.

total effects
7x

Color can influence hierarchy as well as size. Here the ad promotes a X shape, motioning from the central product first to the gold product name; a second motion heads towards the logo; a third branches off to the headline; and finally, a fourth arm heads to the smaller sized body copy. This complex idea is strengthened by additional crosshair graphics in the background.

***Motion* & Visual Hierarchy** in Graphic Design

To sum up, when creating any form of graphic materials, from business cards to billboards, quarter page ads to magazine covers, the designer needs to:

- establish a sense of hierarchy with the elements of the page
- establish a sense of internal motion between the hierarchy of elements