

## Applied Design Tools & Interfaces

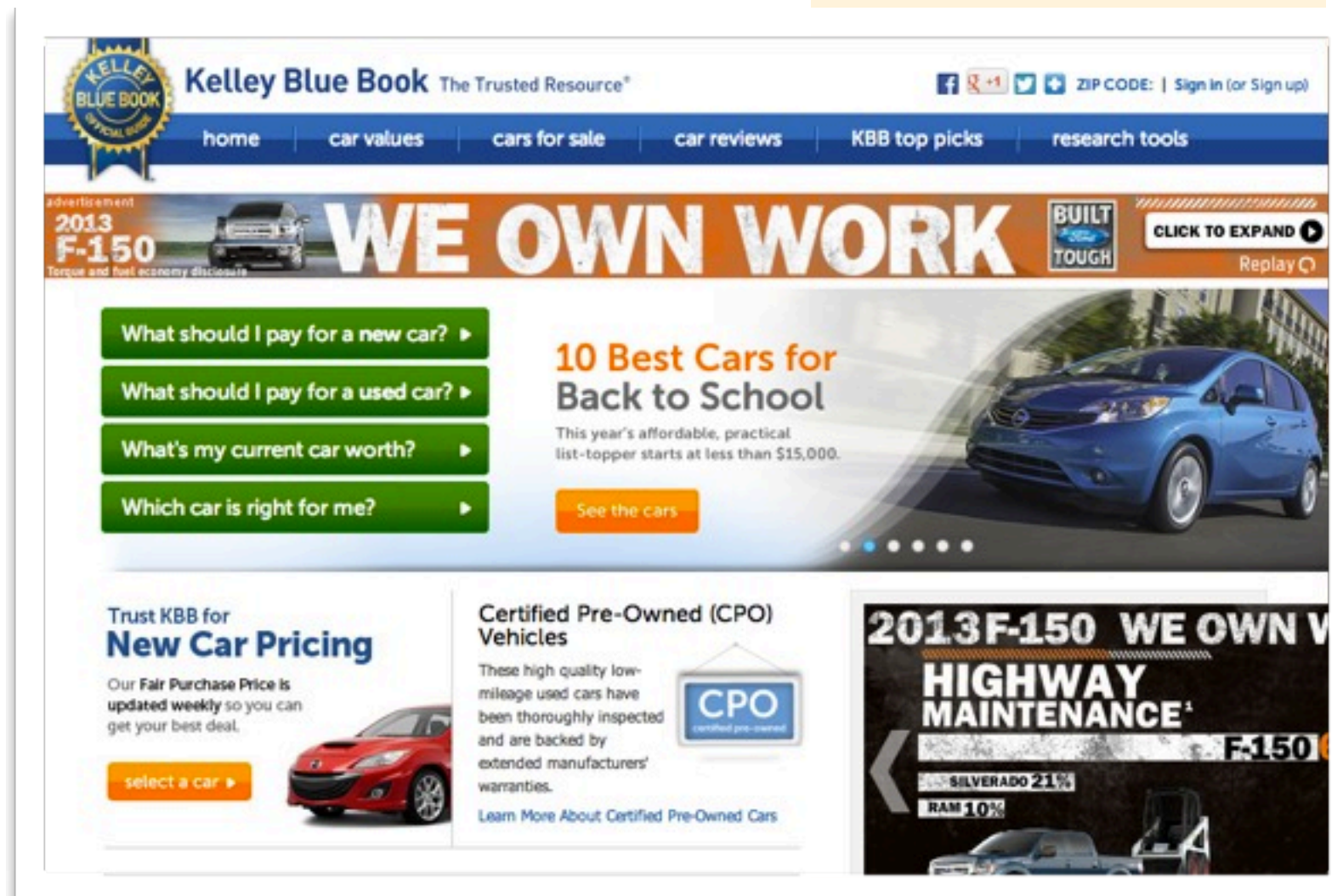
Layout Design Basics - Visual Hierarchy

## Page Layout

## Visual Hierarchy

What's important? What's related?

- ▶ Good layouts reinforce the hierarchy of a page at first glance.
- ▶ Important elements should stand out.
- ▶ Users don't read, they scan.



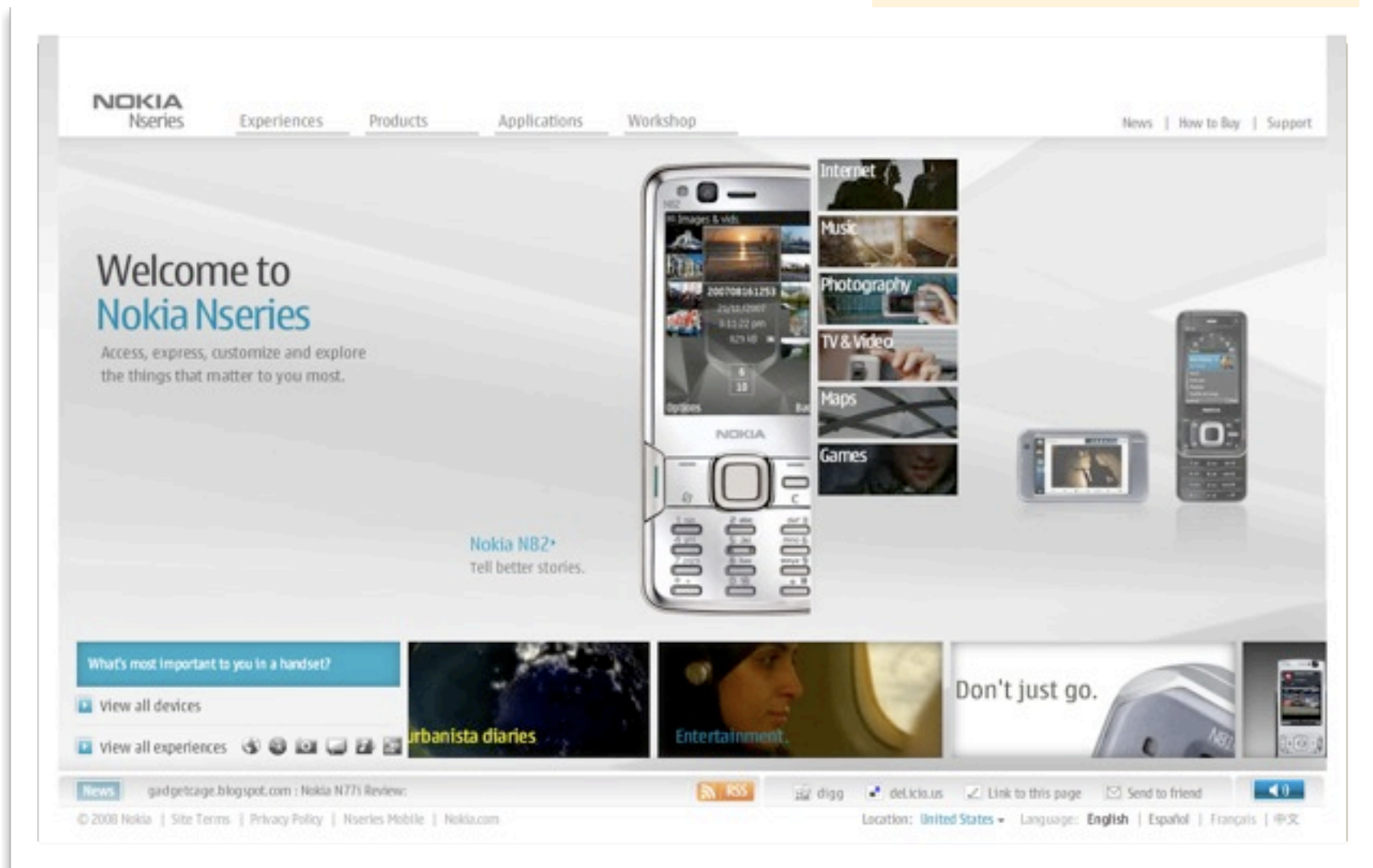
## Page Layout

## Visual Hierarchy

How do we accomplish it?

*Background Color:* using a strong color contrast draws attention

- ▶ Use it to bring attention to important elements.
- ▶ The starker the contrast, the more it stands out.
- ▶ Black on white strongest possible combination.





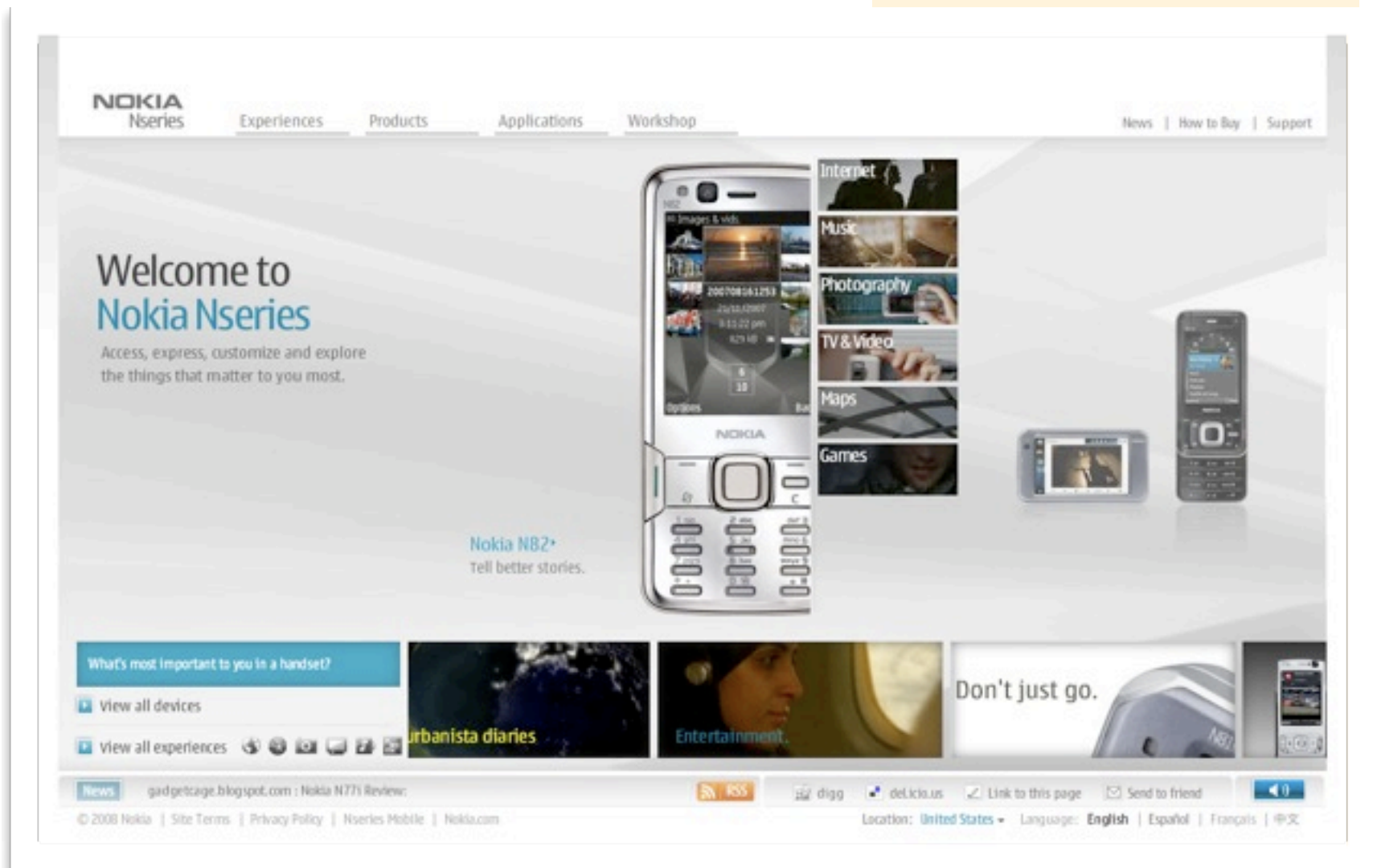
## Page Layout

### Visual Hierarchy

How do we accomplish it?

*Position & Size:* size designates importance.

- ▶ A large block in the center of a page calls attention to itself.
- ▶ While a small strip at the bottom of a screen indicates a footer footer.

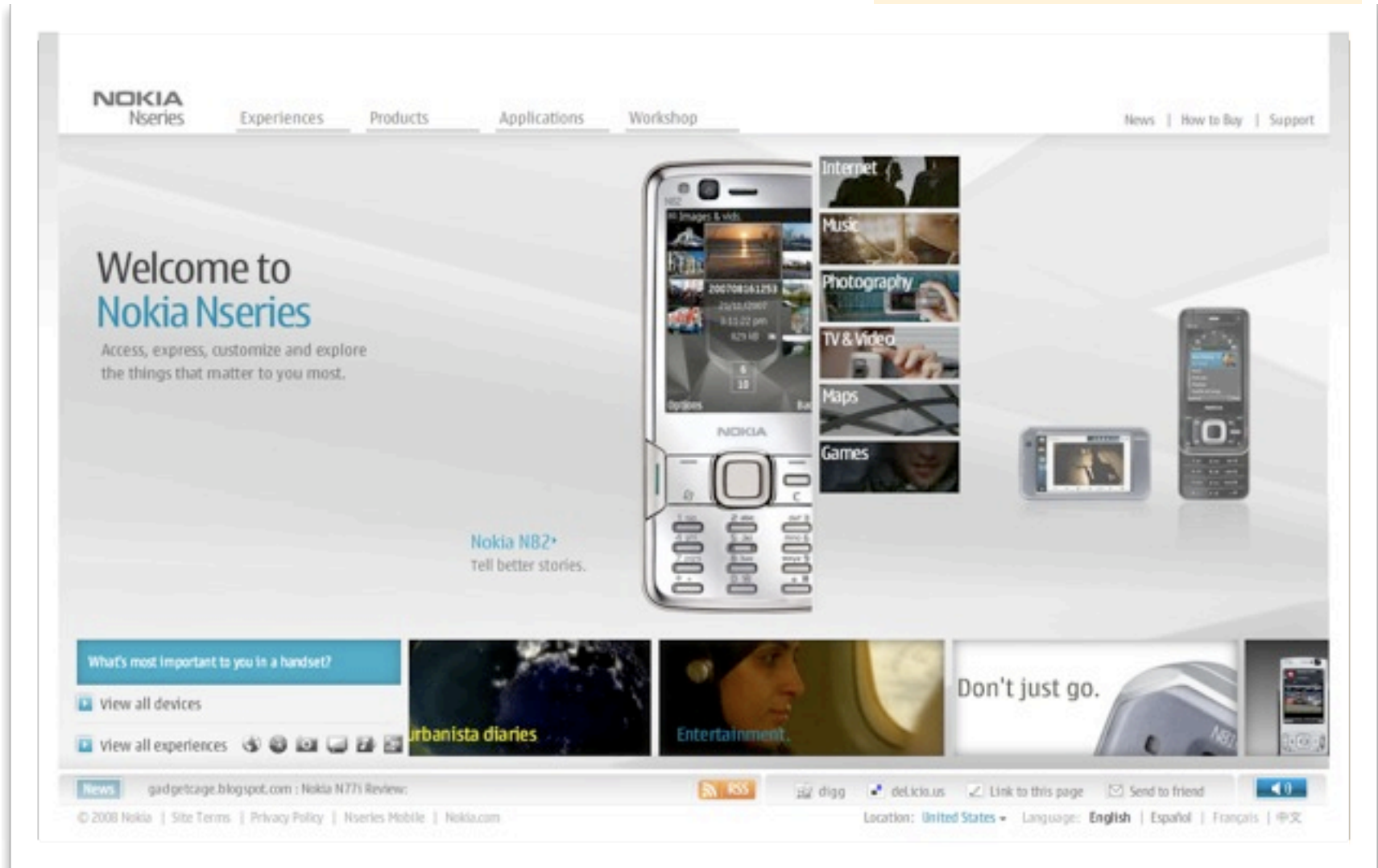


## Page Layout

## Visual Hierarchy

How do we accomplish it?

- ▶ *Rhythm*: arrainging UI elements to create movement.
- ▶ *Guidance = Safe Exploration*



## Page Layout

## Visual Hierarchy

Show relationships among page elements.

- ▶ Grouped together items indicate a relationship.
- ▶ Isolated items imply a distinction or importance.
- ▶ Isolate important items from other groupings.
- ▶ **Importance** through an irregularity.

