

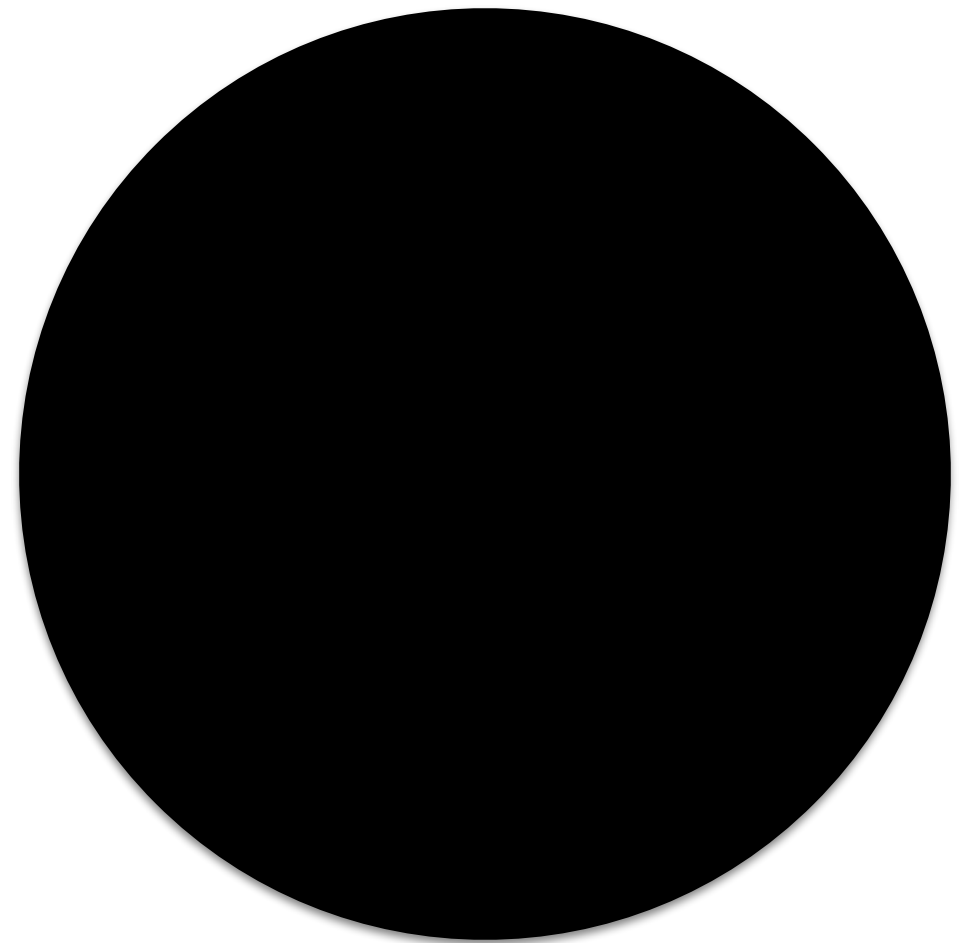
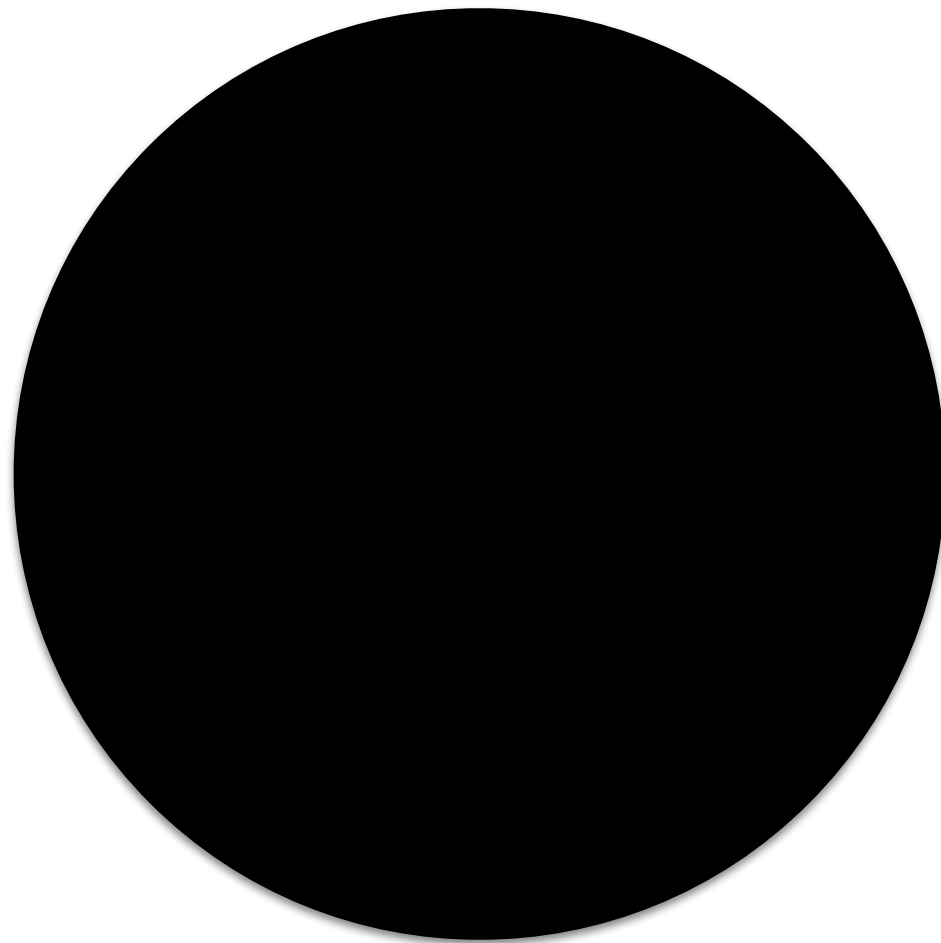
A Clear Hierarchy

What is it?

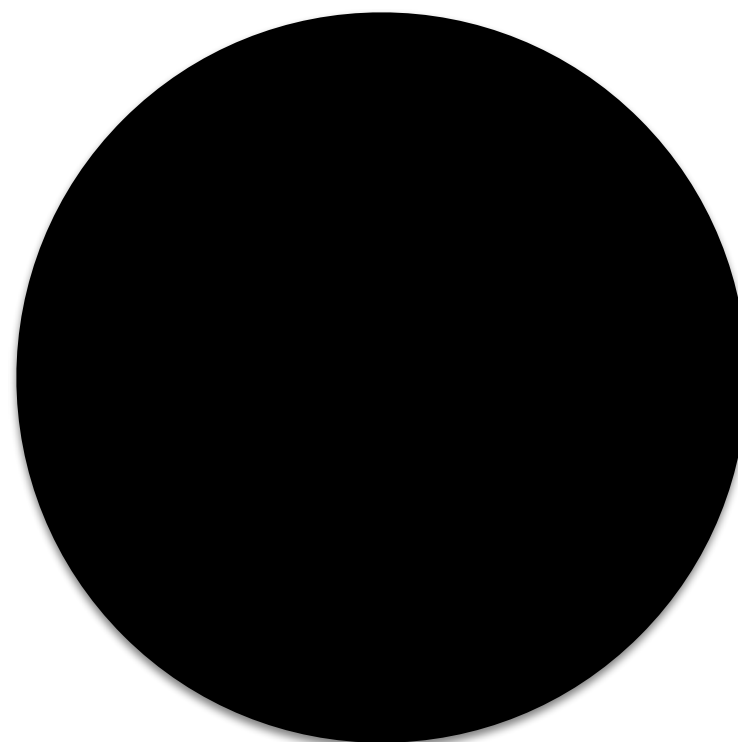
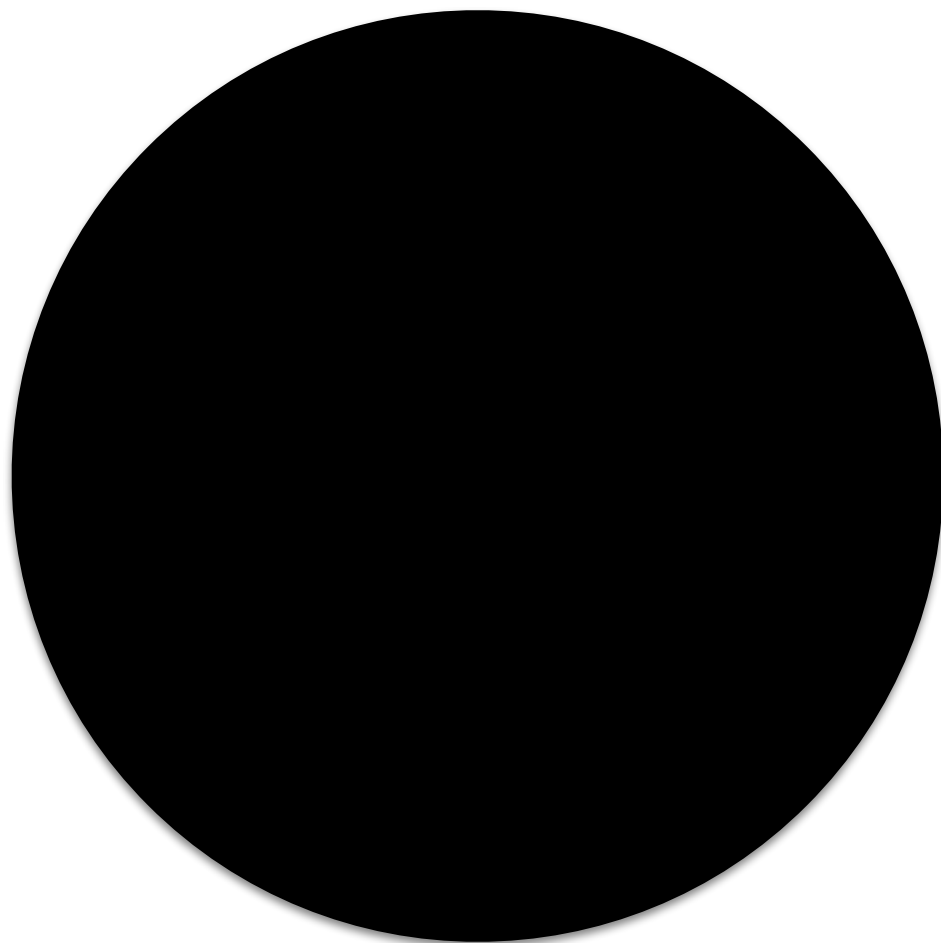
The organization of items into
different levels of relative importance.

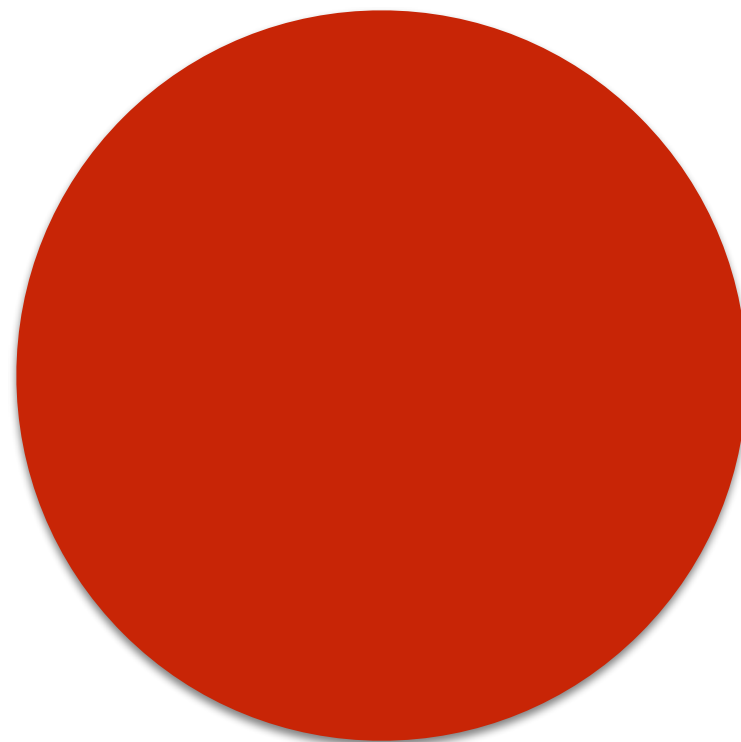
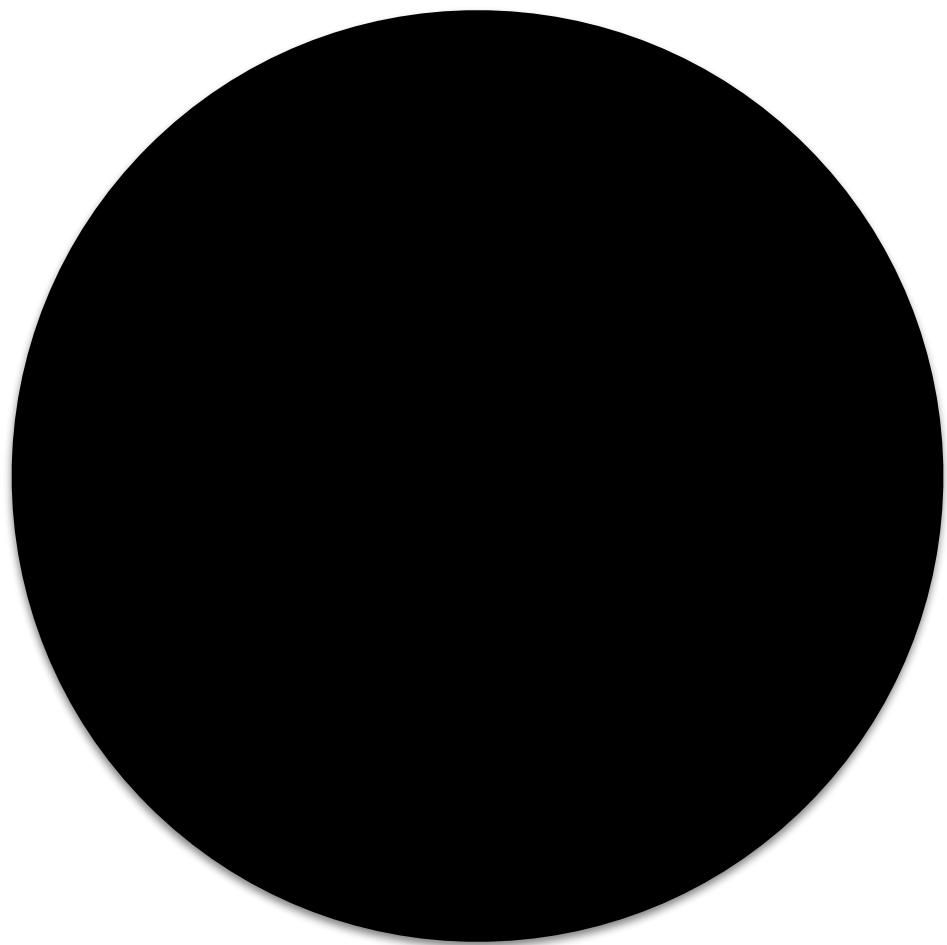
Why is this significant?

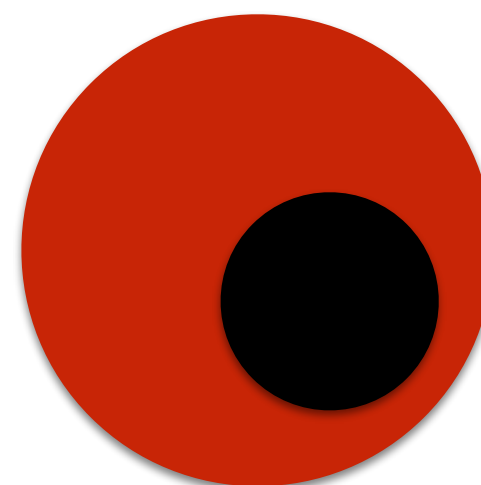
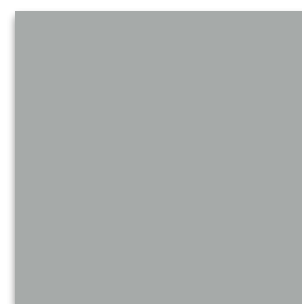
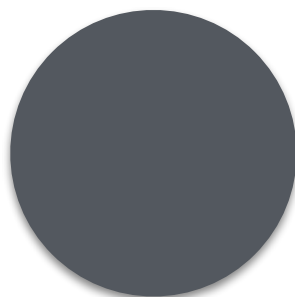
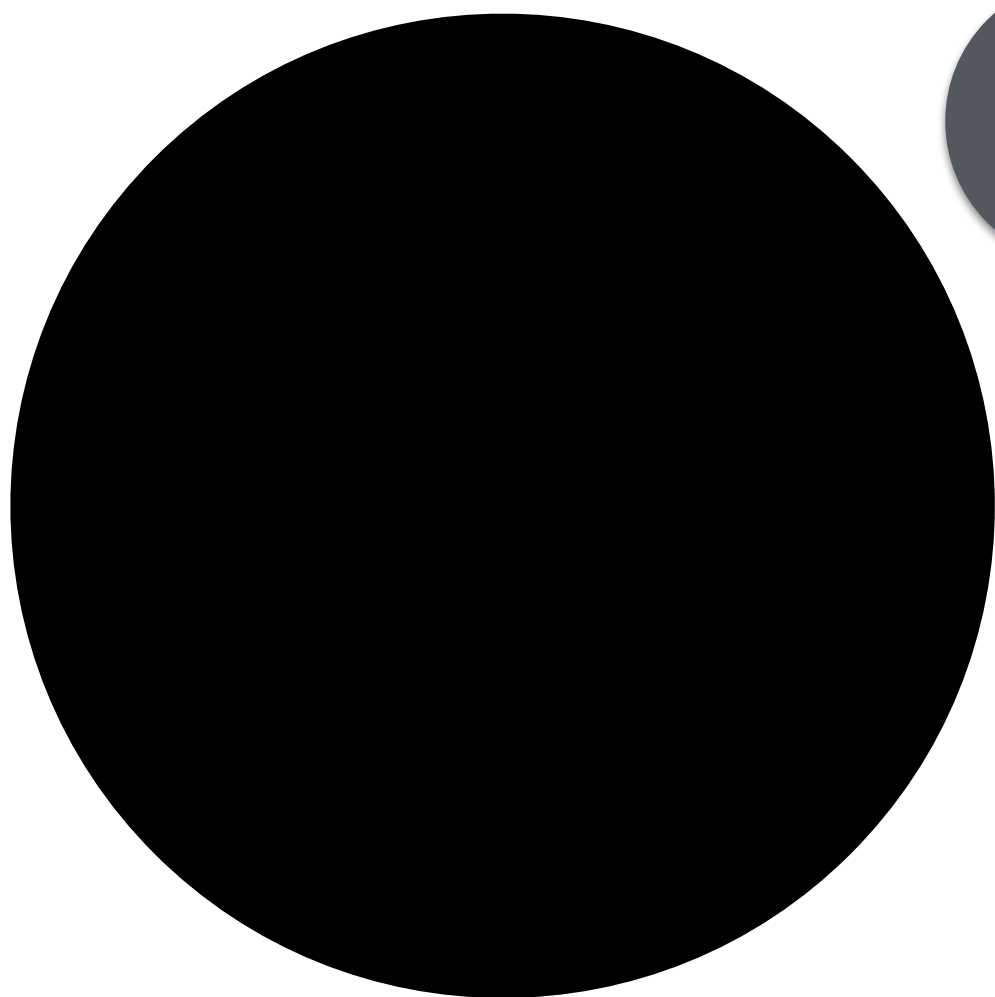
- Communicates information more effectively.
- We respond more quickly to visual cues.
- Creates order.



Rank the objects in order of importance





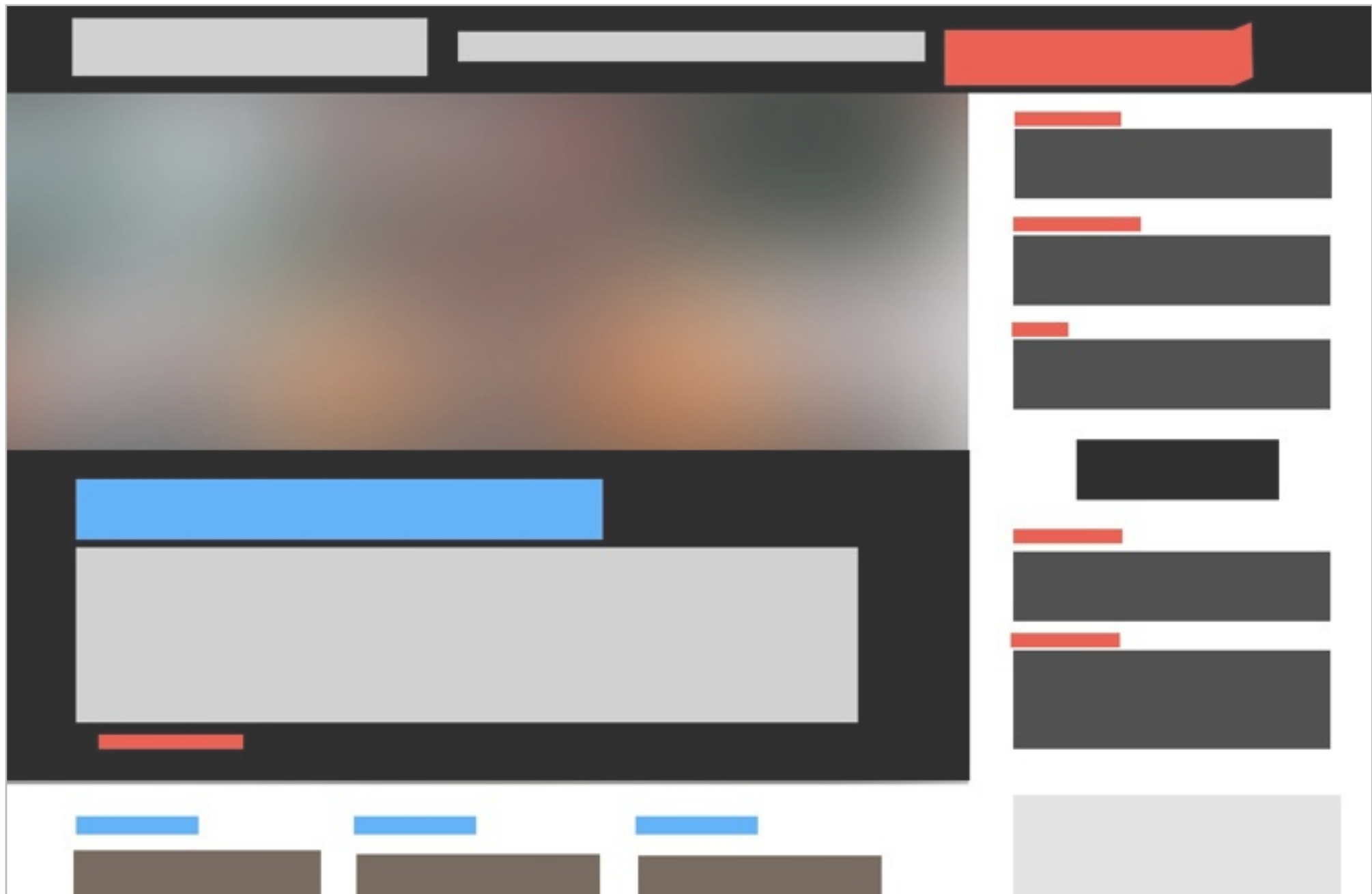




Gestalt

The whole is other than the
sum of its parts.

To tell an effective story you
need to lead the reader through
all the pieces in the order that
best tells your story.



The user first sees areas of shapes and colors.



Then picks out more specific visual details.

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Year of the Pigskin
My hilarious, heartbreaking season with the American Football League of China
BY CHRISTOPHER BEAM
MATTHEW NIEDERHAUSER

ISAAC CHOTINER
The Obama-Era Race Wars Are Ending. Get Ready For the Clinton-Era Gender Wars.

MARK OPPENHEIMER
The Sailing Couple Saved at Sea Are Neither Bad Parents Nor Rebels. They're Just Like Us.

JED PERL
A New Matisse Show Gets at the Mysterious Affinity Between San Francisco and Paris

THE PLANK

JONATHAN COHN
9:24PM The Case Against Obamacare Just Took Another Blow

BRIAN BEUTLER
8:49PM Conservatives Fear Same-Sex Marriage Opponents Will Be Purged. Here's Why They're Wrong

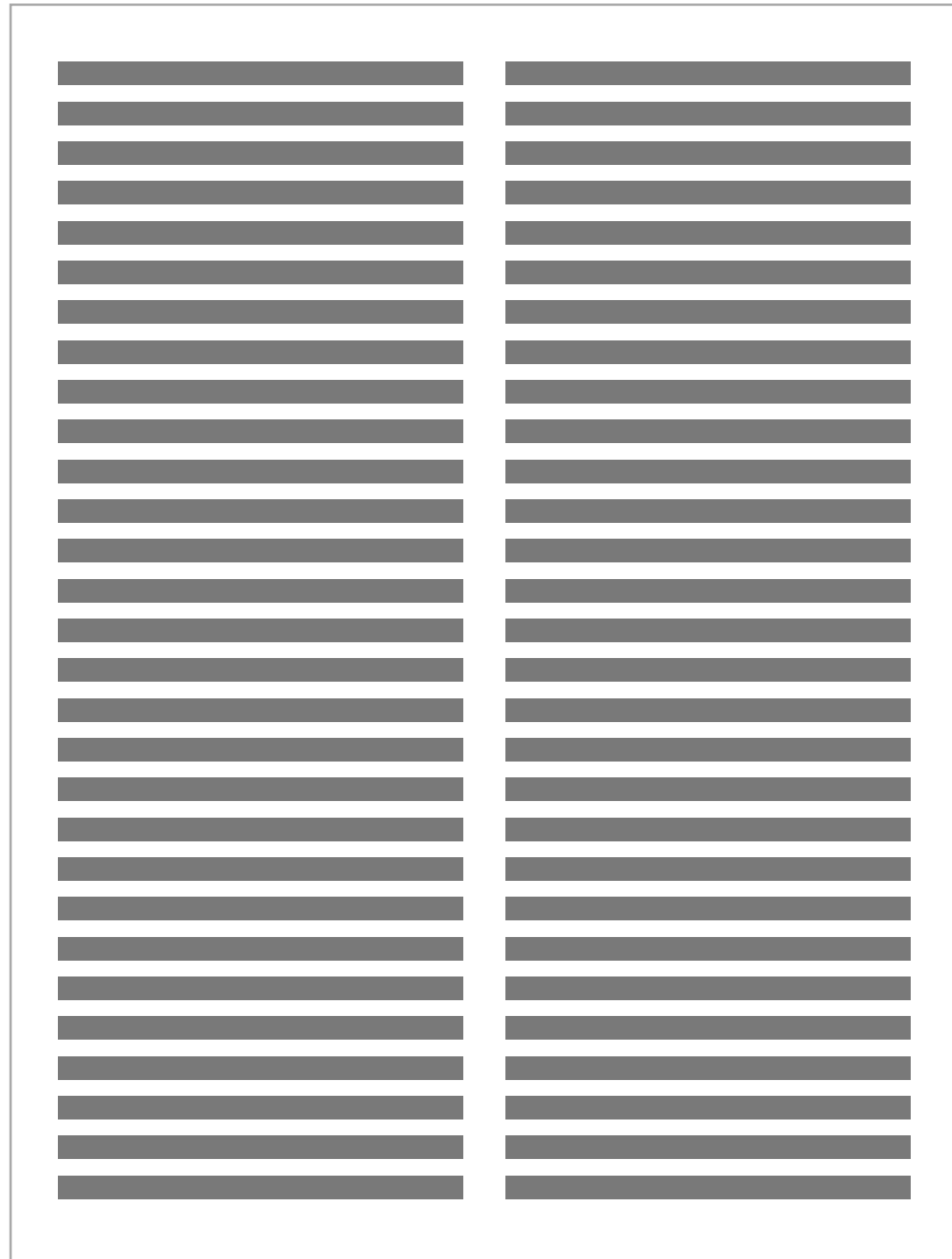
SIDE EFFECTS | **ECONOMICS** | **OBAMACARE**

INDUSTRIAL RUSTIC

Finally starts reading the specific words and phrases.

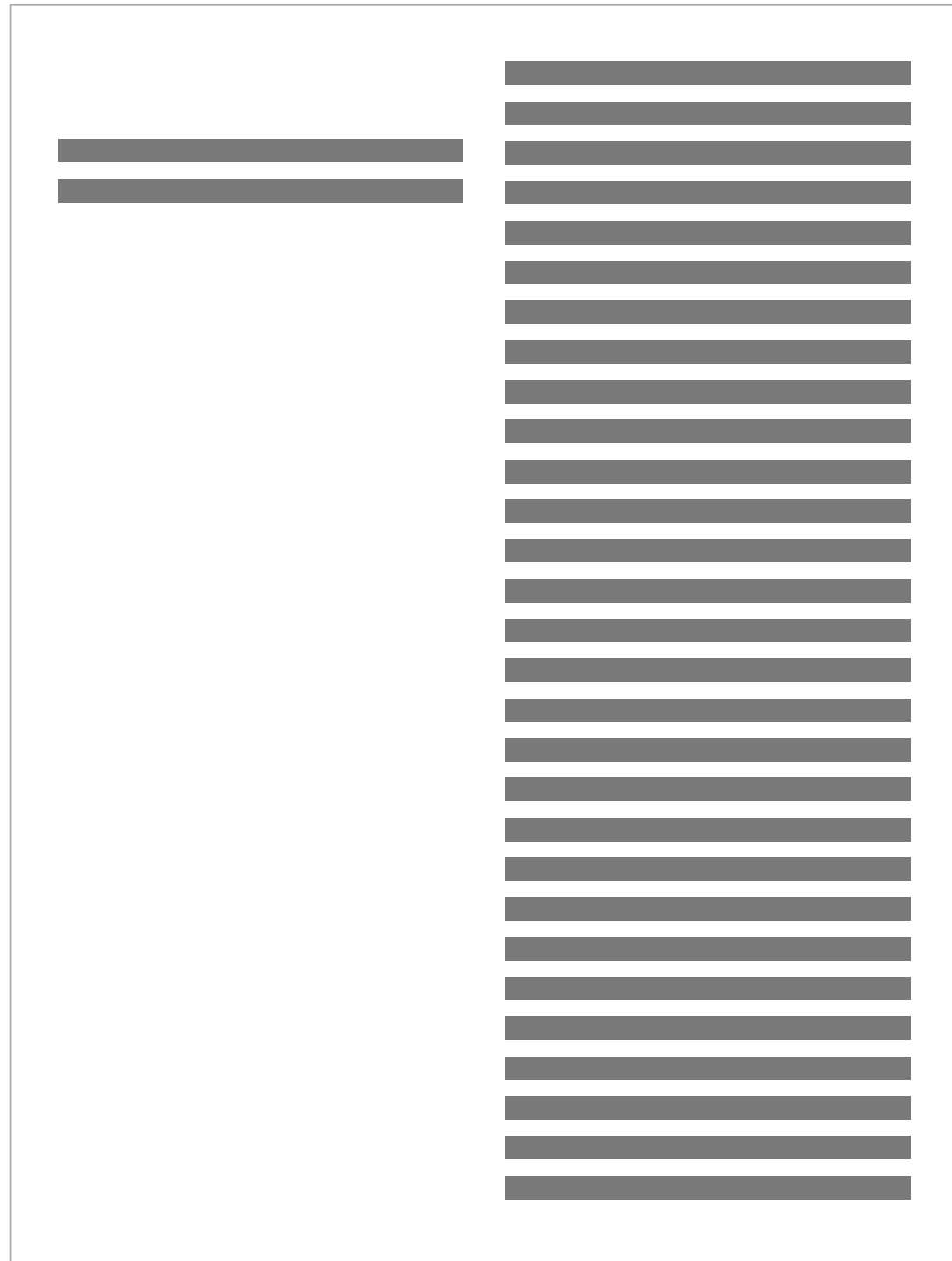
Contrasts

Allows us to distinguish between items and give them unique meanings.



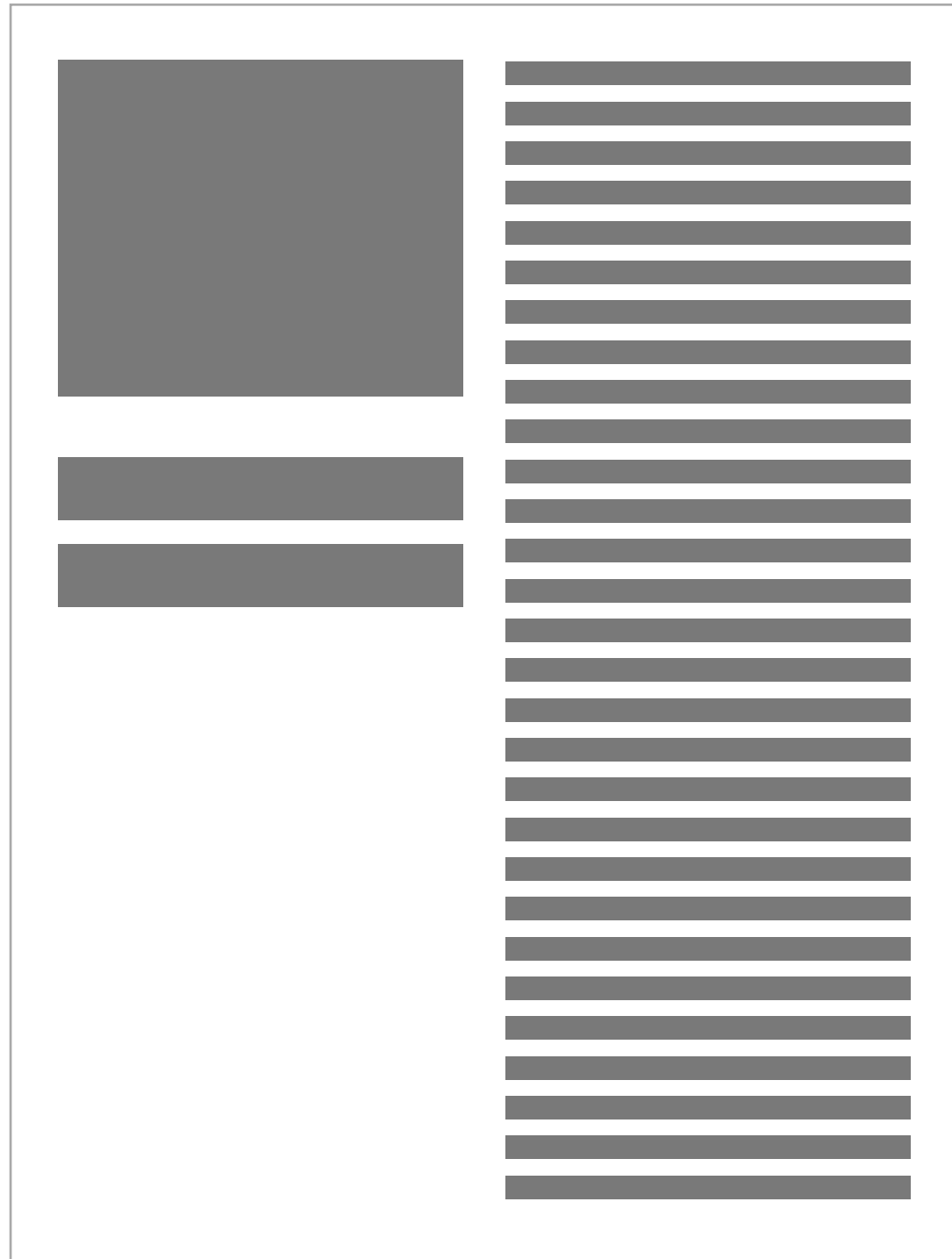
Neutral

No hierarchy between the two text columns. The eye will naturally enter at the top left.



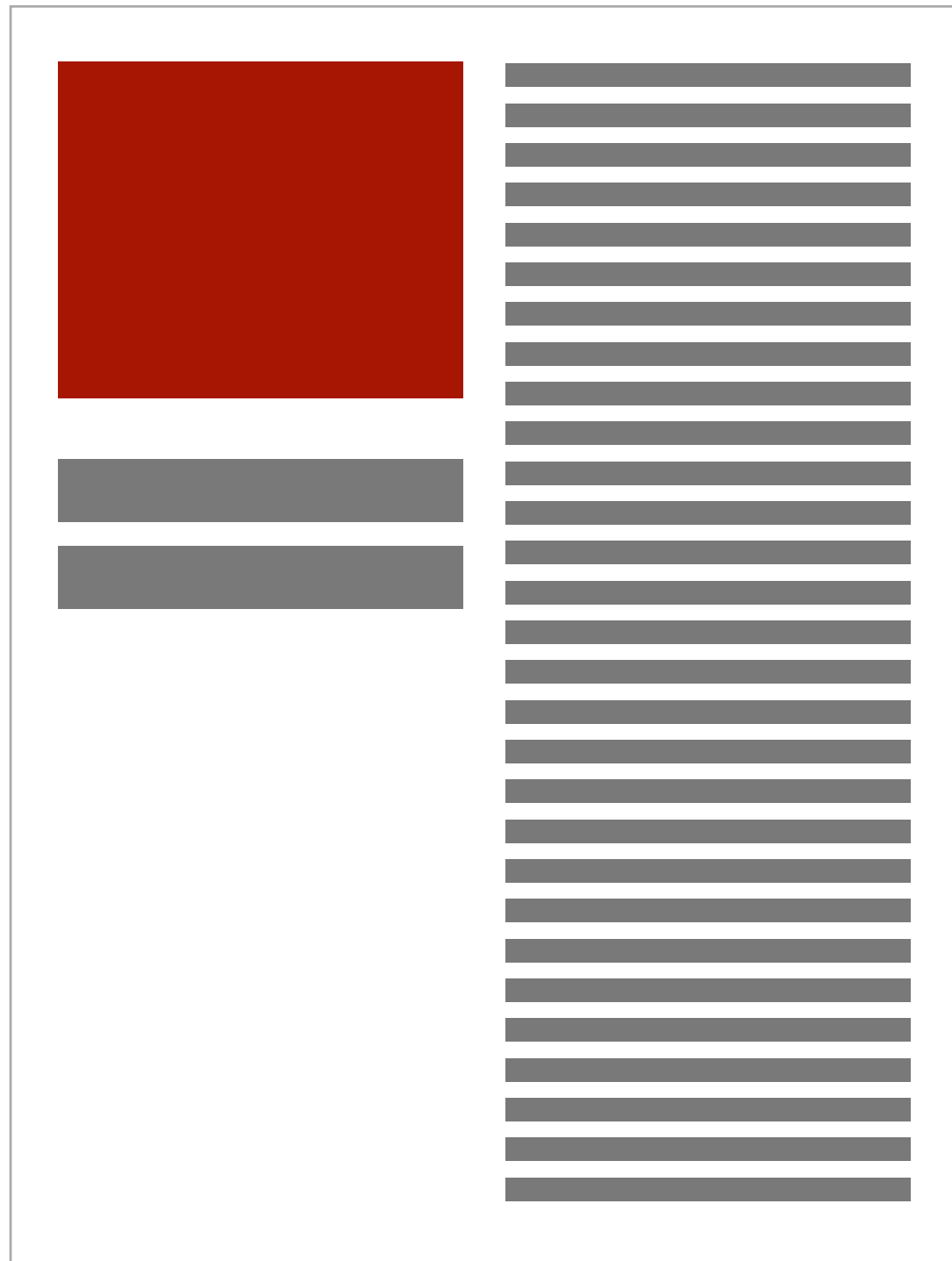
Position

Obvious
placement of
an element
introduces a
hierarchy.



Position and size

Altering the
size of an
element and
adding spacing
establishes its
dominance.



Position, size and emphasis

Adding color
here solidifies
the element at
the top of the
hierarchy.

Godzilla: A Quick History

A brief look behind this classic monster.

Godzilla hit America in 1956...like several hundred tons of brick!

This, in itself was a landmark...As "Godzilla: King of the Monsters" was pretty much, the first full length movie imported from Japan. (Of course, we saw all new scenes with Raymond Burr skillfully spliced into the original) Here in the U.S, the movie had been intended to be another Drive-in "B" film that no one would pay too much attention too. Unexpectedly, it would spark off a craze that is still strong to this day, almost 50 years later!

Interestingly, "Godzilla" wasn't a new idea...But rather a response to another film called "The Beast From Twenty Thousand Fathoms" In this story, A monstrous reptile is awoken by Atomic testing and comes ashore in....New York. (A concept gone full circle with Godzilla '98) Anyway, the creature destroys Coney Island before dying from radiation neutralizing isotopes. In Japan, Movie producers thought about filming another story such as the "Beast", and create a powerful anti-nuclear statement. (This idea came from an event involving the Bikini tests. A Japanese fishing boat had strayed into the test area, and it's crew was exposed to severe amounts of radiation, when the bomb was exploded... Strange but unfortunately, very true.)

The film was shot under the direction of Ishiro Honda. The effects were handled by Eiji Tsuburaya,

using an actor in a rubber suit for the monster. With the film in Black and white, and most of the monster scenes shot 'at night', The creature was very convincing. Trademark was not only the monster's design, but also it's voice. The unique roar is actually produced by rubbing a rubber covered leather glove over a contrabass, then mixed in a sound studio... This had been the brainchild of Akira Ifukube, who was also responsible for most of Godzilla's scores.

After the first film was well received, others were made, and imported, going through it's heyday in the '60's with one of the most popular films in the series..."Godzilla vs. King Kong." East meets west in spectacular fashion. But, by the '70's, Godzilla became campy, designed to target the kids. The beast was now the good guy...and the films were shot fast.

Then, things went quiet for a bit...Until 1984/85. Godzilla was back! Meaner, larger and more destructive than ever. The late 80's/ 90's Godzilla was a monster to be dealt with! A massive, natural disaster to be treated as such!

Now, there's G-2000...and beyond. A new looking beast with reddened, pointed spines, a huge crocodilian head and lots of fight. Oh yes, Godzilla has made a notch in the popular culture. (outlasting the cold war from which, he was created.)

Lastly, Godzilla is one of the two most popular, long running movie series of all time. (The other has to do with a secret agent, assigned a number... 007)

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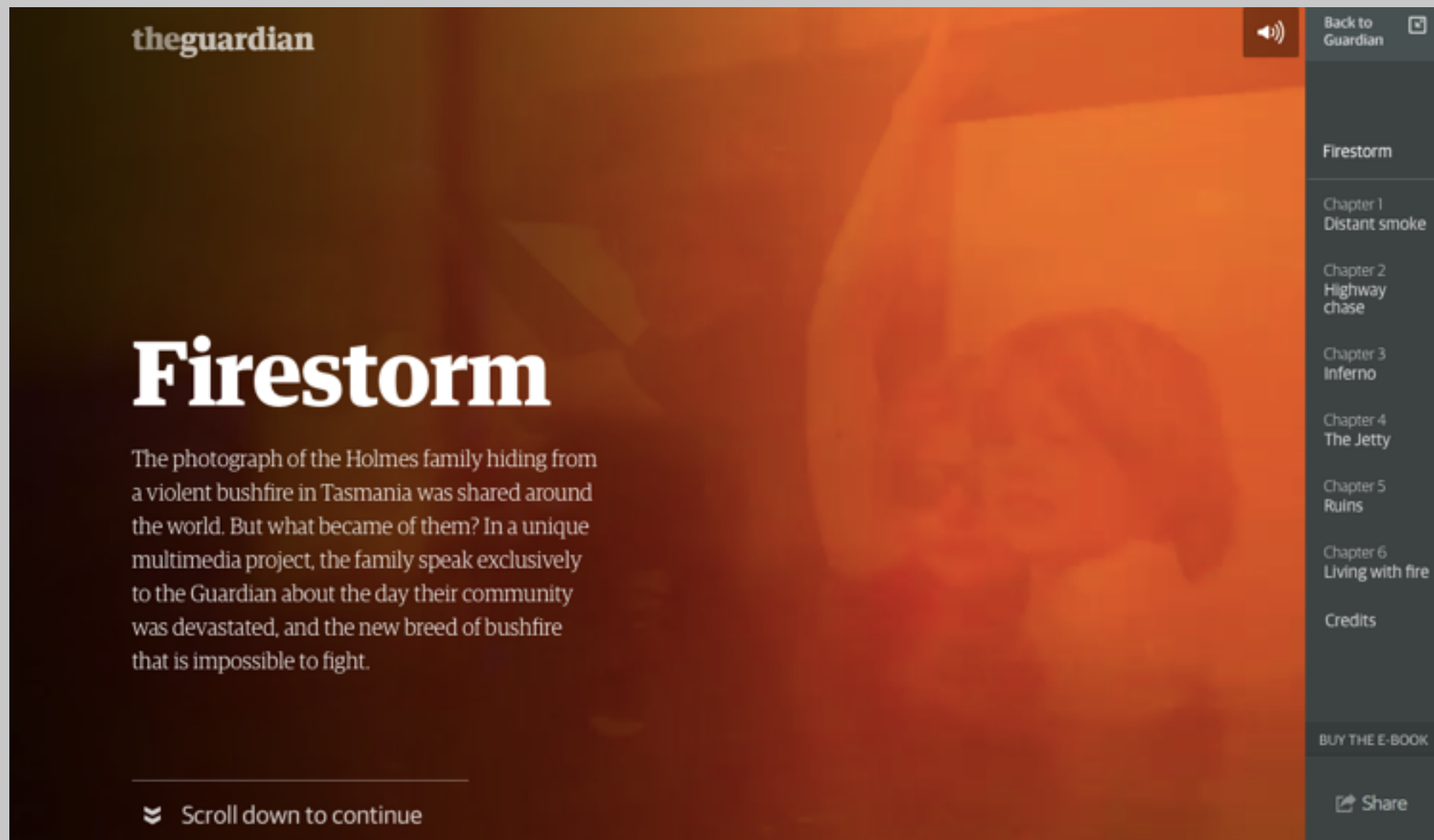
Size

Bigger items demand more attention.



Color

Can establish a physical order as well as an emotional appeal and connection.



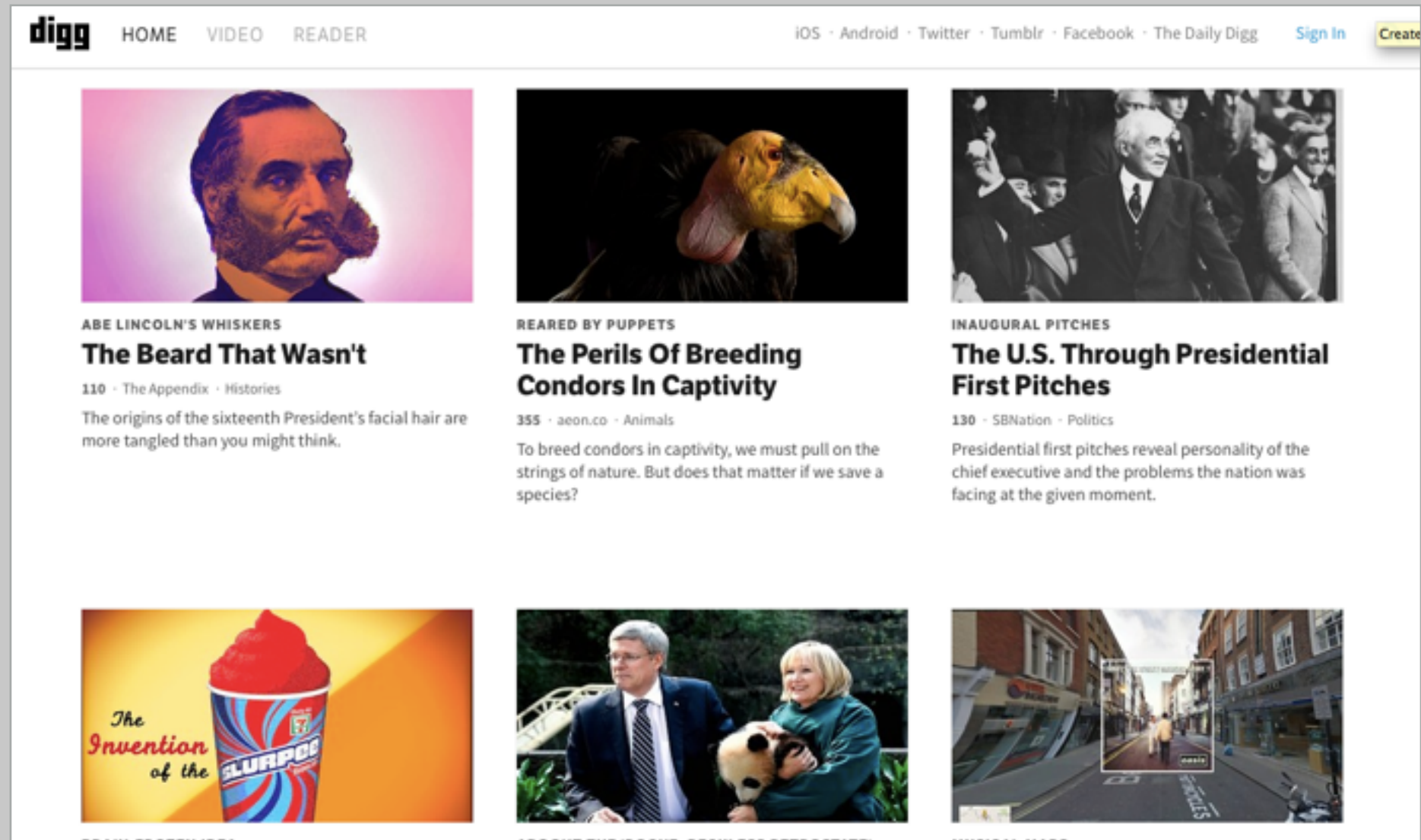
Proximity

Creates sub categories.



Alignment

Connects elements and creates a flow. Anything that disrupts the alignment draws attention to itself.



Repetition

Establishes items at the same level in the hierarchy.



Interactive design allows the user more control of the order the information is accessed.

Establishing your design

- Overall purpose and goals
- Nature of the content
- Expectations of the user









