Exercise: Design - Text hierarchy and grid

Overview

This straightforward exercise is an excellent way to improve your layout and typography skills. It employs a 12-column grid system that is widely used on the web and has been around for a long time.
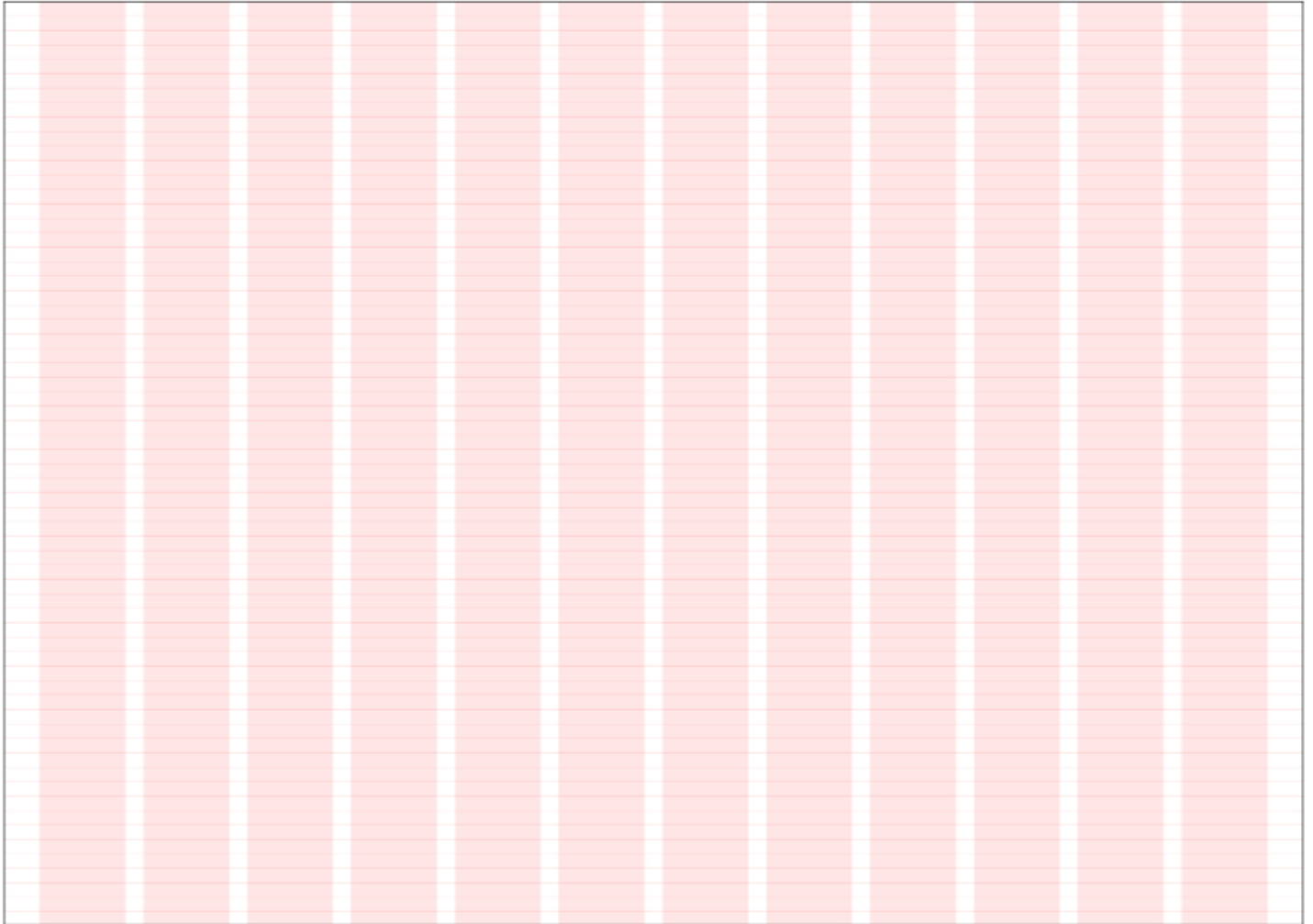
Restrictions:

Step 1

- Open the a new **Figma** file and call it **Text hierarchy and grid.**
- Set the type for this exercise to a 16px baseline grid.
- Select a desktop frame.
- Apply a 12-column grid.

Columns ⌄   ✕

Count   Color

12	■▦ FF0000	10%

Type	Width	Margin
Stretch ⌄	Auto	40

Gutter

20

- Now, apply a 16px row grid under "Rows".

Rows ⌄		✕

Count	Color	
2000	■▦ FF0000	10%

Type	Height	Offset
Top ⌄	16	0

Gutter

0	Auto	40

Step 2: Parameters

So, you now have a base grid. Let's set some parameters. There will always be constraints and parameters within which your design solution must operate. subjectively and objectively.

Choose two typefaces and one image. The parameters are set as two typefaces and one image. The typefaces used here are Karla and Markazi text, but you are free to pair whichever typefaces you want. Now that the canvas and the restrictions are set.

Note: Best practice is to set the number of typefaces to two or three to avoid user confusion and distraction from the information and messages you are trying to convey on your website.

Step 3

- Add the image and the background color.

Now there is a backdrop to the Text.

Step 4: Hierarchy

Text hierarchy consists of three sections with clear distinctions between them and this is used to create a visual hierarchy in the text. Heading, sub-heading and a body.

Heading

The heading is the first section the viewer should see, so the most crucial information should be placed here and used to draw the viewer's attention. It should be the most visually stimulating element of your design, using large and bold typefaces to entice the viewer to stop and read the information in your design.

In this case, it is the restaurant's name, "**Little Lemon**." Text style is *Markazi*Text (bold). The size is 80px and color is # F4CE14.

- Add the restaurant's heading to your design.

Sub-heading

The subheading divides the design layout into different sections, expanding the header information and giving the reader more information about the body text. The sub-heading should stand out from the body text while maintaining being visually different from the main header. In this case, it is the restaurant's location called "**Chicago**." The text style used is *Markazi*text (medium). The size is 64px and color is # EDEFEE.

- Add the restaurant's sub-heading to your design.

Body

Finally, you add the body, which will include the content, making it text-heavy. As previously stated, the primary function of the heading and sub-heading is to grab the viewer's attention. In contrast, the primary function of the body text is to communicate the information you want, which is why it is critical that you use a font with good readability for the text and that the size of your body copy is smaller in comparison to the heading and sub-heading.

The text style used is *Karla* (regular) size 32px and the color is # FFFFFF.

- Add the text body to your design.

Little Lemon
Chicago

We are a family owned Mediterranean restaurant, focused on traditional recipes served with a modern twist.

Note: Notice how the baseline grid creates consistent spacing with the type.