



BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

SECTION

WEB DESIGN RULES AND
FRAMEWORK

LECTURE

WEB DESIGN RULES #8: VISUAL
HIERARCHY

WHAT IS VISUAL HIERARCHY?

- 👉 Visual hierarchy is about **establishing which elements** of a design **are the most important ones**
- 👉 Visual hierarchy is about **drawing attention** to these most important elements
- 👉 Visual hierarchy is about **defining a “path” for users**, to **guide** them through the page
- 👉 We use a combination of **position, size, colors, spacing, borders, and shadows** to establish a meaningful visual hierarchy between elements/components

The image shows an Airbnb listing for 'Eco-Villa Garden Pool & Sea View (Villa Epicurea)' in Sesimbra, Setubal, Portugal. The listing has a rating of 5.0 (12) and is a Superhost. The main image shows a modern villa on a hillside overlooking the sea. Red arrows highlight the visual hierarchy: one arrow points from the main image to a grid of smaller photos showing interior and exterior views; another arrow points from the main image to the price and booking information section; and a third arrow points from the main image to the house rules section.

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) • Superhost • Sesimbra, Setubal, Portugal

Share Saved

Tiny house hosted by Eco-Lodge Villa Epicurea

4 guests · 1 bedroom · 3 beds · 1 bath

 Entire home You'll have the tiny house to yourself.

Enhanced Clean This host committed to Airbnb's 5-step enhanced cleaning process. [Learn more](#)

Eco-Lodge Villa Epicurea is a Superhost Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

Free cancellation until 3:00 PM on Mar 8 After that, cancel before 3:00 PM on Mar 8 and get a 50% refund minus the first night and service fee. [Get details](#)

House rules This place isn't suitable for infants (0–2 yrs) and the host doesn't allow parties or smoking. [Get details](#)

€106 / night ★ 5.0 (12)

CHECK-IN 3/8/2021 CHECKOUT 3/10/2021

GUESTS 1 guest

Reserve You won't be charged yet

€106 x 2 nights €212

Service fee €0

Total €212

Report this listing

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Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · Superhost · Sesimbra, Setubal, Portugal

Share Saved

Show all photos

Tiny house hosted by Eco-Lodge Villa Epicurea

4 guests · 1 bedroom · 3 beds · 1 bath

€106 / night ★ 5.0 (12)

CHECK-IN 3/10/2021 CHECKOUT 3/11/2021

GUESTS 1 guest

Reserve

You won't be charged yet

€106 x 1 night €106

Service fee €0

Total €106

Report this listing

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Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · Superhost · Sesimbra, Setubal, Portugal



Tiny house hosted by Eco-Lodge Villa Epicurea

4 guests · 1 bedroom · 3 beds · 1 bath



€106 / night

★ 5.0 (12)

CHECK-IN
3/10/2021

CHECKOUT
3/11/2021

GUESTS
1 guest

Reserve

You won't be charged yet

€106 x 1 night

€106

Service fee

€0

Total

€106

Report this listing

Entire home

You'll have the tiny house to yourself.

Enhanced Clean

This host committed to Airbnb's 5-step enhanced cleaning process. [Learn more](#)

Eco-Lodge Villa Epicurea is a Superhost

Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

Free cancellation until 3:00 PM on Mar 5

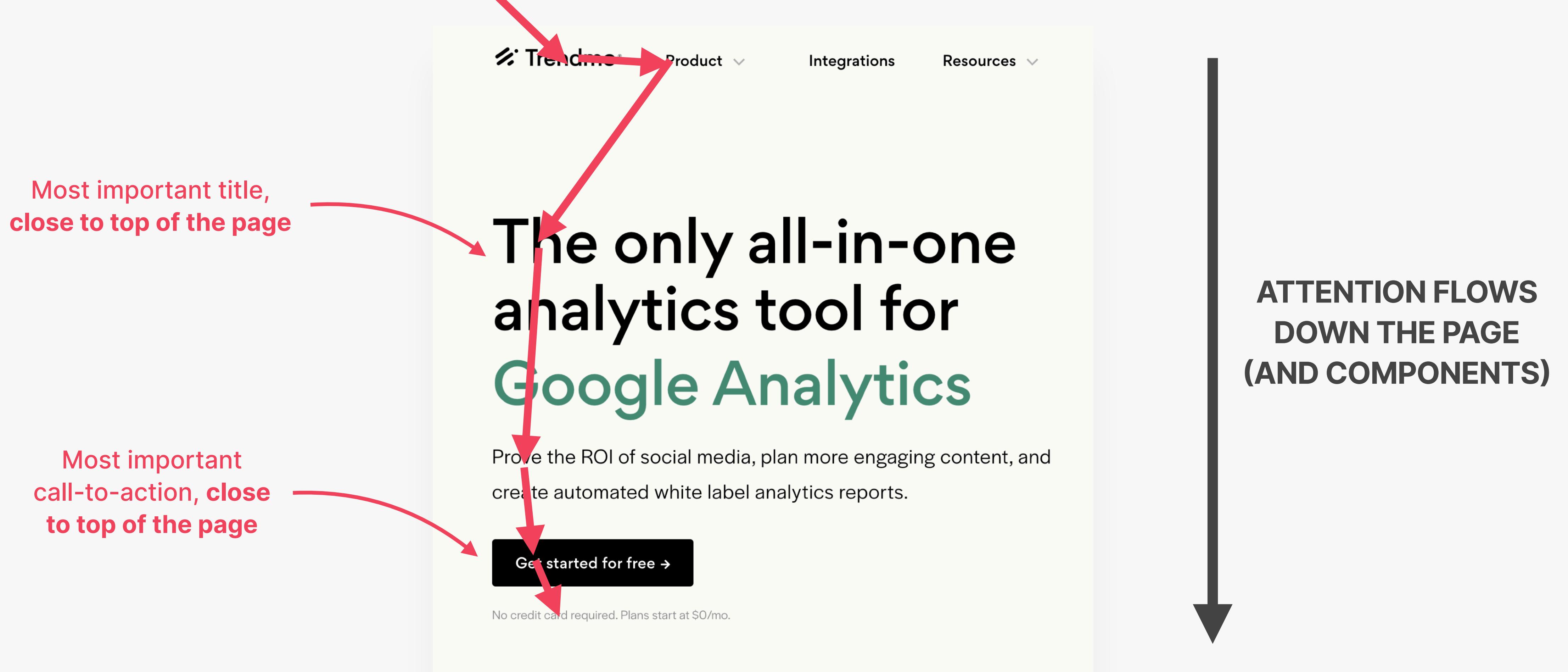
After that, cancel before 3:00 PM on Mar 10 and get a 50% refund, minus the first night and service fee. [Get details](#)

House rules

This place isn't suitable for infants (0–2 yrs) and the host doesn't allow parties or smoking. [Get details](#)

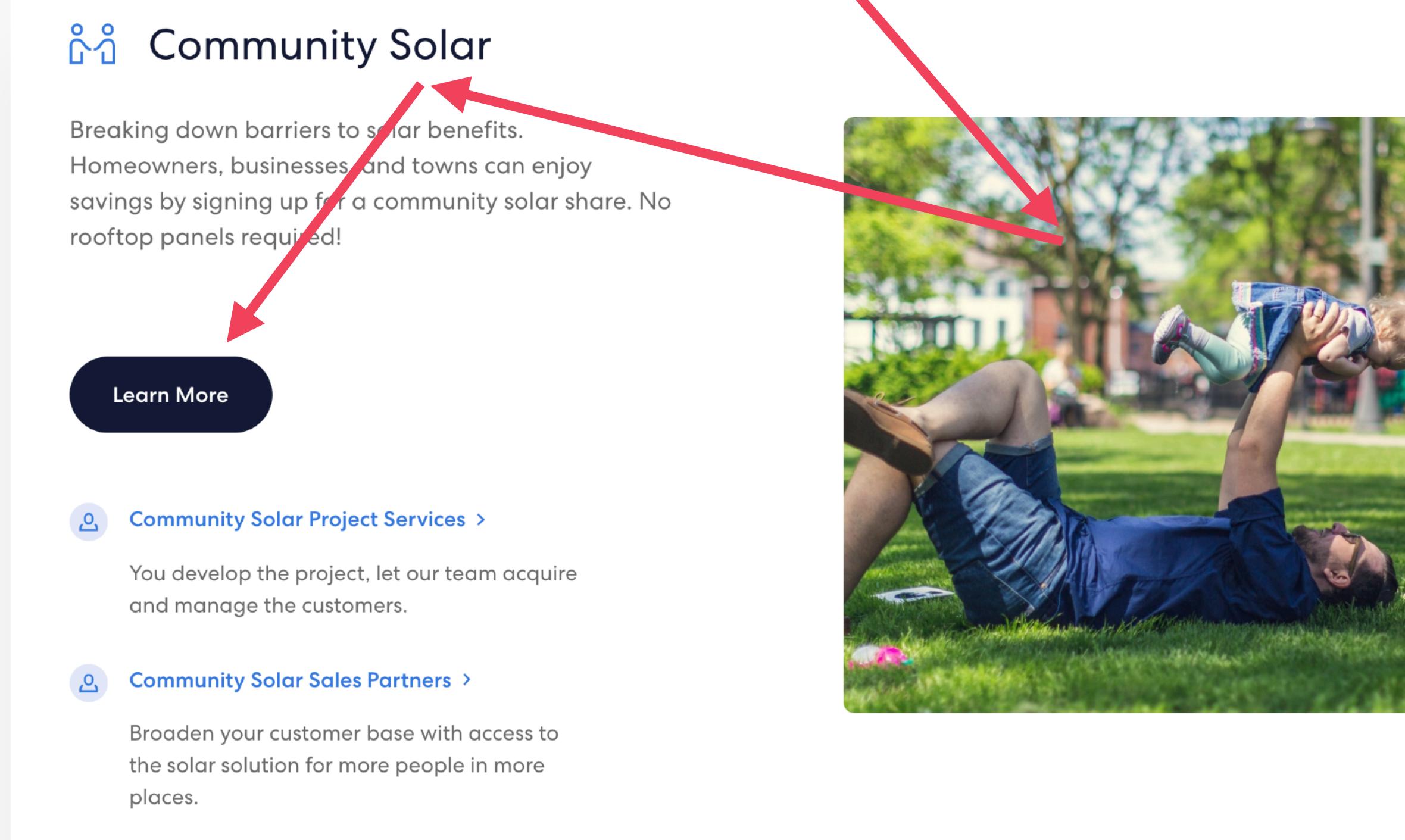
VISUAL HIERARCHY FUNDAMENTALS

- 1 Position important elements **closer to the top the page**, where they get more attention

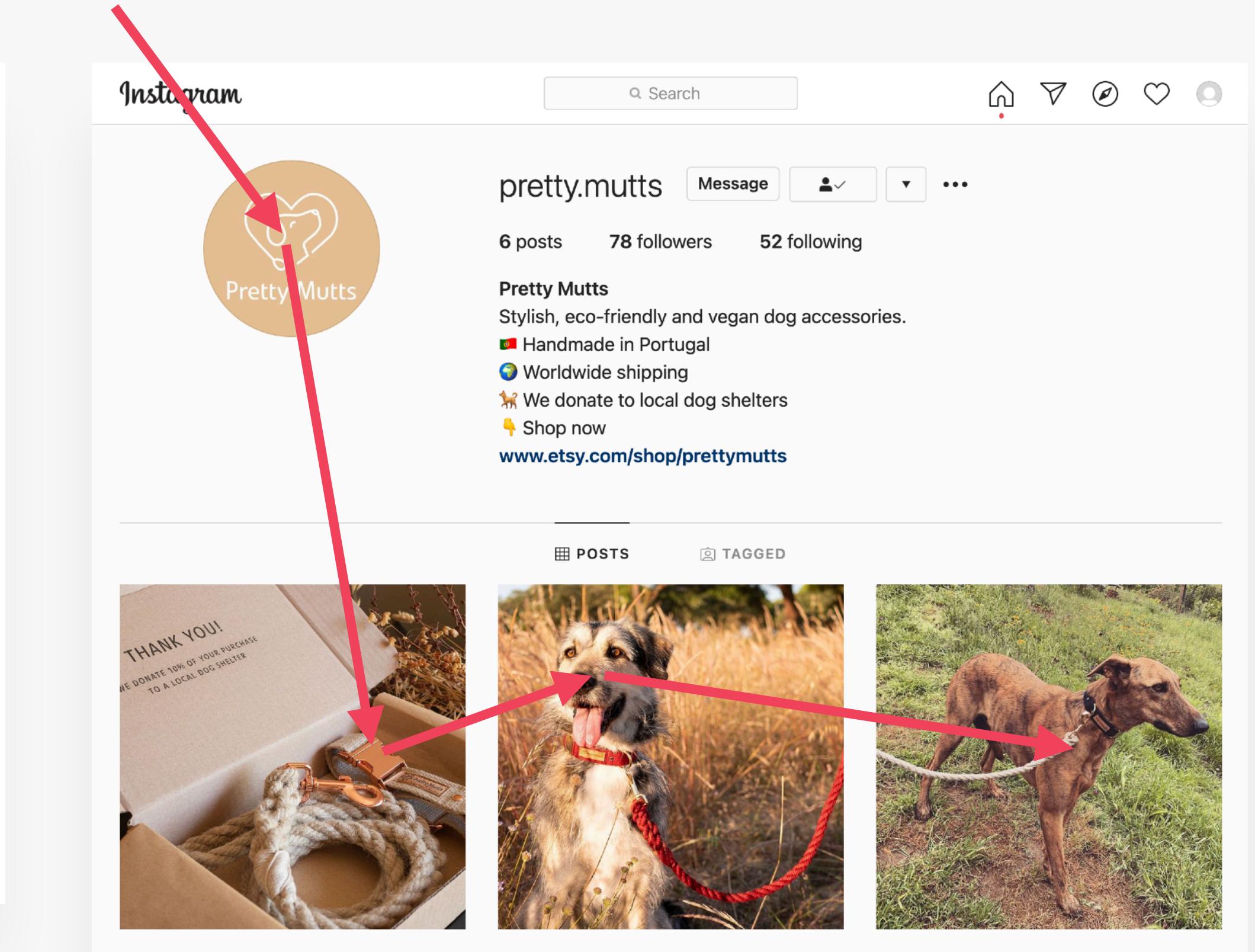


VISUAL HIERARCHY FUNDAMENTALS

- 1 Position important elements **closer to the top the page**, where they get more attention
- 2 Use images mindfully, as they draw **a lot of attention** (larger images get more attention)



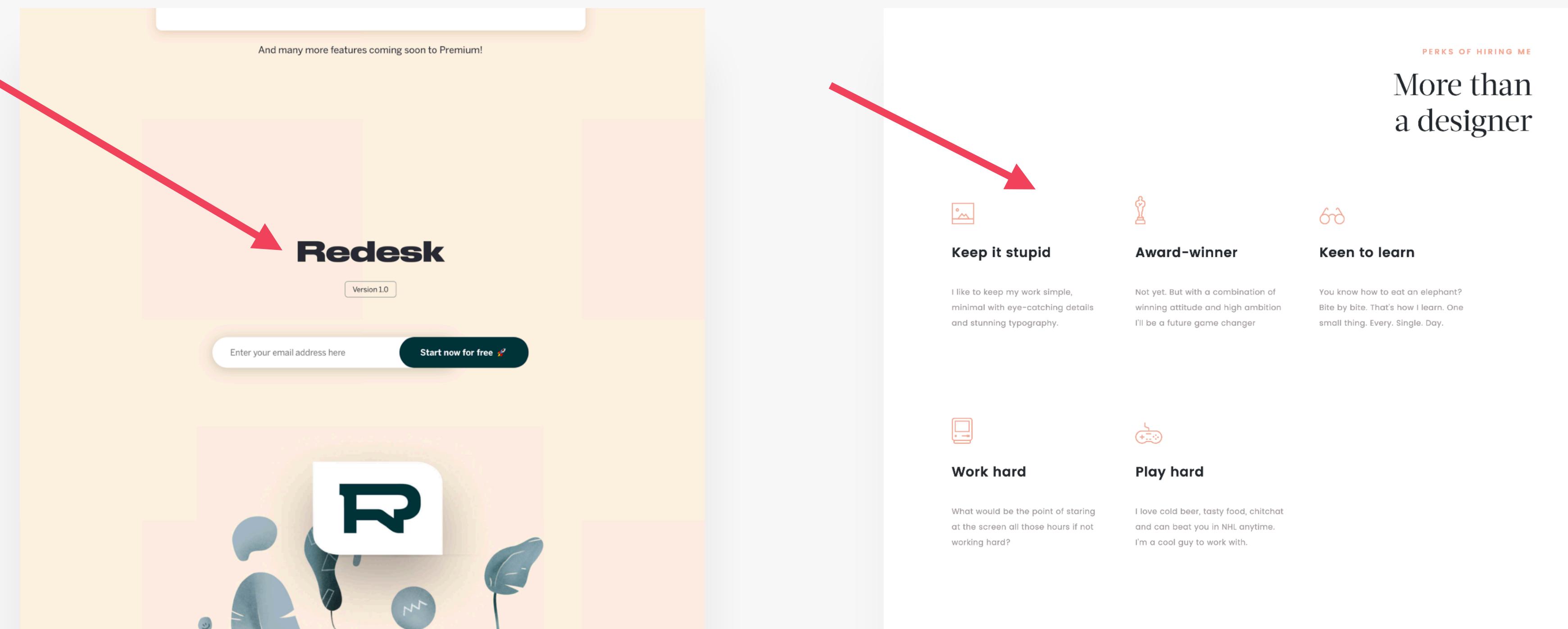
The screenshot shows a website for 'Community Solar'. At the top left is a blue icon of two people. To its right, the text 'Community Solar' is displayed in a large, bold, dark font. Below this, a paragraph of text reads: 'Breaking down barriers to solar benefits. Homeowners, businesses and towns can enjoy savings by signing up for a community solar share. No rooftop panels required!' A red arrow points from the top of the word 'Community' towards the center of the page. At the bottom left is a dark blue button with the white text 'Learn More'. Below the button, there are two sections: 'Community Solar Project Services >' and 'Community Solar Sales Partners >'. Each section contains a brief description and a small blue circular icon with a person symbol.



The screenshot shows an Instagram profile for 'pretty.mutts'. At the top left is the Instagram logo. To its right, the handle 'pretty.mutts' is shown in a large, bold, dark font. Below the handle, the bio reads: 'Pretty Mutts Stylish, eco-friendly and vegan dog accessories.' It includes icons for a flag (Portugal), a globe (Worldwide shipping), a dog (We donate to local dog shelters), and a shopping bag (Shop now). Below the bio, the URL 'www.etsy.com/shop/prettymutts' is listed. The main feed area shows three images: a close-up of a cardboard box with a 'THANK YOU!' message, a dog wearing a red collar, and a dog walking on a leash. Red arrows point from the top of the handle 'pretty.mutts' and from the top of the first image in the feed towards the center of the page.

VISUAL HIERARCHY FUNDAMENTALS

- 1 Position important elements **closer to the top the page**, where they get more attention
- 2 Use images mindfully, as they draw **a lot of attention** (larger images get more attention)
- 3 Whitespace creates separation, so **use whitespace strategically** to emphasize elements



VISUAL HIERARCHY FOR TEXT ELEMENTS

4

For text elements, use **font size**, **font weight**, **color**, and **whitespace** to convey importance



Confusing! No hierarchy at all

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · 🏡 Superhost · [Sesimbra, Setubal, Portugal](#)



Increasing font size

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · 🏡 Superhost · [Sesimbra, Setubal, Portugal](#)



Increasing font weights

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · 🏡 Superhost · [Sesimbra, Setubal, Portugal](#)



Lightening color of less important text. Perfect!

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · 🏡 Superhost · [Sesimbra, Setubal, Portugal](#)

VISUAL HIERARCHY FOR TEXT ELEMENTS

4 For text elements, use **font size**, **font weight**, **color**, and **whitespace** to convey importance

Inspect Designs **20px**
Copy-paste code & specs and export any asset
Learn More →
Kevin Bell
UX Developer at Techmates Group
"With Avocode, our devs can easily access all elements within design source files without forcing designers to prepare layers in Sketch."

Inspect Designs **20px**
Copy-paste code & specs and export any asset **40px**
Learn More → **20px**

Kevin Bell **14px** UX Developer at Techmates Group **12px**
"With Avocode, our devs can easily access all elements within design source files without forcing designers to prepare layers in Sketch." **14px**

Inspect Designs
Copy-paste code & specs and export any asset
Learn More →
Kevin Bell
UX Developer at Techmates Group
"With Avocode, our devs can easily access all elements within design source files without forcing designers to prepare layers in Sketch."

Bolded text and different font weights emphasize text



Confusing! No hierarchy at all



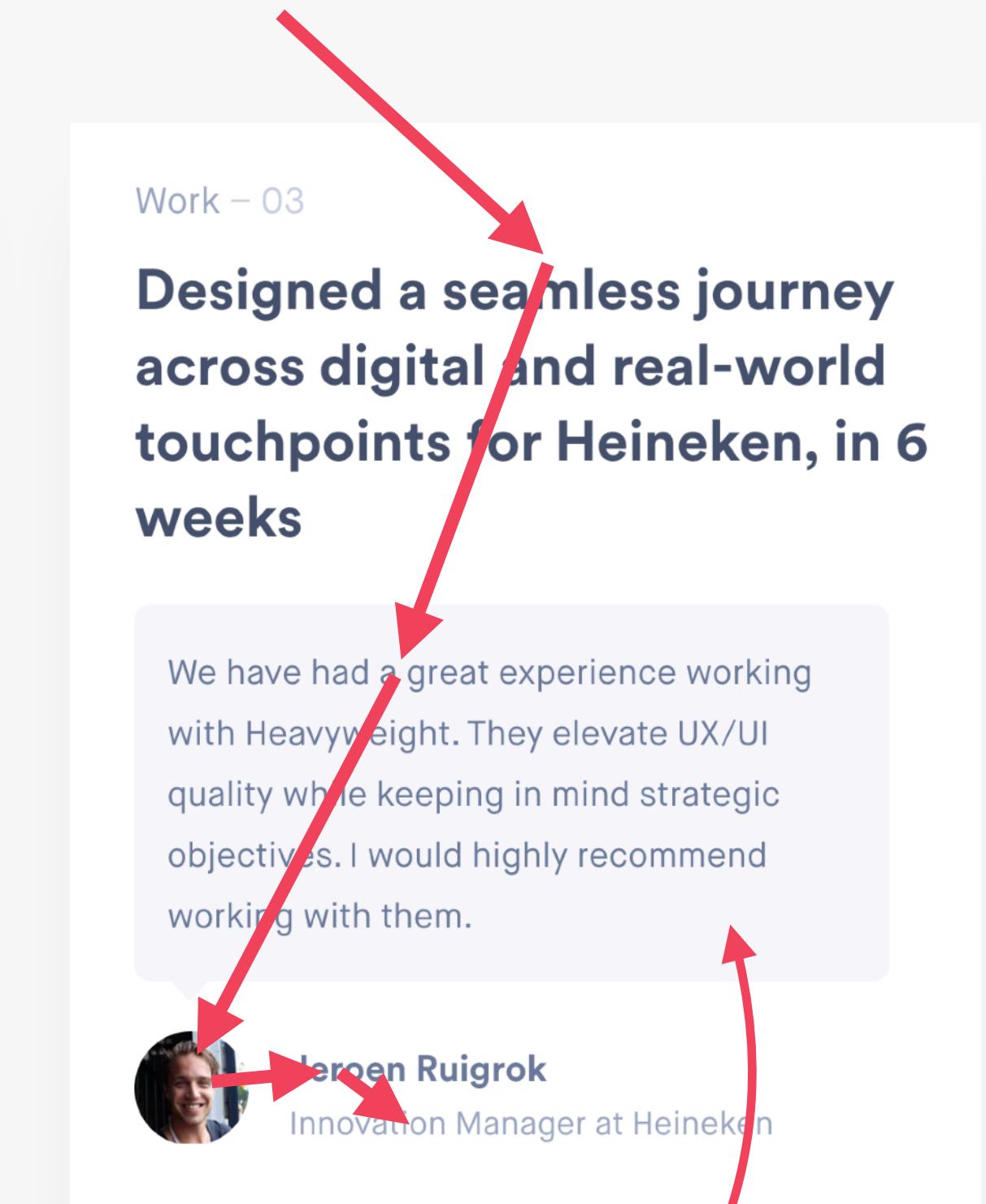
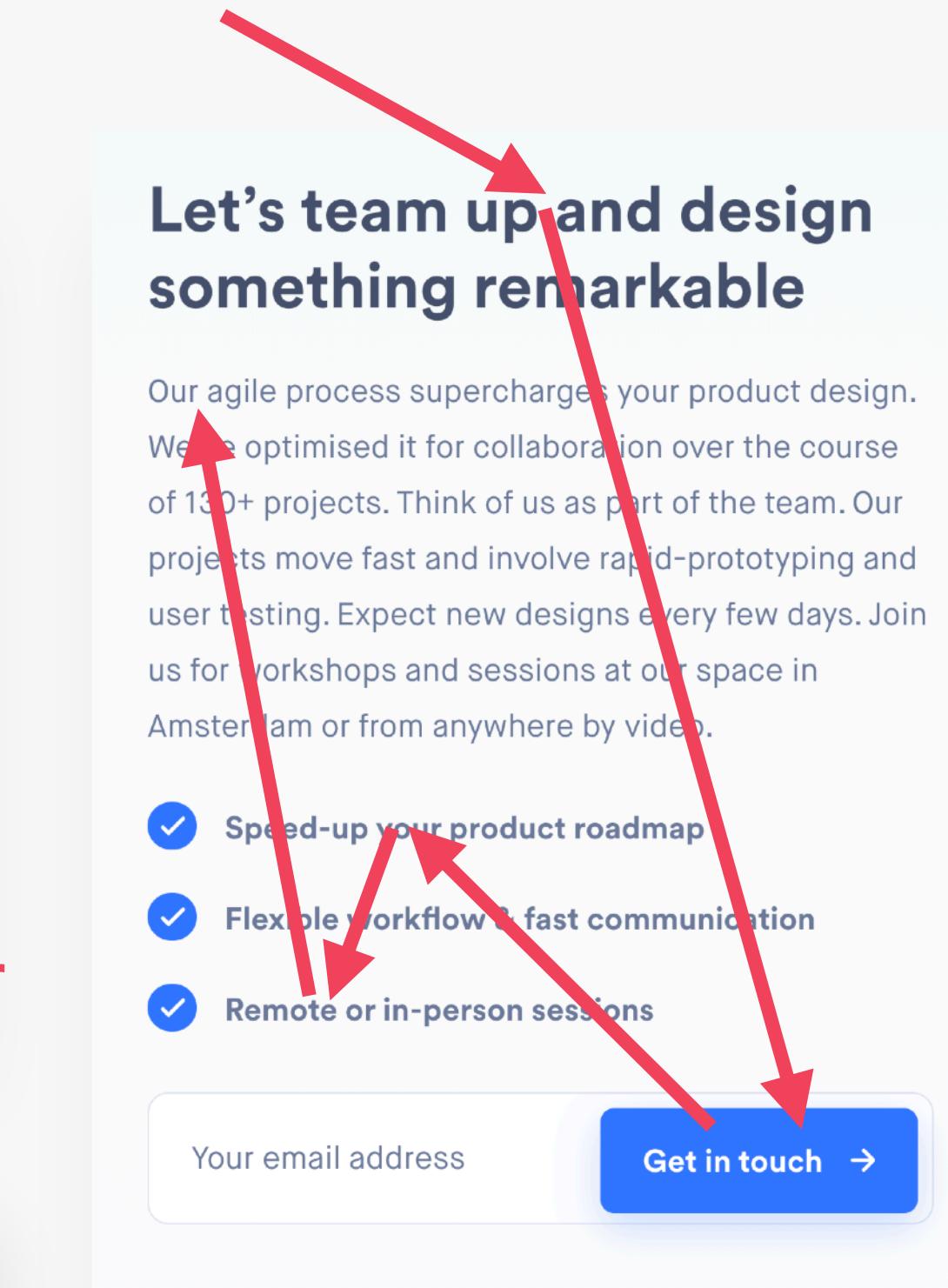
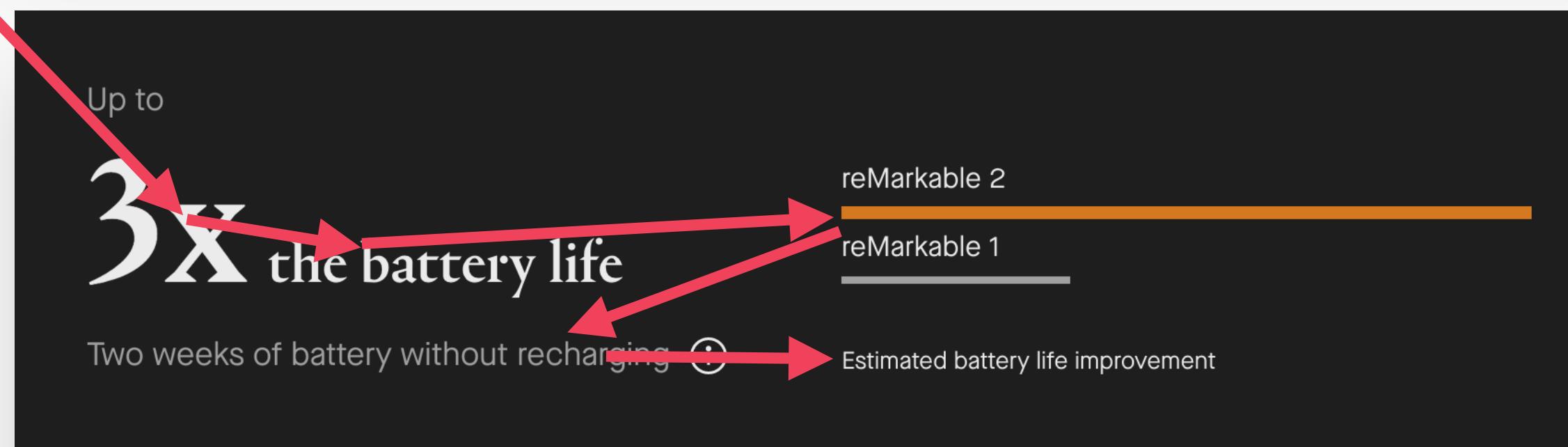
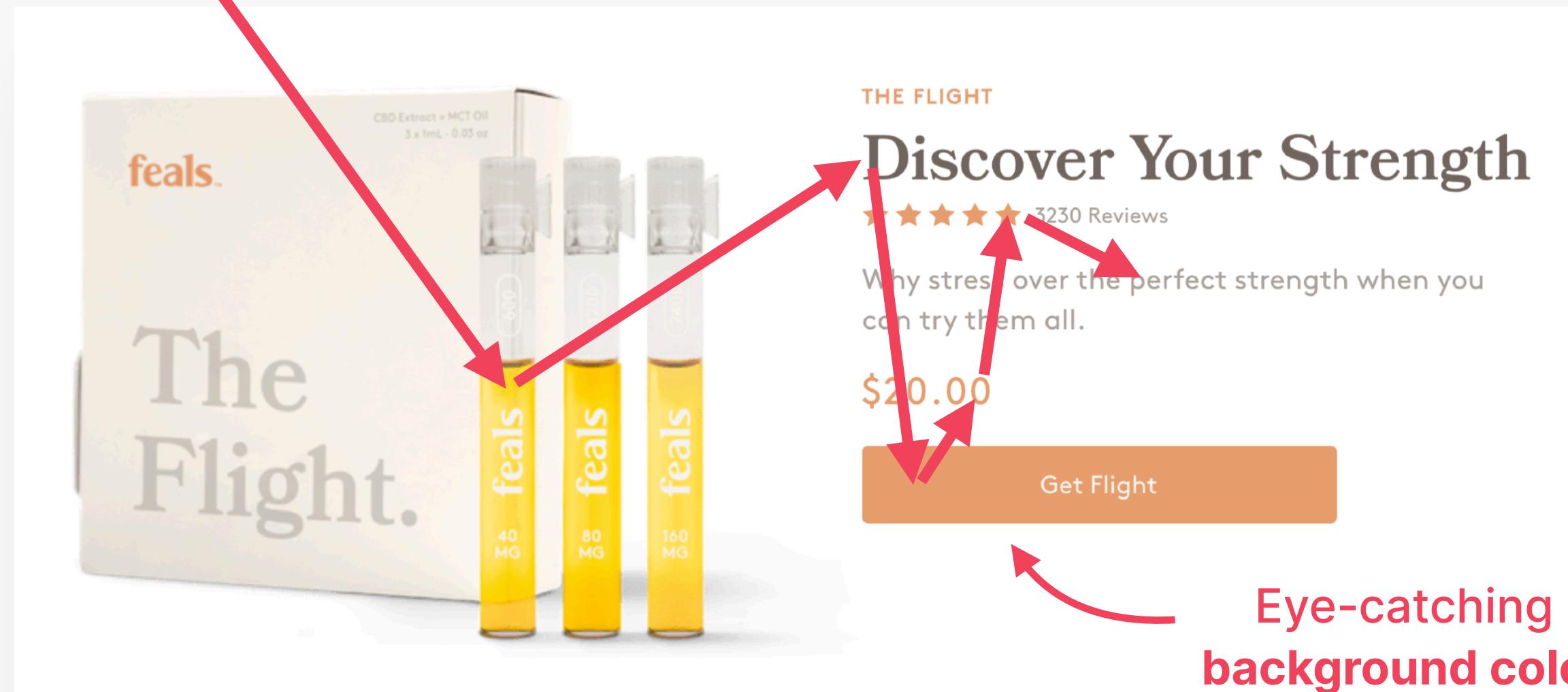
Increasing font sizes and adding whitespace



Adding font weight and color. Perfect!

VISUAL HIERARCHY FOR TEXT ELEMENTS

4 For text elements, use **font size, font weight, color, and whitespace** to convey importance



VISUAL HIERARCHY FOR TEXT ELEMENTS

4 For text elements, use **font size, font weight, color, and whitespace** to convey importance

5 What text elements to emphasize? **Titles, sub-titles, links, buttons, data points, icons**

👉 You can also **de-emphasize** less important text, like **labels** or **secondary/additional information**

The image displays three examples of visual hierarchy:

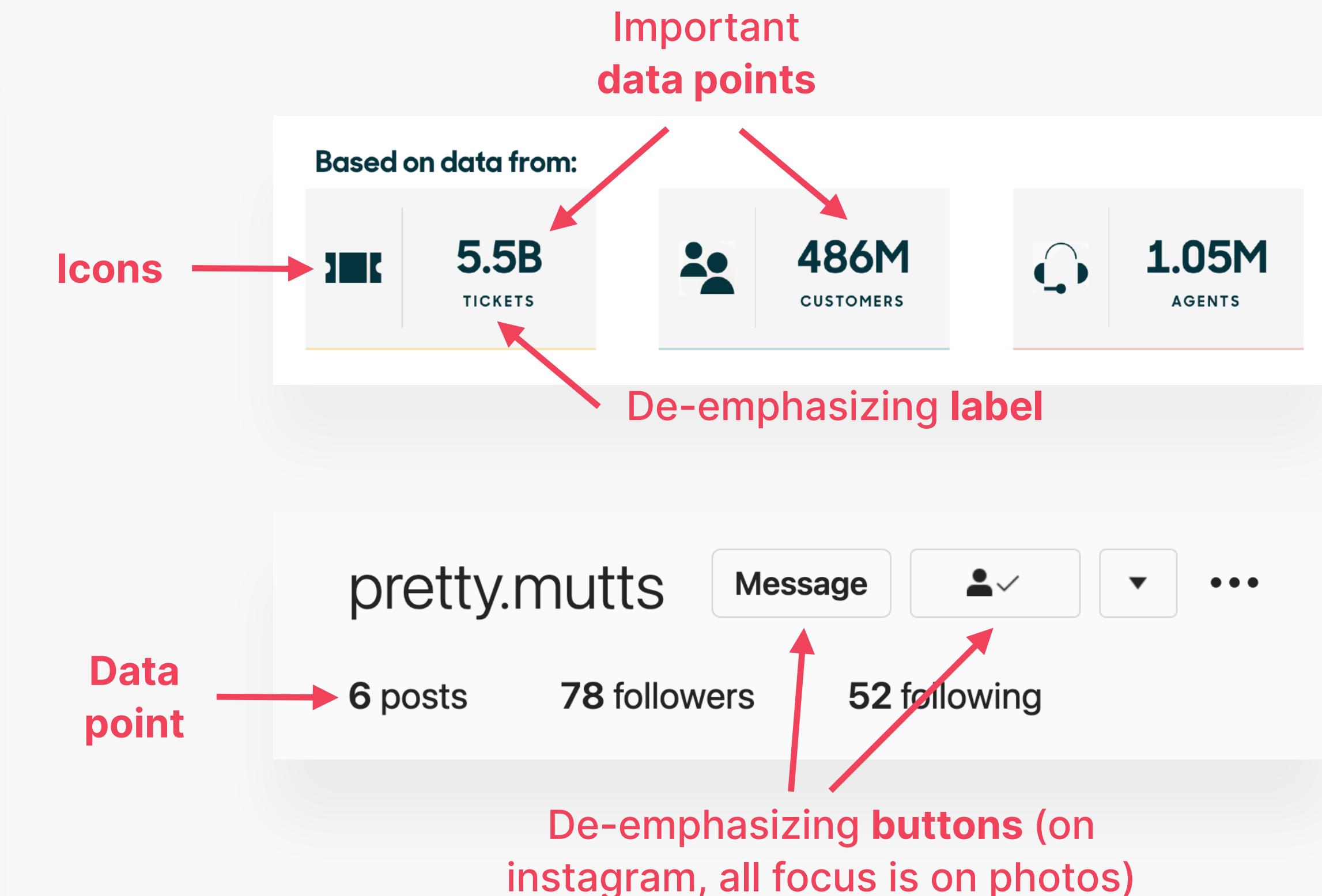
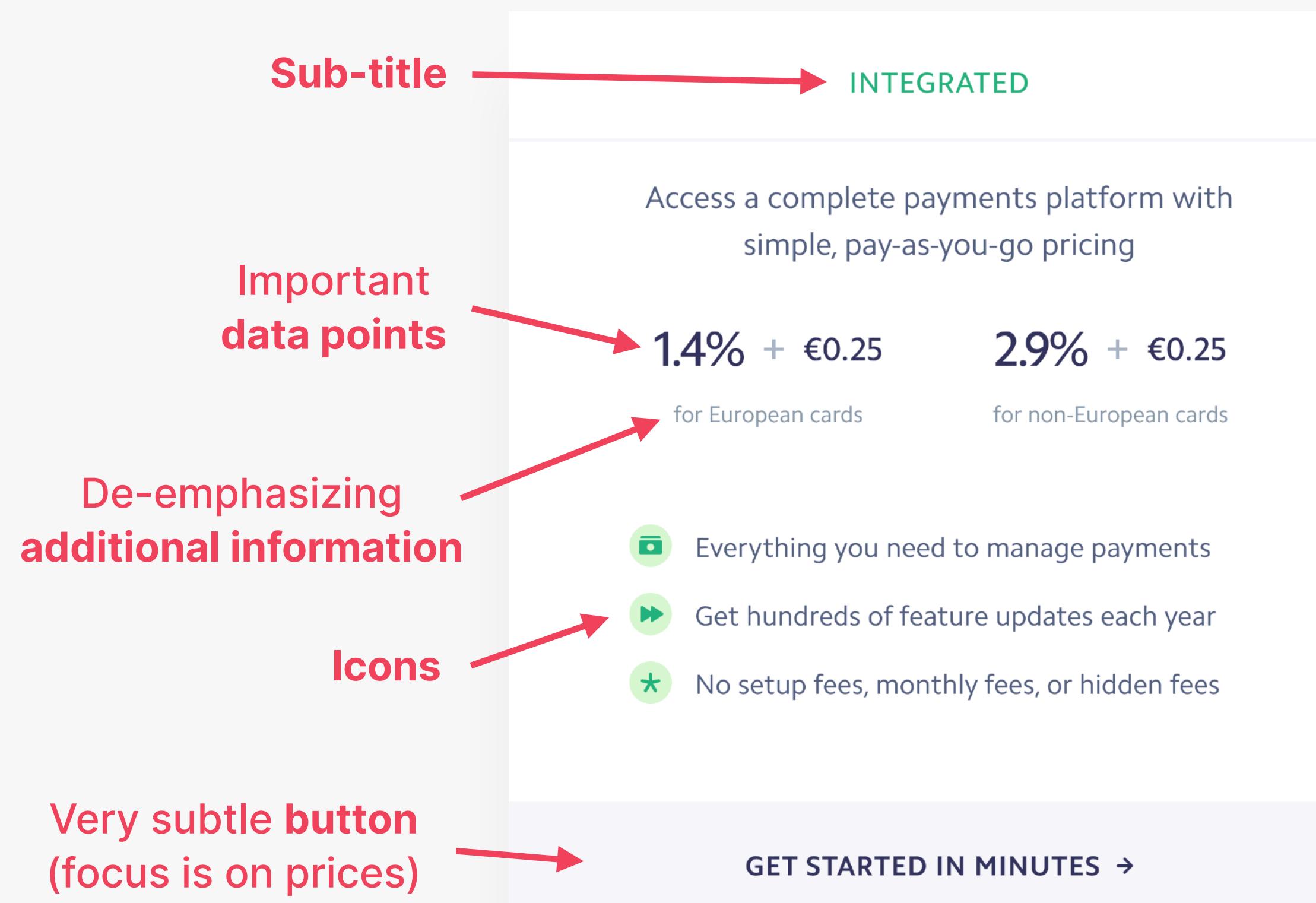
- Travel Listing Example:** A box containing a title, an icon, a data point, and a link. Red arrows point from labels to each element:
 - Title:** Eco-Villa Garden Pool & Sea View (Villa Epicurea)
 - Icon:** ★ 5.0 (12) . 🏡 Superhost . [Sesimbra, Setubal, Portugal](#)
 - Data point:** ★ 5.0 (12)
 - Link:** [Sesimbra, Setubal, Portugal](#)A red arrow labeled "De-emphasizing additional information" points to the subtitle "HAPPINESS GUARANTEE".
- Stripe Landing Page Example:** A grid of three columns. Red arrows point from labels to specific elements:
 - Icon:** A neural network icon.
 - Sub-title:** Close to the metal
 - Link:** From direct integrations with card networks and banks to checkout flows in the browser, we operate on and optimize at every level of the financial stack.
 - Icon:** A play button icon.
 - Sub-title:** Fastest-improving platform
 - Text:** We release hundreds of features and improvements each year to help you stay ahead of industry shifts. (On average, we deploy our production API 16x per day.)
 - Icon:** A heart rate monitor icon.
 - Text:** Battle-tested reliability
 - Text:** Our systems operate with 99.9%+ uptime and are highly scalable and redundant. Stripe is certified to the highest compliance standards.
- Feals Advertisement Example:** A box with a title, subtitle, icon, and link. Red arrows point from labels to specific elements:
 - Sub-title:** HAPPINESS GUARANTEE
 - Title:** Love it, or it's on us.
 - Icon:** A hand clapping icon.
 - Text:** Try Feals risk-free
 - Text:** Free shipping and free returns.
 - Sub-title:** No fuzzy haze
 - Icon:** A lamp icon.
 - Text:** Feel better and keep a clear head.
 - Icon:** A leaf icon.
 - Text:** All natural ingredients
 - Text:** Grown with care by US farmers.

VISUAL HIERARCHY FOR TEXT ELEMENTS

4 For text elements, use **font size, font weight, color, and whitespace** to convey importance

5 What text elements to emphasize? **Titles, sub-titles, links, buttons, data points, icons**

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VISUAL HIERARCHY BETWEEN COMPONENTS

6 Emphasize an important component using background color, shadow, or border (or multiple)

The screenshot shows a testimonial from Nicholas Bruno, Talent, Forge, set against a teal background. Above the testimonial, there's a horizontal navigation bar with logos for Lattice, CLEARBANC, and BRILLIANT. Below the testimonial is a section titled "We discover candidates you actually want to talk to." with two circular icons representing different roles.

Dover **Lattice** **CLEARBANC** **BRILLIANT**

See what they're saying →

“

We hired an exceptional Staff Engineer and a Senior PM using Dover. The product helped us reach candidates with decades of experience.

Nicholas Bruno
Talent, Forge

Read the case study >

We discover candidates you actually want to talk to.

Dover uses a robust calibration process to deeply understand your requirements.

Then, our system evaluates prospective candidates on **50+ data points** so we can find qualified candidates who are the best possible fits.

The screenshot shows a section from the Stripe website highlighting their leadership in the Forrester Wave™. The background is red, and the text is white. To the right, there are ratings for Product offering and Strategic vision, and logos for Lyft, slack, Glossier, and charity: water.

Stripe is the leader in the Forrester Wave™

Stripe was rated the highest scoring out of ten global payments providers—recognized for its feature-rich platform, scale, and speed of innovation.

[Read the report >](#)

4.0 / 5.0
Product offering rating

4.2 / 5.0
Strategic vision rating

With Stripe's reliable and developer-friendly tools, Glossier's engineering team is freed up to focus on product and customer experiences.

[Learn more about our users >](#)

lyft **slack** **Glossier.** **charity: water**

VISUAL HIERARCHY BETWEEN COMPONENTS

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- Entire home**
You'll have the tiny house to yourself.
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This host committed to Airbnb's 5-step enhanced cleaning process. [Learn more](#)
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- House rules**
This place isn't suitable for infants (0–2 yrs) and the host doesn't allow parties or smoking. [Get details](#)

€106 / night  (12)

CHECK-IN
3/10/2021 CHECKOUT
3/11/2021

GUESTS
1 guest

Reserve

You won't be charged yet

€106 x 1 night €106
Service fee €0

Total **€106**



Sending 1,000.00 GBP with	Recipient gets (Total after fees)	Transfer fee	Exchange rate (1 GBP → EUR)
 ✓ Cheapest	1,160.39 EUR Save up to 51.45 EUR	3.69 GBP	1.16469 ● Mid-market rate
	1,154.64 EUR ▼ - 5.75 EUR	2.99 GBP	1.15810 ●
	1,149.41 EUR ▼ - 10.98 EUR	1.99 GBP	1.15170 ●
	1,138.92 EUR ▼ - 21.47 EUR	20.00 GBP	1.16216 ●
	1,133.18 EUR ▼ - 27.21 EUR	0.00 GBP	1.13318 ●
	1,123.26 EUR ▼ - 37.13 EUR	0.00 GBP	1.12326 ●
	1,108.94 EUR ▼ - 51.45 EUR	0.00 GBP	1.10894 ●

VISUAL HIERARCHY BETWEEN COMPONENTS

- 6 Emphasize an important component using **background color, shadow, or border (or multiple)**
- 7 Try emphasizing some component A over component B by **de-emphasizing component B**

The diagram illustrates the visual hierarchy between two components, A and B, through two versions of a user interface snippet.

Left (Initial State): Component A (the top section) is emphasized with a green oval highlighting the text "Start saving time on your next design project". Component B (the bottom section) is de-emphasized with a yellow background and a smaller font size for its text.

Right (Final State): Component A remains emphasized with the same green oval. Component B has been de-emphasized by removing the yellow background and increasing the font size of its text, making it appear more prominent than in the initial state.

A large red arrow points from the left state to the right state, indicating the transformation. A red curved arrow also highlights the change in Component B's appearance.

Text Labels:

- Component A:** "Start saving time on your next design project", "Sign up for web app", "Download desktop app", "name@company.com", "START NOW", "free", "DOWNLOAD APP"
- Component B:** "Sign up for web app", "Download desktop app", "name@company.com", "START NOW", "free", "DOWNLOAD APP"

Text at the bottom: "Component A has been made more prominent simply by de-emphasizing B"

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For you

Hobby
Free, forever

Deploy from

- GitHub personal accounts
- GitLab personal accounts
- Bitbucket personal accounts

Command-Line Interface

For your team

Pro
\$20/mo per member

Enterprise
Suited to your needs

Deploy from

- GitHub Organizations
- GitLab Groups
- Bitbucket Teams

Command-Line Interface

Additional Features

- Up to 10 Team Members
- Advanced Invoice Settings
- Multiple Concurrent Builds
- Preview Deployment Suffix
- Password Protection

Additional Features

- SLA for 99.99% Uptime
- Multi-Region Serverless Functions
- Enterprise Support
- Next.js Application Audit
- ...and much more

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VISUAL HIERARCHY BETWEEN COMPONENTS

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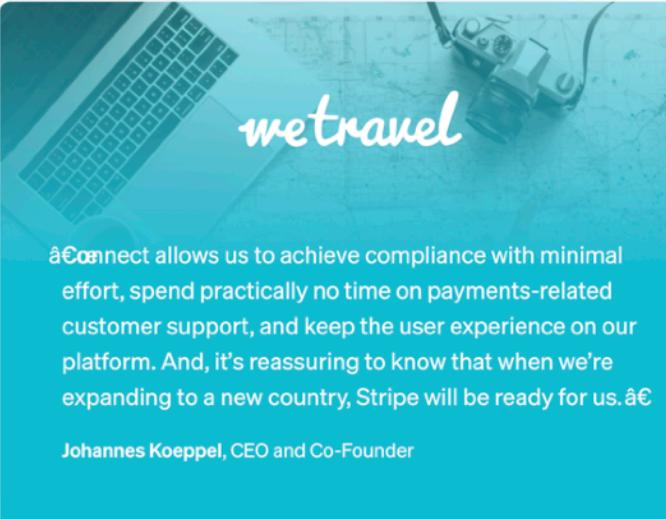
Security and compliance

Compliance built for platforms and marketplaces

Paying out money is complicated by stringent regulations that vary by country. Connect shifts payments compliance obligations from you to Stripe. Under the hood, Connect offers card data tokenization to help with PCI compliance, provides verification systems to manage KYC checks, leverages Stripe's licenses around the world, and more.

- Optimized identity verification requirements
- KYC and AML checks for individuals and businesses
- OFAC and sanctions screening
- MATCH list checks
- Secure credit card data tokenization for [PCI compliance](#)
- Compliance with global regulations, including [PSD2/SCA](#)
- Money Transmitter Licenses (MTL) in the US
- E-money (EMI) License in the EU

[See all features >](#)



wetravel

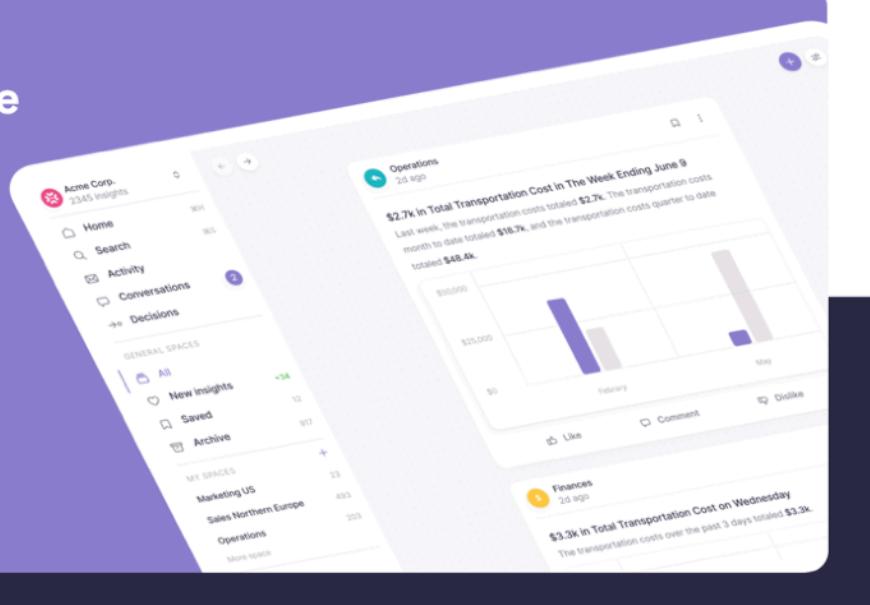
Connect allows us to achieve compliance with minimal effort, spend practically no time on payments-related customer support, and keep the user experience on our platform. And, it's reassuring to know that when we're expanding to a new country, Stripe will be ready for us. — Johannes Koeppel, CEO and Co-Founder

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You don't have to play all the parts.
Sales, accounting, HR— Oh My! You can't do it all - let Clerksy help.



We partner with the best

stripe **Google** **notion** **gusto** **aircall**

HR Production of the Highest Quality

- Educes & Informs Employee Expectations**
- Protect Your Business Just In Case**
- Manages & Stores Important Documents**
- Create a Healthy Work Environment**

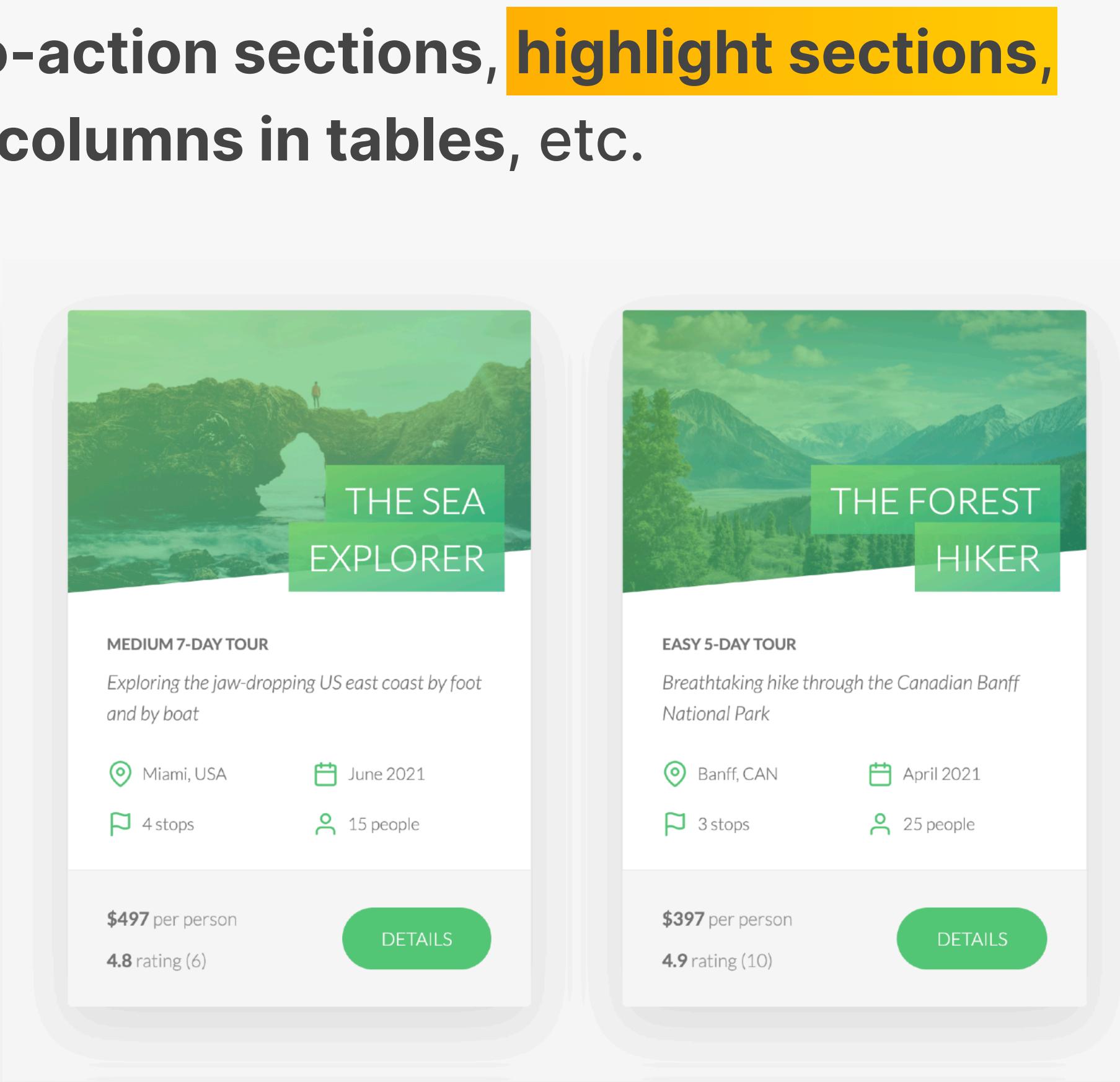
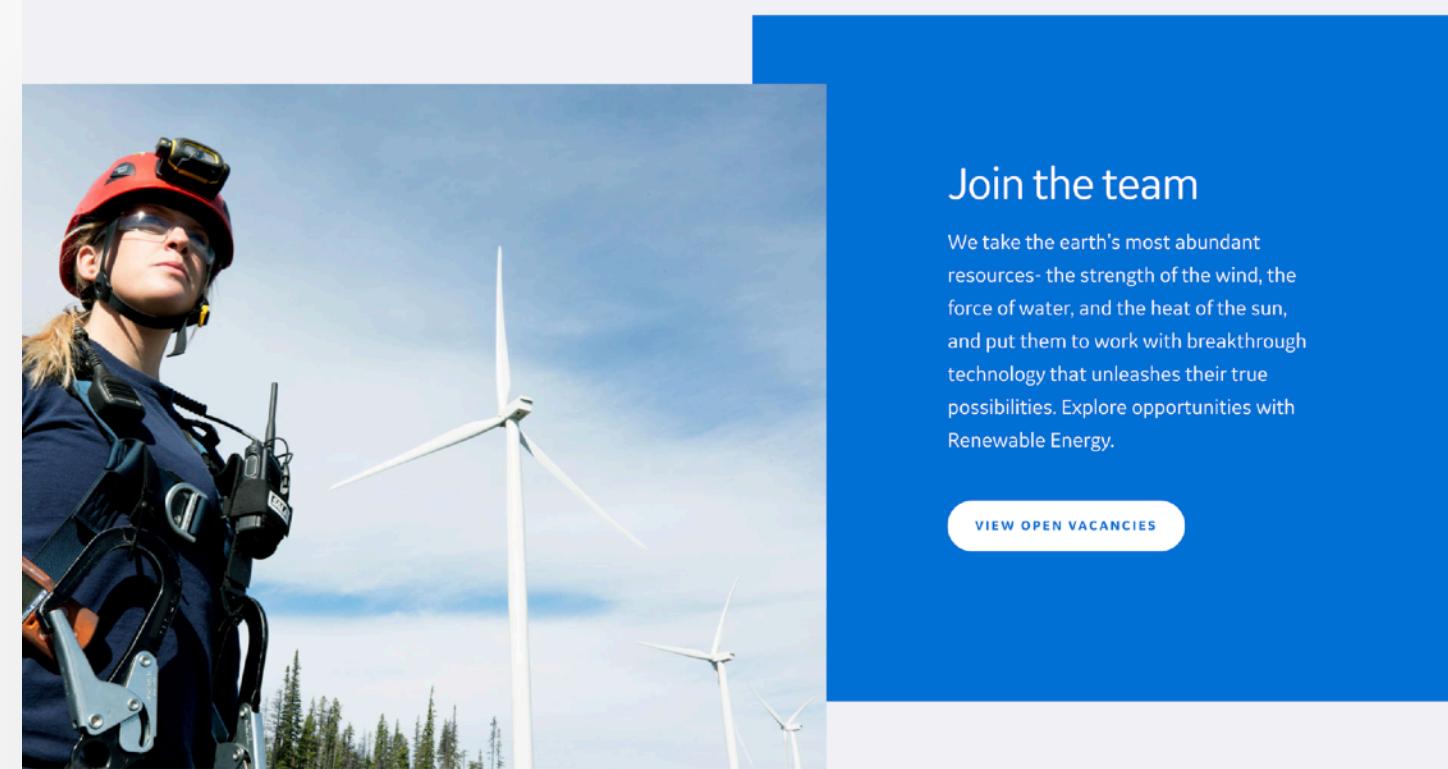
Employees come in all shapes and sizes. Find the right fit.

Focus on casting and screening. Let Clerksy handle contracts, resolve any on-set conflicts and make sure you are compliant with work and safety boards.



VISUAL HIERARCHY BETWEEN COMPONENTS

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Workable offers a full suite of features and tools to help at every stage of your hiring process.

Book a call now to:

- ① Receive an overview of Workable's platform from a product expert
- ② Discuss your hiring goals and explore tools to advance them
- ③ Get pricing based on your needs

First Name
 Last Name
 Email
 Company name
 Number of employees
 Phone Number

Yes, I'd like to receive helpful resources like tutorials, templates and the latest hiring advice, as well as invitations to Workable events. (You can opt out any time.) [View our privacy policy.](#)

[Get a demo](#)

The image shows three pricing cards for Workable, each with a different background color and font style to represent different platforms:

- Sketch:** White background, black text. Price: \$48. Includes: Personal license, Sketch files, Auto-updatable Style Guide, 200 Components, 120 Wireframe layouts, Free Updates. Call-to-action: [Buy for Sketch](#).
- Figma:** White background, black text. Price: \$48. Includes: Personal license, Figma files, Auto-updatable Style Guide, 200 Components, 120 Wireframe layouts, Free Updates. Call-to-action: [Buy for Figma](#).
- Teams:** Black background, white text. Price: from \$78. Includes: Team license, Sketch & Figma files, Auto-updatable Style Guide, 200 Components, 120 Wireframe layouts, Free Updates. Call-to-action: [Choose Your License](#).

	level	Wells Fargo Preferred Checking	Chase Premier Plus Checking	Bank of America Advantage Relationship
Unlimited Cash Back ¹	1.5%	0.0%	0.0%	0.0%
APY on Deposits	0.50%	0.01%	0.01%	0.01%
Free ATMs	2,300,000 ⁺	13,000	16,000	16,000
Free Cash Advance ²		✗	✗	✗
Merchant Perks ³		✗	✗	✗
Get Paid Early ³		✗	✗	✗
No Overdraft Fees		✗	✗	✗

