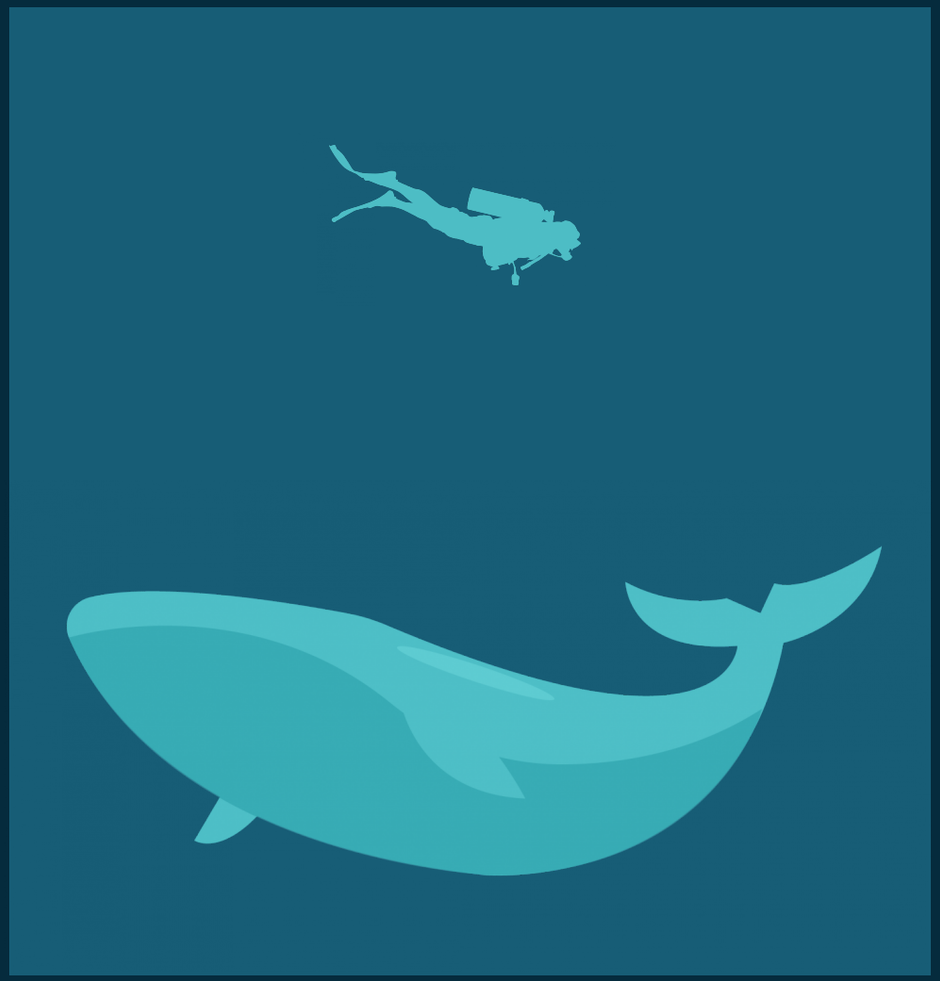
12 VISUAL HIERARCHY PRINCIPLES

Every Non-Designer Needs to Know

1 Size and Scale

BEFORE

AFTER



Color and Contrast

2

BEFORE

AFTER

3 Typographic Hierarchy

BEFORE

AFTER

Spacing 4

BEFORE

AFTER

5 Proximity

BEFORE

AFTER

Negative Space

6

BEFORE

AFTER

7 Alignment

BEFORE

AFTER

Rule of Odds

8

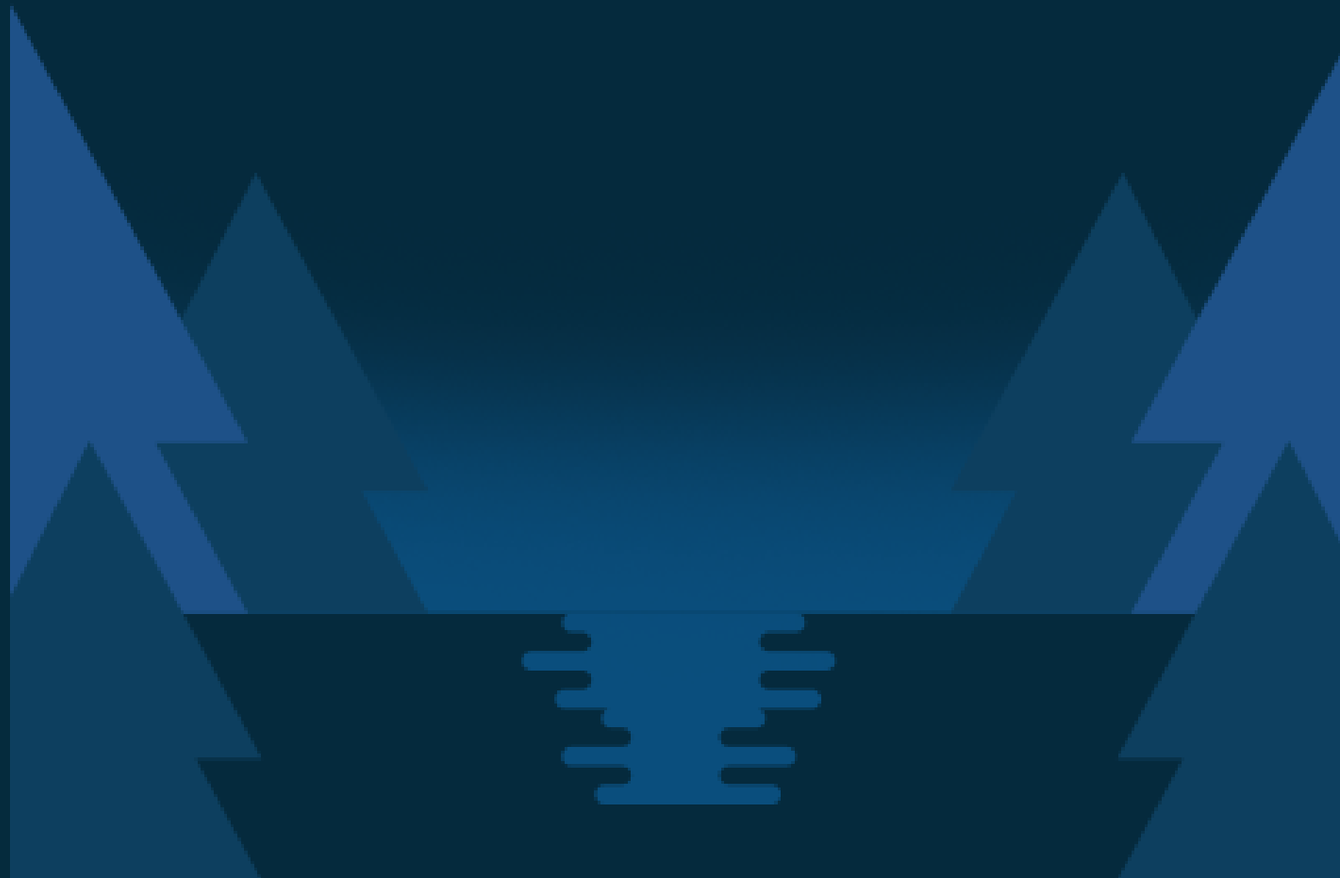
BEFORE

AFTER

9 Repetition

BEFORE

AFTER



Leading Lines

10

BEFORE

AFTER

11 Rule of Thirds

BEFORE

AFTER

Perspective

12

BEFORE

AFTER

Source:
http://blog.visme.co/visual-hierarchy/