

PRINCIPLES OF VISUAL HIERARCHY

- How we make sense of what we see
 - Recognizing similarities & differences
 - This allows us to group information
 - And give it meaning
- Relationships
 - Between individual elements
 - To the whole (story)

Several principles tell us how (why) we group visual information

- Proximity -elements close together are perceived as a group
- Similarities -of shape, size, color can group elements
- Continuance -grouped through basic patterns
- Closure -group elements by space filled between them

Proximity



Similarity



Continuance



Closure



Forming relationships

- Creating relationships requires an understanding of what makes things different
- Introducing variations in one or more of the above categories creates visual contrast
- Also created through positioning



Color



Texture



Shape



Direction



Size

Using relationships

Use visual relationships to

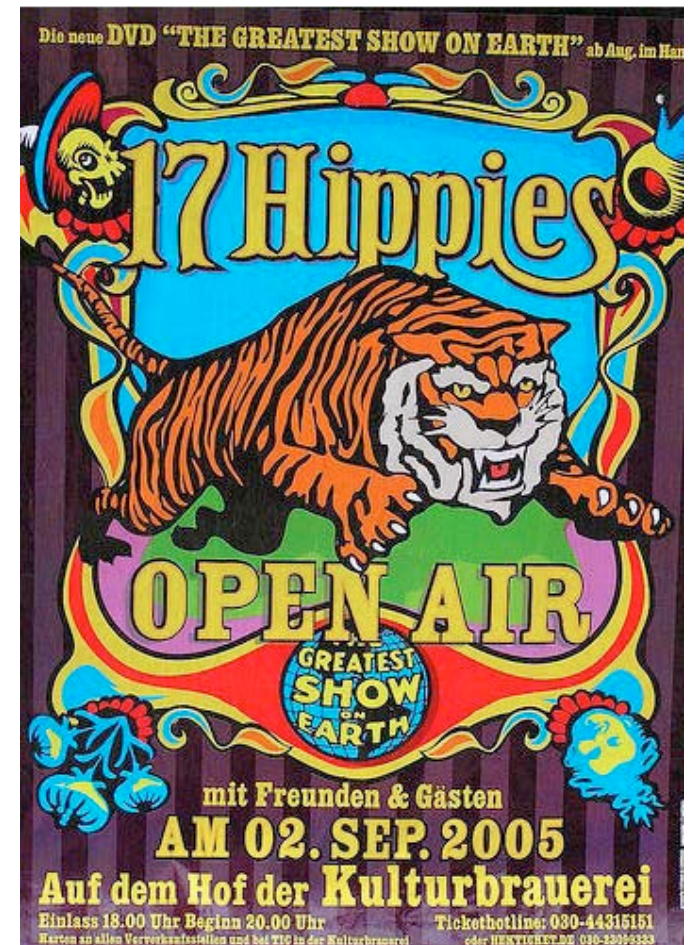
- Add more or less visual weight to objects
- Difference is created by contrast between objects
- Why do we want to vary the visual weight of objects...

Visual Hierarchy

- Creates a center of interest that attracts the viewer's attention
- Creates a sense of order and balance
- Establishes a pattern of movement to guide a viewer through a composition
- In other words, it tells a story
- Like all good stories it has a beginning, end, and a point.

Hierarchy applied

- Visual weight guides you through
 - Image
 - Title
 - Date & Location
 - Ticket Information
- Building an effective hierarchy involves the use of visual relationships to add more or less visual weight to elements



Building effective hierarchies

Distribution of visual weight

- Visually dominant images get noticed most
- Focal point, center of interest
- Distinct visual weight guides you through narrative
- Essential to keep it balanced

Distinctions & Hierarchy



No Visual Hierarchy



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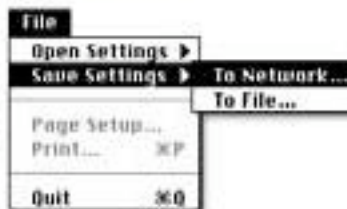


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iPod classic

Features

- Overview**
- Cover Flow
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- Podcasts
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- Games
- Photos
- Search
- Extras

Overview

With 80GB or 160GB of storage,¹ iPod classic gives your music and video room to move. It also has plenty of energy (up to 40 hours of audio playback²), good looks (a sleek, all-metal design), and a great personality (a brand-new interface with Cover Flow). In other words, iPod classic makes an ideal companion. Why not get to know it better?



1. 1GB = 1 billion bytes, actual formatted capacity less.
2. Testing conducted by Apple in August 2007 using preproduction hardware and software. Rechargeable batteries have a limited number of charge cycles and may eventually need to be replaced later.
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Not enough hierarchy



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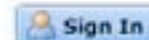
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Not enough contrast

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All messages :

hierarchical order to information presented

- > Order of reading info according to importance
- > Determine logical order before design
- > Know content

Rules and Nonobjective elements

- Geometric shapes without meaning
- ex. rectangular lines called rules

- Must make sense in terms of hierarchy

- Reasons for use:
 - Emphasis
 - Organization
 - Balance

- When used functionally, they enhance and support the meaning of typographic message

Compositional structure for rules

- Rule length determined by line length
- Variation in line width used to emphasize hierarchy
- Change from thick to thin creates rhythm and enhances eye flow

Circle

- Most powerful geometric shape
- Even very small circles must be used sparingly, like spice
- Changes in circle size and repetition create rhythm and direct eye flow
- Larger circles can divert attention to a part of a word or an entire word

Development of contrast within composition

- Complexity of composition increases
 - > dynamic vitality of the work
- Combination of words and images
 - to enhance and emphasize meaning with the focus on maintaining a hierarchy within a composition