



Typographic Hierarchy

Before choosing fonts, determine the typographic hierarchy of the text.



Typographic Hierarchy

- As the designer, you will determine what you want the viewer to read first and in what order.
- You have to capture the viewer's attention quickly and hold it.



How to Create Typographic Hierarchy

- You prioritize information by level of importance. This becomes your hierarchy.
- You determine what you want the viewer to read first, second, third, etc.
- Determine and create a typographic focal point.



How to Create Typographic Hierarchy

Your hierarchy will be created and supported by your use of:

- typeface(s)
- weight or style (bold, italic, etc)
- type size
- case (U&lc or all caps)
- alignment and line spacing
- color



How to Create Typographic Hierarchy

- Group information cleanly and clearly
- Keep groups of information unified
- Make the most important information the most visible

This information is from the video - **Typographic Hierarchy: Explained**

<https://youtu.be/qCVvnCjTv5I>

Also view: <https://vimeo.com/13418563> and **Contrast** <https://youtu.be/LabFpJTrsFU>