

## NOTES

### VISUAL HIERARCHY

- Using visual characteristics to arrange elements and show their order of importance
- Influences user's perception
- SIZE – notice large elements easier
- COLOR – brights attract more attentions
- CONTRAST – dramatic contrast
- ALIGNMENT – out of alignment stands out
- REPETITION – repeating styles suggest relation
- PROXIMITY – closely placed suggests relation
- WHITESPACE – more space around draws eye
- TEXTURE & STYLE – rich textures stand out
- Western users read left to right – can use to influence importance

### RULE OF THIRDS & FOCAL POINT

- Grid lines that divide page up into 3 columns and 3 rows
- “Golden Ratio” – most pleasing to the eye
- Most important content in top third
- Top left is the sweet spot
- Focal point – area where your eye is immediately drawn to
- Design around focal point
- “everything is louder but nothing is heard” – good saying
- Establish dominant element by giving it visual weight