DESIGN HIERARCHY

What makes good design...good?

Visual hierarchy refers to organizing design elements in order of importance. Simply put, it's a set of principles that influence the order in which we notice what we see. To really geek out on visual hierarchy, look up ***Gestalt Principles***. Understanding how the human mind works to fill in gaps, group similar content, identify patterns, and simplify complex images is a great place to start learning the *why* of visual hierarchy.

CONTENT

Content influences design. Don't try to mimic a design you like with one-third or 3x the amount of content. What are you trying to communicate? What elements are important? Start with content and communicate visually what you're trying to communicate verbally.

POSITION

Where you place elements matters. Most of the western world reads left to right. Position elements in a way that people don't have to stumble upon important information.

SIZE

Sure, it seems obvious, but size is important. But, don't fall into the trap that bigger always means better or more important. Sometimes it's not a matter of making it as big as possible, but making an item relationally larger to other elements involved in the design can go a long way.

COLOR

There is a certain psychology related to different hues, but just as important is how colors are used. Bright colors gain attention significantly higher than dull or muted tones.

CONTRAST

Using contrasting elements such as font and colors can garner quick attention. Font pairings are a great way to incorporate contrasting elements to guide viewers where you want them to look.

You've probably thought to yourself at some point, "*That sign looks really cool!*" Maybe you didn't know how to communicate *what* made it cool or have struggled with identifying pain points in your own designs. Above are several key elements to consider when designing to communicate relevant information to your audience, but it isn't exhaustive. If you find yourself needing professional design services, visit **southmarketinggroup.com**.