

38. Type style, size, color, weight, and spacing are consistent, resulting in an even texture and tone. Visual hierarchy is almost nonexistent in this arrangement.

39. A spatial interval equal to one line space separates the title from the other information, giving it prominence in the composition.

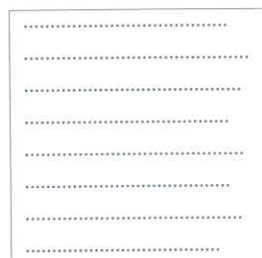
40. Setting the title in bolder type further separates it from the overall tone and texture, increasing the hierarchical contrast.

A visual hierarchy is an arrangement of elements in a graduated series, from the most prominent to the least prominent, in an area of typographic space. When establishing a visual hierarchy, a designer carefully considers the relative importance of each element in the message, the nature of the reader, the environment in which the communication will be read, and the need to create a cohesive arrangement of forms within the typographic space.

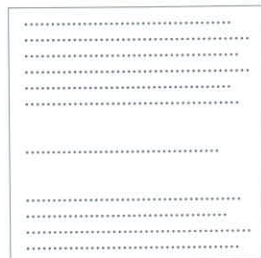
The study of visual hierarchy is the study of the relationships of each part to the other parts and the whole. When elements have similar characteristics, they have equality in the visual hierarchy, but when they have contrasting characteristics, their differences enable them to take dominant and subordinate positions in the composition.

Contrast between elements within the space is achieved by carefully considering their visual properties. Important contrasts used to create hierarchical arrangements include size, weight, color, and spatial interval. The location of an element within the space plays an important role in establishing a visual hierarchy. The spatial relationships with other elements can also influence an element's relative importance in the arrangement.

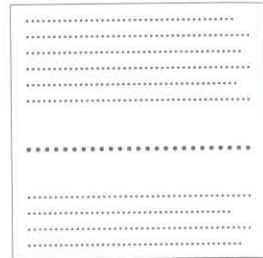
Principles used to achieve visual hierarchy through careful contrast between the elements are demonstrated by the nine small diagrams on this page (Figs. 38-46). The nine typographic designs on the opposite page (Figs. 38a-46a) correspond to these diagrams.



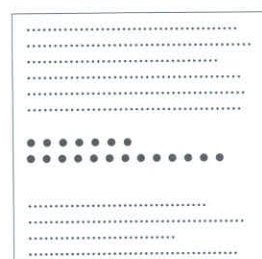
38.



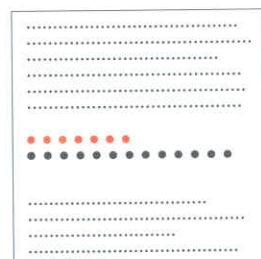
39.



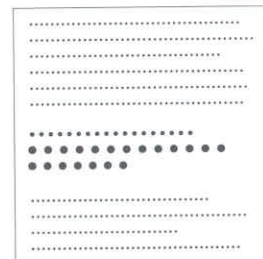
40.



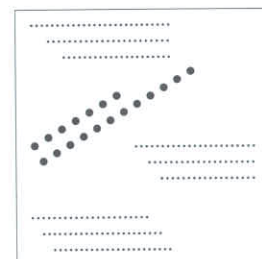
41.



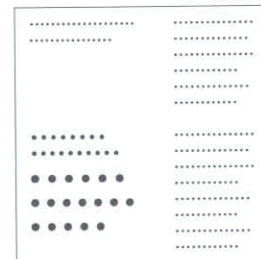
42.



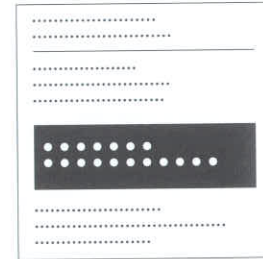
43.



44.



45.



46.

41. Changing the size and weight of the title makes it even more prominent in the visual hierarchy.

44. The diagonal position of the title increases its prominence in the space. The smaller type elements align with the diagonals of the title's baseline and posture, unifying the composition.

42. Color or value can create another level of contrast that can be controlled by the designer to create hierarchy.

45. This composition demonstrates how extreme contrasts of type size and weight increase visual hierarchy and legibility from a distance.

43. Two sizes and three weights of type are used to create subtlety and variety within the composition.

46. Reversing the title from a black rectangle heightens contrast and increases the visual hierarchy. A ruled line separates the secondary type into two zones of information.

TAKE THEM THROUGH SIMILAR PROBLEMS

CONSIDER PROGRESSION VARIABLES REPEATED OUT W/ EACH NEW TASK

The Modern Literature Society presents a lecture by Raoul Ramirez, Professor of Literature Santaneo State University  
Modern Hispanic Poetry  
7:30 pm March 23  
The Humanities Center Auditorium  
Admission is free

38a.

The Modern Literature Society presents a lecture by Raoul Ramirez, Professor of Literature Santaneo State University

## Modern Hispanic Poetry

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41a.

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