

VISUAL HIERACHY

Visual Hierarchy is a system of conventions by which information can be organized and which informs the reader about the order in which multiple pieces of information should be read and which information is more important than another. It categorizes information for the reader. This system exists in one form or another in any piece of information design in which text is used, be it a recipe (as is the case with this exercise), book cover design etc.

ASSIGNMENT:

Copy and paste the recipe below onto you own word document.

Using the methods described below, start altering the hierarchy of the following (fried Egg) recipe.

Alter or affect the design in ONE way (Changing the size and colour of the title for example) then copy and paste that version and alter it again.

Do this at least 5 times with each version including a new, recognizable alteration/improvement.

Each new version of the recipe should be contained on a single page.

Your final project will be a minimum 5 page document, with each page reflecting a step in the development of this design. The final page will be your final design incorporating at least 5 different methods of improving visual hierarchy.

Try to use the entire page (remember – negative space is very helpful)

Your last version (on your last page) should be a fully realized and complete design.

Methods/Techniques

- Placement/arrangement: Where on the page do you place each item or group of items. How does this affect the way we read the recipe? What do we notice first and why? This method also includes the use of NEGATIVE SPACE to
- Font – How can we define certain types of information by using different fonts. Can we emphasize certain types of information? Never use more than two fonts in one design. Don't do it! Make sur the two fonts work in harmony with one-another.
- Size and Weight – Altering size and weight can create an entry point for a reader and help define categories of information.
- Colour – to create emphasis on certain words or types of information
- Spacing – can influence the flow of how we read and can visually distinguish different types of information or the relationship between two types.

Fried Eggs Recipe

One Serving

Prep time: 1 minute

Total time: 5 minutes

Ingredients

1 tbsp.

butter, or fat of your choice

large egg

Kosher salt

Freshly ground black pepper

Method

In a small nonstick over medium heat, melt butter (or heat oil). Crack egg into pan. Cook 3 minutes, or until white is completely set. Remove from pan and season with salt and pepper.