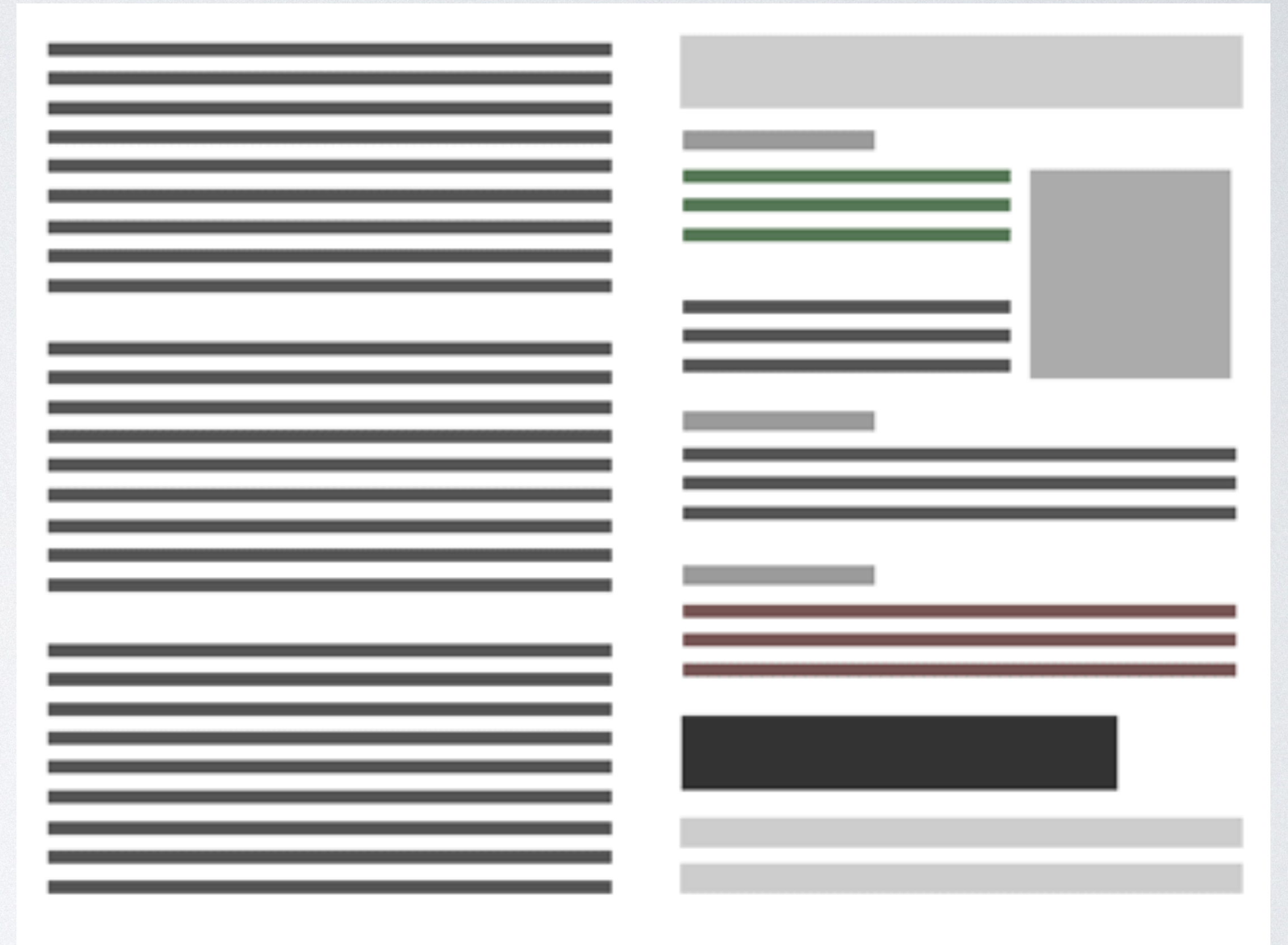


HIERARCHY & CONTRAST

WHERE DO I PUT STUFF ON THE PAGE?

To answer this question, you have to
think about the viewer,
and their experience of seeing your piece

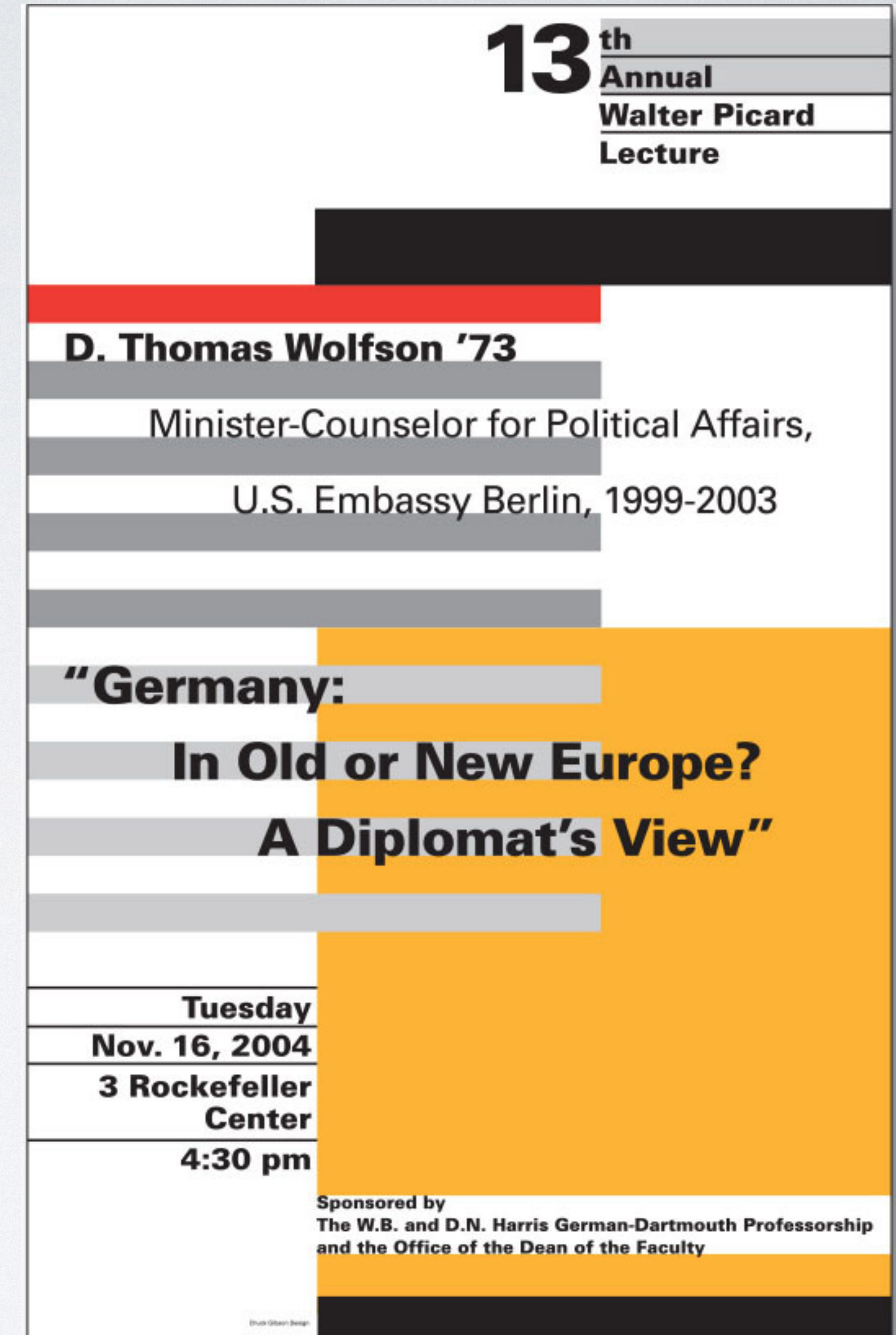


EMPHASIS

- Emphasis focuses on both the intellectual identification of your important information, and then visually stressing the important information.

HIERARCHIES

- The first step is creating visual hierarchies
- Hierarchy tells people where to look, and what is most important
- A well formed hierarchy will guide the viewer through your piece



TEXT HIERARCHIES — THREE LEVELS

- **Primary type:** Headers, display quotes. Purpose is to bring readers into the design. Usually the first thing they look at.
- **Secondary type:** Anything that isn't the headlines or body copy. Captions, subtext, subheads.
- **Tertiary Type:** Body copy. This is the bulk of text documents, and should be extremely readable
- *Bonus:* Art type-type that is used as a graphic element

1 week::three
2 Emphasis, Hierarchy, & Contrast
3 Emphasis
4 Defined
5 Emphasis focuses on both the intellectual identification of
... your important information, and then visually stressing the
... important information. (Graham pg 20)
6 Hierarchy
7 Defined
8 A system or organization in which information is ranked one
... above the other according to status or importance.
9 Hierarchy tells people where to look and what is most
... important.
10 A well formed hierarchy will guide the viewer through your
... piece.
11 Deciding what's important (Graham pg 22-23)
12 What is your primary message?
13 Which element best communicates this primary message?
14 Is there a secondary and/or tertiary message?
15 Which element best communicates this secondary/tertiary
... message?
16 Which visual element is the most interesting?
17 What, if any information, can you afford to delete?
18 Type Hierarchies
19 Primary Type:
20 Headers, display quotes
21 Purpose is to bring readers into the design.
22 Usually the first thing they look at.
23 Secondary Type
24 Captions, subtext, subheads
25 Anything that isn't the headlines or body copy.
26 Tertiary Type
27 Body copy
28 This is the bulk of text documents and should be extremely
... readable

week::three

Emphasis, Hierarchy, & Contrast

Emphasis

Defined

Emphasis focuses on both the intellectual identification of your important information, and then visually stressing the important information. (Graham pg 20)

Hierarchy

Defined

A system or organization in which information is ranked one above the other according to status or importance.

Hierarchy tells people where to look and what is most important.

A well formed hierarchy will guide the viewer through your piece.

Deciding what's important (Graham pg 22-23)

What is your primary message?

Which element best communicates this primary message?

Is there a secondary and/or tertiary message?

Which element best communicates this secondary/tertiary message?

Which visual element is the most interesting?

What, if any information, can you afford to delete?

Type Hierarchies

Primary Type:

Headers, display quotes

Purpose is to bring readers into the design.

Usually the first thing they look at.

Secondary Type

Captions, subtext, subheads

Anything that isn't the headlines or body copy.

Tertiary Type

Body copy

This is the bulk of text documents and should be extremely readable

Contrast

Defined

Two or more forces operate in opposition (Stewart pg 96)

Contrast is a powerful organizational element

Low contrast lowers an element's position in the hierarchy

High contrast raises an element's position in the hierarchy

Contrast can work for and against a designer.

Often contrast can distract or displace the hierarchy

Photos often have high contrast in unimportant areas (snapshots)

Contrast is a powerful element in creating visual interest

Created impact and emphasis (our focal point)

week::three

Emphasis, Hierarchy, & Contrast

Emphasis

Defined

- Emphasis focuses on both the intellectual identification of your important information, and then visually stressing the important information. (Graham pg 20)

Hierarchy

Defined

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Type Hierarchies

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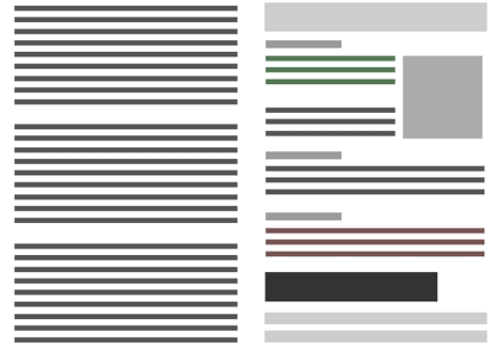
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- Usually the first thing they look at.

Secondary Type

- Captions, subtext, subheads
- Anything that isn't the headlines or body copy.

Tertiary Type

- Body copy
- This is the bulk of text documents and should be extremely readable



HIERARCHY TOOLS — SIZE

- Readers often start from the biggest type, and work from there
- Differences in size must be noticeable it's better to go bigger than smaller
- You can use scaling to choose your type sizes, proportional type has a very pleasing effect

FALL CONFERENCE

Surviving
the

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the
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ZIJN DUUR



IS GOEDKOOP



**BERKEL'S
SNELWEGERS**

CONSTANTE BETROUWBAARHEID
CONSTANTE BETROUWBAARHEID
CONSTANTE BETROUWBAARHEID
CONSTANTE BETROUWBAARHEID
CONSTANTE BETROUWBAARHEID
CONSTANTE BETROUWBAARHEID

BEZOEKT ONZE SHOWROOMS ALVORENS GIJ EEN SNELWEGER KOOP
AMSTERDAM, KERKSTRAAT 35 - DEN HAAG, ORANJELAAN 16 - UTRECHT, VOORSTRAAT 6
OF VRAAGT EEN DEMONSTRATIE AAN VAN EEN VAN ONZE VERTEGENWOORDIGER
N.V. MAATSCHAPPIJ VAN BERKEL'S PATENT - BOEZEMSINGEL 33 - ROTTERDAM

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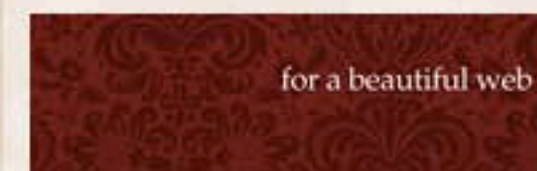
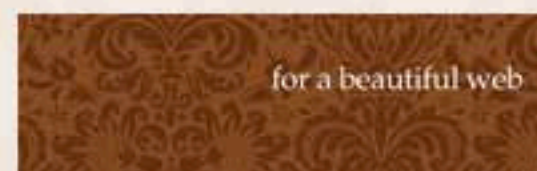
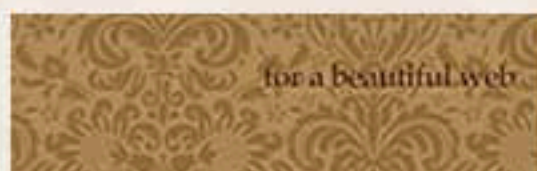
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CAMPAIGN MONITOR

December 2008

Jesse is an incredibly talented designer. He has a knack for transforming even the most mundane requirements into something beautiful.

Dave Greiner
Campaign Monitor



MOBILE WEB DESIGN

August 2007

Jesse is one of the most gifted and sought-after web designers on the planet. I have no reservation entrusting him with my projects.

Cameron Moll
Cameron Moll Inc.



GLOBE INVESTOR

February 2009

What sets Jesse apart is his ability to really hear and understand what is required and from that, produce beautiful work.

Mike Pletch
The Globe & Mail



(CREATIVITY BOTTLED FRESH DAILY)



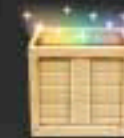
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HIERARCHY TOOLS — SPACE

- Spacing and grouping gives greater organization
- Keep related info together with less space
- White space can make type look bigger and more readable



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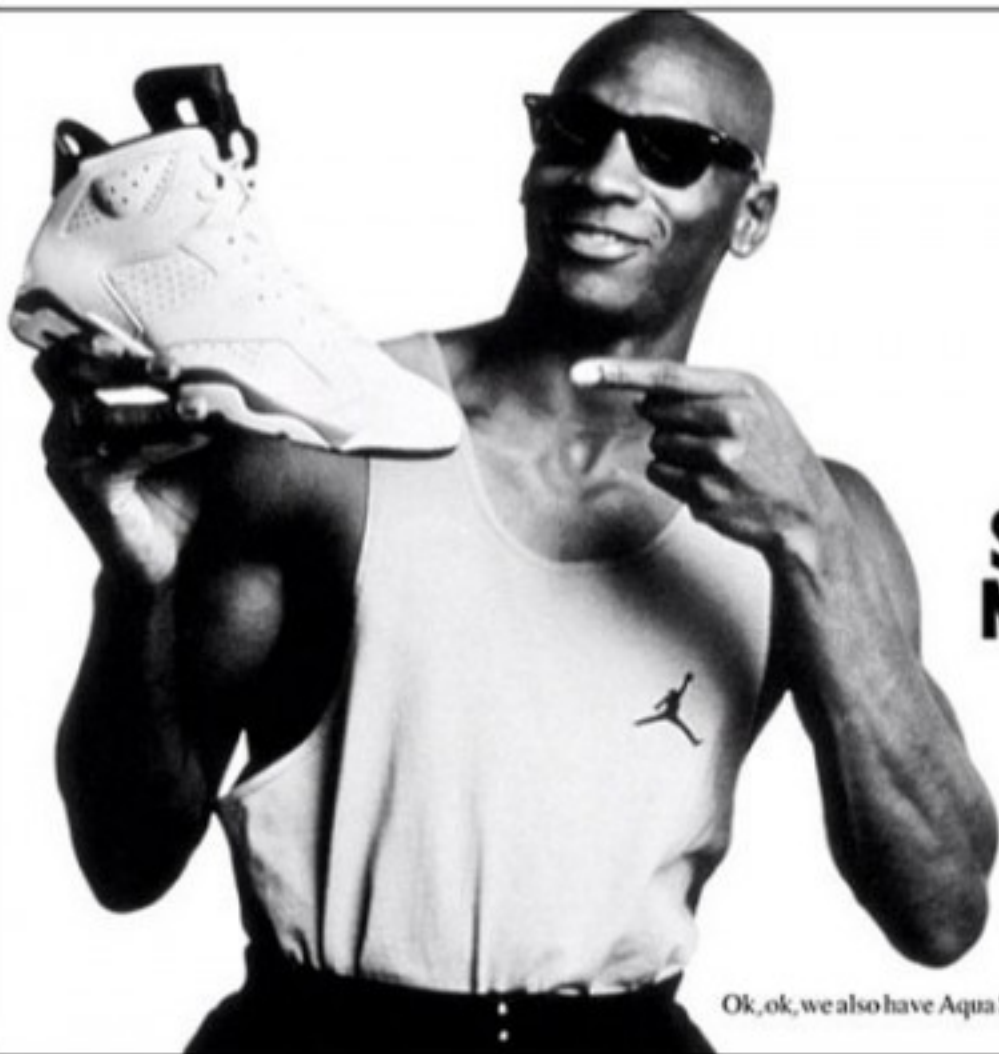
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Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes



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CAR LEASING

Want a cheap new lease car? Start HERE!

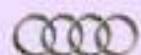


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159
159 Sportwagon
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Mito
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A3
A3 Cabriolet
A4 AllRoad
A4 Avant
A4 Saloon
A5 Cabriolet
A5 Coupe
A5 Sportback
A6 Avant
A6 Saloon
TT Coupe
TT Roadster

BMW

BMW LEASING

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1-Series Convertible
1-Series Coupe
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3-Series Coupe
3-Series Saloon
3-Series Touring
5-Series Saloon

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Works

Price
Lists

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Hi! I am Ling from Dragons' Den. I lease cheap new cars!

I expose ILLEGAL and MISLEADING contract hire and leasing websites! Why are you being tricked? - Ling

I reveal CHEATING LOW LEASING PRICES from other car leasing companies! Why they do THIS? - Ling



BT General Manager says:

"Ling is such a superb 2009 Award Winner for the best use of IT and Communications. Innovative use of the internet and her first class customer service should bring her many more years of business success."

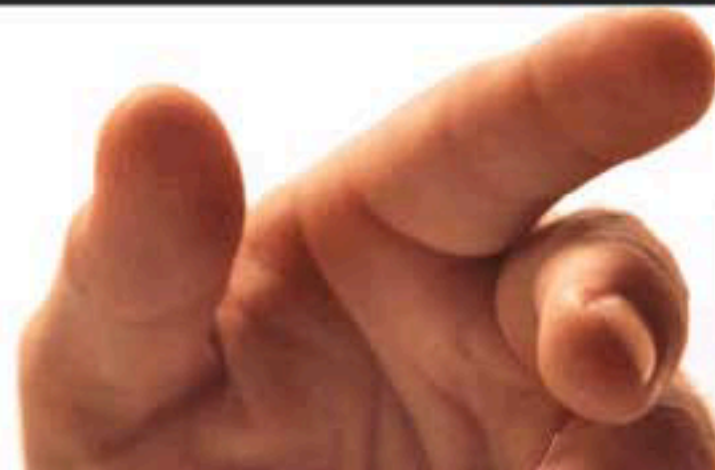


UPDATE... The latest car I've added is a Vauxhall Corsa 1.3 CDTi 16v (73bhp) ecoFLEX Exclusiv Hatchback 5dr 1248cc Diesel at £193.86 inc VAT at 16:48 today - Ling



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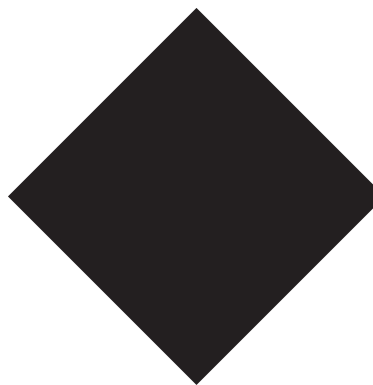
GET THE
BEST
CAR DEAL

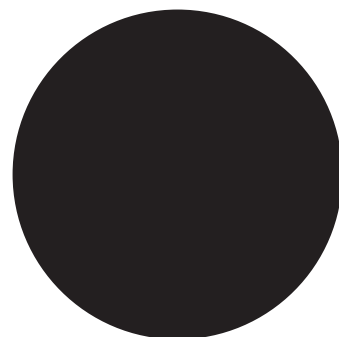


HIERARCHY TOOLS — WEIGHT/COLOR

- The bolder something is, the bigger and denser it appears on the page.
- Pairing thick and thin typefaces will give an instant hierarchy, with the bolder weight looking heavier on the page
- Some colors ‘weigh’ more than others
 - Blue is heavier than red
 - Red is heavier than green
 - Green is heavier than yellow
 - Brighter colors are lighter
 - Saturated colors are lighter







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HIERARCHY TOOLS — TEXTURE

- Texture with type refers to the patterns they create on the page
- If all text looks the same, it creates visual patterns
- Use contrast to break this up

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One in five Americans can't read.

IS IS HARD IM

They often can't find work. When they do, they earn about 42% less than

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high school graduates. If you know someone struggling with this problem,

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HIERARCHY CRITIQUE

Chemeketa Writes present:

Empathy and Persona in the Anthropocene

With poet and writer Brittney Corrigan

May 6th, 2025

The Gretchen Schuette Art Gallery

*“I was raised between the jaws of cats
triple my size, teeth long as hairpins
and paws that could pull down the sun.*

*The straggle of their manes against
the bars, the heat of their voices before
the whip. Cindered eyes on my father.”*



Reading

12:00pm

Free

Workshop

6:30pm–8:30pm

\$50 General Public | \$30 Students

In this workshop, we'll look at techniques of personification of both inanimate objects and flora and fauna of the natural world and then give those beings and objects a voice through the use of the persona poem.

If the coyote trotting down a neighborhood street at dawn could speak, what would it say? How about the trees burned by wildfire? The stones removed from the quarry to become construction materials? We'll discuss how the practice of empathy can help build a meaningful connection to nature, especially in the context of climate change, extinction, and the impact humans have had on the planet. We'll explore poems on these topics by contemporary poets as well as do some writing ourselves.



EO/AA/ADA/Title IX institution

Chemeketa
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CHEMEKETA WRITES
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Chemeketa Writes presents:

Empathy & Persona in the Anthropocene

With poet and writer
Brittney Corrigan

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May 6th, 2025
The Gretchen Schuette
Art Gallery

Purchase Tickets Here!



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CHEMEKETA WRITES
A CREATIVE WRITING SERIES

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Chemeketa Writes Presents...

Empathy and Persona in the Anthropocene
With poet and writer Brittney Corrigan

Reading

12:00pm

The Gretchen Schuette Art
Gallery

Free



May 6th, 2025

Workshop

6:30pm-8:30pm

The Gretchen Schuette Art
Gallery

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With Poet and Writer Brittney Corrigan

May 6th, 2025

The Gretchen Schuette Art Gallery

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12pm | Free

Workshop

6:30pm-8:30pm

\$50 General Public

\$30 Students

In this workshop, we'll look at techniques of personification of both inanimate objects and flora and fauna of the natural world and then give those beings and objects a voice through the use of the persona poem

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With Poet and Writer

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With poet and writer ***Brittney Corrigan***



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Reading

12:00pm

The Gretchen Schuette Art Gallery

Free

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6:30pm–8:30pm

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12:00pm
Free

Workshop
6:30pm-8:30pm
\$50 General Public | \$30 Students

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Empathy and Persona in the Anthropocene
With poet and writer

Brittney Corrigan

May 6th, 2025

The Gretchen Schuette Art Gallery

Workshop:

6:30pm–8:30pm

\$50 General Public
\$30 Students

Reading:

12:00pm

Free

In this workshop, we'll look at techniques of personification of both inanimate objects and flora and fauna of the natural world and then give those beings and objects a voice

Through the use of the persona poem. If the coyote trotting down a neighborhood street at dawn could speak, what would it say?

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Empathy & Persona in the Anthropocene

With poet and writer
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May 6th, 2025

At The Gretchen Schuette Art Gallery

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12:00pm

Free

Workshop:

6:30pm–8:30pm

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Chemeketa Writes Presents
Empathy and Persona in the Anthropocene
With Poet and Writer Brittney Corrigan



May 6th, 2025
The Gretchen Schuette Art Gallery

READING

12:00pm | Free

WORKSHOP

6:30pm–8:30pm

\$50 General Public

\$30 Students

In this workshop, we'll look at techniques of personification of both inanimate objects and flora and fauna of the natural world and then give those beings and objects a voice through the use of the persona poem.

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Chemeketa Writes presents

Empathy & Persona in the Anthropocene

With poet and writer *Brittney Corrigan*



READING
12:00pm | Free
WORKSHOP

6:30pm–8:30pm
\$50 General Public
\$30 Students

MAY 6th 2025
The Gretchen Schuette Art Gallery

In this workshop, we'll look at techniques of personification of both inanimate objects and flora and fauna of the natural world and then give those beings and objects a voice through the use of the persona poem.

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Chemeketa Writes presents:

Empathy & Persona in the Anthropocene

With poet and writer Brittney Corrigan

May 6th, 2025

Free Reading

12:00pm – The Gretchen
Schuette Art Gallery

Workshop

6:30pm–8:30pm

The Gretchen Schuette
Art Gallery

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In this workshop, we'll look
at techniques of personification
of both inanimate objects and flora
and fauna of the natural world and then
give those beings and objects a voice



Chemeketa Writes presents:

Empathy & Persona in the Anthropocene

With poet and writer Brittney Corrigan

May 6 2025

The Gretchen Schutte
Art Gallery

Reading

12:00pm

Free

Workshop

6:30-8:30pm

\$50 General Public

\$30 Students

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fauna of the natural world and then give
those beings and objects a voice through
the use of the persona poem.

Tickets



CHEMEKETA WRITES PRESENTS

Empathy and Persona in the Anthropocene

With poet and writer
Brittney Corrigan



MAY 6TH, 2025

The Gretchen Schuette Art Gallery

Reading

12:00pm

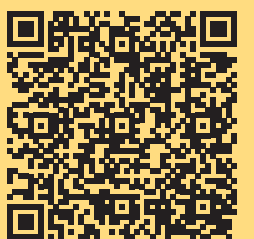
Free

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6:30pm–8:30pm

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Empathy and Persona in the Anthropocene

With poet and writer
Brittney Corrigan



MAY 6TH, 2025

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Free

Workshop

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\$50 General Public | \$30 Students

In the workshop, we'll look at techniques of personification of both inanimate objects and flora and fauna of the natural world and then give those beings and objects a voice through the use of the persona poem.



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North Stamford Exchange Club



Wine 4th Annual **Tasting**

Friday, November 1st, 2013
7:00 - 10:00 pm

Italian Center of Stamford
1620 Newfield Ave. Stamford, CT

FOOD PROVIDED BY:

Zody's 19th Hole
Larocca's Country Market
Quatro Pazzi Restaurant
David's Soundview Catering
Volta Gelateria Creperia
Bridge Street Wienery

Strada 18
Old Post Tavern
Bar Rosso
Patrizia's Stamford
Capriccio Cafe
BonJo Coffee

TICKETS CAN BE PURCHASED AT

Giovana's Wine & Spirits

1492 High Ridge Rd. Stamford, CT

\$50.00 per person 203-252-2518

Are you
asking
for
it?



If you're not asking for the **Vaccines** you need,
you just might be asking for
something you really don't want—
like a serious infection or long-term health problems.

To find out more about adult vaccines, take the
CDC Adult Vaccine Quiz

<http://www2a.cdc.gov/nip/adultImmSched/>

This **30-second quiz** gives you a list of vaccines
that could help you the most. Take the quiz, then talk to your
healthcare provider about the results.

And make sure you ask
for what you need.



JFCS Celebrity Chefs & Wine Tasting and Golf Challenge

Featuring Chefs from Local Premier Restaurants,
Vodka Bar & Select Wines, Live Music,
Old Fashioned Fountain Egg Creams and an
Incredible Silent Auction!

FEATURED RESTAURANTS

Bridge Street Bistro

Café Americano

Café Amici

Café Gabbiano

Café L'Europe

Chart House Restaurants

Flavio's & Bella Roma

Hilton Longboat Key Resort

Jack Dusty

John Dough Bakery

Lazy Lobster

Libby's Café & Bar

Lido Beach Resort

Longboat Key Club & Resort

Mar Vista

Mattison's Restaurants and Catering

Michael's on East

Publix Aprons Cooking School

SALUTE! Restaurant

Sarasota Bay Club

Sarasota Yogurt

Selva Grill

The Healthy Chocolate Company

Toasted Mango Café

Too Jay's Gourmet Deli

Whole Foods Market



**TUESDAY
MARCH 19TH**
Golf Challenge
12:30 pm
Shotgun Start
with Box Lunch
Celebrity Chefs
& Wine Tasting
6:00 - 8:30 pm
LONGBOAT KEY
CLUB & RESORT
2013

Tickets Starting At
\$100.00



ADVANCE RESERVATIONS REQUIRED

Contact Stacy Guaid, 941-366-2224, Ext. 142,
squald@jfcs-cares.org

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Finding Hierarchy

- 1** Using the magazines on your tables, find five examples of good text & image hierarchies. Work to find examples across several different hierarchy methods—not just size. Feel free to tear out the pages you find.
- 2** For each example, make note of which Elements of Design (listed to the right) it best demonstrates.
- 3** Be prepared to discuss your finds with the class.

Size

Shape

Texture

Space

Size

Value

Color