

process::hierarchy

Hierarchy Evaluation Process

Overview ::

Use this process to evaluate how successful a layout is using hierarchy.

Level 1**What element first catches the viewer's attention and why?**

- Was this intended to be the highest level in the hierarchy?

What is the second element that catches the viewer's attention and why?

- Was this intended to be in the second level of hierarchy?

What is the third element that catches the viewer's attention and why?

- Was this intended to be in the third level of hierarchy?

Overall, does this piece clearly show a recognizable hierarchy?

- *If yes, move on to level 02*
- *If no, discuss why not and next steps to enhance/clarify the hierarchy*

Level 2

Answer Yes or No to these questions.

Does the presented hierarchy emphasize the correct information?**Are related pieces of information grouped together/have the same level of hierarchy?****Is the typeface used appropriate?**

- *If you answered yes to all these questions, move on to Level 3*
- *If you answered no to any of these questions, discuss why and next steps to enhance piece.*

Level 3**Does the piece use space effectively?**

- Consider white space
- Consider balance

Does the piece convey the information in a visually interesting way?