

Hierarchy and Alignment

Alignment:

There are two types of alignment: vertical alignment and horizontal alignment. For example, if your document is left aligned, you should make sure that the text running down the left side of the page lines up, and that the text or images on the top of the page line up. In the image to the left, the text is put into columns, but the designer made sure that each column's text was both vertically aligned and horizontally aligned. This allowed for a neatly organized page, with no ambiguity as to what information went to which person.

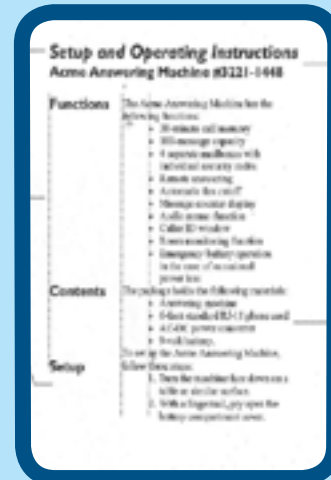


Hierarchy:

Hierarchy is the most basic form of visual design, and makes a document easier to read and understand. The two images below, both of the same written text, show the power of hierarchy and what it can do to a page's organization.

Power Zone:

The top and left side of the page. Text placed in this area gets more emphasis than the text in the bottom right side of the page.



In the image to the right, differences in text size and value offer different levels of hierarchy. There are three levels of vertical alignment that further cement the hierarchy of the text. The most important text is seen at the top of the page, while the least important text is seen towards the bottom of the page.