

# How to Position the **Most Important** Information in Design

---

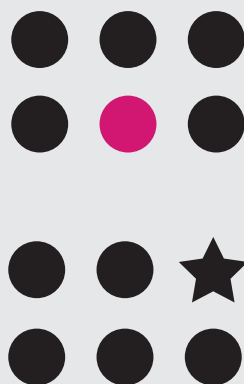
## **HIERARCHY**

order of importance



## **EMPHASIS**

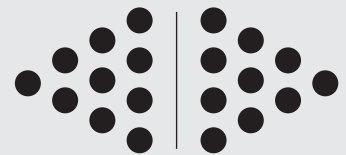
visual weight added to elements to stand out



## **BALANCE**

symmetrical or asymmetrical placement of elements based on visual weight

SYMMETRIC

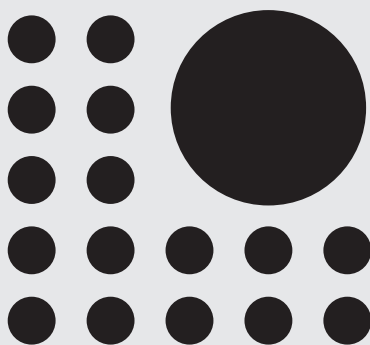


ASYMMETRIC



## **PROPORTION**

using size to indicate importance



## **REPETITION**

repeating elements



## **WHITE SPACE**

negative or blank space, gives eyes a rest

