



3.5.2 Visual hierarchy design (All students)

Scanning patterns

- Scroll to the bottom of the [Centre for Road Safety home page](#) and go to the sitemap. Note the relationship between the site map and the navigation at the top of the page. This top navigation bar shows on every page and allows users to freely move around the site without getting lost.
- Open the website's [home page](#) and print it or use a web tool to type over it. Number the sections of the web page in order of importance or hierarchy and compare to the site map. Does the site map show the same hierarchy of importance? If not, why not?
- Open the [Cyclists](#) section of the webpage and compare the site map's organisation of information of this section to the written content and linked information. Are these in the same order?

Page scanning patterns	Visual hierarchy design	Comment
<p>F shaped scanning-patterns apply to very text heavy pages. Users scan down the left hand of the page looking for key words in left aligned headings or topic sentences. Z-patterns apply to sites where information is not necessarily presented in block paragraphs. The eye starts at the top left hand side of the page, travels to the right and then diagonally to the bottom left hand side of the page and across to the right hand side of the page.</p>	<p>Is the information on the home page arranged according to the 'F' shaped reading pattern or the 'Z' shaped reading pattern? How is the 'Cyclist' page designed to be read?</p>	



Visual hierarchy design		Comment
Size	<p>People are drawn to the biggest thing on the page after their initial scan of the page.</p>	
Colour and tint	<p>Colour intensity and contrast create visual hierarchies. Muted colours and lighter tints make information fall lower on the hierarchy than more intense and darker ones. Colour can also categorise or classify information.</p>	
	<p>What information is the biggest and has the most visual weight?</p>	
	<p>What is the symbolic value of the main colour of the site? How does colour help organise the site? Does the intensity of colour establish the visual hierarchy in the design? In what ways?</p>	



Visual hierarchy design		Comment
Typography	Typeface selection is critical to establishing visual hierarchy. Typeface weight and size signal the importance of the information; similarly, the same weight and size typeface signals that the information is of the same importance.	
Space and texture	Space around a title or information draws attention to it and differentiates it from surrounding less important information.	
	How do all the different typefaces and sizes work to create a hierarchy of information?	
	Is the use of white space effective?	



Visual hierarchy design		Comment
Alignment	<p>Alignment creates order between elements and makes the information easier to read. The top right hand corner of any website is considered very powerful.</p>	
Images	<p>Images usually elaborate on some aspect of the written text, offering visual evidence of the intent of the advertisement. Like writing, the image can be many things: informative, persuasive, emotive, sometimes even counter-intuitive.</p>	