

# Visual hierarchy

What is it?

How can I get some?

EXAMPLES OF

# VISUAL HIERARCHY

# **VISUAL HIERARCHY**

**We can call it the order of importance -**

- **where does the eye look at First (primary message)**
- **where does the eye look at Second (secondary message)**
- **where does the eye look at Third - (tertiary message)**

# Hierarchy by Placement

An object placed in the center  
will often be perceived as a focal point.

If all eyes in the painting look at one object,  
or if an object  
is placed at the center of the lines of perspective,  
that object will be  
perceived as the focus of the work.

# **Hierarchy by Isolation**

**If most of the elements in a work of art  
are grouped closely together,  
an object by itself stands out as a focal  
point**

# **VISUAL HIERARCHY**

## **Hierarchy by Contrast**

**Emphasis can be created by contrast.**

**An element in contrast with something else is more easily seen and understood; something different attracts the eye.**

# VISUAL HIERARCHY

**Any of the elements can be contrasted:**

- **LINES** (a curve in the midst of straight lines),  
shape ie....(a circle in a field of squares)
- **COLOR** (one red dot on a background of grays and blacks)
- **VALUE-Tone** (a light or dark area in the middle of its opposite)
- **TEXTURE** (rough vs. smooth)
- **Contrast can also be created by  
contrasting orientation in space (horizontal, vertical, diagonal)**
- **SHAPES** (a geometric shape in an otherwise naturalistic image) and size.
- **An anomaly, or something that departs from the norm, will also stand out and grab our attention, for example a person wearing a snowsuit on a tropical beach.**

**ALEX  
SAUNDERS**



**HIRE ME**

**MENU**

# JUST **A** DESIGNER

OF WEIRD AND WONDERFUL THINGS (MOSTLY WEBSITES AND GRAPHICS THAT AREN'T REALLY WEIRD AT ALL)

**IOS 7 INTERFACE REDESIGN**  
GRAPHIC DESIGN & APP DESIGN



**ANOTHER PROJECT**  
WEBSITE & APP DEVELOPMENT

**UP BLOG BRANDING & WEBSITE**  
BRANDING & WEBSITE DEVELOPMENT



**ANOTHER PROJECT**  
GRAPHICS DESIGN

**'THE ANATOMY OF A DESIGNER'**  
GRAPHICS DESIGN



**ANOTHER PROJECT**  
WEBSITE & APP DEVELOPMENT

What do you notice 1st? What do you notice 2nd?



ELECTION 2012

# FIGHTING FOR EQUALITY ON THE CAMPAIGN TRAIL

LGBT equality has come a long way in recent years, but protecting our victories and ensuring more progress depends on who we elect to office at all levels of government. GLBTQ engaged our members and individuals across the country to vote the pro-equality candidates, ensuring historic victories in all states with equality issues on the ballot.

## Re-elected the Most Pro-LGBT President in History

President Obama has been a vocal friend and leader to American LGBT people, and his re-election was a historic moment for us.

ENGAGED 1.8 MILLION MEMBERS AND SUPPORTERS

### INSPIRING THE YOUTH ABOUT MITT ROMNEY

We were critical to the "Let's Move" campaign for gay rights, and we inspired the movement to marriage later and leaders for personal wealth and LGBT activism.

MOBILIZED AND EDUCATED THROUGH SOCIAL MEDIA

PLACED STAFF IN THE FIELD TO KNOCK ON DOORS AND GET OUT THE VOTE

## Added Our Support In Other Key Races



REP. SANDY SALINAS

She has been a vocal supporter of LGBT people in the U.S. Senate and a powerful advocate for LGBT equality and rights in California.



ELIZABETH WARREN

A leading voice in the fight for the Equal Employment Opportunity Act and support for LGBT people in the U.S. Senate, she has been a vocal supporter of LGBT people and the Defense of Marriage Act and the fight to protect equality of LGBT people.

### OTHER PROMINENT U.S. SENATE RACES

CHARIS BRONK



MAZE HIRSH



CLARE MCKESSIE



WALTER BISHOP



TIM KANE



KYRSTEN SINEMA



# MARRIAGE EQUALITY TAKES CENTER STAGE

## Historic Year at the Supreme Court

In the term starting in October, the Supreme Court is considering an unprecedented number of LGBT cases, including the challenge to California's discriminatory constitutional amendment (Prop 8) and several cases on the constitutionality of the Federal Defense of Marriage Act. These cases could have a significant impact in California and nationwide, bringing us closer to a day when all gay and lesbian couples can marry with their love and commitment respected equally.

## NOM: Still Hating After All These Years

Despite public opinion clearly tipping in favor of marriage equality, the National Organization for Marriage has not abandoned its fight to keep LGBT people from reaching the altar in several states.

### DUCK AND COVER

NOM's aggressive anti-gay strategy to "duck and cover" and "hide" from the gay marriage "war" is exposing its true intentions and revealing its true face and true colors.

### THE ULTIMATE "MARRIAGE VIEW"

Using its political influence on the far right, NOM pushed LGBT people into a "marriage war" in which they promised to defend the Constitution's "definition of marriage" regardless of how a future marriage amendment and voting majority would be determined. NOM's aggressive strategy to undermine LGBT equality is exposed.

### ONE OF NOM'S SECRETS EXPOSED: MITT ROMNEY

NOM's aggressive strategy to undermine LGBT equality is exposed. Exposing the Republican presidential nominee Mitt Romney's secret strategy to keep LGBT people from reaching the altar.



What do actor Kristen Bell, L.A. Mayor Antonio Villaraigosa and the Cleveland Browns' Scott Fujita have in common?

## THEY SUPPORT MARRIAGE EQUALITY.

The majority of Americans now support marriage equality, and when starting the fight for equal rights for all Americans in the Marriage Equality in California campaign, the three had a lot of support in professional circles, the gay community, and the political and LGBT rights leaders and activists. They are now the most vocal supporters of equality.



# The perfect TEAS to keep you warm

Cozy up with one of our premium teas this fall.

[See our selection](#)



## We are Calgary's premium tea house

The Tea Factory specializes in 100% natural, premium loose leaf teas. Join us in our relaxed, modern space on fourth street where you can rediscover tea the way it was meant to be enjoyed.

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Culture

Work

Contact



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### Touch the Skyline

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WE'VE  
DONE**

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**Stephanie Friedlander**

THE BUSINESS DEVELOPMENT MANAGER

Established Nottingham 2003

THE CELEBRATED NEW MISCELLANY OF

# MR. SIMON COLLISON

• A.K.A COLLY

*Bottled for your pleasure*

## POTTED AUTOBIOGRAPHY



**H**ello. I'm Simon Collison (a.k.a Colly)—a freelance web designer, developer, consultant, speaker, and author, based in Nottingham. Welcome to my new celebrated miscellany. [More →](#)

*Dropping science like it's hot*

## THE SPLENDID JOURNAL



**§** [EECI 2010 San Francisco](#)  
Having recently been to the United States and fallen in love with much of what I saw, I'm itching to go back. Thankfully, I don't have to wait very... [More →](#)

*Catalogued nocturnal matter*

## EXHAUSTIVE ARCHIVES



[802—Process Toolbox, part nine:...](#)  
[801—Process Toolbox, part eight:...](#)  
[800—Process Toolbox, part seven:...](#)  
[799—Process Toolbox, part six:...](#)  
[798—Process Toolbox, part five:...](#)

*Mr. Collison is currently*

## AVAILABLE FOR HIRE



**O**[pinions & queries this way](#)  
Drop me a line if you wish. I'm currently considering all new projects, including design and development, writing, presentations, workshops, and consultation. [→](#)

EXTERNAL REFERENCES { [VIEW ALL](#) }

# VISUAL HIERARCHY

## Create a Clear Visual Hierarchy

Organize and prioritize the contents of a page by using size, prominence and content relationships. Let's look at these relationships more closely. The more important a headline is, the larger its font size should be. Big bold headlines help to grab the user's attention as they scan the Web page. The more important the headline or content, the higher up the page it should be placed. The most important or popular content should always be positioned prominently near the top of the page, so users can view it without having to scroll too far. Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

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- **Content Relationships.** Group similar content types by displaying the content in a similar visual style, or in a clearly defined area.

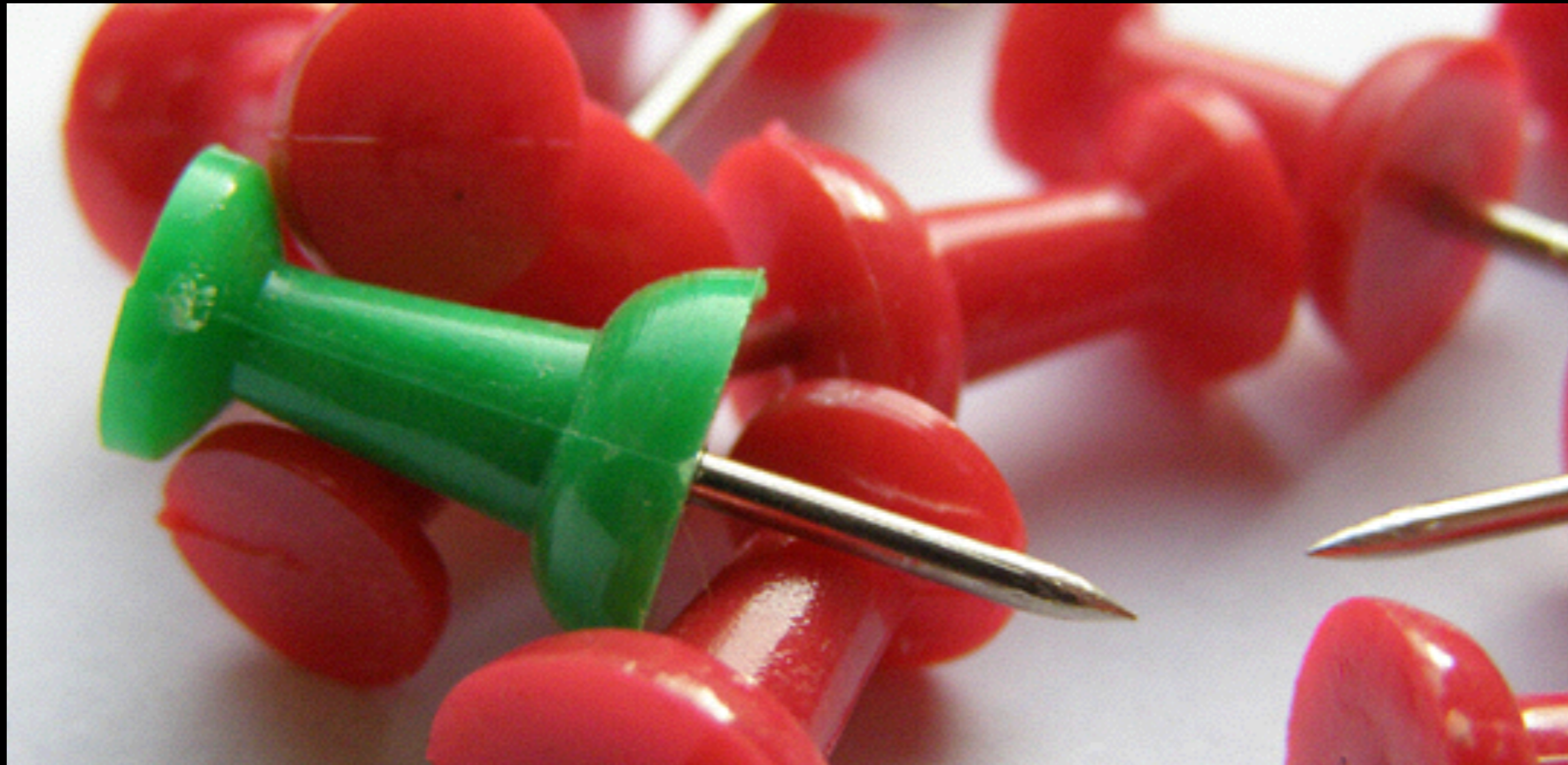


# VISUAL HIERARCHY

enjoy



# VISUAL HIERARCHY







MGM

# VISUAL HIERARCHY

WHERE DO YOU WANT  
YOUR READER'S EYE  
TO GO 1ST?

WHERE DO YOU WANT  
YOUR READER'S EYE  
TO GO 2ND?

*Greer Garson's*  
**GREAT**  
**DESIRE ME**

ROBERT MITCHUM • RICHARD HART

Screen Play by MARGUERITE ROBERTS and ZOE AKINS • Adaptation by CASOY ROBINSON • From a Novel by Leonard Frank • A Metro-Goldwyn-Mayer Picture

Produced by ARTHUR HORNBLow, JR.

Copyright © 1954 Metro-Goldwyn-Mayer Studios, Inc. All Rights Reserved. Printed in the U.S.A. 1954

STOP STARING AT ME  
LIKE I'M SOME  
PIECE OF MEAT.



ad-rag.com

You can look but you can't touch. Ok. You can touch. But can you handle me? Check out my dimensions. Two all-beef patties and juicy all over.

ARE YOU MAC ENOUGH?



i'm lovin' it.

**BIG MAC.**

# VISUAL HIERARCHY

# VISUAL HIERARCHY



Welcome Back, Leal | Sign Out | My Account | Store Locator | eGift Cards | Contact Us | Español | SELECT YOUR COUNTRY: [dropdown]

- Pizza
- Pasta
- Wings
- Sides & Desserts
- Drinks
- Catering
- Deals

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## \$10 ANY IS BACK

ANY SIZE, ANY CRUST, ANY TOPPINGS



**CARRYOUT ONLY**

[ORDER CARRYOUT »](#)


CARRYOUT ONLY. OFFER VALID THROUGH JUNE 4, 2011. EXCLUDES OTHER LIMITED TIME OFFERS. ADDITIONAL CHARGE FOR STUFFED CRUST. NO DOUBLE TOPPINGS.

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Crust availability, prices, participation, delivery areas and charges, and minimum purchase requirements for delivery may vary. Additional charge for extra cheese may apply.

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ULTIMATE  
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THREE AMAZING EXCLUSIVES



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RUSSELL  
AND RIDLEY  
UNLEASH HELL



**AVATAR**  
CAMERON'S  
SCI-FI EPIC  
HAS LANDED



**KICK-ASS**  
MEET THE  
MAN BEHIND  
THE MASK



# VISUAL HIERARCHY

# VISUAL HIERARCHY

I believe in saving the best of me.  
It is my strength to see that none is stronger  
than I because he will not be so strong as I  
who bring of their own strength and I shall be  
the strongest with strength which is the best and will  
bring victory. For I believe that I will win!

**one more**  
**sound:**  
that of his puny  
inexhaustible voice,  
still talking.

I believe in saving the  
I believe that none will be so strong as I  
he will prevail.

It is essential, and because he alone among men has  
an inexhaustible voice, he becomes the best and, in spite  
of all his weakness and doubts and failures.

The poet's, the writer's duty is to write down these things  
It is his privilege to help those readers by living his lives  
in a wonderful line of the average and better and hope and  
faith and resignation and joy and wonder which have  
been the glory of his past.

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# VISUAL HIERARCHY

**Time to act**

The Young Vic is thriving  
but the building is falling down  
Join us and help rebuild our theatre

To make a donation call us now  
on 020 7922 8400 or give online  
at [www.youngvic.org](http://www.youngvic.org)

# CRACKING

PERFORMANCE



Join us The Young Vic Campaign

The image shows a screenshot of a Williams-Sonoma website banner for 'Steel Grill Outdoor Cookware'. The banner features a large, appetizing photograph of a roasted pig on a grill with vegetables. The text 'STEEL GRILL OUTDOOR COOKWARE' is prominently displayed on the left. A red banner at the top of the page contains promotional text: 'FREE SHIPPING for a limited-time on all orders over \$49. Enter promo code: SHIP4FREE. 7 DAYS LEFT for Standard Shipping by Memorial Day. Order by Monday, May 21 at 5 pm PT'. A search bar and navigation menu are visible at the top. Red numbers 1 through 6 are overlaid on the image to indicate the visual hierarchy of elements.

1: The main image of the roasted pig and vegetables on the grill.

2: The main headline 'STEEL GRILL OUTDOOR COOKWARE'.

3: The red call-to-action button 'SHOP OUTDOOR COOKWARE'.

4: The descriptive text below the headline: 'From air-fries to roasts and meat, enjoy our Steel Grill Cookware with a world of smoky flavor for outdoor cooking.'

5: The promotional banner at the top: 'FREE SHIPPING for a limited-time on all orders over \$49. Enter promo code: SHIP4FREE. 7 DAYS LEFT for Standard Shipping by Memorial Day. Order by Monday, May 21 at 5 pm PT'.

6: The Williams-Sonoma logo and navigation menu at the top of the page.

## VISUAL HIERARCHY

WHERE DO YOU WANT YOUR READER'S EYE TO GO 1ST?

WHERE DO YOU WANT YOUR READER'S EYE TO GO 2ND?  
HOW DO YOU GET THEM TO SEE YOUR MESSAGE?



BLADDERED  
PLASTERED  
ARSEHOLED  
TOOLED  
PISSED  
MUNTED  
MESS  
RAMPED  
JUICED  
OBLITERATED  
WASTED  
MONGED  
LEGLESS  
BLATTED  
LEATHERED  
PLOWED  
ANNIHILATED  
MASHED  
ALL  
BUSSED  
MELLOW  
PAININIED  
WRECKED  
STATE

SLAUGHTERED

# BINGE BRITAIN

IT'S IN OUR BLOOD

INTOXICATED

TROLLED  
BOLLOXED  
STEAMING  
TRASHED  
SMASHED  
CANED  
TIPSY  
SLOSHED  
COCKEYED  
SLAMMED  
BLITZED  
WANKERED  
MULLERED  
MUNTERED  
BATTERED  
TWATTERED  
HAMMERED  
DRUNK  
TANKED  
RUINED  
CUNTED  
TIDDLY  
GONE

● PIZZA, BURGER MAKERS BUSY ADDING LOW-CAL ITEMS ON THEIR MENUS ●

# FAST FOOD GOES ON A HEALTH DIET

Amit Sharma  
NEW DELHI



**G**ROWING health awareness among consumers is pushing fast food chains to add healthy alternatives in their menus. Not surprisingly, leading players like McDonald's, Dominos and Nirula's are fast promoting their 'healthy' range of products and see it as the future growth segment. Pizza chain Dominos currently has up to 6% of its revenues coming from its Sicilian Wheat Treat range of Pizzas that are made out of whole wheat instead of regular refined flour. The pizzamaker, which launched this range in April this year, has spent around Rs 4 crore on its promotion till June 2008. "The healthier options are a niche offering and are a fast growing category," says Dominos Pizza India marketing vice-president Dev Amritesh. "We have had a favourable response to the offering, and today, 15% of our

customers order wheat treat pizzas."

Market leader McDonald's, on the other hand, has 10% of its annual revenues coming from its three products in the healthier alternative segment. Says McDonald's India MD Vikram Bakshi, "We have reworked our two wraps that now have lesser calories and are now made out of a multigrain base. Besides this, we have soft serves that have only 3% fat content and McGrill burgers that are grilled, not fried. We definitely see this as a niche but fast-growing line-up." All McDonald's stores have nutritional brochures to inform consumers of the healthy-food alternatives.

Similarly, Nirula's has introduced its high-fibre and low-calorie Nutribyte Burgers that are made with whole wheat flour, lean meat, extra vegetables. Besides Nutribyte, the company has Boillite frozen desserts as part of its low-calorie menu. "Although the current contribution of the low-calorie alternatives to overall revenues is low, we see this segment as a fast-growing

revenue driver," says Nirula's VP marketing Sudipta Sengupta. "We could have an entire healthy menu alongside the regular menu much earlier than 2010."

The Indian Food & Beverage Industry is worth Rs 25,000 crore and is

## SERVING TIME

While Dominos is offering Sicilian Wheat Treat range of Pizzas, McDonald's has turned to low-cal wraps and grilled burgers. Nirula's has introduced low-calorie Nutribyte Burgers besides Boillite frozen desserts

growing at about 25% per annum. Leading players vying for a greater pie of this industry are being forced to tweak their strategy and include healthier food options to lure increasingly health-conscious consumers.

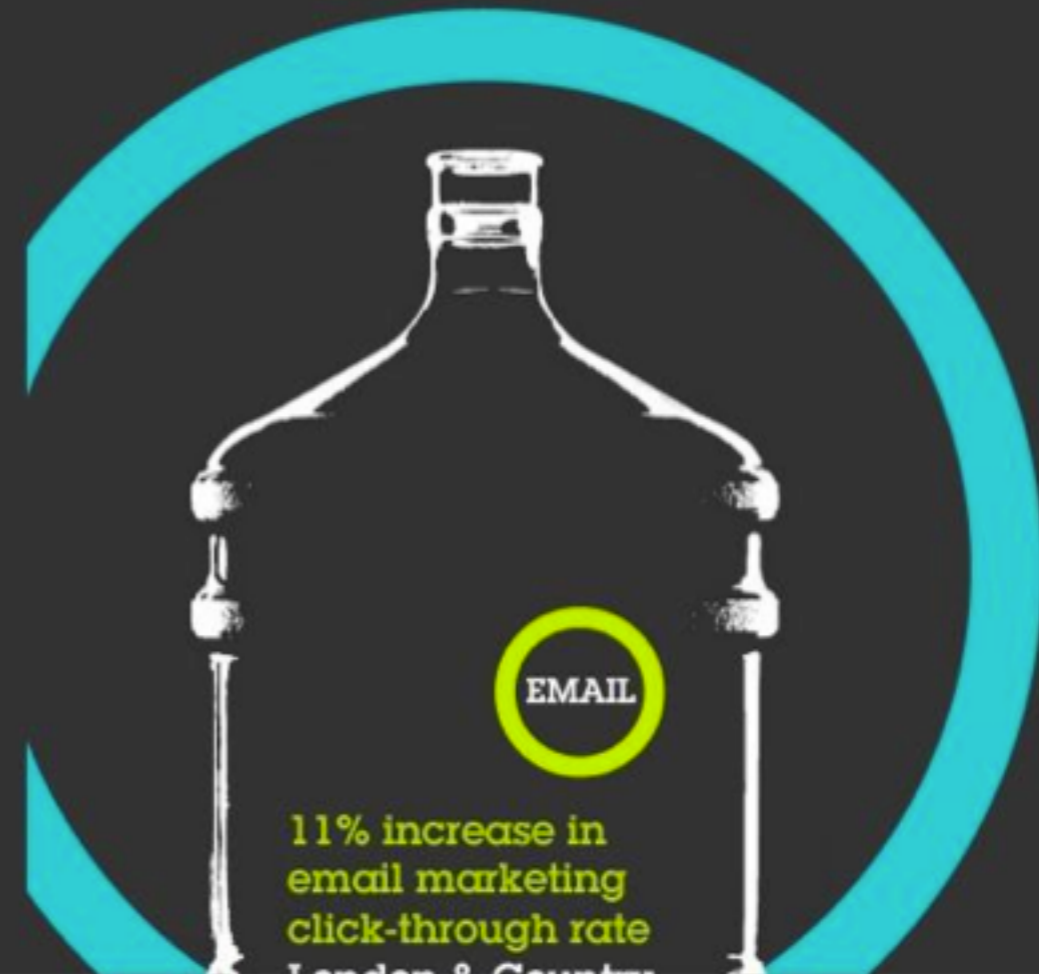
Such is the impact of the health-

conscious wave that there are some players who have built entire menus following healthy cooking practices. "We do not fry any food item," says Republic of Chicken COO Tapan Sinha. "There are cooking procedures like pan searing, par boiling, grilling that we follow instead. The consumer response to such initiatives is great. As people grow health conscious, restaurateurs will have to adapt to their preferences."

The Alchemist Group-promoted restaurant chain aims to have 1,000 outlets across India by 2010. Agrees Punjab grill and Street Foods of India (SFI) MD Zorawar Kalra. "We have 20 items on our barbecue menu that have zero carbohydrates. This menu alone contributes about 15% of our revenues from SFI and 35% of revenues from Punjab Grill." Today, consumers are ready to pay a little extra for healthy alternatives and health food is on the upswing, he adds. And that's additional driver for the food retailers to cook healthy delights.

# LESS POP, MORE FIZZ.

We mix fresh design, smart thinking  
and robust code to create websites that  
help people get things done online.





19 German Draft Beers

Outdoor Biergarten

Let's Strudel Baby!



Authentic

German

Restaurant

To make your online Reservation NOW [>>>Click here](#)

◇ Menus ◇

German Draft Beer (Fassbier)

Menu

Kinder Menu Dessert

Vegetarian Fare

German Beer & Dinner Specials

**BOGO** Brats & Burgers



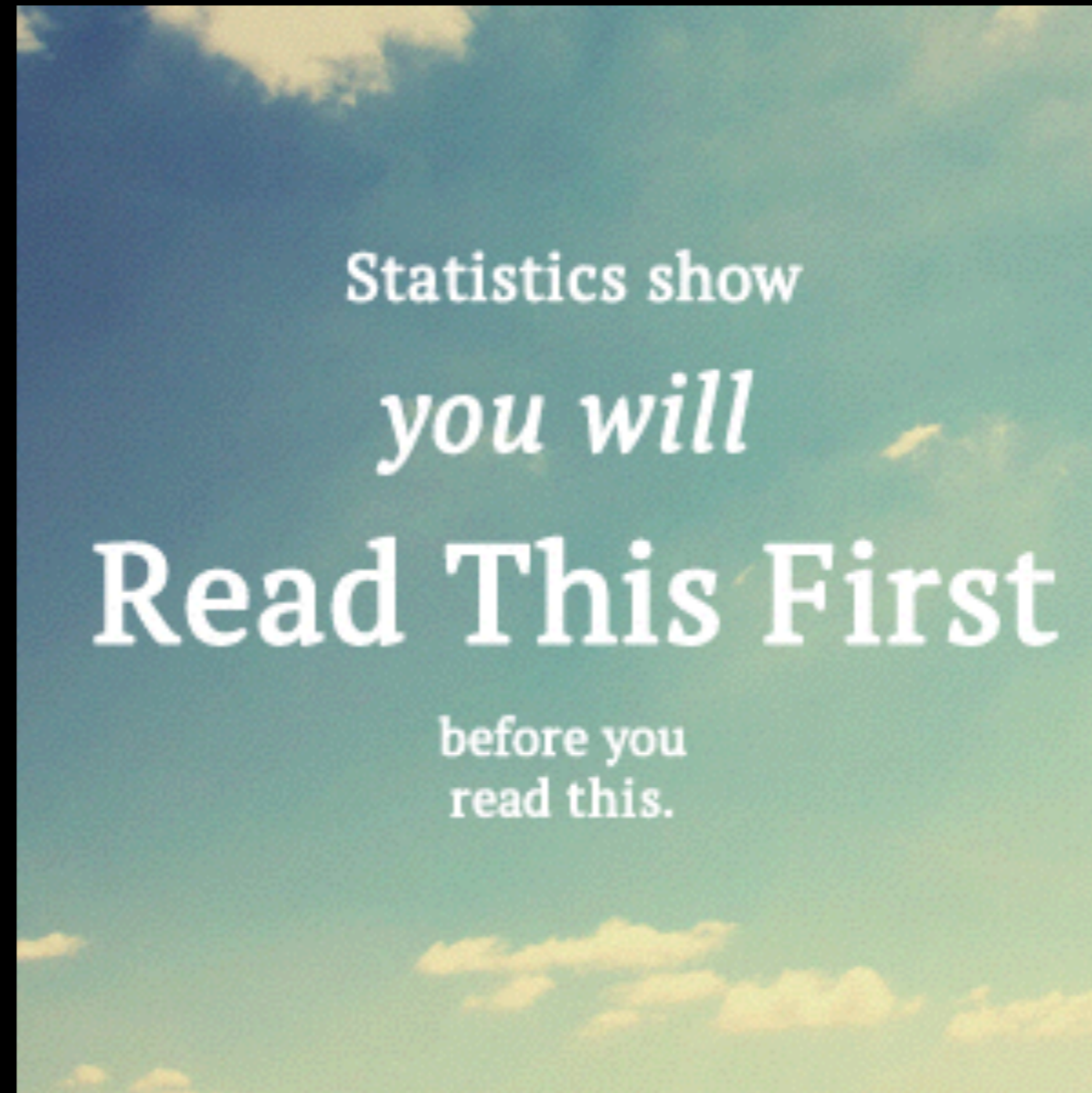
We are OPEN all day Easter Sunday



Bad Design...Just Too Much and  
No VISUAL HIERARCHY



A Little Better Design-  
more emphasis-



Statistics show

*you will*

**Read This First**

before you  
read this.

DESIGNERS  
ARE GOING  
THROUGH AN  
IDENTITY  
CRISIS



BUT WHAT CAN YOU DO?

REMEMBER WHEN I TRIED, I'D NEVER STRAY TOO FAR FROM YOU.  
ON YOUR SIDE, NO MATTER WHAT I WAS GOING THROUGH.  
I NEVER KNOW THE THINGS TO SAY TO YOU, THAT HELP  
ME THAT I'M STILL ON YOUR SIDE. I NEVER SHOW JUST  
WHAT YOU DO TO ME, GUESS I'M WHAT'S ALWAYS WRONG  
AND NO ONE CAN UNDERSTAND I JUST CAN'T BE TIED DOWN  
SOMETHING COMES BETWEEN ME AND MY PLANS, SO NOW I NEVER  
KNOW THE THINGS TO SAY TO YOU THAT HELP ME PROVE THAT  
I'M ON YOUR SIDE. I NEVER SHOW JUST WHAT YOU DO TO  
ME, GUESS I'M WHAT'S ALWAYS WRONG. AND  
I DON'T BELIEVE A WORD THEY'RE TELLING  
TO YOU, DON'T BELIEVE A WORD THEY'RE  
TALKING TO YOU. THEY LET ME DOWN, WHEN  
I FIND WHERE I FIT IN, I HATE THIS TOWN.  
DON'T LET A WORLD GONE MAD EVER BRING  
ME DOWN. GAVE EVERYTHING I HAD TO  
TURN IT BACK AROUND, 'CAUSE OUR TIME'S  
WORTH SOMETHING, BIGGER THAN BOTH  
OF US. I CAN'T LIVE MY LIFE ALWAYS  
CHECKING DOWN. I GOTTA DO THIS RIGHT  
AND MAKE A SOUND. 'CAUSE I'M  
NOT HERE FOR NOTHING.  
AT LEAST I CAN SAY I STAND  
FOR SOMETHING AND  
I'M NOT FOR  
GIVING UP.

**! 14 3 2 1**

**All Signs Point  
To Lauderdale**

I HATE THIS TOWN, IT'S SO WASHED UP AND ALL MY  
FRIENDS DON'T GIVE A FUCK. THEY'LL TELL ME THAT  
IT'S JUST BAD LUCK, WHEN WILL I FIND WHERE I FIT  
IN.

# Hello!

## What are you doing here?

Did Phil send you?

Well, whatever the reason, I'm glad you stopped by.  
**Have yourself a gander.**



[Check out some of my latest designs >](#)

### What clients are saying...

"Thank you for your help, your interpretation of our vision, your great attention to detail and your patience. It has been a pleasure working with you."

**-Wendy Barber** **The Business**

"I love the site! I have received nothing but positive and glowing feedback about its look and feel, its functionality, the simplicity and effectiveness of its design. Users are telling me that it's intuitive and easy to use. Web developers I know are saying its smart and solidly built ... I couldn't be happier!"

**-Greg Christensen** **Thian Properties**

"It looks amazing! Thank you! ... I'm very impressed by the way you put this together and will enjoy putting the site live and showing it to clients and friends."

**-Julia Enaris** **HQ Fitness**

"Denise thank you so much!!! I would love for you to be the one to keeping working on stuff for me. Thanks for all YOUR HARD WORK!!! IT LOOKS GREAT!!!!"

**-Brandi Smith** **Perfect 10 Physical Therapy**

[HOME >>>](#)

[ABOUT >>>](#)

[WORK >>>](#)

[BLOG >>>](#)

*I feel bad for flightless birds. They're so close.*  
*about 23 hours ago*



### Interested in working together?

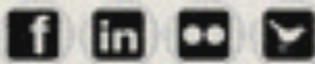
Name

Email

Website

Comments

[Submit Your Information >](#)



[EMAIL ME >>>](#)



You have a very good chance of reading this if you have a lot of patience because the font is all the same size and weight. The lines of text are all really close together so by now you're probably getting tired of looking at this. Imagine if this was a meticulously worded paragraph that was perfect for your target audience and they stopped reading because it looked too overwhelming.

You're invited to

Zelda's 30th Birthday Party!

Please come dressed as your favorite Gilbert and Sullivan character. Children are welcome. Dinner will be served; if you'd like to bring food, call Stacy at 555-1212.

When: October 20th, at 7:00 PM

Where: Zelda's house. If you need directions, feel free to call Zelda and ask.

Please RSVP to Stacy by October 10th. See you there!



CONTACT US

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LOCATION

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"Our friends have been extremely impressed by your work."

"with the model went."

"was just amazing!"

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"You helped us make the home we dreamed of."



HAIL DAMAGE

The peak months for hail damage are March, April, May, and June. As roofing materials age beyond 10 years, they have reduced resistance to hail impact.



WINDOWS

Your wallet, your mood, your health—all are affected by your home's windows. From swollen energy bills to noise pollution, shabby windows degrade your life.



GUTTERS

Outwit the elements. We offer a host of gutter solutions and experts who can help you make an informed choice.



SIDING

Siding is the element that not only makes your home look more appealing but also protects it from the weather and keeps it performing efficiently.



ROOFING

From hailstones to hurricane-force winds and from blistering sun to heavy snow, the



KITCHENS

Welcome to the modern family command center—your kitchen. One of the best



BATHROOMS

Bathrooms are no longer just a functional space. They're also a place to relax.



MASTER BEDROOMS

The master bedroom is refuge within your refuge, an oasis from kids' toys, teenagers'

# DARE

Home

About us

Work

McDonald's

Gap

Sony Ericsson

Tourism BC

Milk

Penguin

About us

**A new agency model  
for a digital world**

I LOVE CONTRAST

I LOVE CONTRAST

Need Mo' Contrast on Backgrounds

NEW  
CHANGED  
PRIORITIES  
AHEAD  
50 YARDS

# **Visual Hierarchy Examples & Principles**

**M-101 Lab Mr Shelor**

The first sans serif typestyle appeared in an 1816 specimen book of the English type founder William Caslon IV. The most obvious characteristic of these styles is, as the name implies, the absence of serifs. In many sans serif typefaces, strokes are uniform, with little or no contrast between thick and thin strokes. Stress is almost always vertical. Many sans serif typefaces are geometric in their construction; others combine both organic and geometric qualities.

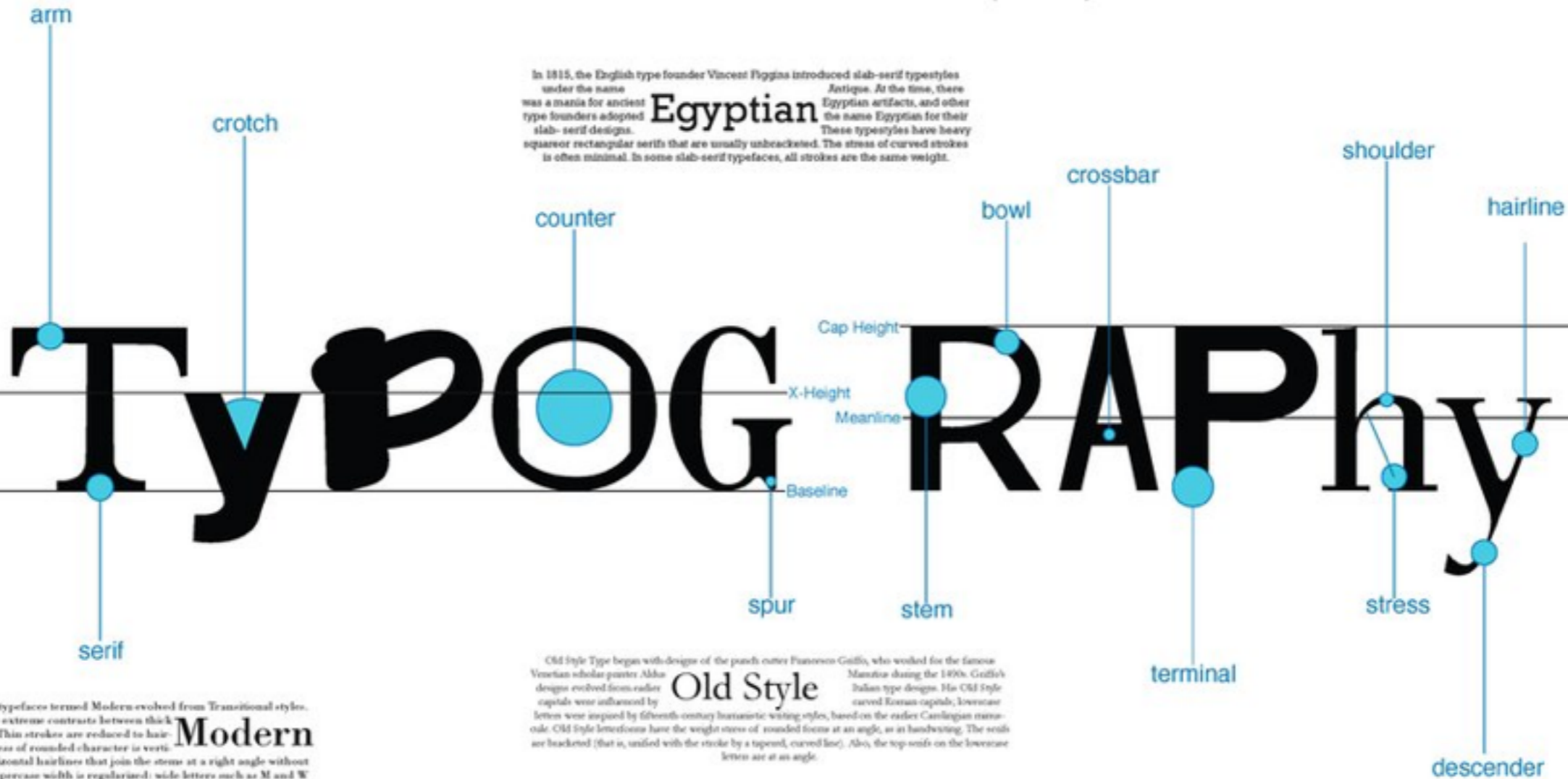
## Sans Serif

During the 1700s, typesetters gradually evolved from the Old Style to Modern. Typefaces from the middle of the eighteenth century, including those by John Baskerville, are called Transitional. The contrast between thick and thin strokes is greater than in Old Style faces. Lowercase serifs are more horizontal, and the stress within the rounded forms shifts to a less diagonal axis. Transitional characters are usually wider than Old Style characters.

## Transitional

In 1815, the English type founder Vincent Figgins introduced slab-serif typestyles under the name *Antique*. At the time, there was a mania for ancient Egyptian artifacts, and other type founders adopted the name Egyptian for their slab-serif designs. These typestyles have heavy square or rectangular serifs that are usually unbracketed. The stress of curved strokes is often minimal. In some slab-serif typefaces, all strokes are the same weight.

## Egyptian



Late in the 1700s, typefaces termed Modern evolved from Transitional styles. These typefaces have extreme contrasts between thick and thin strokes. Thin strokes are reduced to hairlines. The weight stress of rounded characters is vertical. Serifs are horizontal hairlines that join the stems at a right angle without bracketing. The uppercase width is regularized; wide letters such as M and W are condensed and other letters, including P and T, are expanded. Modern-style typefaces have a strong geometric quality projected by rigorous horizontal, vertical and circular forms.

## Modern

Old Style Type began with designs of the punch cutter Francesco Griffo, who worked for the famous Venetian scholar-printer Aldus Manutius during the 1490s. Griffo's designs evolved from earlier Italian type designs. His Old Style capitals were influenced by fifteenth-century humanistic writing styles, based on the earlier Carolingian minuscule. Old Style letterforms have the weight stress of rounded forms at an angle, as in handwriting. The serifs are bracketed (that is, unified with the stroke by a tapered, curved line). Also, the top serifs on the lowercase letters are at an angle.

## Old Style

*Italic* letterforms slant to the right. Today, we use them primarily for emphasis and differentiation. When the first italic appeared in the 15th century it was used as an independent typestyle. The first italic characters were close-set and condensed; therefore, Manutius was able to get more words on each line. Some italic styles are based on handwriting with connected strokes and are called scripts.

## Italics