

**“I FEEL LIKE  
A FISH  
WITH NO WATER.”**

**-JACOB, AGE 5  
DESCRIBING ASTHMA**



You know how to react to their asthma attacks. Here's how to prevent them.

**1-866-NO-ATTACKS**

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graphic design 2

# VISUAL HIERARCHY





- **Establishing an order of elements, a visual structure, to help a viewer absorb the information provided by a design is a crucial part of the design process.**
  - Emphasis “is the idea that some things are more important than others and important things should be noticed.”
    - Graphic Design Solutions, pg. 24



- **VISUAL HIERARCHY**

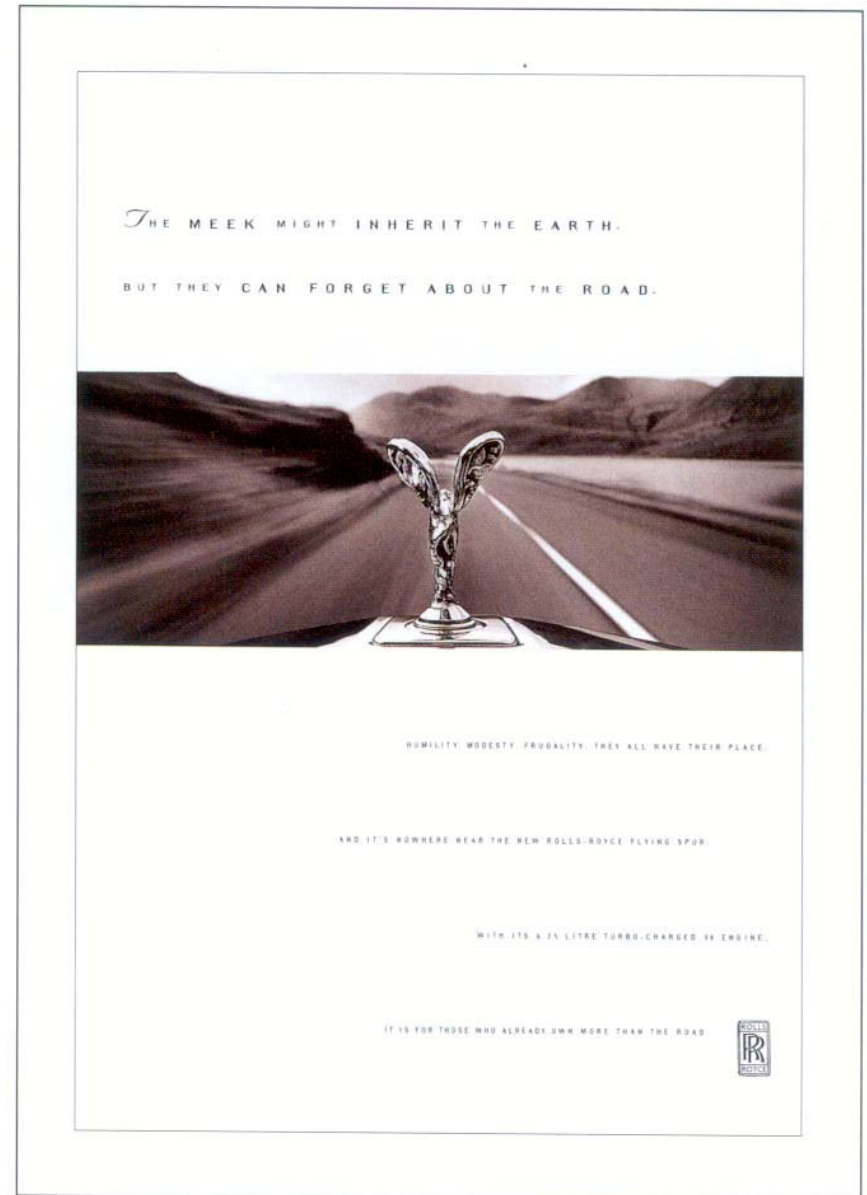
- The visual organization of elements within a design format to establish focal points based on their importance to the message to be communicated.

- Recall the principles of perception discussed before! (Shape, Color, Content)

- **An effective visual structure is crucial to the success of any design.**

# VISUAL HIERARCHY

- **Focal point-**
  - the part of a design that is most emphasized



## ▪ **VISUAL HIERARCHY**

– Visual hierarchy is about establishing an order of all the information in a work.

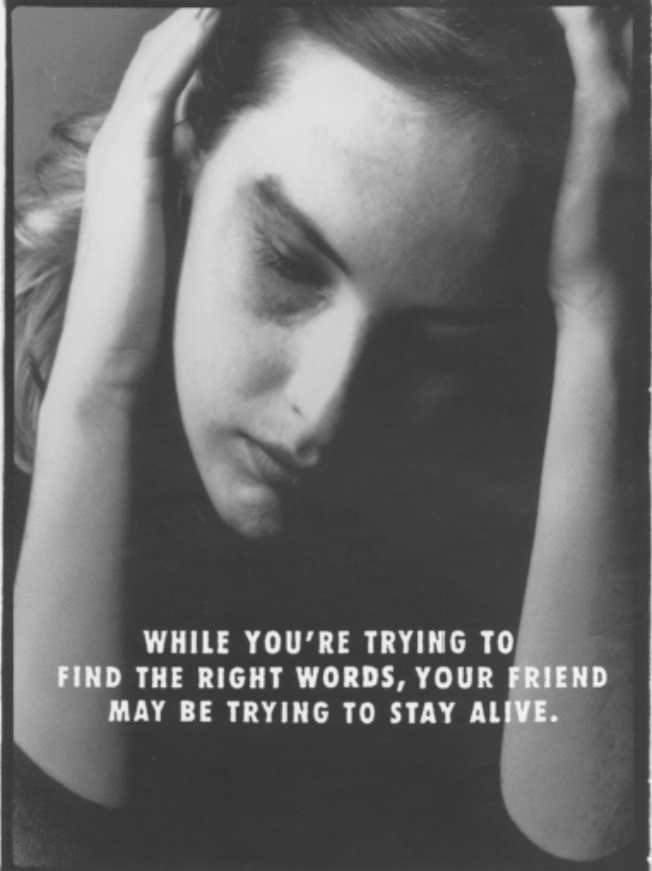
– Ask yourself:

- Where do you look first?
- Where do you look second?
- Where do you look third?

▪ **Visual hierarchy is the most important principle of design. All great designers are masters at structuring their information.**

# ADVERTISING BASICS

- **VISUAL HIERARCHY**



**WHILE YOU'RE TRYING TO  
FIND THE RIGHT WORDS, YOUR FRIEND  
MAY BE TRYING TO STAY ALIVE.**

Talking with a friend who's being beaten up by her husband will never be easy. We understand that you want to say just the right thing, in just the right way. If you need help finding the right words, call 1-800-END ABUSE and we'll send you useful information and suggestions. Whatever you do, however, don't wait too long to offer her your help. At least one out of every three murdered women is killed by her husband or boyfriend. So your friend might not have the luxury of time.

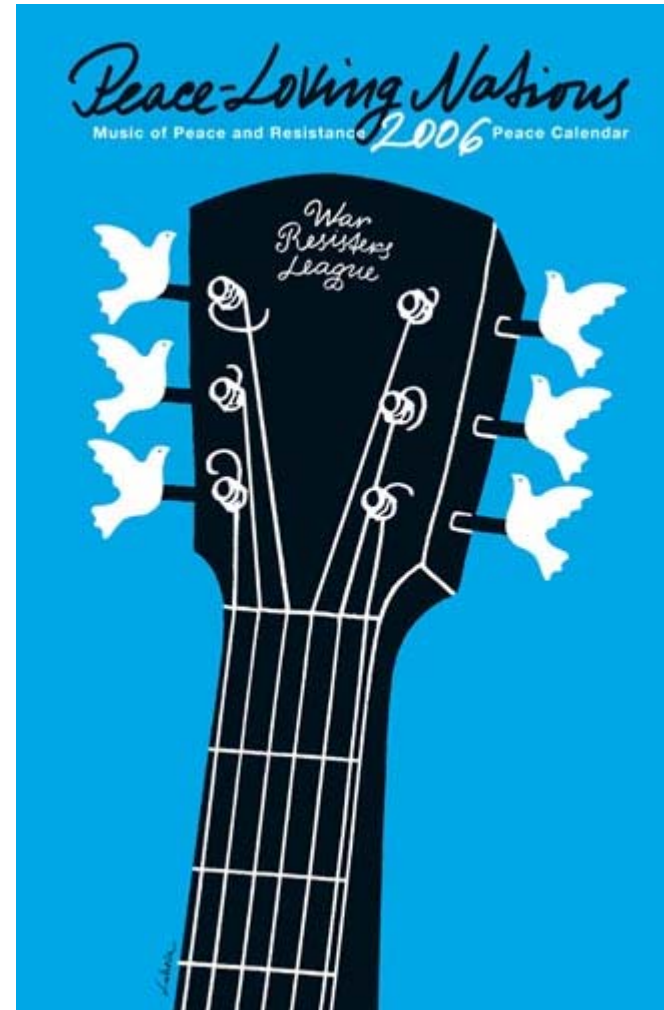
**Ad**  
GO

**THERE'S NO EXCUSE**  
for Domestic Violence.

Family Violence  
Prevention Fund

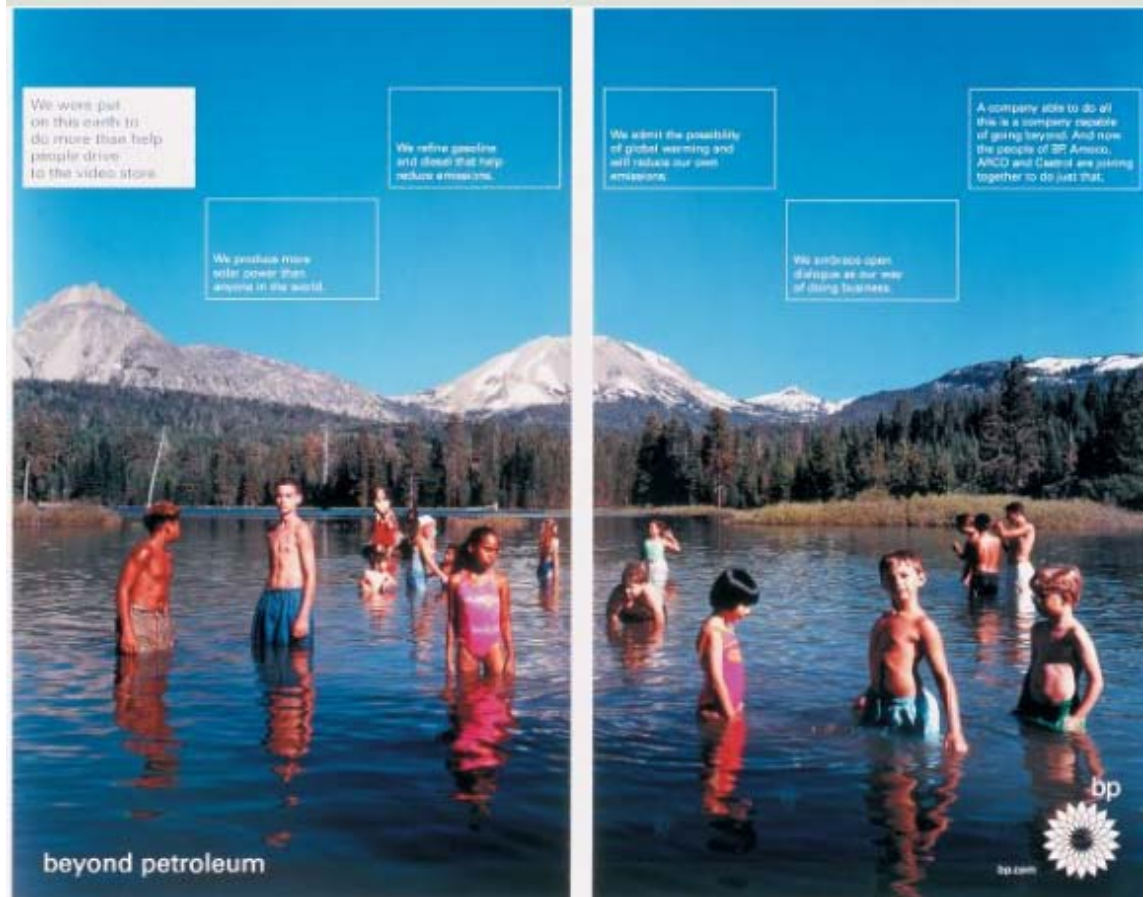
# ADVERTISING BASICS

- VISUAL HIERARCHY



# ADVERTISING BASICS

## ■ VISUAL HIERARCHY





- **VISUAL ELEMENTS FOR PROMOTION**

- Visual

- Line

- Body copy

- Claim

- Sign-off

- We will discuss the visual hierarchy, make-up of traditional ads.



## ▪ VISUAL HIERARCHY

- The visual organization of elements within a design format to establish focal points based on their importance to the message to be communicated.
  - Recall the principles of perception discussed before! (Shape, Color, Content)
- **An effective visual structure is crucial to the success of any design.**

# ADVERTISING BASICS- ELEMENTS

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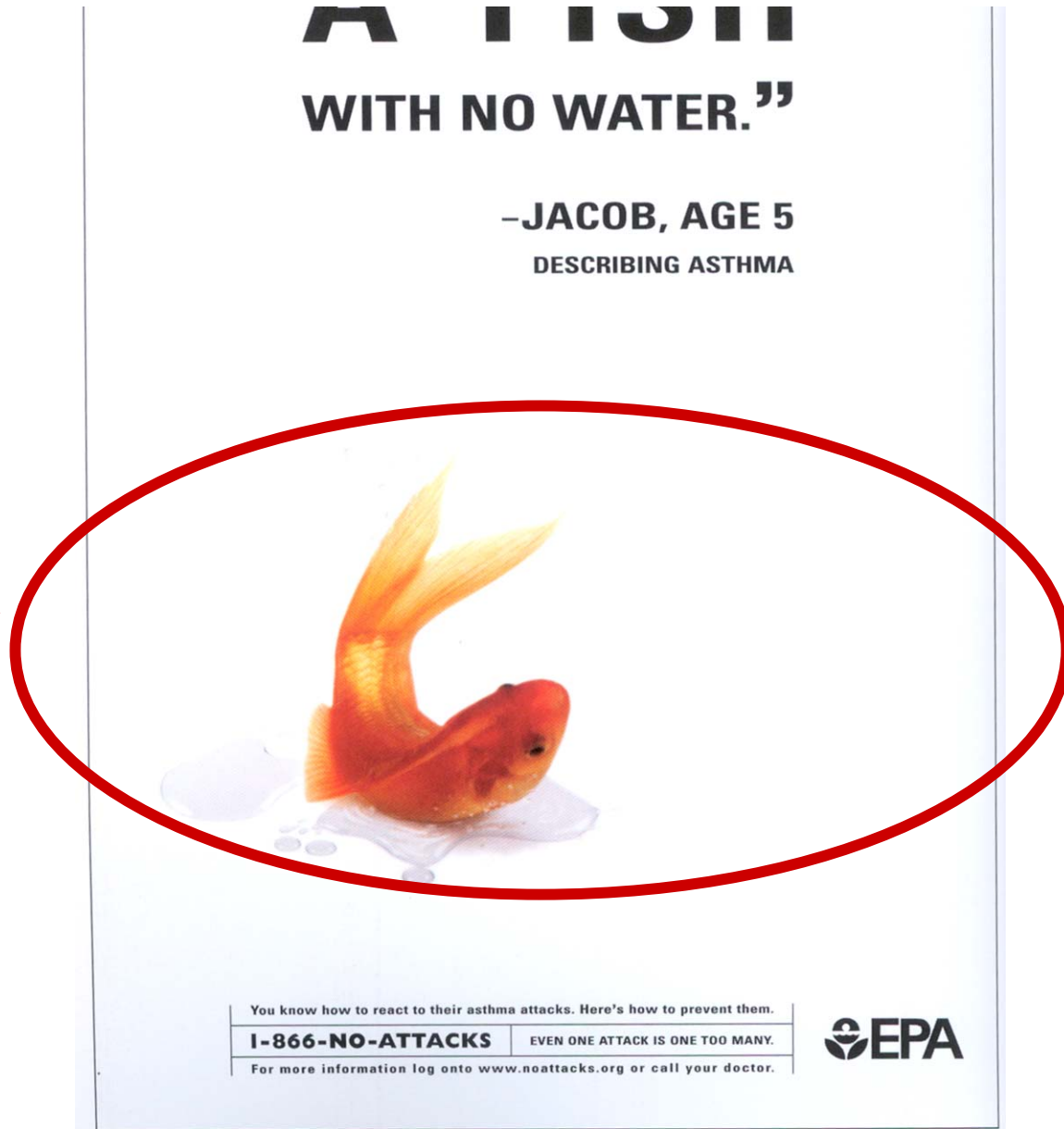
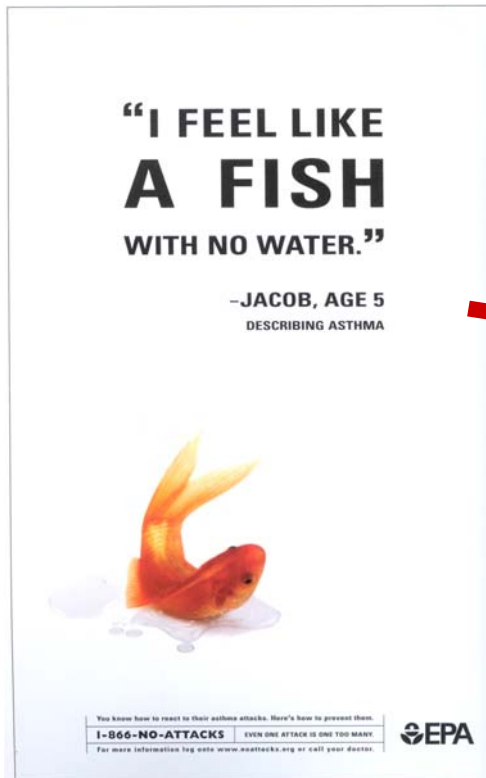


## ■ Visual

- The image utilized in an advertisement. May be a photograph, illustration, graphic, type, or a combination.
  - For this project utilize an appropriate stock photograph (or make your own!)
- The visual is, most of the time, the first element in the visual hierarchy of an ad.

# ADVERTISING BASICS- ELEMENTS

- Visual

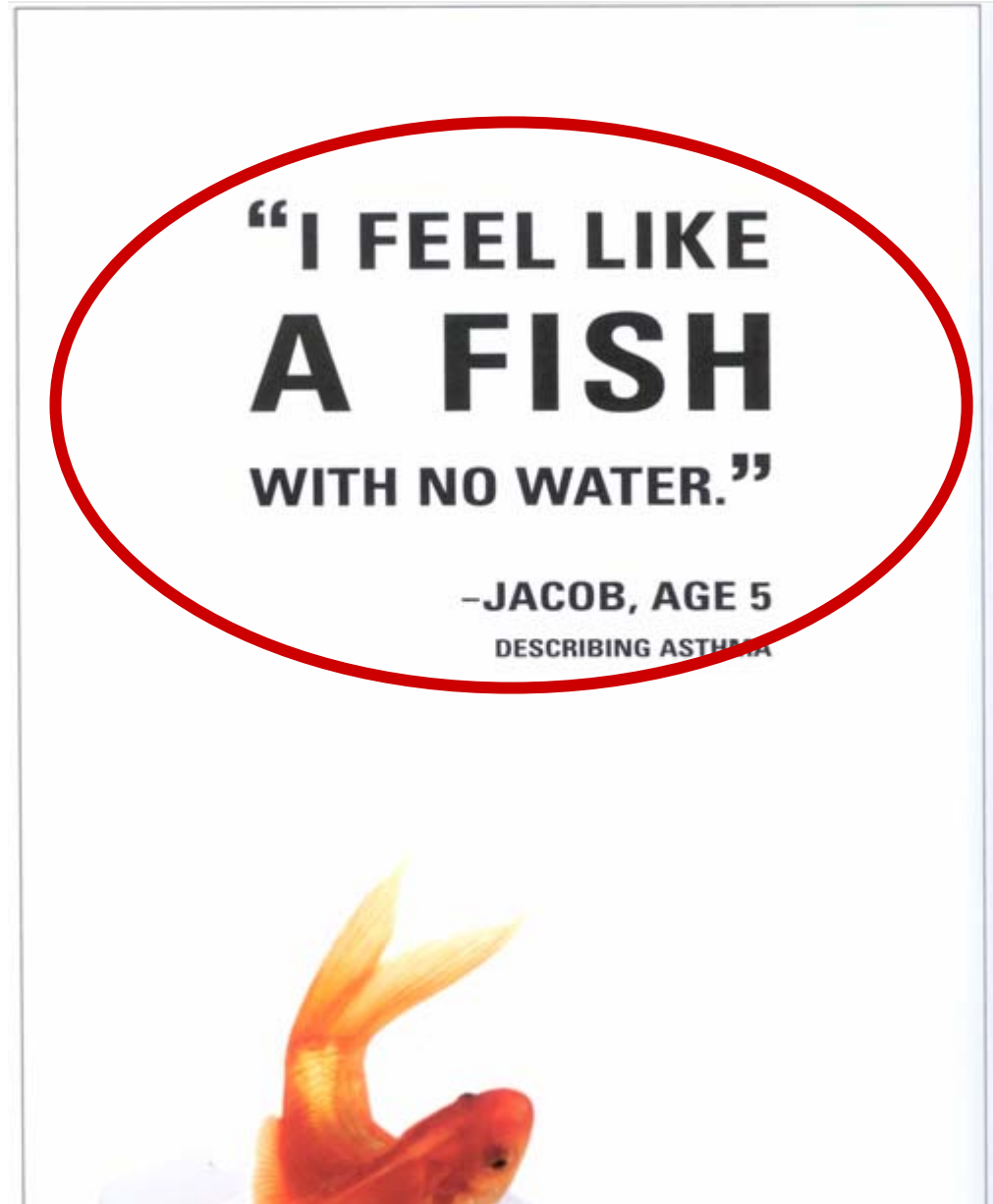
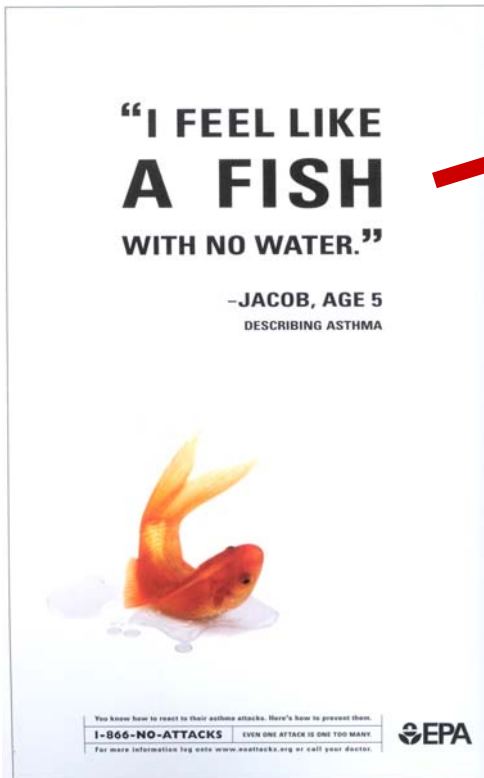


## ▪ Line

- The main verbal message, often referred to as the headline. May be positioned anywhere on the ad.
  - For this project, I will come up with the lines for you. Traditionally, graphic designers *do not* create lines. A group, led by the creative director, take care of this aspect.
- The line is the second element in the visual hierarchy of ads, traditionally.

# ADVERTISING BASICS- ELEMENTS

- Line



## ▪ **Body Copy**


- The text narrative that further explains the advertising concept, provides more information.
  - For this project, I will provide you with 3 lines of Lorem Ipsum filler text.
- The narrative is usually the last element to be read on the visual hierarchy.

# ADVERTISING BASICS- ELEMENTS



## ■ Body Copy

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## ■ Claim

- Also known as the tagline or slogan, this is the verbal message associated with a product or service.
  - You won't need a claim (unless you want to write one) for this project.
  - Examples- “Do the Dew”, “Explore Your World”
- In the visual hierarchy, this is read along with the sign-off (read next).



## ■ Sign-off


- This is usually the logo of the product or service advertised (or at times a picture of such).
  - In this project, you will use your entity's landmark.
  - The sign-off can be used as a punctuation on the balance of your design.
- In the visual hierarchy, it is the third item recognized (traditionally).

# ADVERTISING BASICS- ELEMENTS


- **Sign-off and Claim**

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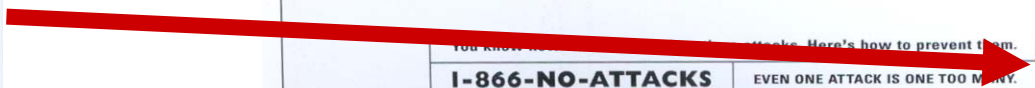



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- **Designing a visual identity**
  - Follow through on the four phases of design
    - Strategy, concept, design, craft
  - Develop a strong concept.
  - SKETCH, SKETCH, SKETCH, SKETCH
  - DO MORE SKETCHES
  - DO EVEN MORE SKETCHES.
  - SKETCH UNTIL YOUR HAND FALLS OFF.

- **You are responsible for creating an idea. Do not feel hampered by your technical skills with regards to the design software.**

**Knowing how to use Illustrator, Photoshop, Quark Xpress DOES NOT make you a designer.**

**A designer formulates concepts, ideas, and makes them function within a specific format and purpose.**

- **Graphic Design Solutions-**
  - Chapter Chapter 3, 7, 11