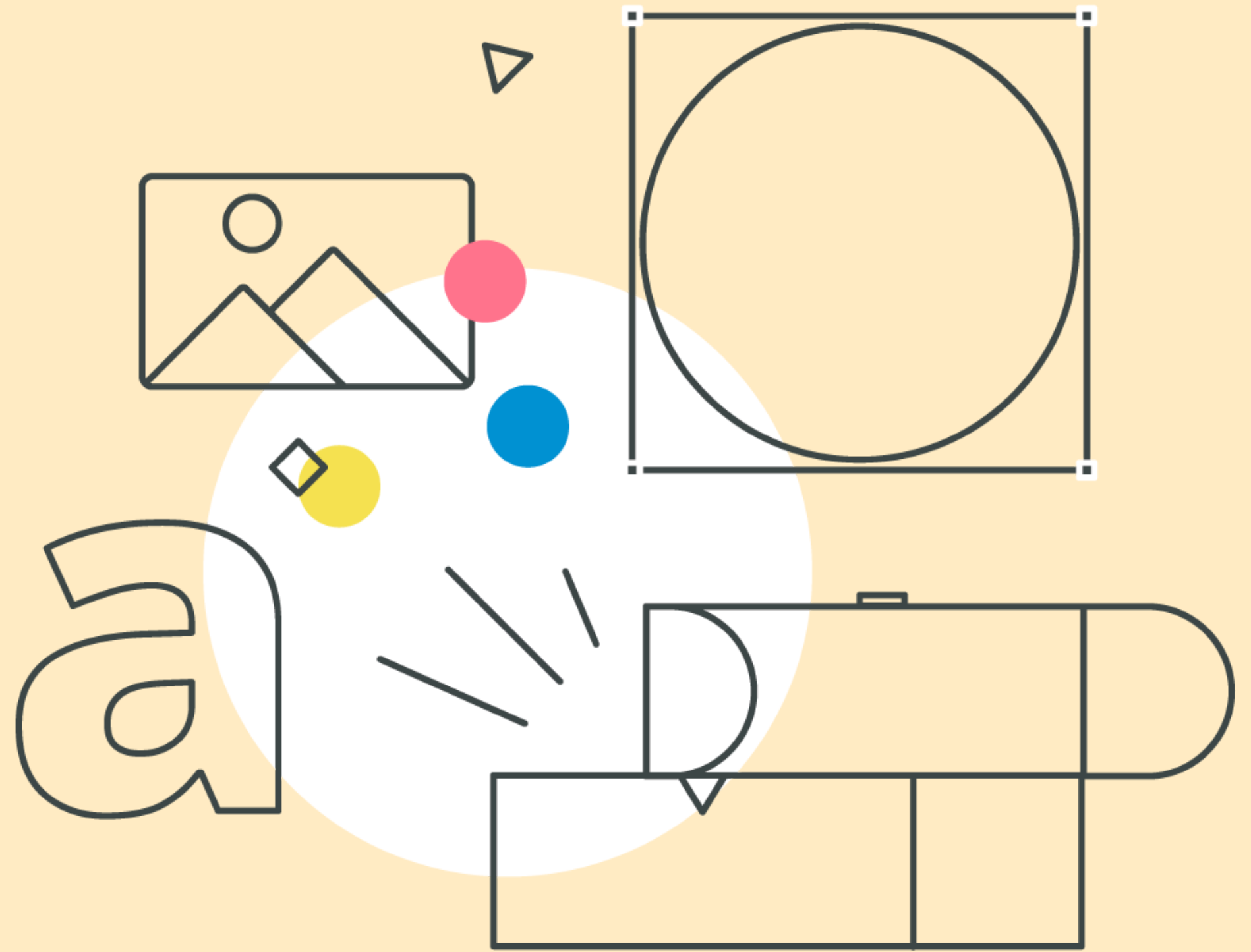


Harnessing hierarchy



Design School

Let's Start!



In this lesson you'll learn:

1

How to use visual hierarchy to make the most important information stand out

2

How to create contrast with scale

3

How to create contrast with color and style

LEARN

Readers see the biggest type first and start reading from there.

HEADING

SUBTITLE

Body text

1

DO

Edit and rearrange the text below to achieve a clear hierarchy.

ENVIRONMENT

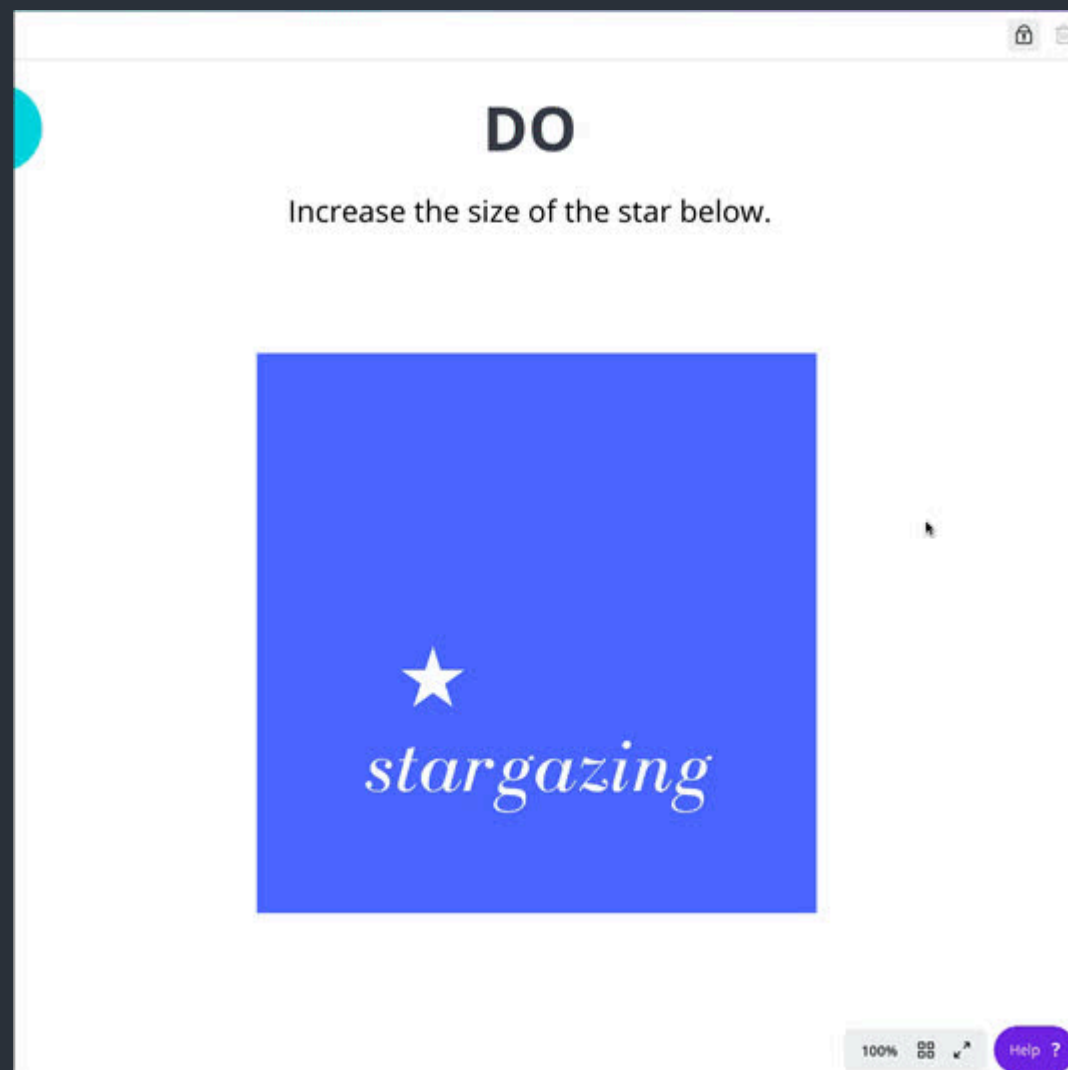
PLASTIC POLLUTION

Animals and birds are under increasing threat from plastic waste.

Hint: Click one text box at a time and **change the font size** in the toolbar.

LEARN

Hierarchy can also be achieved with scale. Larger objects grab attention.



2

DO

Increase the size of the star below.

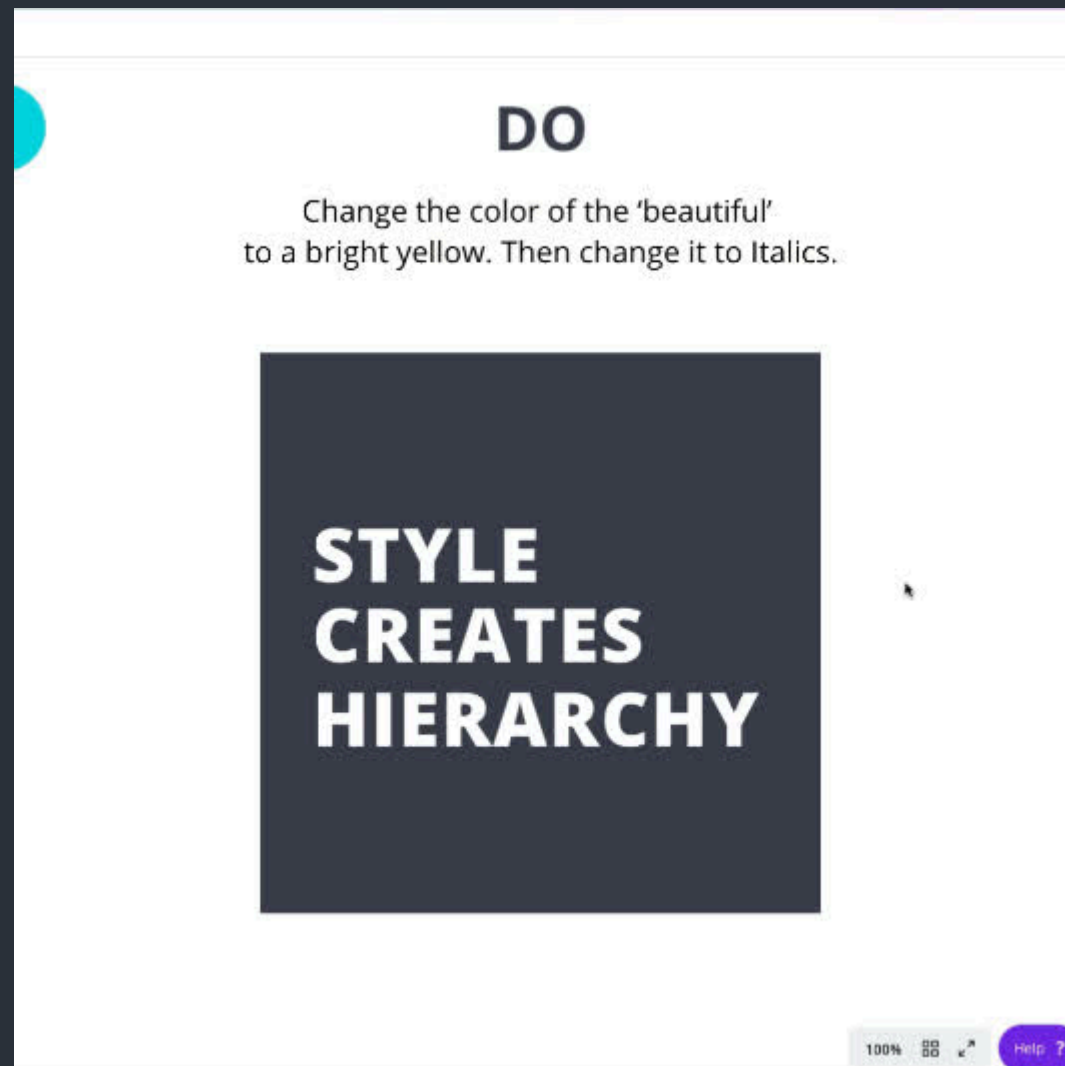


Hint: Select the star, then **drag a corner** to change its size.



LEARN

Style creates hierarchy when there is one or two colors that stand out.



3

DO

Change the color of the word 'Creates' to a bright yellow. Then change it to Italics.



Hint: Start by Selecting the word and **changing its color** in the toolbar above.





Tutorial complete!