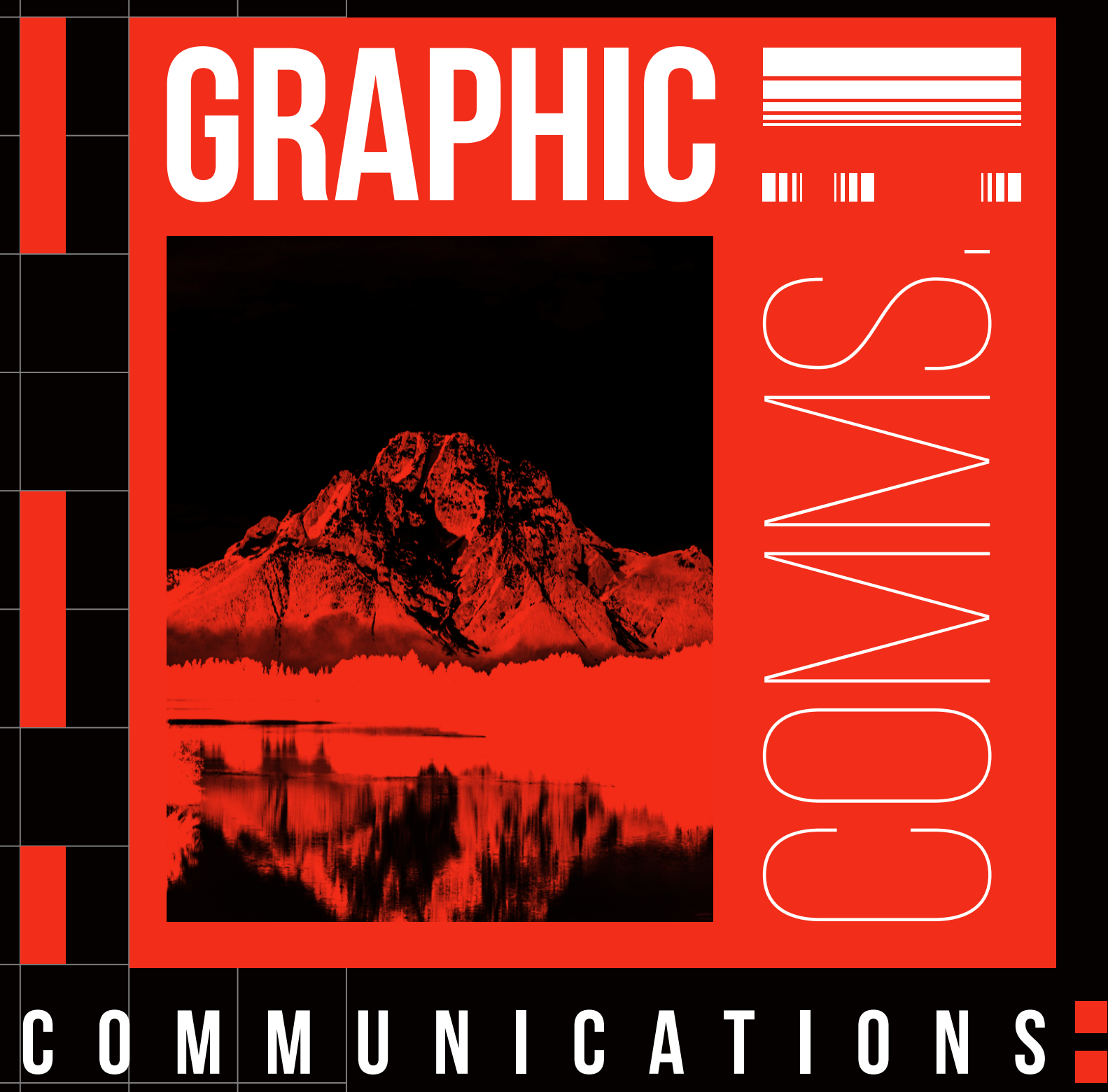




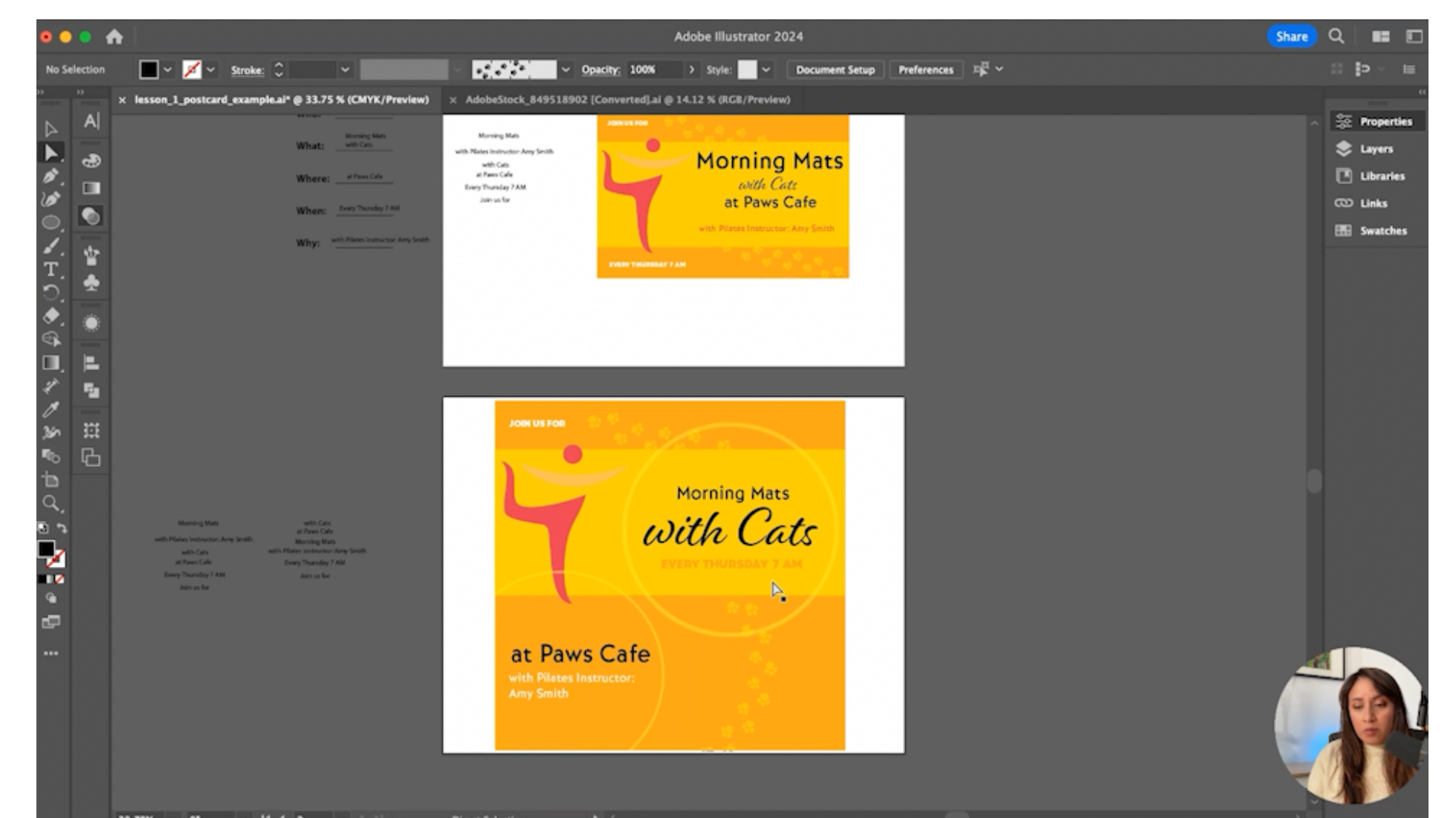
Module 3 — Lesson 1 Homework: Building Visual Hierarchy

Create a typographic layout that demonstrates clear visual hierarchy using the principles introduced in this lesson. Your goal is to take a set of raw information, decide what matters most, and design a layout that guides the viewer's attention with intention. Use scale, contrast, typography, spacing, and layout structure to communicate effectively, not decoratively. This assignment reinforces your ability to organize information and build clarity through design decisions.

Requirements

Choose one scenario to design for:

- A fictional café event
 - A promotional class or workshop
 - A product card or announcement
 - An event flyer, postcard, or digital announcement
- Identify the key information using the five W's (Who, What, When, Where, Why).
 - Rank the hierarchy from most important to least important.
 - Apply contrast intentionally through scale, weight, case, spacing, or color.
 - Create a layout at either postcard size (5x7"), 1080×1350 digital format, or letter size.
 - Limit fonts to one family (two is acceptable if used purposefully).
 - Maintain readability and clarity—the design must be easy to understand at a glance.



Techniques to Practice

Hierarchy Building

- Practice organizing content into primary, secondary, and tertiary levels.

Contrast & Emphasis

- Adjust scale, weight, and spacing to establish visual differences.

Type Pairing

- Explore how variation within a type family supports clearer communication.

Layout Flow

- Use reading patterns and visual anchors to create a natural path for the viewer.

Whitespace Management

- Use spacing and breathing room to strengthen clarity and focus.

What to Submit

- Your final designed layout exported as a JPG or PNG.
- Your design file (AI, PSD.)
- A simple written hierarchy list showing how you ranked the content.
- Optional: A brief note explaining your design decisions, especially how you established hierarchy.