

# Hierarchies tell the viewer what is more important and what is less important. Developing a meaningful hierarchy is critical to good design.

"Size" contrast is one of the easiest ways to create a hierarchy.

**BOB**  
SCHUCHMAN  
**DESIGN**

What does this arrangement of size contrast say about the designer?

**BOB**  
SCHUCHMAN  
**DESIGN**

"Sometimes "Color" can override size.

**BOB SCHUCHMAN**  
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"Repetition" can override size.

**BOB SCHUCHMAN DESIGN**

"Sameness" or "Unity" is sometimes dull and uninteresting.

**BOB SCHUCHMAN**  
D E S I G N

Mixing things up a bit can add interest. Here the spacing between the letters of the word "DESIGN" spices up the message.

**BOB SCHUCHMAN**  
**DESIGN**

Here's a simple hierarchy, not very inventive but sound.

**BOB SCHUCHMAN**  
**DESIGN**

What about using size and color together?