

Hierarchy & Alignment

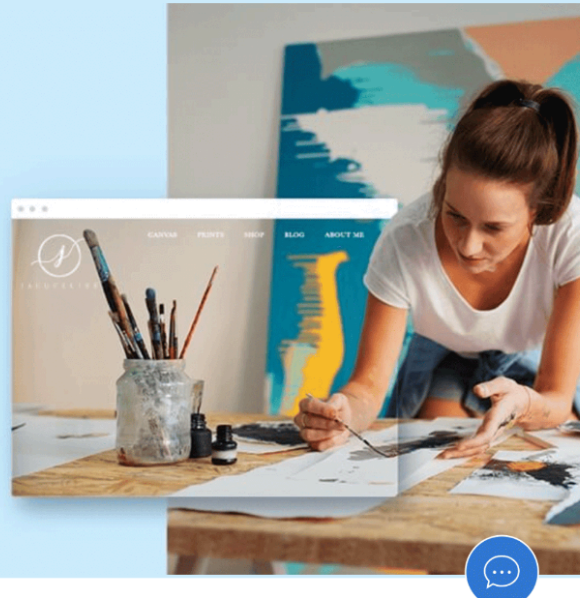


When you look at this piece, ask yourself. Who is in control of what the reader reads?

WEBSITE HOSTING

A home for your website.

Before you write your first post, share your first photo or sell your first product, your website needs to get online. Hosting is your website's connection to the world.

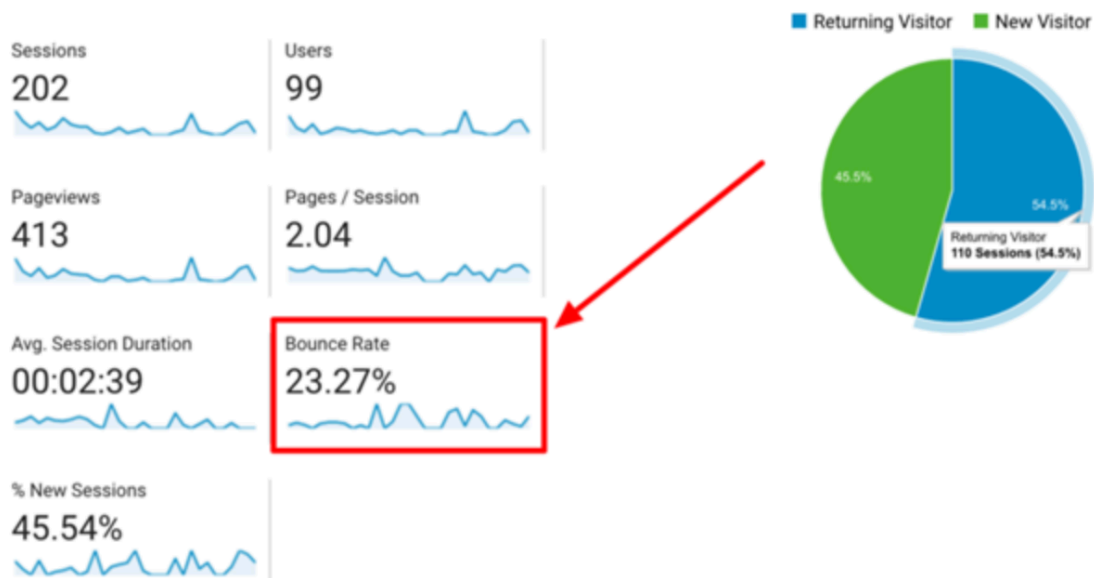
[Get Started](#)

How about this website? Who is in control here?

The answer is, the designer. In other words, (Soon to be) YOU! You the designer controls what the reader reads and what order they read it in. You as the designer also have to captivate your audience, draw them in and sell them on your idea, product, service, information or whatever it is that you want them to gain from you. You are providing value and you have to

sell it. Bottom line.

To do this you have to capture your audience quickly and retain their attention. *This is even more so when it comes to websites.* When the users attention is not captured and they quickly leave your site. This is called “Bounce Rate”.



We can mitigate this by using typographic hierarchy. Which is the prioritizing of information by levels of importance.

You must determine what order you want your viewers/readers to consume your information. What is the MOST important? What is secondary? What is tertiary? And so on..

Depending on what you are creating, you might have to use text as a focal point. Many times the focal point could be an image or another form of media but if not, you might have to use text as the focal point and if this is the case, you will have to use the right text for that.

NOTE: The Red+White Sale is over. We're leaving the page up since many web design galleries link to it, but prices are ~~not~~ as marked.

Red+White Sale

Download Safe & Sound for \$5 50% off.

THEAUTUMNFILM

+ Shopping Cart

Other stuff

Download Safe & Sound's AAC or MP3 formats at 320kbps (that's better than iTunes)

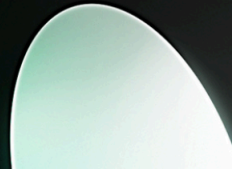
Get Safe & Sound for \$5. That's 50% off. Save \$5!

Buy

WELCOME TO TERRA

Fueled by a passionate community and deep developer talent pool, the Terra blockchain is fully community-owned and built to enable the next generation of Web3 products and services.

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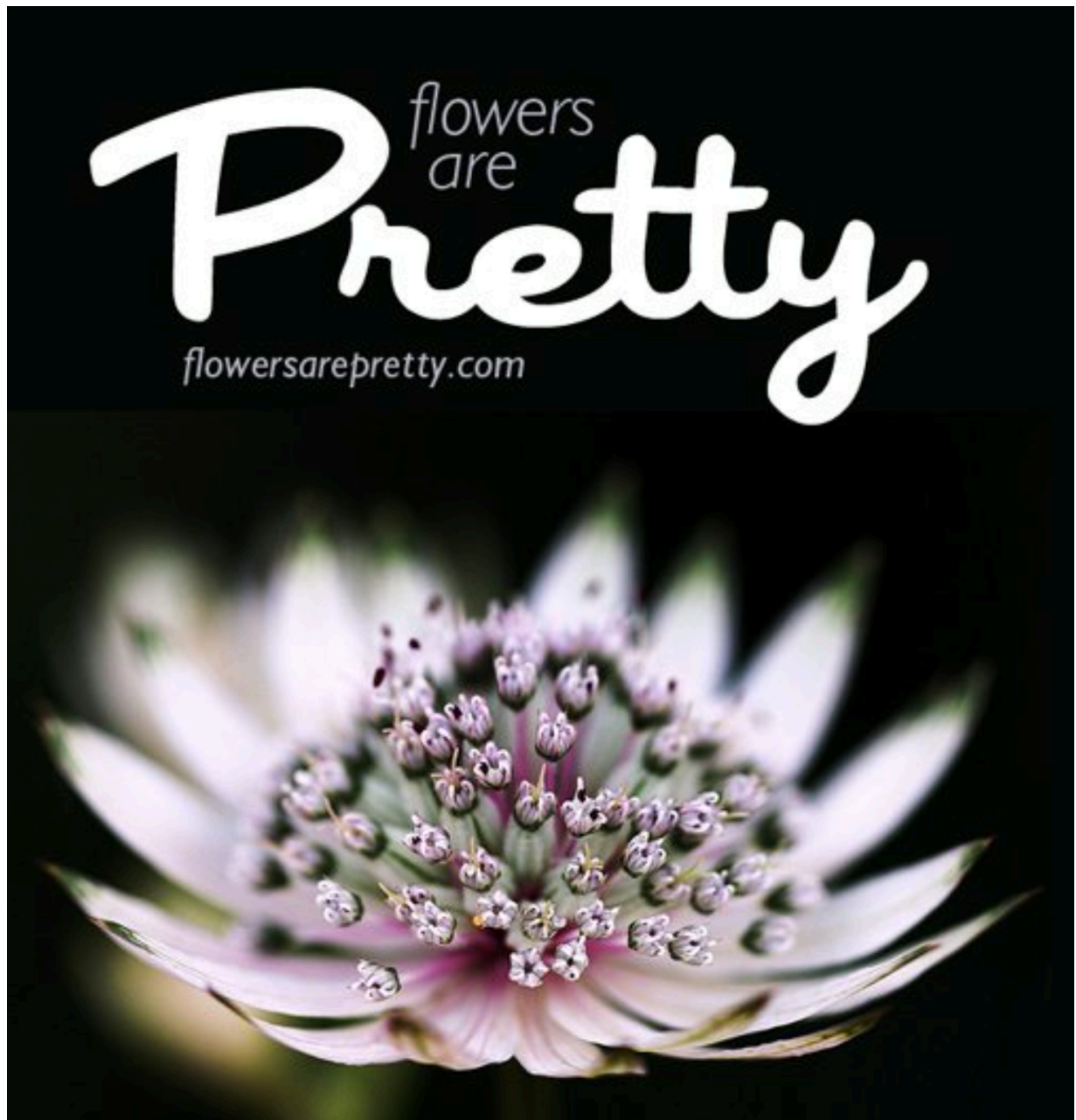
0% interest loans on your bitcoin. No payback period, ever.

Introducing the first bitcoin-backed loan with no interest and no repayment deadlines. Sign up to our waitlist now to get early access to Zero.

[Join the waitlist now](#)



As we can see in the examples here. All of the focal points are text driven. In some cases it could be a combination of text and image focal points. There is still an order though.



Things that you can use to design with type

hierarchy in mind:

Typefaces

Font Weight

Type Size

Case

Alignment

Color

Margins

When it comes to margins, there really is no definitive set law on it. There are however, different guidelines. To the veteran eye, it's something you just know or feel out. Something you can eyeball and know it's right. In other circumstances, there may be a guide you must follow if there is printing and cutting involved. In this case your printer will send you a template.

Depending on what you are making, your margins can vary.

Websites:



When it comes to websites we have to take in to account the device we are designing for. A desktop or a laptop can accommodate more white space. This gives us a lot more breathing room. We want to make sure that there is enough margin and padding depending on the

element to give us enough space to make objects pleasing to the eye and make text easy to read.

You don't want your text to sit right on the seam.



This element has a padding of 0px.



This element has a padding of 0px.

Freedom of web design.

[Create Your FREE Site >](#)

Create and manage code-free business websites

Design freely
without code.

Create exceptional HTML websites from scratch, without writing code. No technical knowledge needed, no limitations.

[Read more](#)

Manage content easily.

Use our fully integrated CMS (Content Management System) to enable your client to easily update the website's content.

[Read more](#)

Publish independently.

Click Publish and your client's website will be live online, immediately, enjoying advanced cloud hosting and built-in management tools.

[Read more](#)

As featured in:     

On a phone, there is a lot less space to work with. Because of this, there is less room to play with where margins are concerned. You still don't want text to sit right next to the browser wall or a container wall but you also don't want margin or padding like you would have on a desktop.

Etsy

Sign in



Search for anything



Because everyone deserves something as unique as they are.

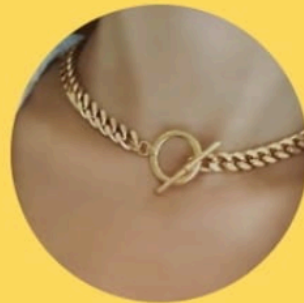
Shop special finds



Home Decor



Linen Clothing



Jewelry



Wedding



Kids Activity



Outdoor

Note, on the left and right, the padding is only

about 5px. Also note the size of the text. It must be readable. On a phone the text will have to be a little bigger for ease of reading.

The image shows a screenshot of the Nationwide website. At the top, there are two tabs: "Personal" (active) and "Business". Below the tabs is a navigation bar containing a menu icon labeled "MENU", the Nationwide logo, and a user profile icon labeled "LOG IN". Below the navigation bar are two main navigation options: "Claims" with a clipboard icon and "Pay a bill" with a bill icon. The main content area has a dark blue background with the text "Insurance, investing & retirement" in large white font. Below this is the tagline "Helping protect families, businesses and futures". On the right side of the main content area, there is a vertical "Feedback" button. At the bottom of the main content area, there is a white dropdown menu showing "Auto & home bundle" and a light blue button labeled "Start your quote".

Personal Business

MENU Nationwide® LOG IN

Claims Pay a bill

**Insurance,
investing &
retirement**

Helping protect families,
businesses and futures

Feedback

Auto & home bundle ▼

Start your quote

Find an agent »

Find an agent »



Another thing we can notice is the 1 column layout. *We can* get away with 2 column depending on the content though (Like the above Etsy example).



Your life's work

For everything you'll do, Evernote is the workspace to get it done.

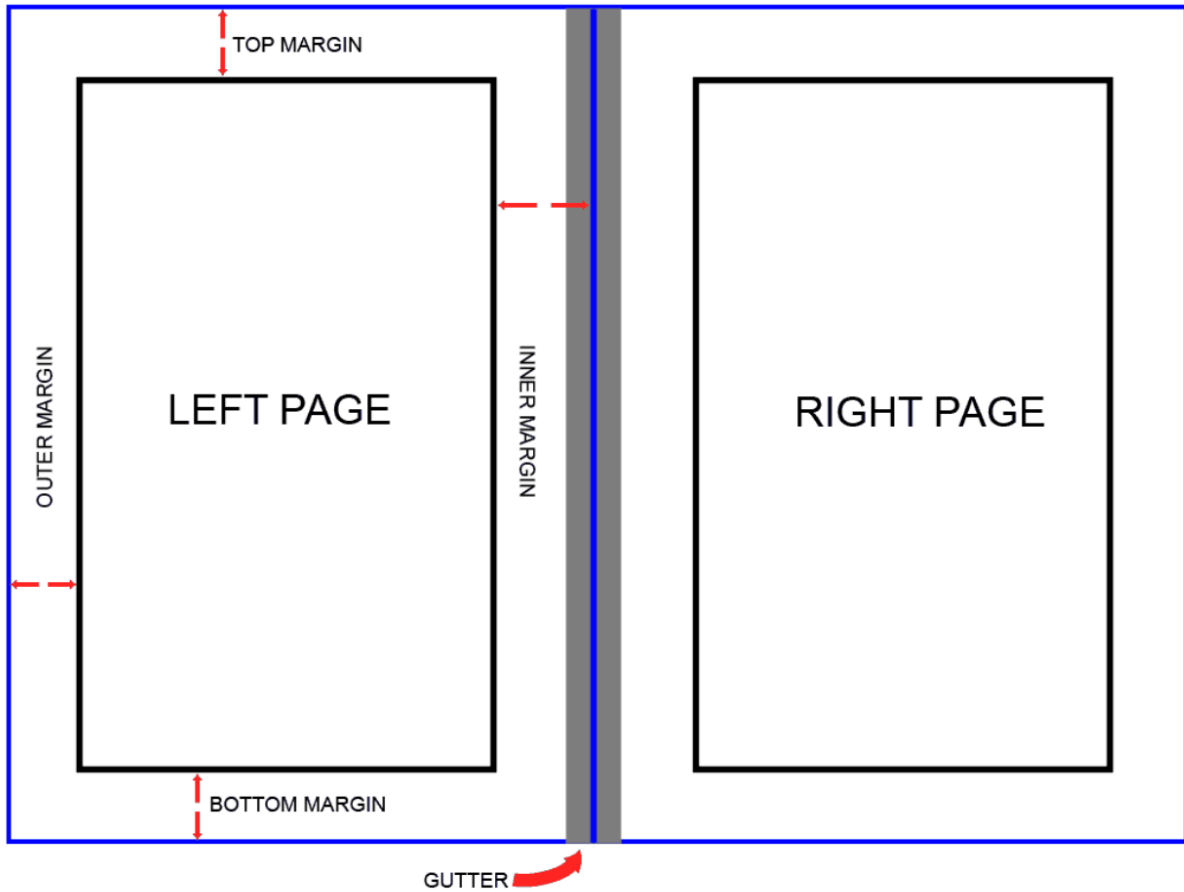


Another thing to remember is that white space on mobile can work vertically, but far less so horizontally.

Books:

When it comes to books, we have to take into account the books fold where it is glued to the spine. We need the margin to come out far enough to accommodate this and let the reader still be able to see the text before the fold.

Therefore the interior margins need to be thicker than the exterior margins. We also have to take into account the page size overall. We want to make sure that the text sits in a centred area on the page.



Depending on the book, you might have a 1 to 2 CM outer margin and slightly larger inner margin.

Business Cards:

How a 3.5"x2" Business Card should look.

This is how a 3.5"x2" card.. The bleeds are 0.125" thick on all sides, so the card measures 3.75x2.25 inch

Bleeds

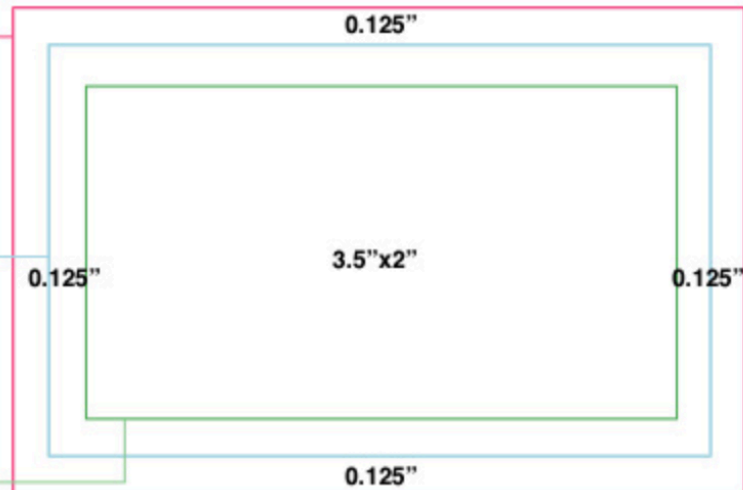
The background and non-critical elements of a design should extend to this line.

Trim Line

The final size of the file and the line to which the printed card will be cut.

Safe Zone

Any text, logos or content placed in this area is entirely safe. You should place important info away from the trim line within the safe zone.



For other document sizes:

Flyer (8.5x11) the file should measure 8.75x11.25

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Another common case we can look at for margins is the business card. As these need to be cut. However, sometimes the background design might go out to the bleed. The trim line is where the card will be cut and the safe zone is where all the important text will have to be to prevent it from getting clipped.

On the face of the card. The size we have to work with is similar to the phone. A small space

to add information. We want to be clear and concise.

The margin space you will have will depend on the size of the design.



In this case there is a simple design that allows for more white space.



In this case we have more of a design to the card that goes to the bleed. When there is a lot of info to add, or a lot of design to add, remember to use both sides of the card. We still have a good bit of white space where the address, phone number and email address are. These in my opinion could be bigger font for ease of use.

Modular Grids

Another tool we can use to get our margins looking good is the grid system.

The modular grid has consistent divisions from top to bottom of a page and from left to right. With this grid guide set up, we can place text and images about a page easily and evenly.

Grid systems

Grid systems

A grid can be simple or complex, specific or generic, tightly defined or loosely interpreted. Typographic grids are all about control. They establish a system for arranging content within the space of page, screen, or built environment. Designed in response to the internal pressures of content (text, image, data) and the outer edge or frame (page, screen, window), an effective grid is not a rigid formula but a flexible and resilient structure, a skeleton that moves in concert with the muscular mass of content. Grids belong to the technological framework of typography, from the concrete modularity of letterpress to the ubiquitous rulers, guides, and coordinate systems of graphics applications. Although software generates illusions of smooth curves and continuous tones, every digital image or mark is constructed—ultimately—from a grid of nearly bounded blocks. The ubiquitous language of the gui (graphical user interface) creates a gridded space in which windows overlay windows. In addition to their place in the background of design production, grids have become explicit tools. Avant-garde designers in the 1920s and 1930s exposed the grid of letterpress, bringing into the polemical surface of the page. In Switzerland after World War II, graphic designers built a total design methodology around the typographic grid, hoping to build from it a new and rational social order. The grid has evolved across centuries of typographic evolution. For graphic designers, grids are carefully honed intellectual devices, infused with ideology and ambition, and they are the inescapable mesh that filters, at some level of resolution, nearly every system of writing and

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The typographic grid is a conceptual...
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This modular grid has four columns and four rows. An image or a text block can occupy one or more modules.

Endless variations are possible.

We can also use grid systems for designing

web pages.

```
grid-template-columns: 200px 1fr;
```

```
grid-template-areas: "header header"  
                    "sidebar main"  
                    "sidebar footer";
```

