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BA COMPUTER GAMES DESIGN

USER EXPERIENCE DESIGN

Visual Hierarchy



Visual Hierarchy

Lecture Contents

- 1 Overview
- 2 Guiding Attention Using Visual Hierarchy
- 3 Gestalt Principles
- 4 Z and F Patterns
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USER EXPERIENCE DESIGN

Visual Hierarchy

Visual Hierarchy Overview



USER EXPERIENCE DESIGN

Visual Hierarchy

OVERVIEW

Visual hierarchy is the **principle of arranging elements** so that people instantly recognize their **order of importance** on a screen or page. [1]

When visual hierarchy is applied well, you can achieve the following:



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OVERVIEW

Visual hierarchy is the **principle of arranging elements** so that people instantly recognize their **order of importance** on a screen or page. [1]

When visual hierarchy is applied well, you can achieve the following:

- Guide attention
- Reduce confusion
- Make your message easy to follow
- Build trust



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Visual Hierarchy



[Video] Interaction-Design.org - *What Is Visual Hierarchy?* [2]



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OVERVIEW

In UX (user experience) design and UI (user interface) design, the principle of **good visual hierarchy** determines whether users can **scan a page**, **find what they need**, and **take action without friction** [2].

For example, on a web page:



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For example, on a web page:

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- A **contrasting button** may signal the next step



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For example, on a web page:

- A **bold headline** will almost certainly capture attention first
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- **Clean spacing** helps users understand how information is grouped



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Visual Hierarchy = Information Prioritization [3]

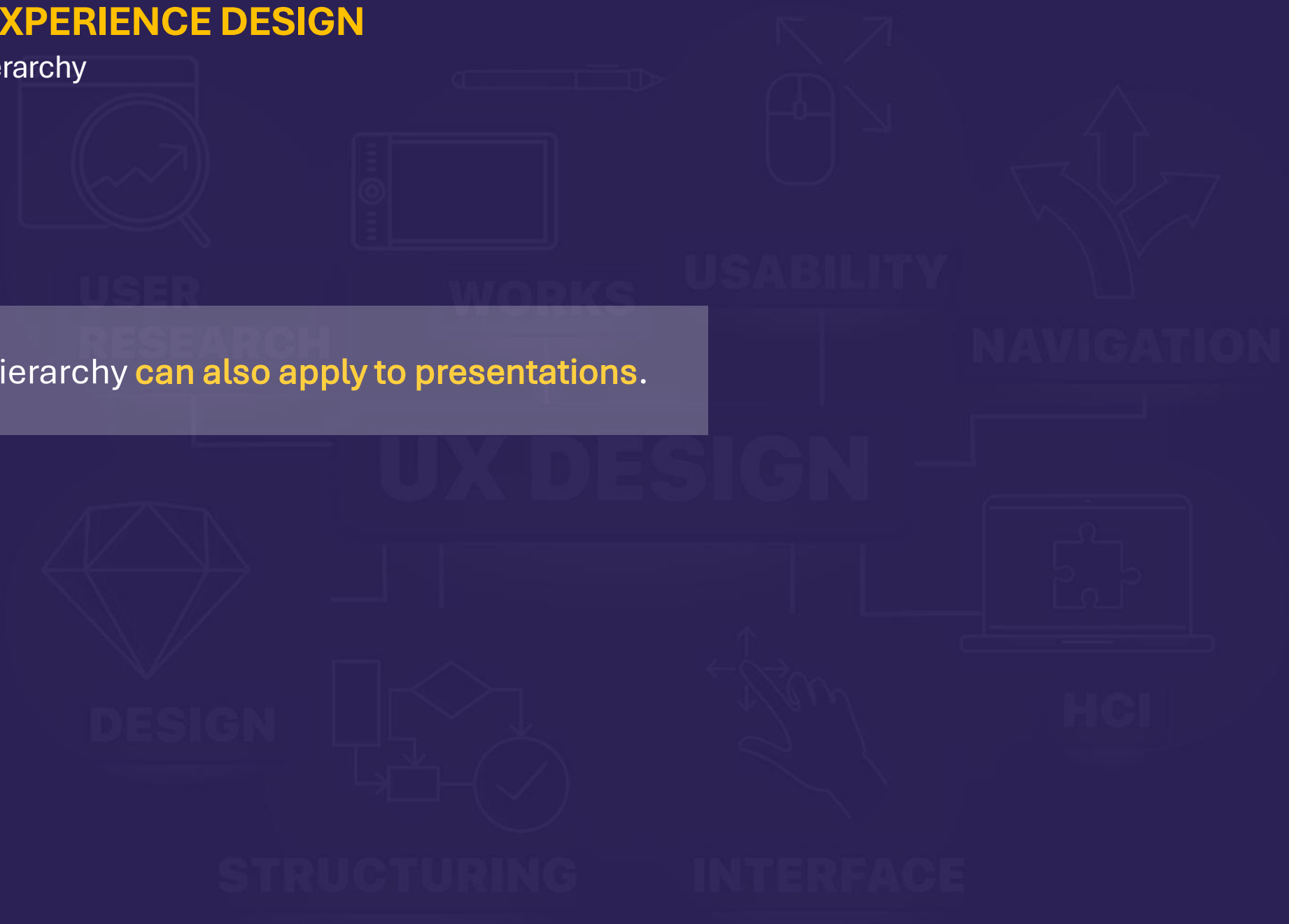


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Visual Hierarchy

OVERVIEW

Visual Hierarchy **can also apply to presentations.**





USER EXPERIENCE DESIGN

Visual Hierarchy

OVERVIEW

Visual Hierarchy **can also apply to presentations.**

If your slides look **cluttered**, or if **every element shouts for attention**, your audience won't know where to look.





USER EXPERIENCE DESIGN

Visual Hierarchy

OVERVIEW

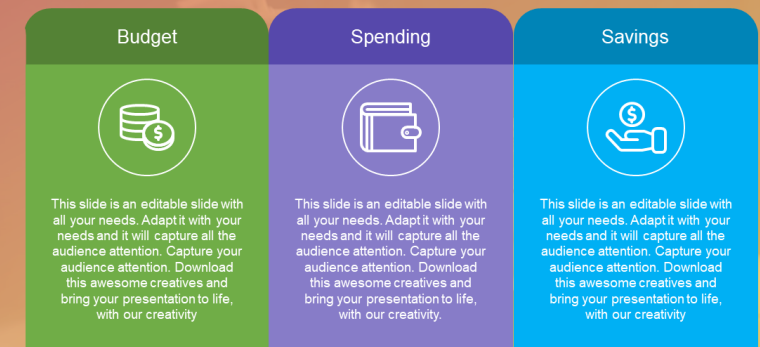
Visual Hierarchy **can also apply to presentations.**

If your slides look **cluttered**, or if **every element shouts for attention**, your audience won't know where to look.

However, if you structure your visuals carefully and appropriately, you'll **control the flow of attention** and **keep people engaged** from beginning to end.



Budget PowerPoint Presentation





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Visual Hierarchy

Guiding Attention Using Visual Hierarchy



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GUIDING ATTENTION USING VISUAL HIERARCHY

On a web page, app screen, presentation slide, or other design you show to an audience, **you can shape an effective hierarchy with several visual cues**. Here are the most important ones [2]:

- Size
- Colour
- Contrast
- Alignment
- Repetition
- Proximity
- White Space
- Texture & Style



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Visual Hierarchy

GUIDING ATTENTION USING VISUAL HIERARCHY

SIZE

Larger elements command more attention than smaller ones can.

Viewers will notice a headline in 44-point text pretty much right away, and before they find a footnote in 12-point.



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SIZE

Larger elements command more attention than smaller ones can.

Viewers will notice a headline in 44-point text pretty much right away, and before they find a footnote in 12-point.

Use size to highlight your key points so nobody misses them. [2]



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GUIDING ATTENTION USING VISUAL HIERARCHY

COLOUR

Bright or saturated colours draw the eye more than muted ones will, which is why they can help users and viewers notice **outstanding elements** that are that way for a strategic reason.

Use colour carefully to help users notice **important elements**. [2]



[About](#) [Buying](#) [Selling](#) [Properties](#) [Journal](#) [Contact](#)

*A different approach to
buying and selling real estate.*





GUIDING ATTENTION USING VISUAL HIERARCHY

CONTRAST

Strong **light–dark differences** or **bold versus thin weights** make elements stand out. This is why contrast is particularly important for viewers with vision disabilities and so forms a part of accessible design.

Use contrast mindfully to help users be able to **more easily notice important elements** and enjoy an accessible design. [2]



Neutral

Positive

Negative

Positive

Both buttons have similar contrast.
They compete for user attention.



Neutral

Positive

Negative

Positive

Positive action has much higher
contrast. User sees a clear action.



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Visual Hierarchy

GUIDING ATTENTION USING VISUAL HIERARCHY

CONTRAST

A quick way to know if your design has **optimum contrast** is by looking at its **grayscale version**.

This can be easily done by using any popular image editing tool. [4]





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GUIDING ATTENTION USING VISUAL HIERARCHY

ALIGNMENT

When you **align elements and layout** well, you shape the flow and help users and viewers to enjoy seamless experiences in digital products and presentations.

When you make most items neatly aligned, a **single off-axis element** stands out. [2]



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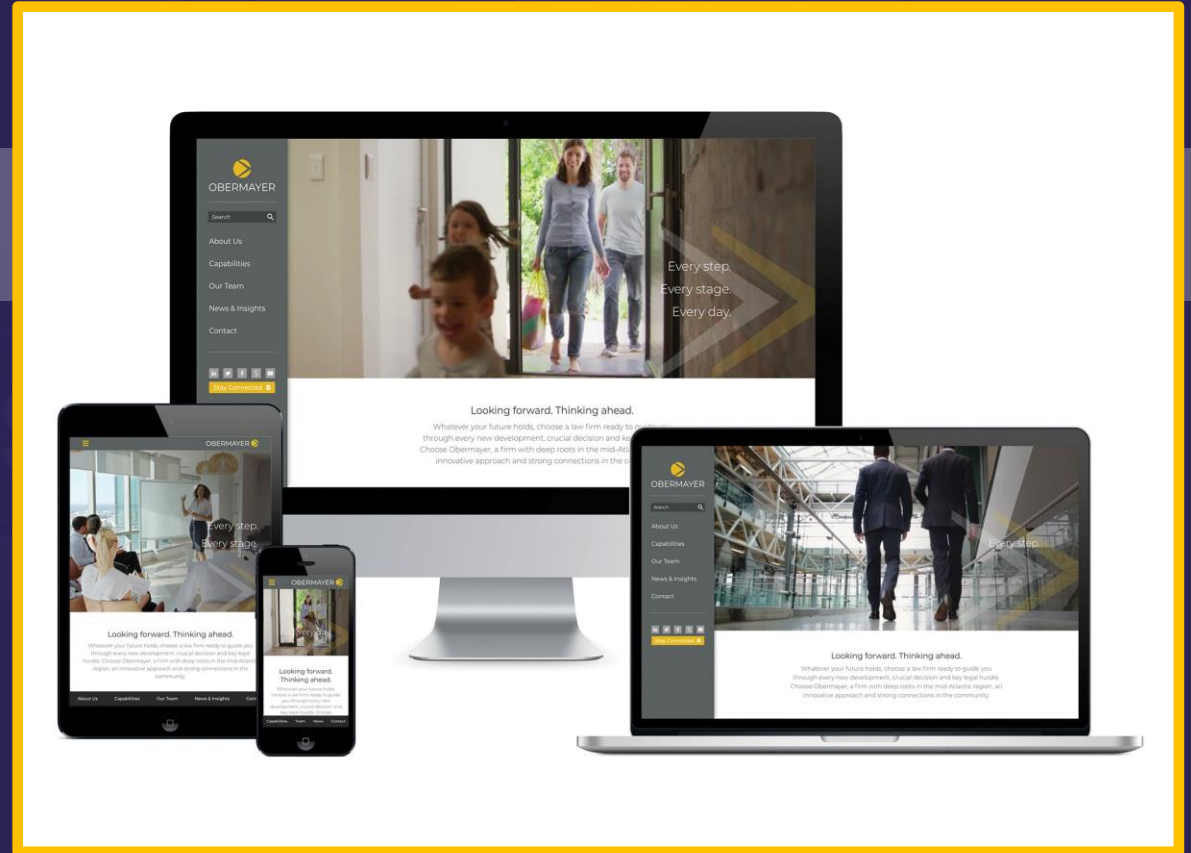
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GUIDING ATTENTION USING VISUAL HIERARCHY

REPETITION

Repeated **shapes, colors, or styles** suggest that **content is related**.

Viewers make these associations quickly, too, which is why it's important to use repetition **purposefully**. [2]





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Visual Hierarchy

GUIDING ATTENTION USING VISUAL HIERARCHY

PROXIMITY

Items that are **close together appear grouped**. [2]

Group Relevant Fields Together



Firstname:

Lastname:

Email:

Phone Number:

Address:

Personal Information

Firstname:

Lastname:

Contact Information

Email:

Phone Number:

Address:



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GUIDING ATTENTION USING VISUAL HIERARCHY

PROXIMITY

This is a major reason the law of proximity works as one of the principles rooted in **Gestalt psychology**, which explains how humans perceive patterns and groupings.

Use it to **group similar items strategically** to help users. [2]

Group Relevant Fields Together



Firstname:

Lastname:

Email:

Phone Number:

Address:

Personal Information

Firstname:

Lastname:

Contact Information

Email:

Phone Number:

Address:



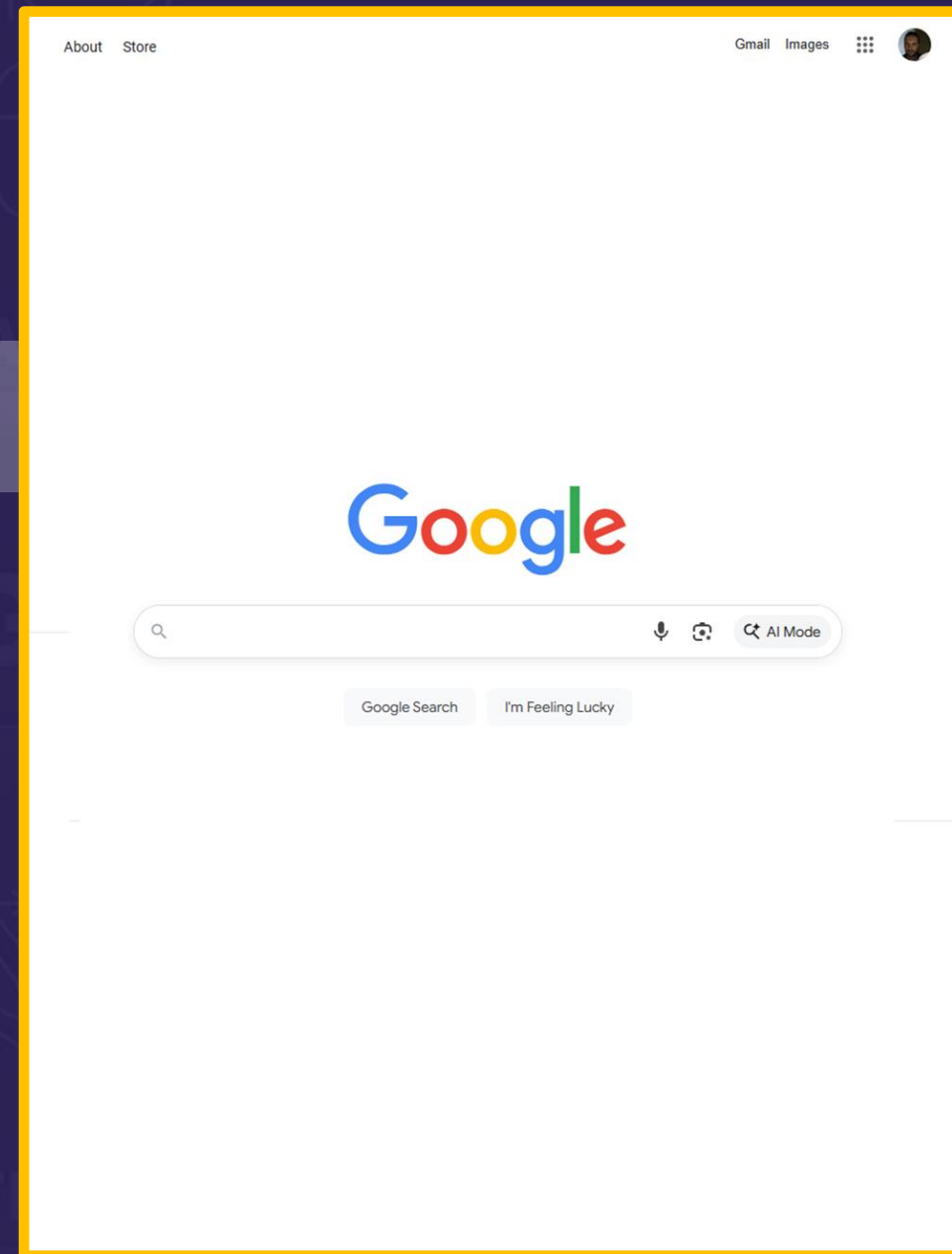
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WHITE SPACE

Empty space is powerful. [2]





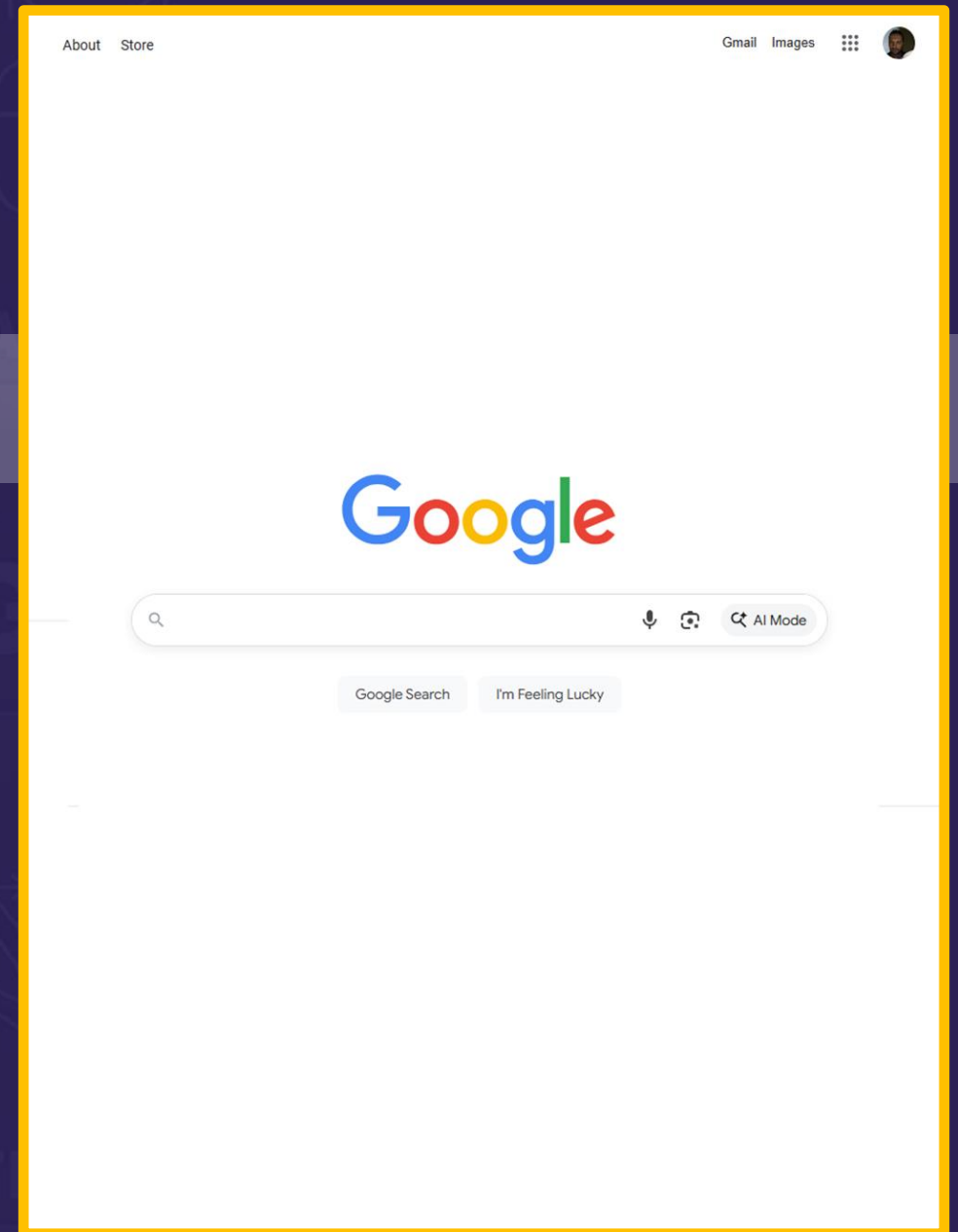
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WHITE SPACE

The right amount of “nothing” can **frame and emphasize** what matters on clean screens and so works better than “something” such as more elements that might make a screen **cluttered**. [2]





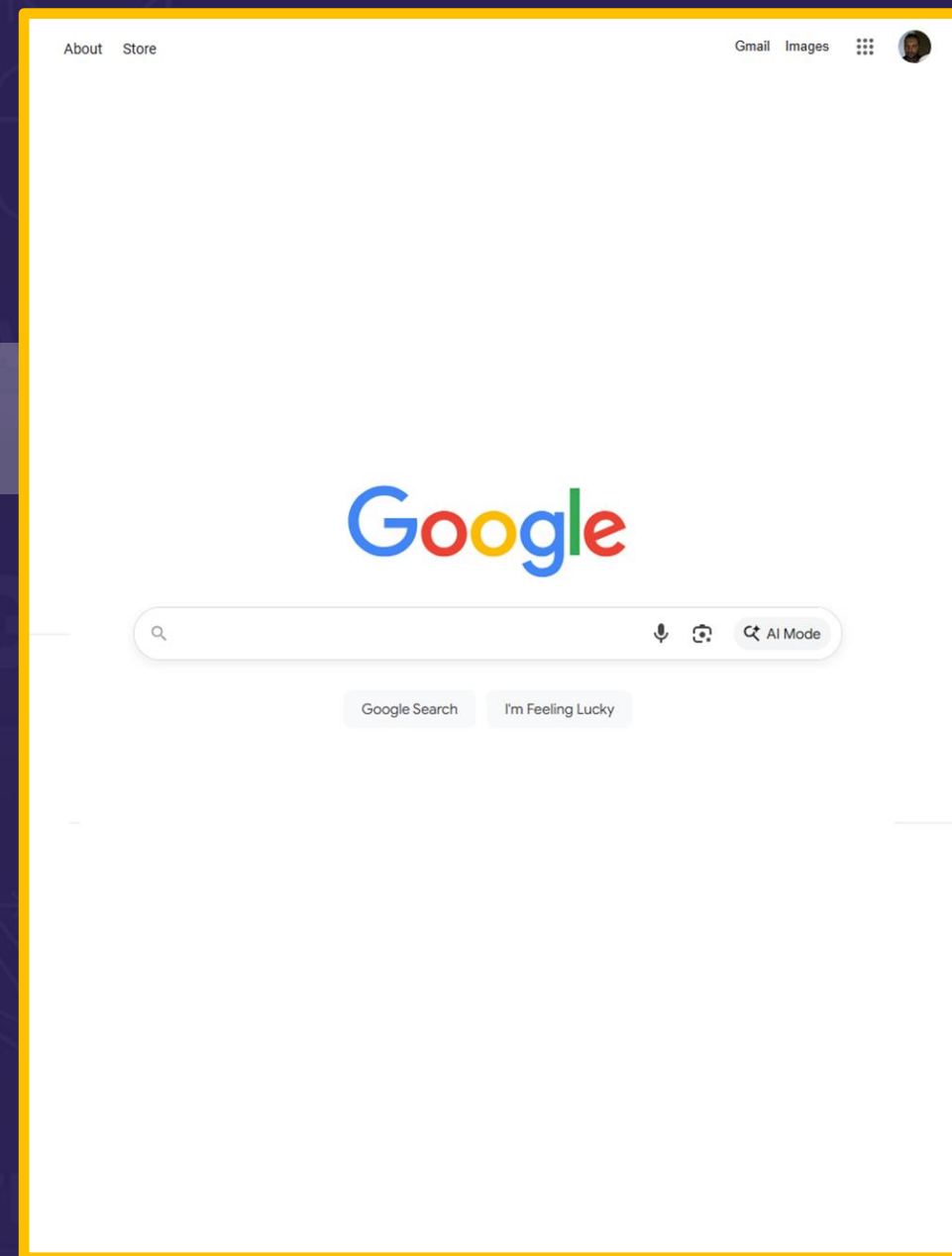
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GUIDING ATTENTION USING VISUAL HIERARCHY

WHITE SPACE

Use empty space to **calm the screen** as well as **draw attention** to the elements that are on there. [2]





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Visual Hierarchy

GUIDING ATTENTION USING VISUAL HIERARCHY

TEXTURE AND STYLE

A **rich illustration** may draw **more attention than a flat icon** might do, lifting it and other styled elements off the screen and more “alive” to the eye.

Use texture and style carefully to **draw users’ eyes** and help them enjoy a better experience for it. [2]





Visual Hierarchy

Gestalt Principles



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Visual Hierarchy

GESTALT PRINCIPLES

Gestalt Principles are principles/laws of human perception that describe how humans **group similar elements, recognize patterns** and **simplify complex images** when we perceive objects.

Designers use the principles to **organize content** on websites and other interfaces so it is **aesthetically pleasing** and **easy to understand**. [5]



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"Gestalt" is German for "unified whole".



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"Gestalt" is German for "unified whole".

Graphic designers quickly embraced Gestalt Principles, using them to create **eye-catching designs** with **well-placed elements**.



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GESTALT PRINCIPLES

Gestalt Principles are an essential part of visual design. Interaction-Design.org's blog takes a look at some of the more common ones: [5]



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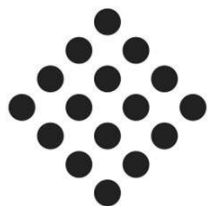
- ① Good Figure (Common Region)
- ② Similarity
- ③ Closure
- ④ Proximity
- ⑤ Continuation / Continuity
- ⑥ Symmetry and Order



GESTALT PRINCIPLES

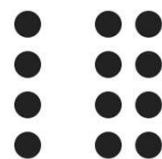
Gestalt Principles

UX CHEAT.com



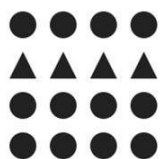
Good Figure

Objects grouped together tend to be perceived as a single figure. Tendency to simplify.



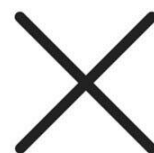
Proximity

Objects tend to be grouped together if they are close to each other.



Similarity

Objects tend to be grouped together if they are similar.



Continuation

When there is an intersection between two or more objects, people tend to perceive each object as a single uninterrupted object.



Closure

Visual connection or continuity between sets of elements which do not actually touch each other in a composition.



Symmetry

The object tend to be perceived as symmetrical shapes that form around their center.



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Visual Hierarchy

GESTALT PRINCIPLES

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① Good Figure (Common Region)

We perceive elements that are in the **same closed region** as **one group**.

To apply this principle to your interfaces, **group related objects together in a closed area** to show they are separate from other groups.



Good Figure

Objects grouped together tend to be perceived as a single figure. Tendency to simplify.



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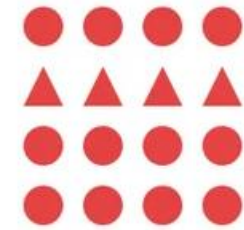
Visual Hierarchy

GESTALT PRINCIPLES

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2 Similarity

When **items, objects** or **elements** share superficial characteristics, we perceive them as **grouped**.



Similarity

Objects tend to be grouped together if they are similar.



USER EXPERIENCE DESIGN

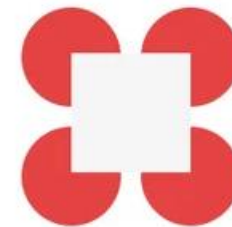
Visual Hierarchy

GESTALT PRINCIPLES

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③ Closure

We prefer **complete shapes**, so we automatically **fill the gaps** between elements to perceive a complete image. That's how we can see the whole first.



Closure

Visual connection or continuity between sets of elements which do not actually touch each other in a composition.



USER EXPERIENCE DESIGN

Visual Hierarchy

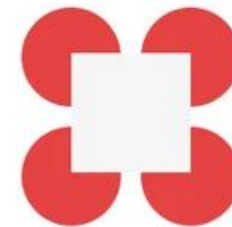
GESTALT PRINCIPLES

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③ Closure

You can use **closure** creatively to **gain users' trust and admiration**.

Users will appreciate it when they see pleasing "wholes" made from cleverly placed elements like **lines, dots, or shapes**.



Closure

Visual connection or continuity between sets of elements which do not actually touch each other in a composition.



USER EXPERIENCE DESIGN

Visual Hierarchy

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4 Proximity

We **group closer-together elements**, separating them from those farther apart.

When you group elements in your design, **users will see it as one distinct entity** on the screen.



Proximity

Objects tend to be grouped together if they are close to each other.



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5 Continuation / Continuity

The **continuity principle** of Gestalt states that we group elements that seem to **follow a continuous path in a particular direction**.

The human eye **follows the paths, lines, and curves** of a design and prefers to see a **continuous flow** of visual elements rather than separated objects.



Continuation

When there is an intersection between two or more objects, people tend to perceive each object as a single uninterrupted object.



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Visual Hierarchy

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5 Continuation / Continuity

The human eye **continues to follow the path** even if an obstacle hides it or its flow is "broken" by interlinking or bisecting visual elements.



Continuation

When there is an intersection between two or more objects, people tend to perceive each object as a single uninterrupted object.



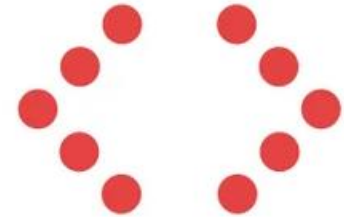
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6 Symmetry and Order

Humans tend to see visual elements as grouped when they are arranged **symmetrically**.

The natural world is filled with **symmetry** (or near symmetry), and our brains **tend to favour symmetrical forms**.



Symmetry

The object tend to be perceived as symmetrical shapes that form around their center.



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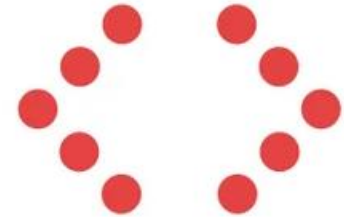
Visual Hierarchy

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Grid systems that **evenly divide the space** help designers implement **symmetry and order** in user interfaces.



Symmetry

The object tend to be perceived as symmetrical shapes that form around their center.



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Visual Hierarchy



[Video] Career Foundry - *What Is Information Architecture?* [6]



USER EXPERIENCE DESIGN

Visual Hierarchy

Visual Hierarchy

Z and F Patterns



USER EXPERIENCE DESIGN

Visual Hierarchy

Z AND F PATTERNS

Human beings **recognize similarities and differences**. We **look for patterns** and **create relationships** between the things we see. [3]

According to different studies, including the publications by Nielsen Norman Group as one of the pioneers of this field, there are several popular **scanning patterns** for web pages, such as:

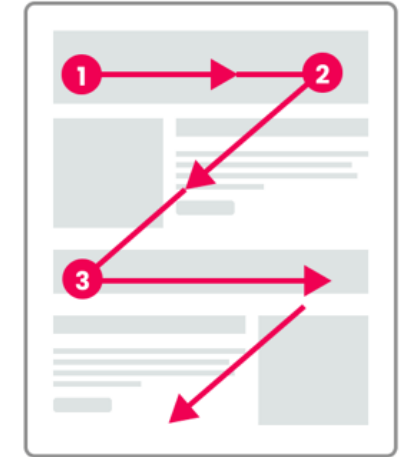


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- **Z-pattern**



Z-Pattern



Z AND F PATTERNS

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- **Z-pattern**
- **F-pattern**



Z-Pattern



F-Pattern



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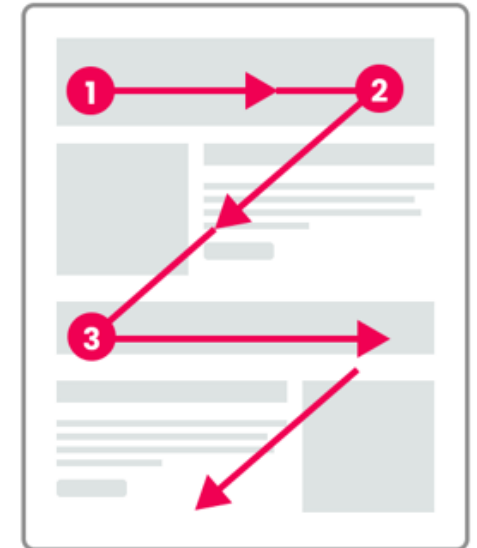
Visual Hierarchy

Z AND F PATTERNS

Z-pattern

The **Z-pattern** is a design understanding that attempts to **minimise distraction** while presenting encouraging action as **quickly as possible**.

It is best applied to pages which are **not so heavily concentrated on text**.
[3]



Z-Pattern

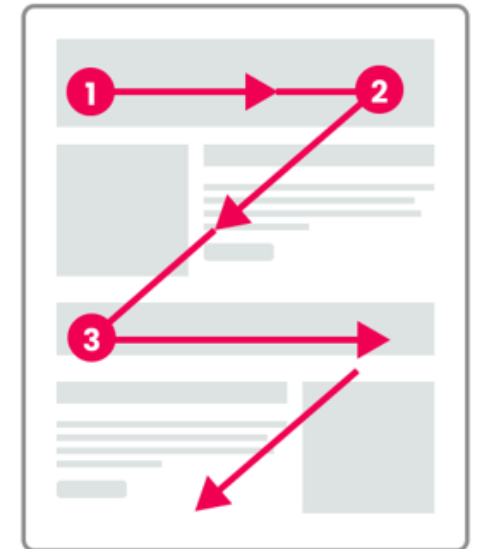


Z AND F PATTERNS

Z-pattern

This is a typical model of scanning for landing pages or websites **not loaded with copy (text)** and **not requiring scrolling down the page**, which means that **all the core data is visible** in the pre-scroll area.

In this case, designers place **core information** in the spots of the **highest attention**, such as **top corners**, and put the other points requiring attention along the **top and bottom lines**. [3]



Z-Pattern



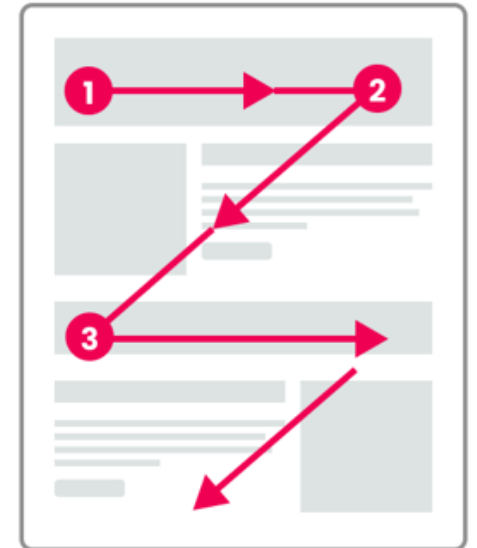
USER EXPERIENCE DESIGN

Visual Hierarchy

Z AND F PATTERNS

Z-pattern

The general behaviour pattern follows these steps [3]:



Z-Pattern

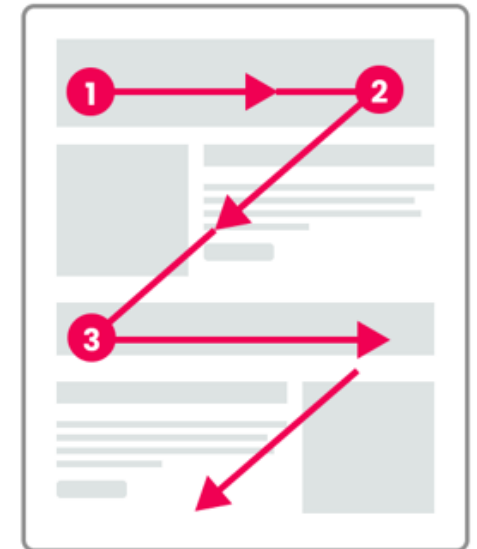


Z AND F PATTERNS

Z-pattern

The general behaviour pattern follows these steps [3]:

- First, people scan from the **top left to the top right**, forming an imaginary **horizontal line**



Z-Pattern

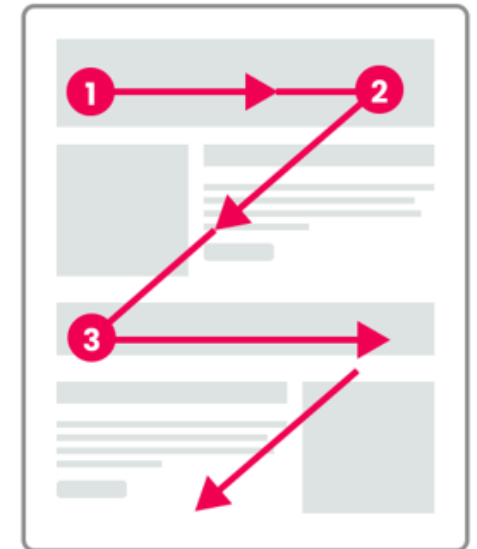


Z AND F PATTERNS

Z-pattern

The general behaviour pattern follows these steps [3]:

- First, people scan from the **top left to the top right**, forming an imaginary **horizontal line**
- Next, **down and to the left side of the visible page**, creating an imaginary **diagonal line**



Z-Pattern

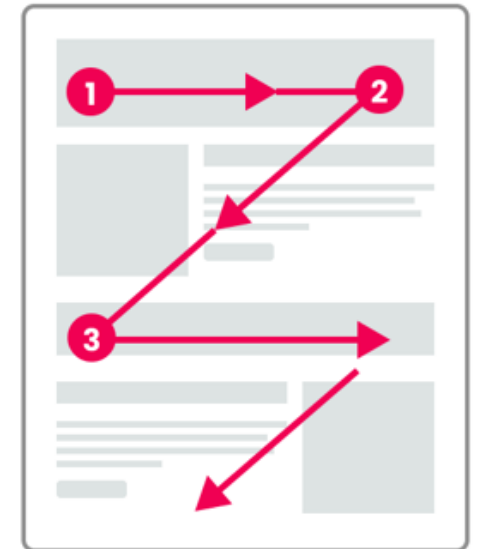


Z AND F PATTERNS

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The general behaviour pattern follows these steps [3]:

- First, people scan from the **top left to the top right**, forming an imaginary **horizontal line**
- Next, **down and to the left side of the visible page**, creating an imaginary **diagonal line**
- Finally, viewers **scan across to the right again**, forming a **second horizontal line**



Z-Pattern



USER EXPERIENCE DESIGN

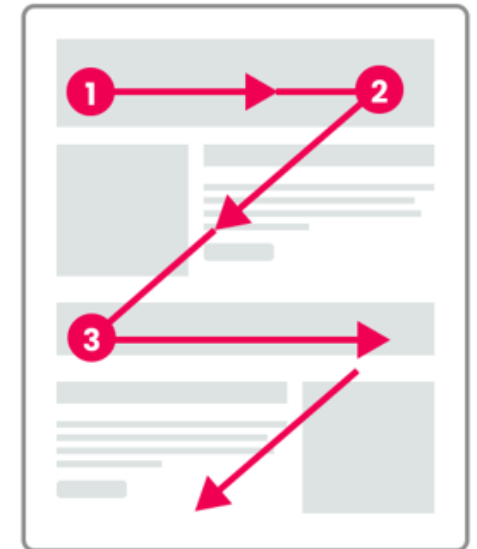
Visual Hierarchy

Z AND F PATTERNS

Z-pattern

A Z-Pattern design **traces the route the human eye travels** when they read. This is generally **left to right, top to bottom**.

When a viewer's eyes move in this pattern, it forms an imaginary **“Z” shape**. [3]



Z-Pattern

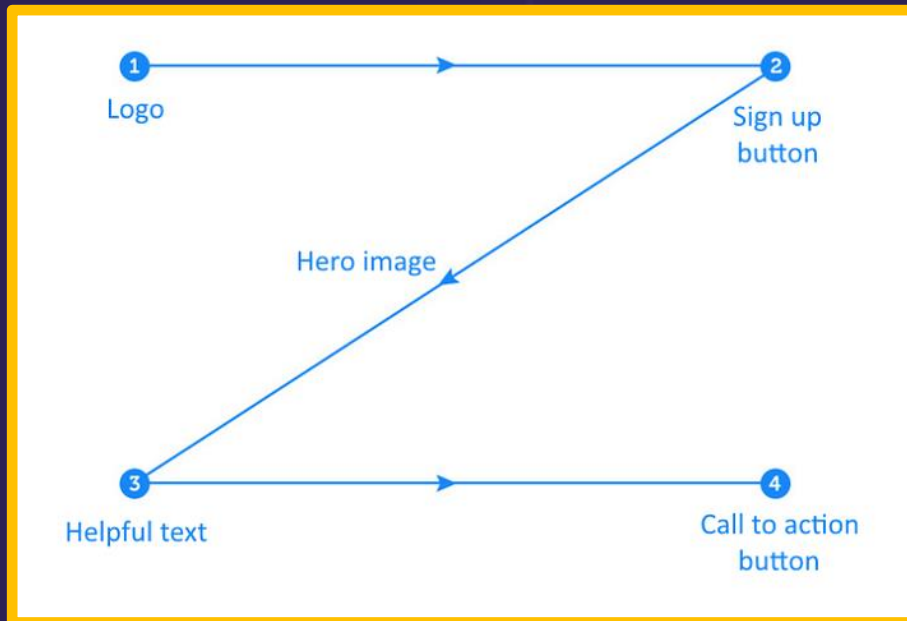


USER EXPERIENCE DESIGN

Visual Hierarchy

Z AND F PATTERNS

Z-pattern



The screenshot shows the Oracle Marketing Cloud website with a Z-pattern scanning path overlaid. The path starts at the top left (1) with the Oracle logo, moves horizontally to the top right (2) to the 'Learn the ABCs of CXO' headline, then diagonals down to the bottom left (3) to the 'To A/B Test, or to Multivariate Test?' section, and finally horizontally to the bottom right (4) to the 'DOWNLOAD NOW' button. The website content includes a hero image with a laptop and various icons, a section titled 'Learn the ABCs of CXO' with a sub-headline 'Everything You Need to Know About A/B & Multivariate Testing', a section titled 'To A/B Test, or to Multivariate Test?' with explanatory text, and a registration form on the right with fields for Email Address, First Name, Last Name, Country, Company Name, and Job Title, followed by a 'DOWNLOAD NOW' button.

Example of **Z-pattern scanning** on screens / webpages



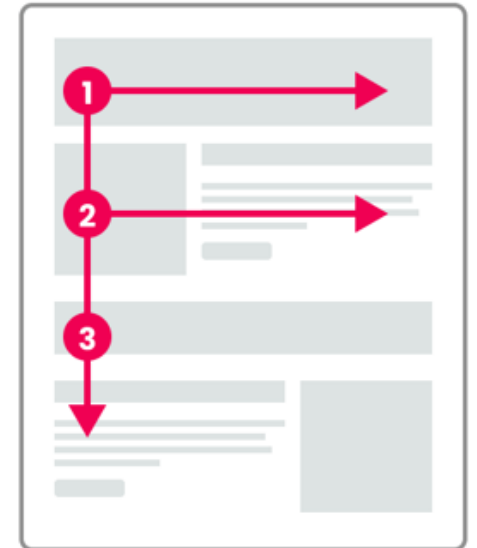
Z AND F PATTERNS

F-pattern

F-pattern is referred to as the **most common** eye-scanning pattern, especially for web pages with a **large amount of content**. [3]

It usually occurs on text-heavy pages such as:

- Blogs
- News Platforms
- Thematic Editorials



F-Pattern



USER EXPERIENCE DESIGN

Visual Hierarchy

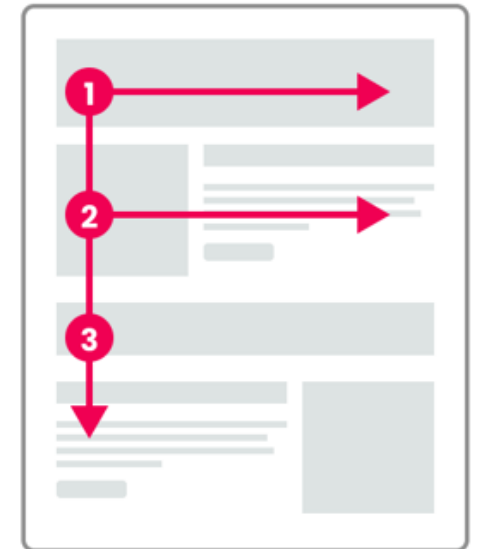
Z AND F PATTERNS

F-pattern

The F-pattern places **information of key importance** or **core interest** on the **most scanned spots**.

Short headlines and **bold headers** are used to draw the user's attention further down the page/screen

F-Pattern works as it allows readers to scan naturally. [3].



F-Pattern



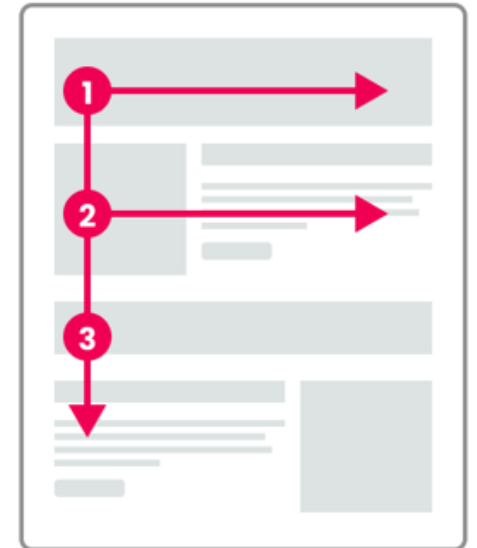
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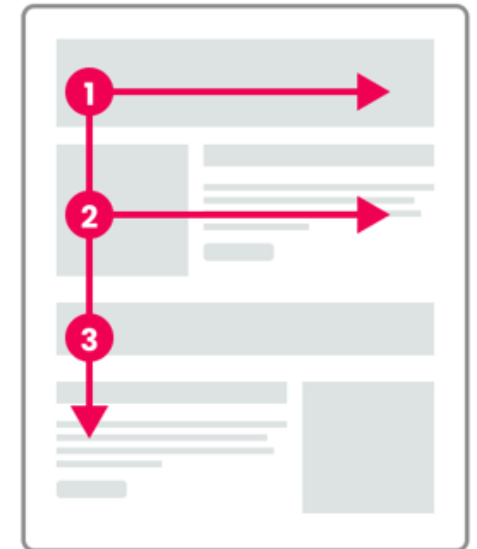
Visual Hierarchy

Z AND F PATTERNS

F-pattern

The general behaviour pattern follows these steps [3]:

- A user starts in the **upper left** corner



F-Pattern



USER EXPERIENCE DESIGN

Visual Hierarchy

Z AND F PATTERNS

F-pattern

The general behaviour pattern follows these steps [3]:

- A user starts in the **upper left** corner
- They read/scan the **first (head)line** of the text



F-Pattern



Z AND F PATTERNS

F-pattern

The general behaviour pattern follows these steps [3]:

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- They read/scan the **first (head)line** of the text
- They scan down the **left side** of the column until they find something interesting



F-Pattern

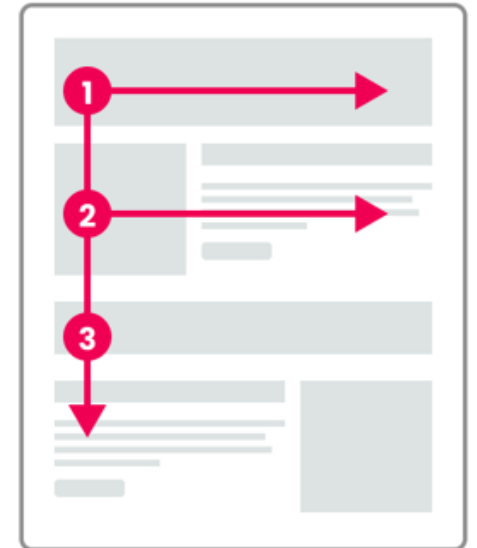


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- They **read the interesting element** more carefully



F-Pattern

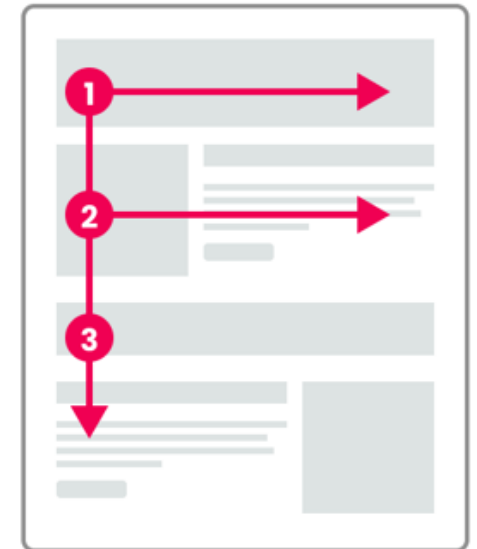


Z AND F PATTERNS

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The general behaviour pattern follows these steps [3]:

- A user starts in the **upper left** corner
- They read/scan the **first (head)line** of the text
- They scan down the **left side** of the column until they find something interesting
- They **read the interesting element** more carefully
- They **continue scanning** down the page



F-Pattern



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‘Heat-map’ images showing **concentrated areas of user focus** based on layout of web pages



USER EXPERIENCE DESIGN

Visual Hierarchy

Z AND F PATTERNS

Key points to remember:

- Where possible, design your web pages or apps to **support F-scanning**
- Define a **visual hierarchy** for your website / app
- Be **consistent** about the use of **fonts, colours** and **visual weights** - This makes it easier for people to scan
- Anything in the **bottom right** is likely to be **ignored**



USER EXPERIENCE DESIGN

Visual Hierarchy

Visual Hierarchy Bibliography



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Visual Hierarchy

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