

1.2.5 Hierarchy

While one element should be dominant you can create a hierarchy of dominance in order to guide people through your design. By creating a [visual hierarchy in your design](#), you enable your page to be scanned and communicate the relative importance of different parts of the whole.

Which of the two layouts above is easier to read? The one without a clear hierarchy on the left or the one with a hierarchy on the right?

Once again the [basic design principles](#) help us create a hierarchy and help us move the eye from most important to least important elements. Contrast to make clear what's most important and repetition, alignment, and proximity to lead the viewer across a single level of hierarchy and into the next.

Try not to create too many levels of hierarchy. It's easy to discern most and least, but what's in between tends not to be so easy to distinctly separate. Aim for 3 levels of hierarchy if you can, most important, least important, and everything else.