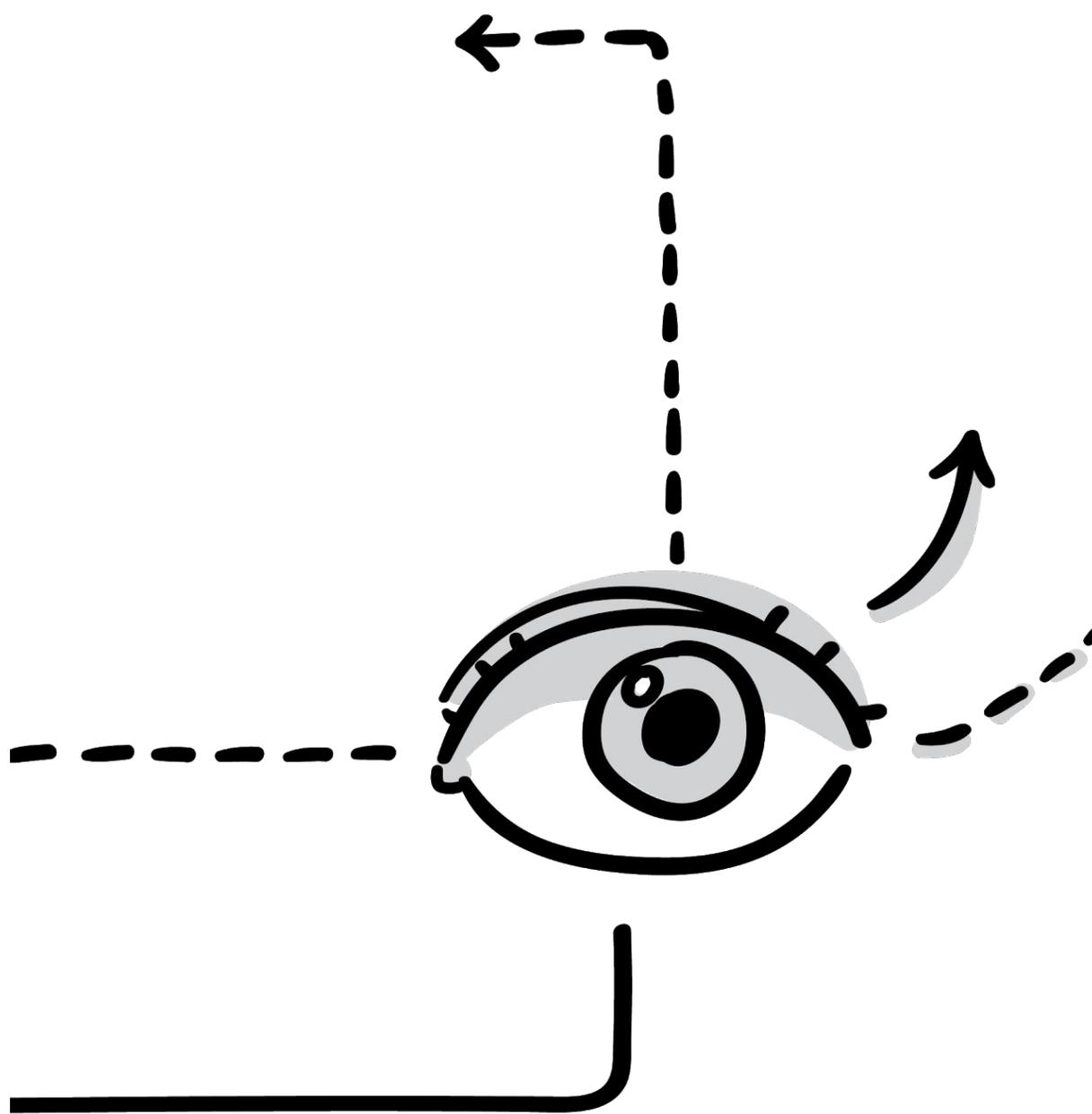




**How to
show your
story.**

/Present Better

Know where you want the eye to go.



READ

THIS

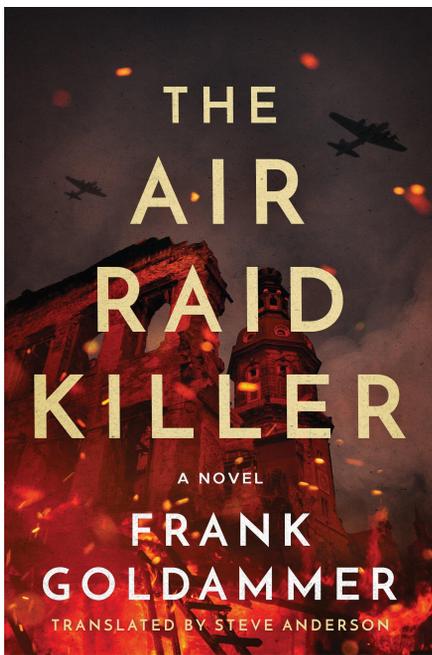
FIRST.

And then this.

This is not
important at all.



Understanding visual hierarchy.



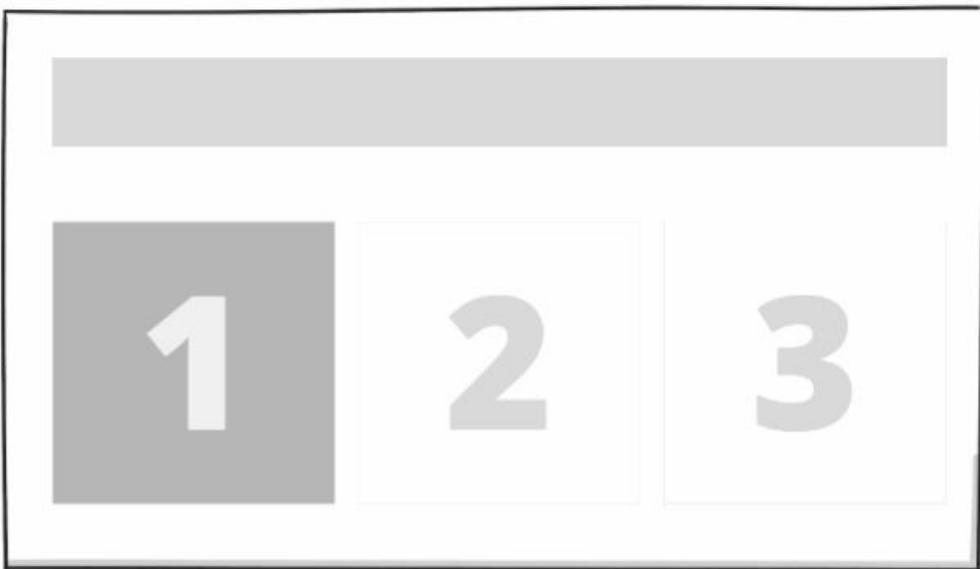
← 1. Title

← 2. Author

← 3. Background image

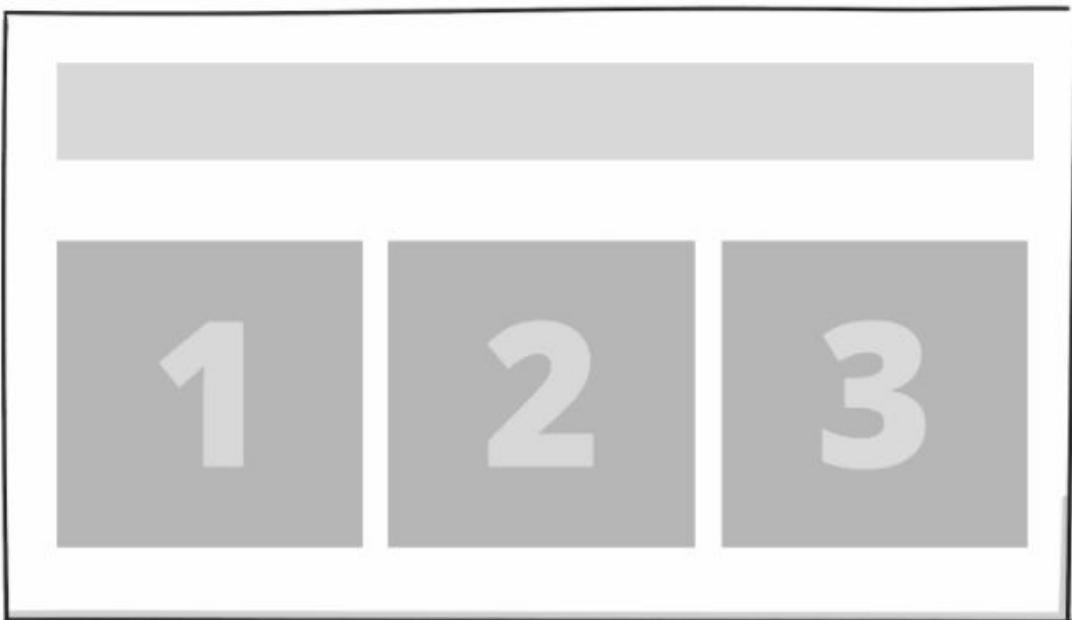
Visual hierarchy is the arrangement of elements to show their order of importance. Any designed object has a visual hierarchy. What you see and understand first, second, third, and so on.

Use movement and builds.



When something moves, we look at it. Even if it's in our peripheral vision, it's an evolutionary thing. So a build on a slide, with a new element coming in, screams, "look at me."

Focus with color.



When it comes to color:

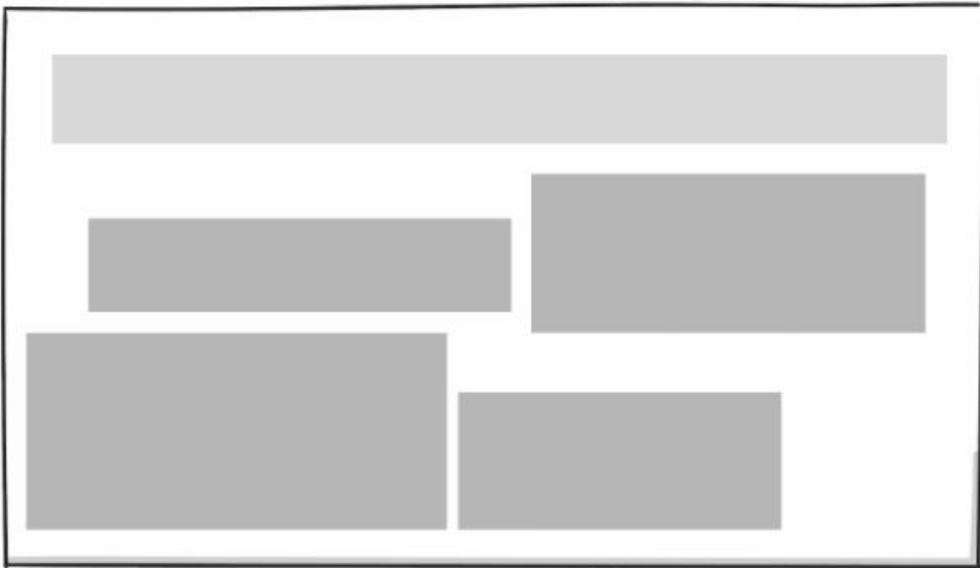
Don't use too much.

Stick within your brand palette.

Pick high contrast colors.

Avoid red and greens if you can.

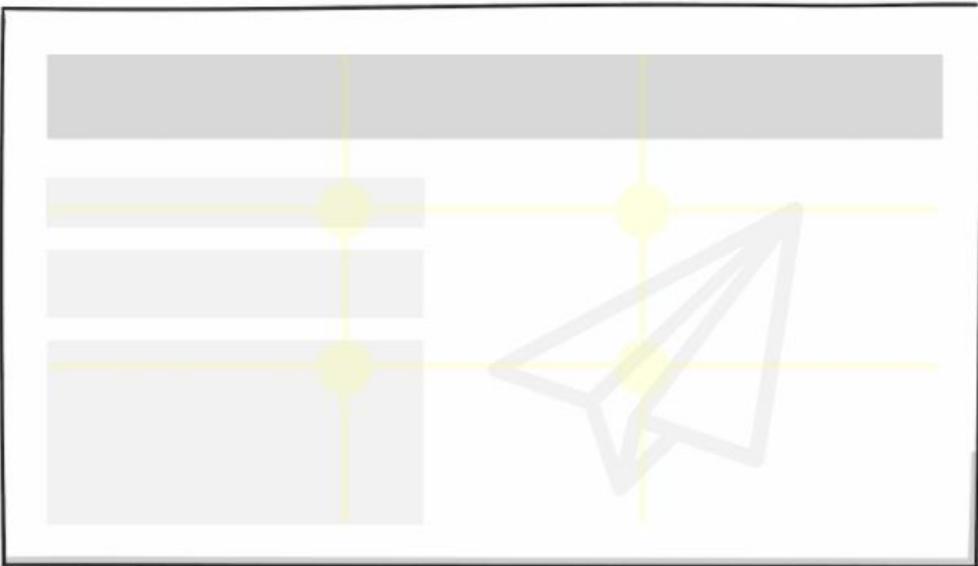
Line things up.



If your visual doesn't line up, or your slide breaks hidden grids, it looks messy and disorganized.

Think about what lines up with what – we tend to assume meaning.

Think about position.

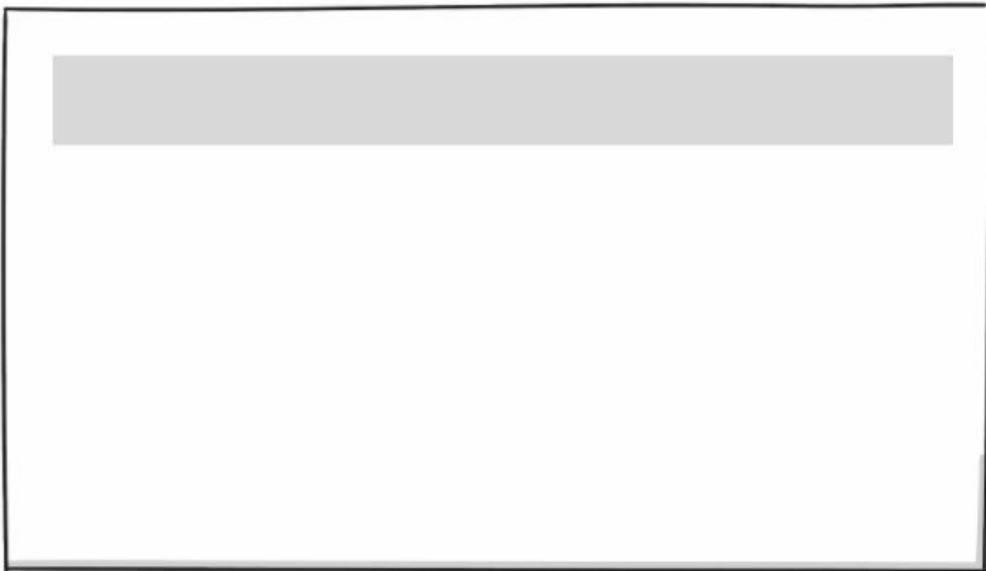


Position on the page implies hierarchy.

Loosely, something lower on the page is less important than something at the top.

Something to the right is less important than something on the left.

Be careful with type.



Use larger type and **bolder type** for content at the top levels of your information hierarchy.

Use subtler type forms, italics, and underlining for elements in your hierarchy's middle order.

Use space.

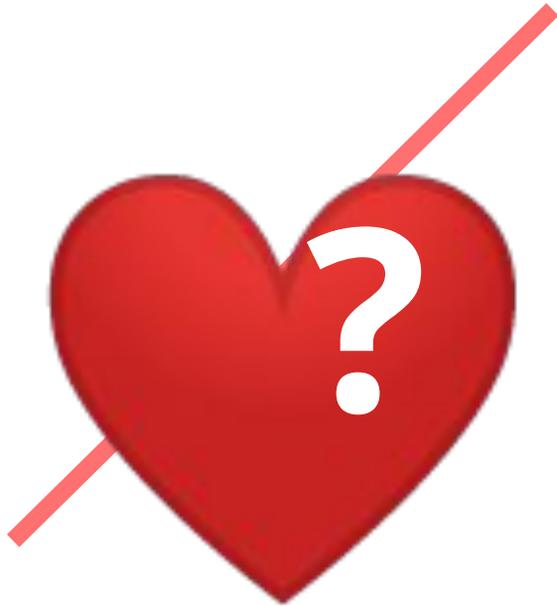


Use white space. Even if you apply all these other rules, you take away from them by crowding the slide.

Take away anything you don't need on the slide.

Look and learn.

See



With its foundation of information architecture and Gestalt theory, visual hierarchy is all around us: books, street signs, packaging, and PowerPoint slides. You will learn just as much and improve your skills in this area through observation as practice. Pay attention to where your eye goes and how you judge a book by its cover.





Visual Hierarchy — How to show your story.

You can't judge a book by its cover. Everyone knows this. Yet everyone does. The design of those covers drives the \$14 billion publishing industry.¹ The cover is the lure, the billboard, the hook, designed to get the [... more](#)



The How Company

About fassforward.

Over the years, clients have come to call us, “The How Company,” because we keep it practical, outcome based and rooted in neuroscience. We help your leaders learn, lead and communicate more effectively as well as shape culture and build capabilities.

We believe that your Customers, People, Culture, Leadership and Purpose are all critically connected. Connecting those dots is key, which is why we developed [The Rize System™](#). This unique system is delivered through our four services — [Coaching](#), [Consulting](#), [Training](#) and [Creative](#) — all designed to improve how you learn, work and lead.

