

ALIGNMENT

- Align items vertically and horizontally to guide the viewer's eye

vertical/horizontal lines

Alignment:

placement along

- Consider how placement along vertical lines combined with contrasting text styles creates visual hierarchy: title, headings, bullet points and subpoints, etc.
 - Compose for how your viewer's eye is likely to scan a page: English-speaking viewers tend to read top-to-bottom, left-to right, so consider putting titles and headings above smaller points, and aligning to the left margin so information is where the viewer looks first
- Ensure repeated elements (e.g., headings, bullet points) are aligned in the same way to help the viewer understand how all elements of the design fit together