

GRADE 5 LEARNING PACK

Visual Hierarchy & Information Design

Use scale, spacing, contrast and grouping to guide attention in an information design.

LEARN • PRACTISE • CREATE • REFLECT

Original BrightPencil Kids resource - adult-led where appropriate

A4 edition • 12 purposeful pages • review copy

Print. Learn. Grow.

Grown-up guide

Learning objective

Use scale, spacing, contrast and grouping to guide attention in an information design.

Use this pack well

- Model the first example aloud, then let the learner try.
- Ask “How do you know?” more often than “Are you finished?”.
- Use real objects, talk, movement or observation when the activity suggests it.
- Stop or shorten the session if attention or enjoyment drops.
- Open-ended pages can have many successful answers.

Quality note

This resource was written originally for BrightPencil Kids. Curriculum sources informed scope and progression only; no third-party worksheet or story text is reproduced.

Learn the idea

1 Hierarchy tells viewers what to notice first, second and third.

2 Spacing and grouping can communicate relationships without extra decoration.

3 Design choices should be tested against purpose and viewing conditions.

Talk about it

Explain one idea in your own words. Give an example from real life, a drawing or an object if that helps.

Build a clear model or organiser that shows: Hierarchy tells viewers what to notice first, second and third.

Use supplied evidence to test this idea: Spacing and grouping can communicate relationships without extra decoration.

Compare two cases and explain where this principle matters: Design choices should be tested against purpose and viewing conditions.

Find one weak claim or assumption and revise it so it matches the evidence.

Write a short conclusion that states evidence, limitation and next question.

Try it beyond the page

Real-world / hands-on connection

Compare two public information posters with an adult and discuss hierarchy, not branding.

Before you finish

What did you notice?

What evidence, object or example helped you?

What would you change if you tried again?

Create something

Your project

Design a school-information poster and test it at normal viewing distance.

Use this space for planning, drawing, mapping, designing or notes.

CHALLENGE

Think deeper

1. What is visual hierarchy?

2. Does making everything large create strong hierarchy?

3. Why test a design at real viewing distance?

Quick review

1. In one sentence, explain the big idea of “Visual Hierarchy & Information Design”.

2. Draw or write one example that shows you understand.

3. Choose one activity from this pack and explain the strategy you used.

4. Write one question you still have.

Answer & discussion notes

Use these as guidance, not scripts. Open questions can have different successful responses when the reasoning is sensible and evidence-based.

1. Suggested response

The planned order in which viewers notice information.

2. Suggested response

No.

3. Suggested response

To see whether it works in its intended context.

Review before publication

Check age fit, factual accuracy, clarity, accessibility, rights provenance and whether the activity works in practice. This file remains a review copy until those checks are signed off.

FINISH

My learning reflection

I finished this BrightPencil learning pack.

One thing I understand better now:

A strategy that helped me:

Something I created or noticed:

My next small question or goal:

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