

THE PRINCIPLES OF DESIGN

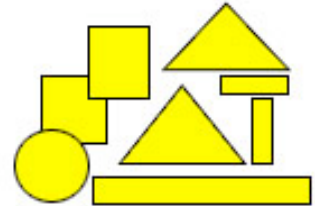
Empphasis is the stressing of a particular area of focus

- **WHEN A COMPOSITION HAS NO EMPHASIS NOTHING STANDS OUT.**
- **EMPHASIS ATTRACTS THE VIEWERS' EYE**

Kinds of Emphasis:

1. **Focal Point (Convergence)** - a focal point is an area where the eye tends to focus. It is the focus of the viewer's attention. A focal point is created by making one area of element of the painting dominant, or most important visually. The focal point may be the largest, brightest, darkest, or most complex part of the whole, or it may get special attention because it stands out for some other reason.
2. **Contrast (Difference)** - can be created by a sudden change in direction, size, shape, texture, color, tone, line, font, etc.
3. **Isolation** – when an object stands out because it is the only object in one area, separated from the rest of the composition in some way.
4. **The Unusual** – a composition that describes or depicts something so strange the viewer can't help but focus on that object or artwork.

Without emphasis



With emphasis

