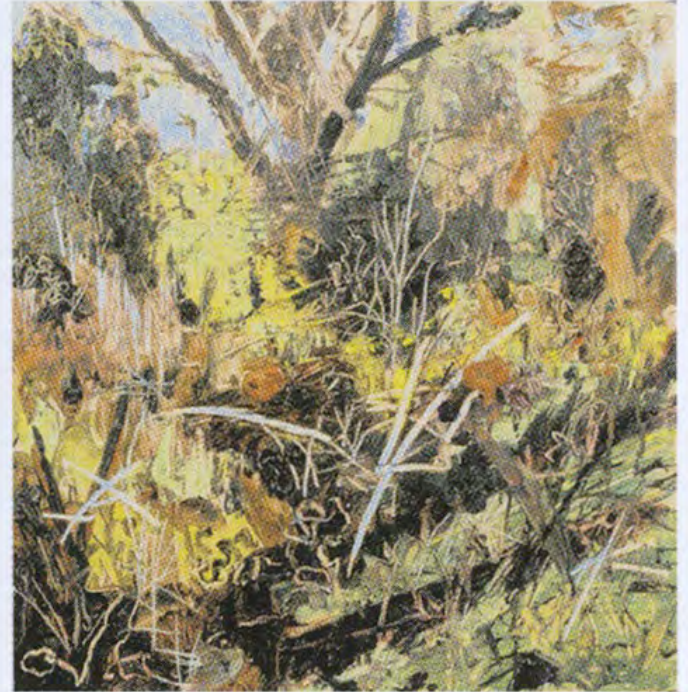


Emphasis

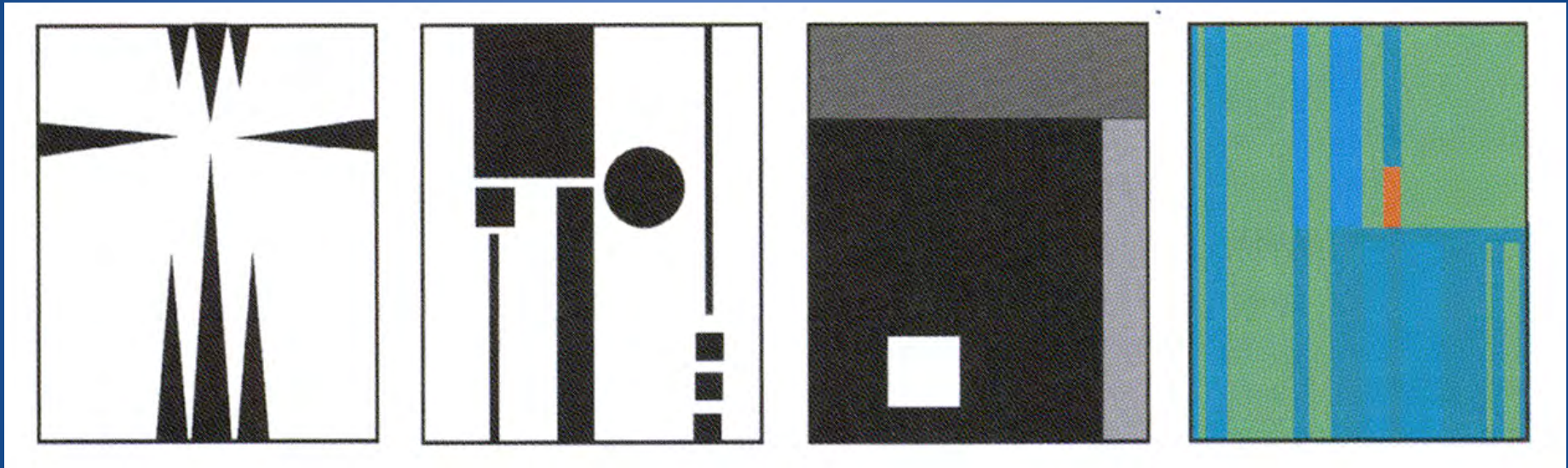
- This principle is that every design should have one main element or area of focus that is emphasized over all others
- Emphasis is used to grab the viewer's attention and make them look closer at the design
- Emphasis is achieved by making an element different from its surroundings, but it should still be harmonious with the rest of the design
- Emphasis is based on contrast which adds visual interest

Emphasis



No specific focal point or area of dominance – not much contrast.

Emphasis



Emphasis created using line direction, contrasting shapes, contrasting values and contrasting colors.

Emphasis



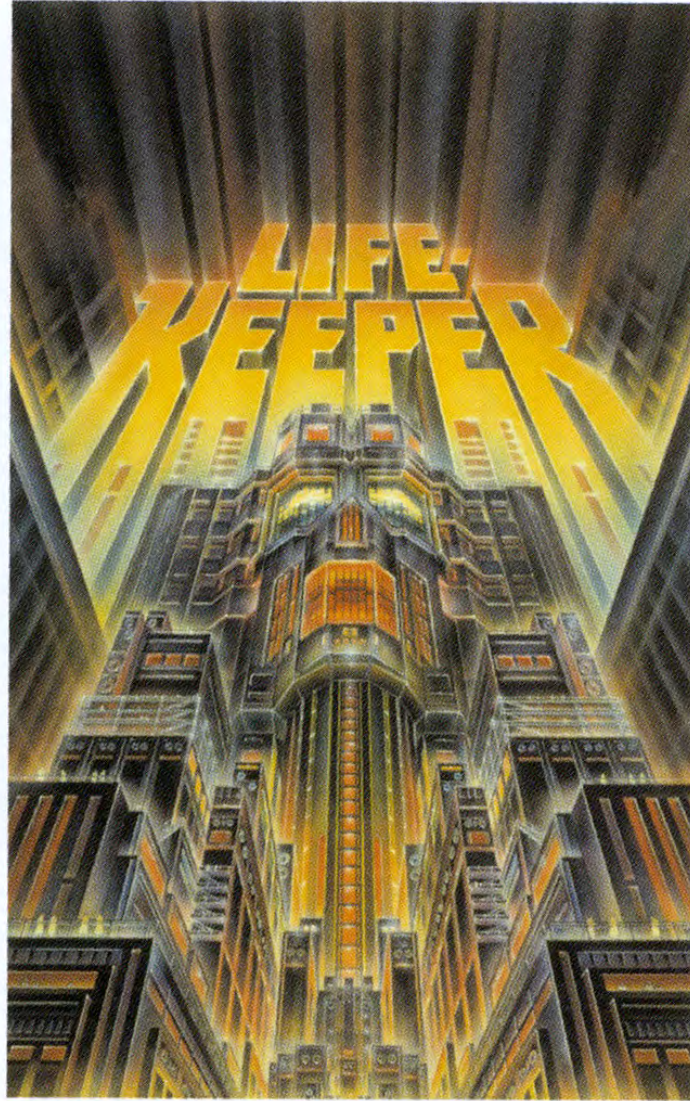
Emphasis created using placement/isolation and color contrast.

Emphasis



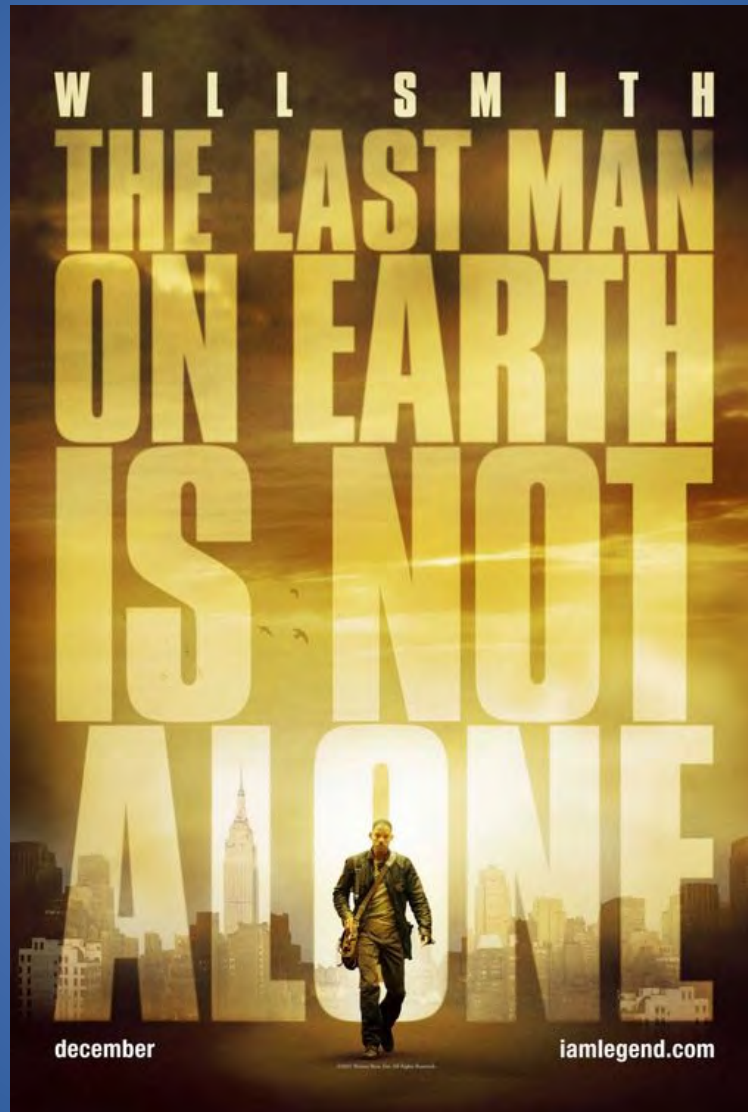
Emphasis created through color and position.

Emphasis



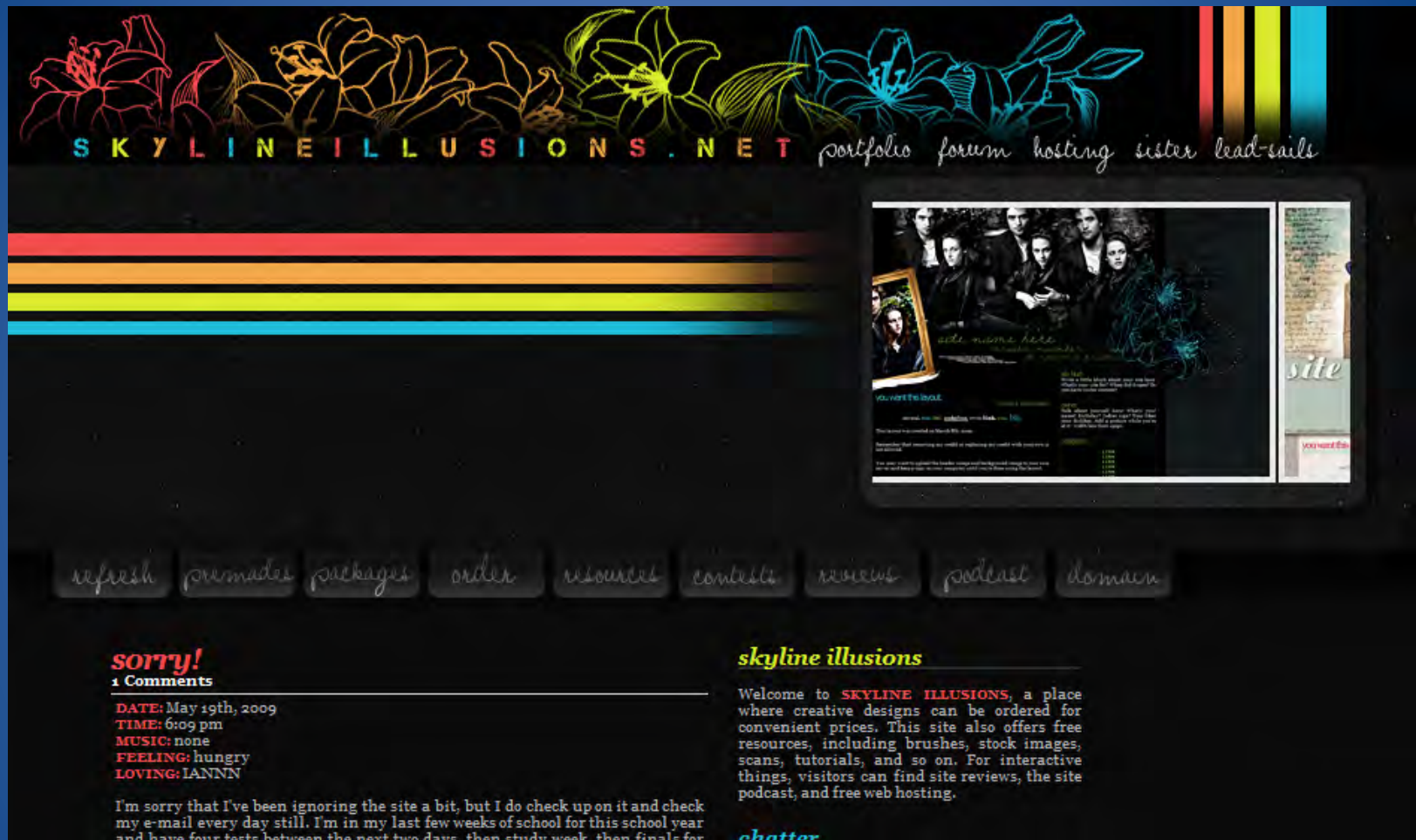
Multiple areas of emphasis move the eye across the design.

Emphasis



Multiple areas of emphasis move the eye across the design.

Emphasis



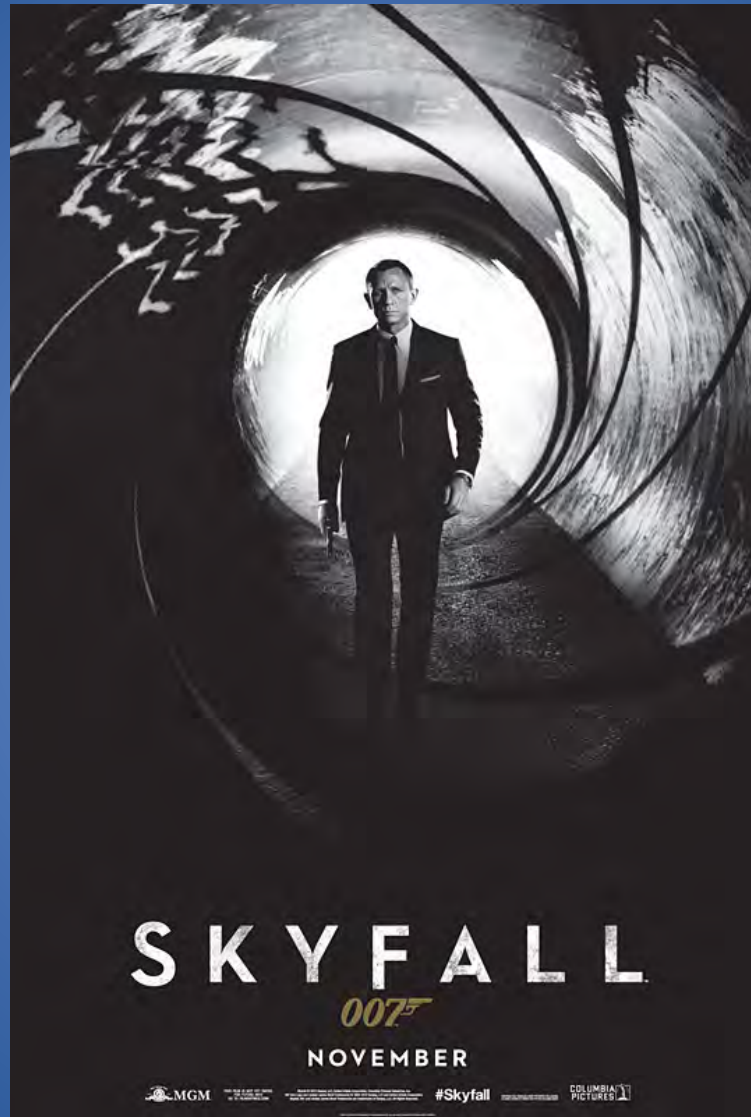
Emphasis created using line direction and color contrast.

Emphasis



Emphasis created using value contrast and isolation.

Emphasis



Emphasis created using value contrast and shape contrast.

Emphasis

Reminiscences,
rock 'n' roll
and rollicking fun!

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Emphasis created using converging lines and value contrast.

Emphasis



Color and value can be used to change emphasis.