EMPHASIS

(Focal Point)

Emphasis is used by artists to create dominance and focus in their work. One area different from the rest, also called ‘focal point’ or ‘center of interest’.

Artist can emphasis COLOR – VALUE – SHAPE – SIZE - ISOLATION or other ART ELEMENTS to achieve dominance.

Different Techniques can be used to emphasis a center of interest. Techniques include the use of; **Contrast, Isolation, Placement, Convergence-through Eye Movement, and the Unusual**.

NOTES:

Watch This Video; <https://youtu.be/bFEC9v4_TUM>

* Your examples should be images with a strong focal point
* Include 3 images
* Pick 3 of the 5 types; **Contrast Isolation Placement, Convergence-through Eye Movement the Unusual**
* You can alter images to create Emphasis
	+ use filters to create black & white verses color within one picture and create the Emphasis
	+ place and unusual small image on top of you big image
	+ use one of your examples from the ‘Movement’ page
* I will be looking at your layout and placement, it should fill this two-page spread*.*
	+ Images should be big
	+ Minimum of three images