

# **Unity + Emphasis & Focal Point**

## **Principles of Organization in Design**

Claudia Jacques de Moraes Cardoso

# Composition in 2D Design

- **Composition** in 2D Design is the overall arrangement and organization of formal elements on the two-dimensional surface.
- Line, shape, space, value, texture, color and type are the elements of design that make up a two-dimensional composition.
- A good composition utilizes these elements of design and follow the principles of organization to create a visually interesting and unified whole.

## Why?

- **Communication**
- Create Order out of Chaos
- Aesthetic

# Structure of Art in 2D Design

- Components of Art - Analyzed by the Degrees of Representation
  - Subject Matter
  - Content
  - Context
  - Form
    - Elements of Design
      - Line
      - Shape & Space
      - Value
      - Texture
      - Color
      - (Type)
    - Principles of Organization
      - Balance
      - Emphasis & Focal Point
      - Rhythm
      - Scale & Proportion
      - Unity

# Principles of Organization

# Unity

# Principle of Organization Unity

**Unity** creates an integrated image in which all the elements are working together to support the design as a whole.

A **unified design** is greater than the sum of its parts; the design is seen as a whole first, before the individual elements are noticed.

**Unity** can be compared to harmony, integrity or wholeness.

# Principles of Organization Unity

**Unity** is based on the **Gestalt theory of visual perception**, which states that the eye of the viewer seeks a gestalt or unified whole.

This means that the viewer is actually looking for a connection between the elements, for some sort of organization, for **unity** in the design.

# Unity & Gestalt



- **Psychology** term which means "shape" or "form".
- Theory of **visual perception** developed by German psychologists Max Wertheimer, Kurt Koffka and Wolfgang Kohler in the 1920s.
- Describe how people tend to organize visual elements into **groups** or *unified wholes* under certain principles or laws

# Unity & Gestalt

A **gestalt** is created because the mind simplifies and organizes information. It does this by grouping elements together to create new wholes.

Understanding how the mind groups elements helps us understand how **unity** can be achieved.



# WHERE DO YOU WANT TO GO?

Trips, Experiences, And Places. All In One Service.

**HOTELS**

**VACATION RENTALS**

**THINGS TO DO**

**RESTAURANTS**

**FLIGHTS**

Type Hotel Name here...

1 Room

1 Person

27 Feb check in

27 Feb check out

Time

Time

 FIND HOTEL

## WHY CHOOSE US



**ADVENTURE**



**FUN & SAFETY**



**IMPECCABLE  
SERVICE**

# Unity

## CRAP in Unity

- Continuation
- Repetition
- Alignment
- Proximity

The screenshot shows the Nike website's product page for men's running shoes. The layout is clean and organized, demonstrating several design principles:

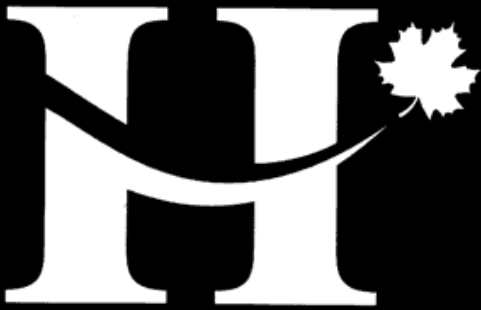
- Continuation:** The navigation menu (MEN, WOMEN, BOYS, GIRLS, CUSTOMIZE) and the search bar are positioned at the top, providing a consistent header across the page.
- Repetition:** The product grid consists of eight shoe cards, each featuring a high-quality image of a different running shoe model, creating a rhythmic visual flow.
- Alignment:** The product cards are aligned in a precise grid, with consistent spacing between them, ensuring a professional and easy-to-navigate interface.
- Proximity:** The filters on the left are grouped into sections (SHOE TYPE, SURFACE, NIKEiD, BEST FOR, COLLECTIONS), with related options placed close together to facilitate user interaction.

The main content area displays the following products:

- Nike Flyknit Racer:** Unisex Running Shoe (Men's Sizing), \$150. 6 Colors.
- Nike LunarTempo 2:** Men's Running Shoe, \$100. 8 Colors.
- Nike LunarTempo 2 iD:** Men's Running Shoe, \$150. 3 Colors. Includes a "CUSTOMIZE IT" button.
- Nike Flyknit Air Max:** Men's Running Shoe, \$225. 6 Colors.
- Nike Air Max 2016 Print:** Men's Running Shoe, \$200. 2 Colors.
- Nike Air Zoom Pegasus 32 Solstice:** Men's Running Shoe, \$125. 2 Colors. Includes a "PERSONALIZE" button.
- Nike Free RN Distance:** Men's Running Shoe, \$120. 3 Colors.
- Nike Air Max 2016:** Men's Running Shoe, \$190. 8 Colors.

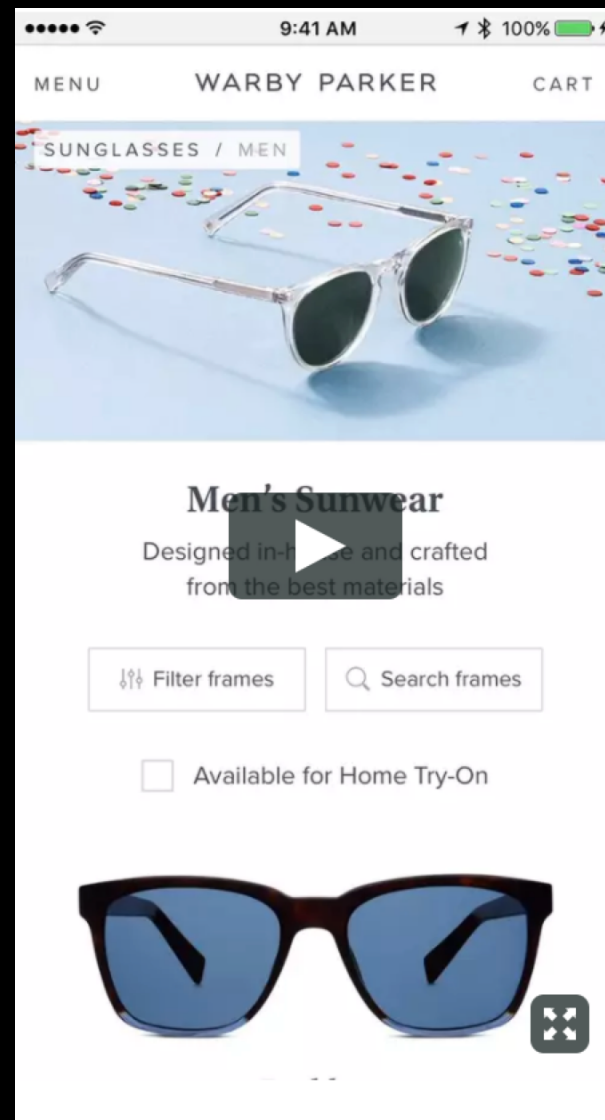
# CRAP-U

**Continuation** means that something (a line, an edge, a curve, a direction) continues from one element to another.

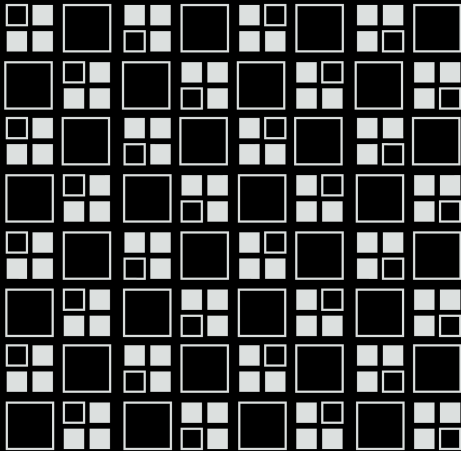


The viewer's eye will follow the continuing line or edge smoothly from one element to other and the mind will group the elements because of this connection. Implied lines are one example of continuation.

# Continuation



# CRAP-U

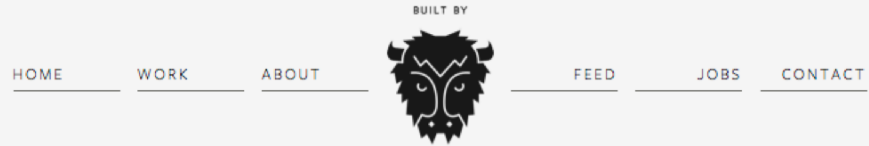


**Repetition** is based on grouping by similarity; elements that are similar visually are perceived to be related.

Any element can be repeated - line, shape, color, value or texture - as well other things such as direction, angle or size.

Repetition helps unify a design by creating similar elements and is one of the most effective ways to unify a design.

# Repetition

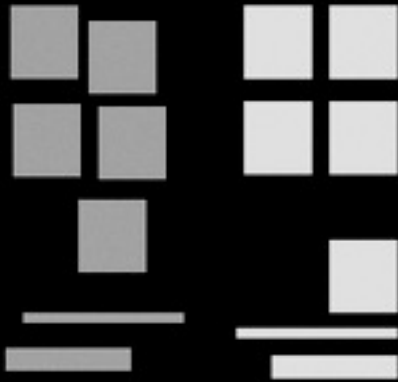


## A higher plain



# CRAP-U

**Alignment** consists of arranging elements so that their edges are lined up.



The common alignment allows the eye to group those elements together.

A grid is often used to create unity through alignment, not just in a single design but also between related designs (the pages of a magazine or book, for example).

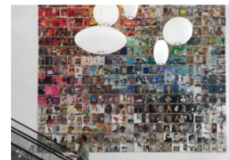
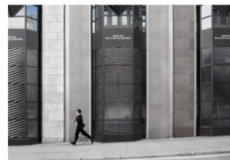
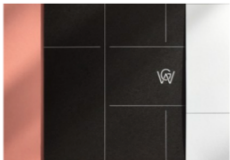
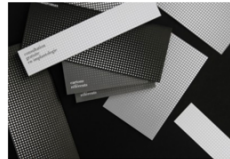
# Alignment



Paprika

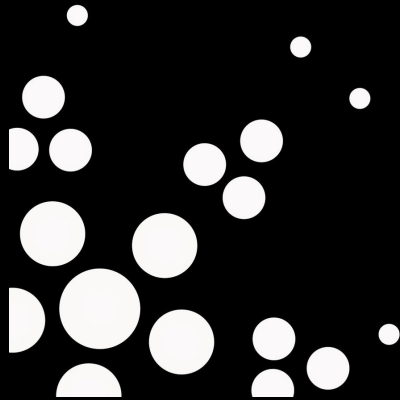
Projects Studio Contact

fr





# CRAP-U



**Proximity**, is based on grouping by closeness; the closer elements are to each other, the more likely we will see them as a group.

Proximity is one of the easiest ways to achieve unity.

# Proximity

[Projects](#) [Studio](#) [Contact](#)

fr

PAPRIKA



# When Unity is Achieved . . .

Nothing is competing for attention in the composition.

Helps the message be easily understandable.

The artwork looks complete and organized.

Visually organize content.

# Emphasis & Focal Point

A **Focal Point** is the location in a composition that attracts the viewer's attention and may repeatedly draw attention back to itself.

A **Focal Point** is where the artist has **deliberately** placed **emphasis** within their composition.



# Creating a Point of Emphasis/Focal Point

## CI-CUP

- Contrast
- Isolation
- Convergence
- Unusual
- Placement





## Contrast

Use of contrast.

It refers to difference.

Any specific type of difference in the composition can result in that element becoming a focal point.

Difference or contrast can be achieved by changing the characteristics of the Elements of Design: **line, shape, value texture, color** and Principles of Organization such as movement, direction, etc...

# Contrast

HOME

WRITING

MUSIC

PHOTOGRAPHY

ALBUM

BLOG

CONTACT

ANDREA  
MANN

writer &  
jazz vocalist





## Isolation

Isolate an element from others.

Whenever one shape or element is separated from a group or area, it becomes isolated and in turn, becomes a focal point.



# Isolation

**WE'VE GOT  
A NEW LOOK**

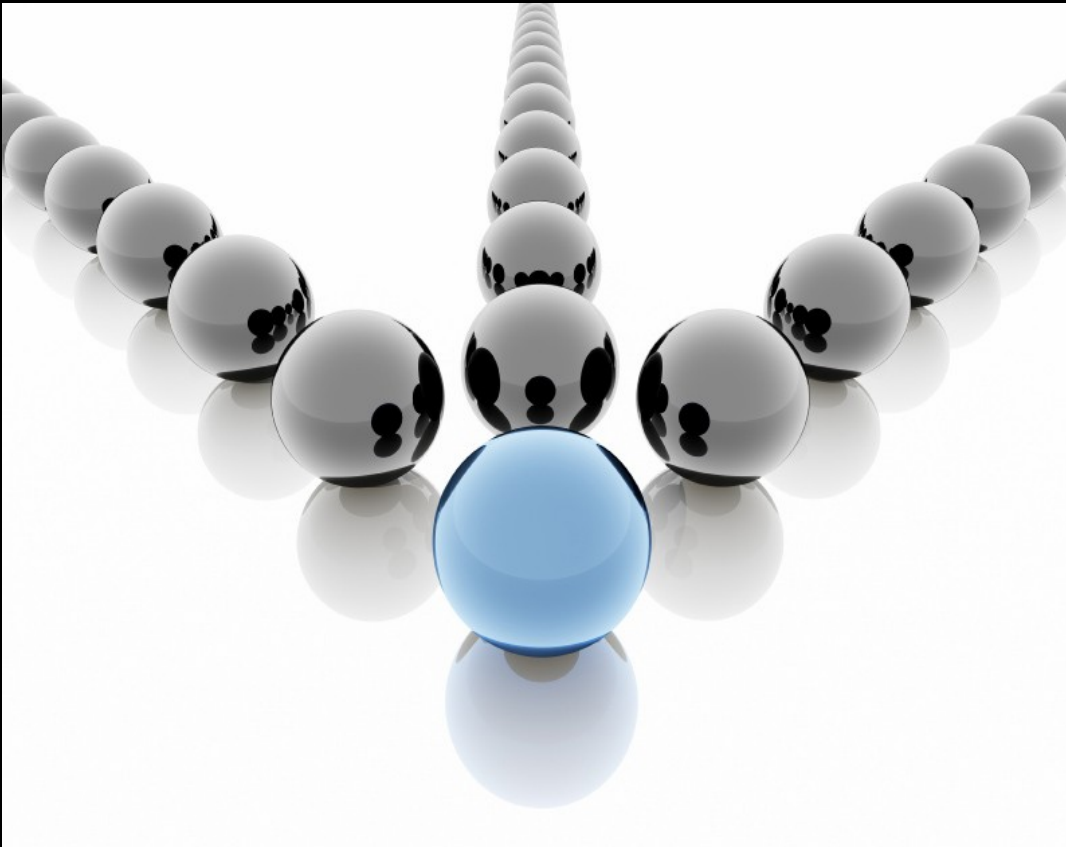
**NEW WEBSITE COMING SPRING 2015**

We are Green Chameleon, a Bristol based design agency. Forget the usual agency clichés, we're a straight-talking team, passionate about delivering marketing-led design solutions to clients all over the globe. This site is a simple holding page to keep everyone up to date as we work on our full website, launching in early 2015.

[VIEW OUR LATEST PROJECT](#)

To see our full portfolio visit our [old website](#)

Icons in sidebar: Home, Mail, Camera, Printer, Globe, Twitter, Facebook

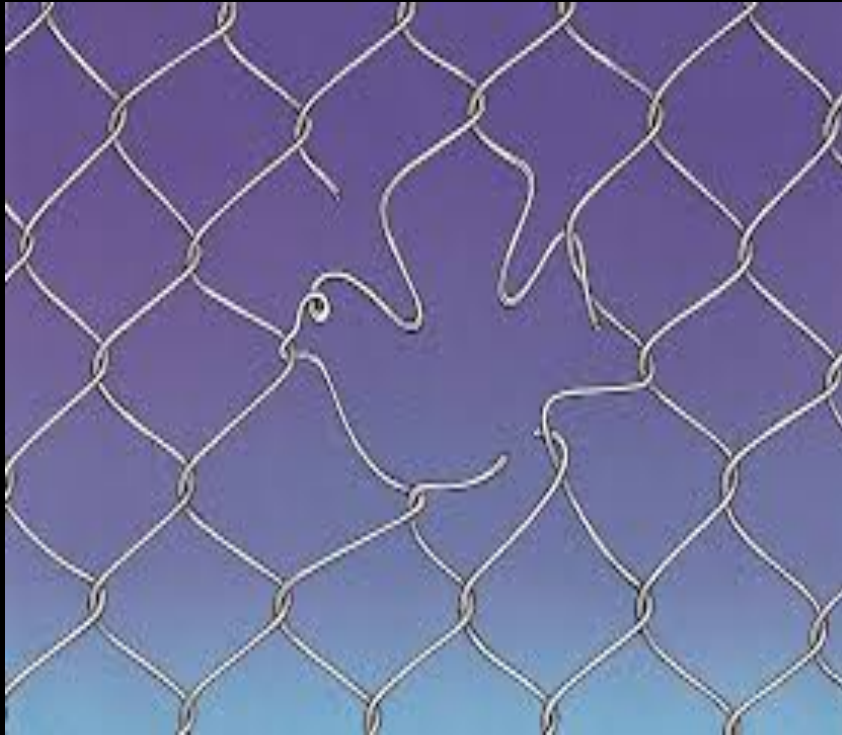


## Convergence

Use implied lines to direct a viewer's eye to an object or element.

This technique is known as "convergence".





## The Unusual

Introduce an object or element that is unusual to the composition.

This element stands out and gets the viewer's attention.

# Unusual



## EDUCATION

FUTURE INSIGHTS IS ALL ABOUT LEARNING. WE PRIDE OURSELVES ON DELIVERING THE CONTENT YOUR BRAIN WANTS TO SEE. THAT'S WHY WE GIVE YOU 5 TRACKS.



### HAND PICKED SPEAKERS

We hand pick our speakers to bring you the best possible lineup with the most diverse range of expertise.



### FIVE AWESOME TRACKS

Future Insights isn't for those with a one track mind. We have five tracks, offering you the widest possible choice to stimulate your brain.



### RED HOT TOPICS

Covering all the hottest topics, Future Insights will keep you right up to date with the latest technologies and techniques.



### PACKED SCHEDULE

With five tracks across 3 days + workshops, Future Insights is absolutely packed with high quality content, just for you.



NEWSLETTER



CONVINCE YOUR BOSS PDF



## FUTURE OF WEB DESIGN

13 - 15 MAY 2013, LONDON

THE 7TH ANNUAL FOWD PROUDLY PRESENTS THREE DAYS OF CUTTING-EDGE LEARNING AND INSPIRATION



### HAND PICKED SPEAKERS

We hand pick our speakers to bring you the best possible lineup with the most diverse range of expertise.



### TWO AWESOME TRACKS

Future of Web Design isn't for those with a one track mind. We have two tracks with talks from the most creative and exciting minds working in web design today.



### RED HOT TOPICS

Covering all the hottest topics, Future of Web Design will keep you right up to date with the latest technologies and techniques.



### PACKED SCHEDULE

With five tracks across 2 days + workshops, Future of Web Design is absolutely packed with high quality content, just for you.



NEWSLETTER



CONVINCE YOUR BOSS PDF





## Placement

Objects that are placed in the center of the picture plane or near center, will become a focal point.

Most of the time, a non-centered focal point is preferred.

By placing an object or element just off center, you can make a focal point through placement without affecting the aesthetics of the artwork.

See [Rule of Thirds!](#)



# Review

## UI Design Principles

- **Structure**
- **Simplicity**
- **Visibility**
- **Feedback**
- **Tolerance**
- **Reuse**



# Review

- Components of Art - Analyzed by the Degree of Representation
  - Subject Matter
  - Content
  - Context
  - Form
    - Elements of Design
      - Line
      - Shape & Space
      - Value
      - Texture
      - Color
      - (Type)
    - Principles of Organization
      - Balance
      - Emphasis & Focal Point | CI-CUP  
contrast, isolation, convergence, unique, placement
      - Rhythm
      - Scale & Proportion
      - Unity | CRAP  
continuation, repetition, alignment, proximity