

Principles of Organization

Emphasis & Focal Point

Claudia Jacques de Moraes Cardoso

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/Movement
 - Scale & Proportion
 - Unity

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.



Edouard Manet, *Oysters*, 1862

Creating a Point of Emphasis/Focal Point

- Contrast
- Convergence
- Isolation
- Placement
- The Unusual



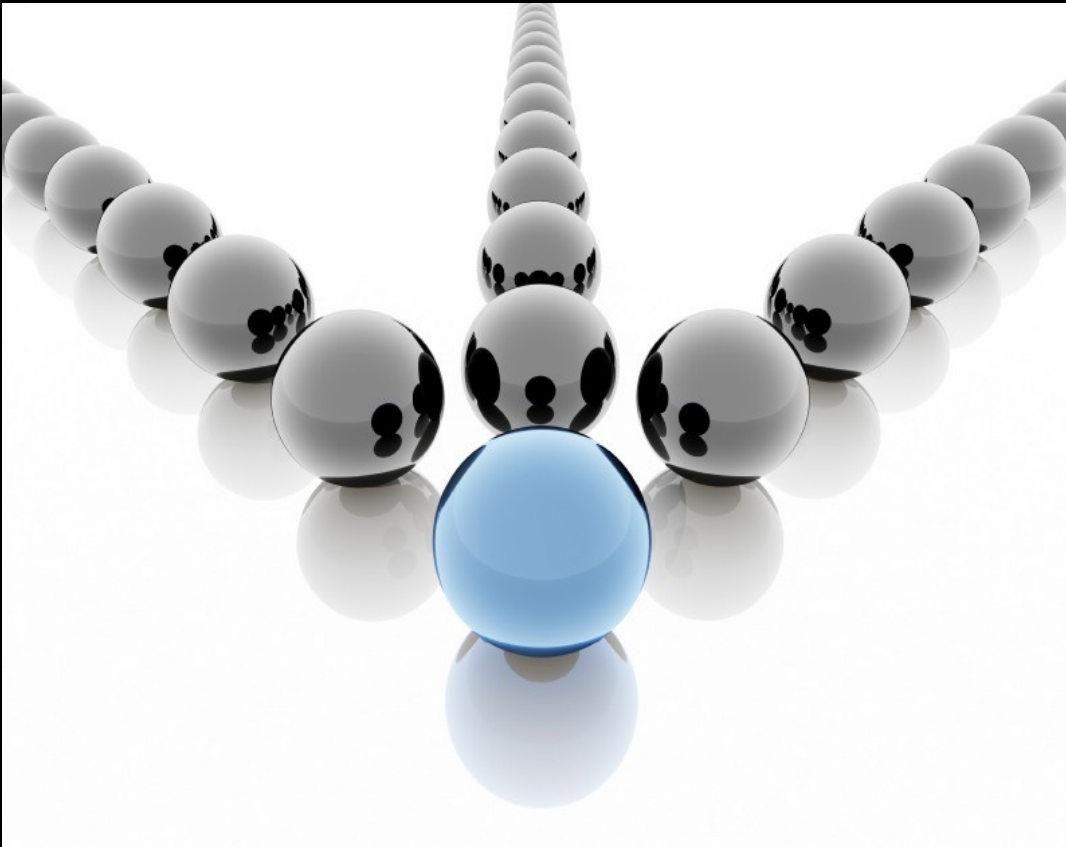
Contrast

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, type characteristics** and Principles of Organization such as movement, direction, etc...



Convergence

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

This technique is known as "convergence".



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.



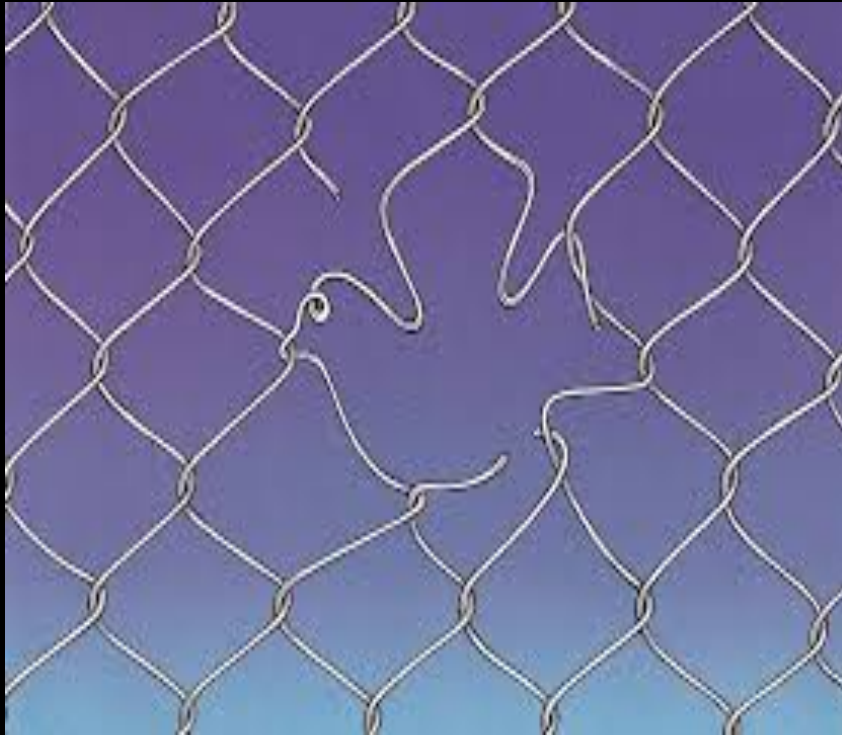
Placement

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!**



The Unusual

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

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

Rule of Thirds

Rule of Thirds

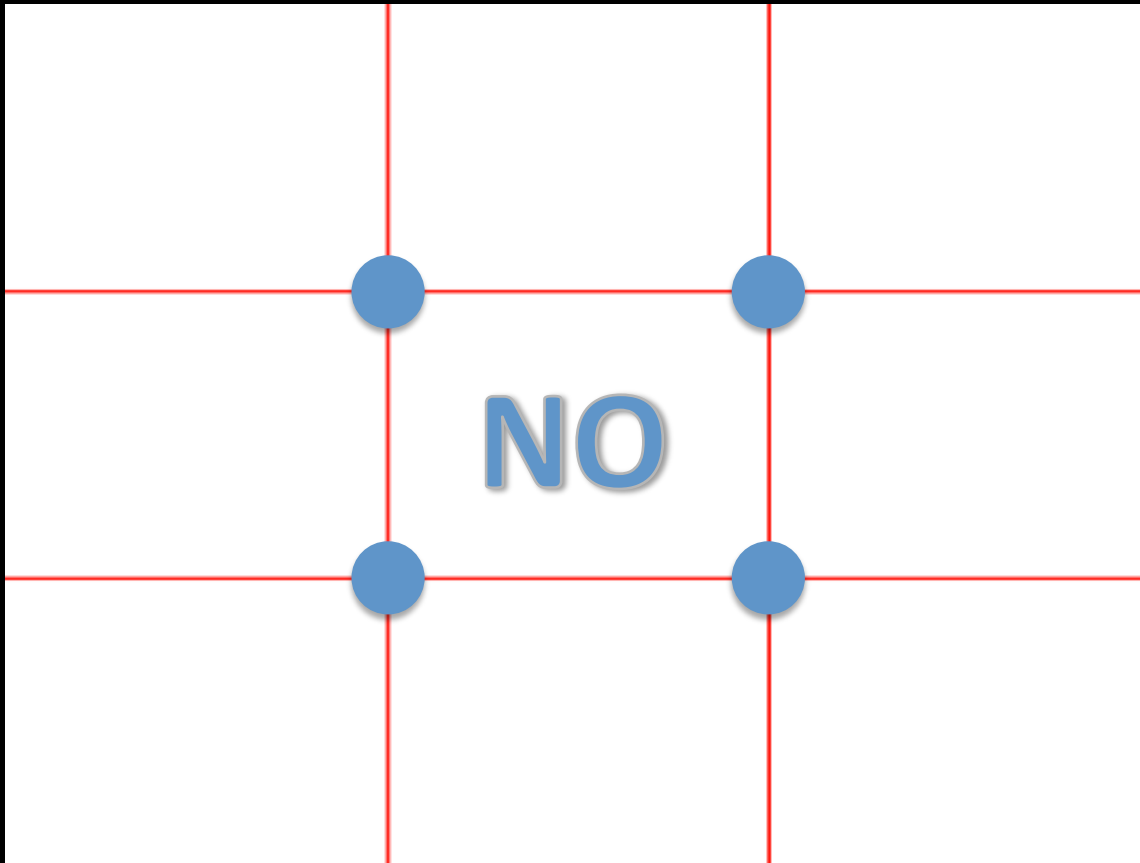


<https://creativemarket.com/blog/2014/08/04/photography-15-great-examples-of-the-rule-of-thirds-in-action>

When the picture plane is divided into thirds both vertically and horizontally as a tool to arrange and organize elements of a composition.

Important compositional elements should be placed along those lines or at their intersections.

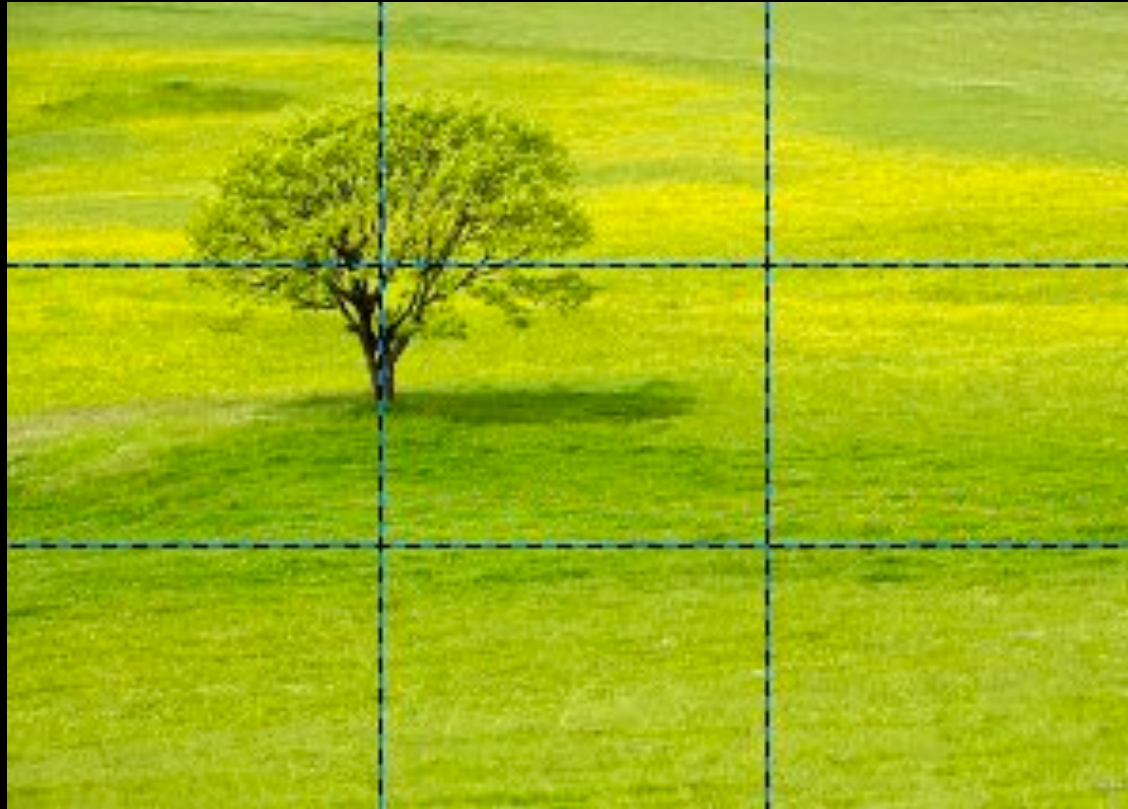
Rule of Thirds



Power Points: best placement for **Focal Point**

NO

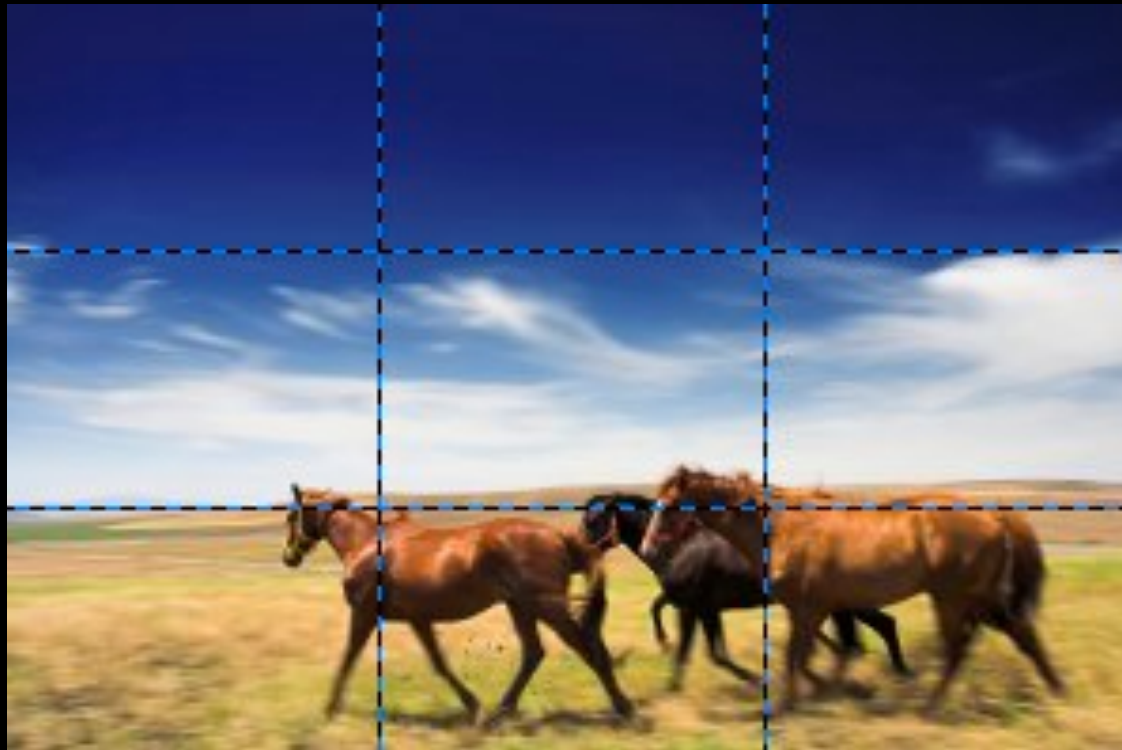
Avoid placing any strong elements in the center, this creates a static image and works against establishing a visual flow



Rule of Thirds

Place key elements of
your composition at
Power Points

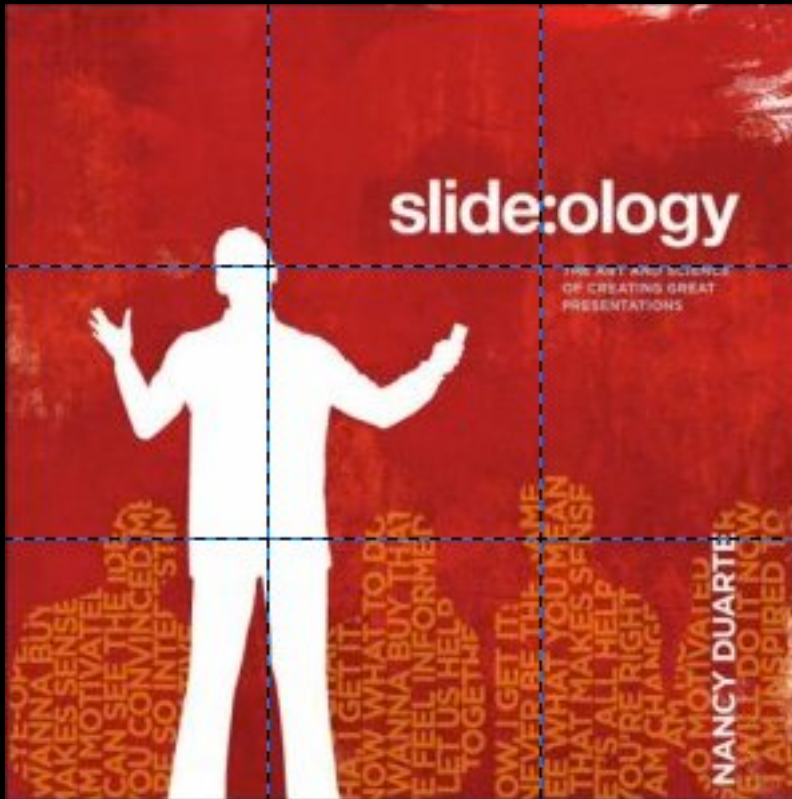
<http://sixminutes.dlugan.com/rule-of-thirds-powerpoint/>



Rule of Thirds

Place key elements of your composition at along **horizontal lines**

<http://sixminutes.dlugan.com/rule-of-thirds-powerpoint/>



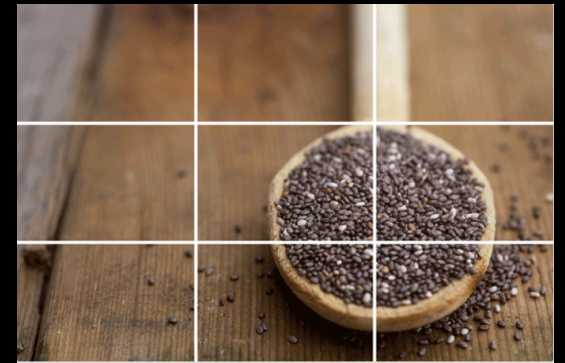
<http://sixminutes.dlugan.com/rule-of-thirds-powerpoint/>

Rule of Thirds

Place key elements of your composition at along **vertical lines**



Rule of Thirds



Place key elements of your composition at along **Power Points** and **simultaneously** on **dividing** (vertical and/or horizontal) **lines**.

Visual Flow

Visual Flow



New York Central Yard
STIEGLITZ, ALFRED, b.1864-1946
The Artistic Side of Photography, 1910
9.7 x 12 cm, Photogravure

A good composition is designed to lead the viewer's eye around the picture plane.

Visual Flow creates movement and avoids stagnant areas.

Visual Flow can be created using
Unity and **Emphasis & Focal Point**:

1. Proximity
2. Repetition
3. Continuation
4. Directional Line
5. Converging Lines
6. Value & Color

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Visual Flow



Albert Oehlen, *Descending Hot Rays*, 2003

Converging Lines & Directional Force

Visual Flow



Toby Ziegler, *Designated For Leisure*, 2004

Proximity, Repetition, Continuation, Directional Lines, Light Among Dark,
Color among Black and White, Large Among Small

Visual Flow



Jin Myerson, *Steeplechase*, 2004

Repetition, Continuation, Texture Contrast, Large Among Small, Recognition Interest

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