

Exercise walk-through

2.2

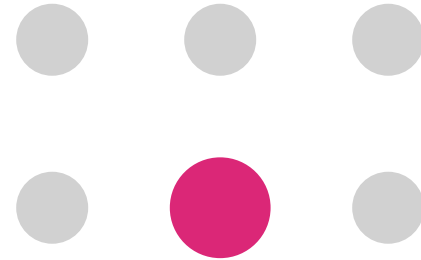
Emphasis and Focal Point

AP 2-D Art and Design

Emphasis and the focal point

Emphasis makes one part stand out – the **focal point**, where the eye is drawn **first**.

- created through **contrast**: size, colour, value, isolation, placement
- leading lines and the rule of thirds place it well
- **subordination** keeps other areas **quieter** so it leads



one element differs $\Rightarrow$ the eye lands there

Contrast

Contrast is the **difference** between elements – it creates energy, variety and readability. It can be of value (light/dark), colour (complementary), shape, texture or size.

Strong contrast **attracts attention** and defines a focal point

Low contrast **unifies** and calms

Value and size contrast create a clear **visual hierarchy** – what the viewer reads first, second, third.

Exercises 2.1·2.2

2.1 The area a viewer's eye is drawn to first is the

[1]

☐

A negative space

B focal point

C value scale

D vanishing point

2.2 State two techniques for creating emphasis.

[2]

Exercises 2.1-2.2

2.1 The area a viewer's eye is drawn to first is the

[1]

☐

A negative space

B focal point

C value scale

D vanishing point

2.1 B

- the main centre of interest is the focal point

2.2 State two techniques for creating emphasis.

[2]

2.2

- any two of: contrast, isolation, placement, size, colour, convergence of lines

Exercise 2.3

2.3 Explain one problem with having two equally strong focal points.

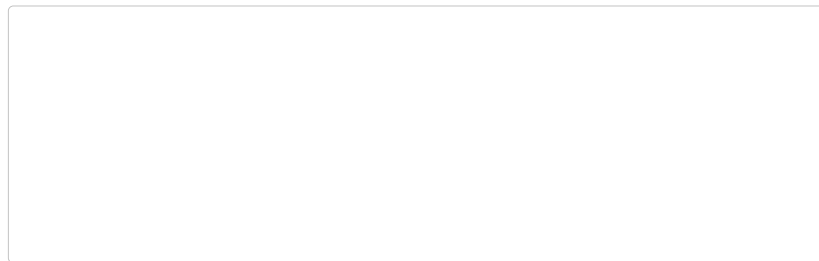
[1]

3 Studio & portfolio tasks

3.1 Make a thumbnail with a deliberate focal point.

(a) Place a focal point and use **two** emphasis techniques on it.

[3]



3.2 Diagnose and fix a weak composition.

(a) Sketch a version with competing focal points.

[1]

(b) Redraw it so one focal point dominates.

[2]

Exercise 2.3

2.3 Explain one problem with having two equally strong focal points.

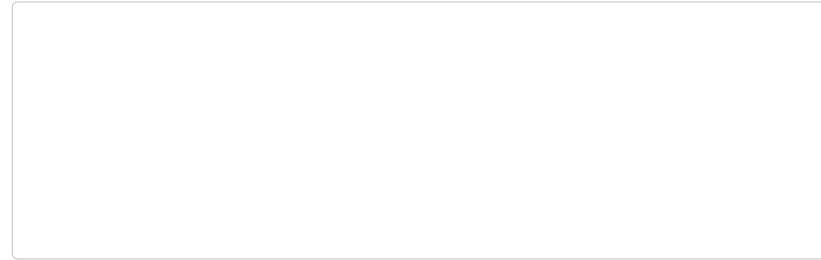
[1]

3 Studio & portfolio tasks

3.1 Make a thumbnail with a deliberate focal point.

(a) Place a focal point and use **two** emphasis techniques on it.

[3]



3.2 Diagnose and fix a weak composition.

(a) Sketch a version with competing focal points.

[1]

(b) Redraw it so one focal point dominates.

[2]

2.3

- the eye is confused / the composition lacks a clear centre of interest

3.1

Full solution 2.3

2.3

- the eye is confused / the composition lacks a clear centre of interest

3.1

- Look for: one clear focal point (1); two identifiable emphasis techniques applied to it (2)

3.2

- Look for: first sketch shows the competition problem (1); redraw subordinates rivals so one point clearly leads (2)