

Exercise walk-through

Emphasis and Focal Point ■ 2.2

eXercise

You must be able to

- define **emphasis** 强调 and **focal point** 视觉焦点
- use **contrast** 对比, isolation, and placement to emphasise
- avoid competing focal points
- lead the eye toward the main subject

Method — Emphasis and focal point

Emphasis makes one area stand out as the **focal point** — the first place the eye lands. A strong work has one dominant centre of interest.

Method — Creating emphasis

Use **contrast** (a bright spot in a dull field), **isolation** (space around it), or **placement** (near a third-line intersection) to draw attention.

Method — Avoiding competition

Several equally strong areas confuse the eye. Subordinate everything else so the focal point wins.

Practice 2.1 ■ 1 mark

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

A negative space

B focal point

C value scale

D vanishing point

Solution 2.1

Method: Emphasis and focal point

A negative space

B focal point 

C value scale

D vanishing point

Worked steps

B. the main centre of interest is the focal point.

Practice 2.2 ■ 2 marks

State two techniques for creating emphasis.

Solution 2.2

Method: Creating emphasis

Worked steps

any two of: contrast, isolation, placement, size, colour, convergence of lines **B1** **B1**.

Practice 2.3 ■ 1 mark

Explain one problem with having two equally strong focal points.

Solution 2.3

Method: Avoiding competition

Worked steps

the eye is confused / the composition lacks a clear centre of interest **B1**.