

2.2 Emphasis and Focal Point

Name: _____ Class: _____ Date: _____

Total: 10 marks

Objective

Build the skills to create **emphasis** 强调 and a clear **focal point** 视觉焦点.

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

1 Worked examples

Study these first. Each one shows the method for a task used later.

■ 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.

■ 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.

■ Avoiding competition

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

2 Practice

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
-

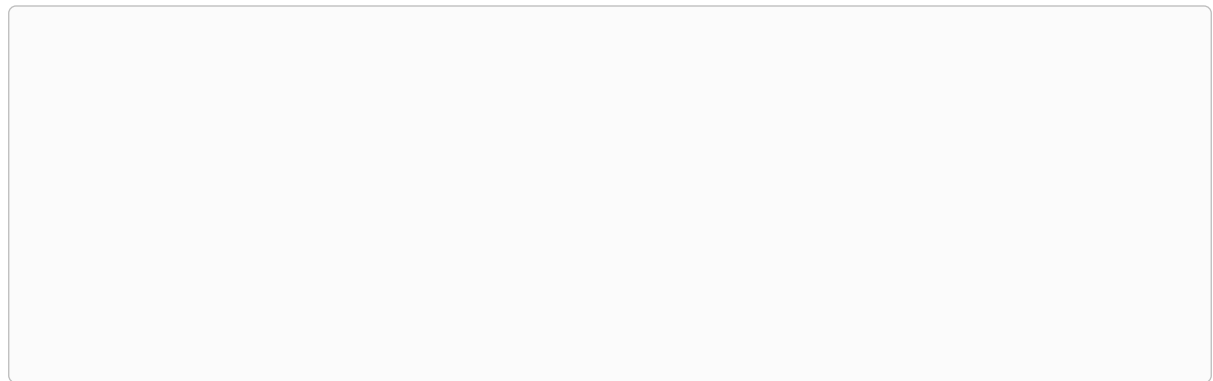
2.2 State two techniques for creating emphasis. [2]

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.

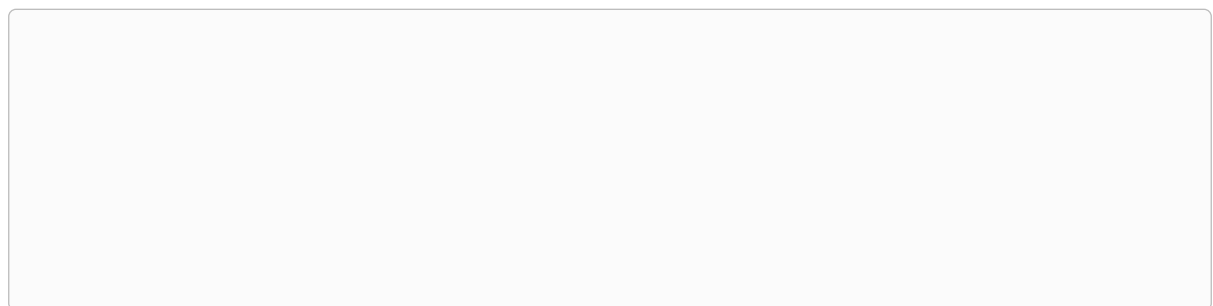
(a) Place a focal point and use **two** emphasis techniques on it. [3]



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]



4 Go further

- work through the **2.2 Emphasis and Focal Point** lesson on the **Learn** page;
- read the **Principles of Design** section of the AP 2-D Art and Design handout on the **Know** page.

Solutions

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

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

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).