

2.2 Emphasis and Focal Point

Name: _____ Class: _____ Date: _____

Total: 10 marks

KEY WORDS focal point 视觉焦点 • contrast 对比 • emphasis 强调 • composition 构图
• scale 尺度

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	B
C	D

A negative space

B focal point

C value scale

D vanishing point

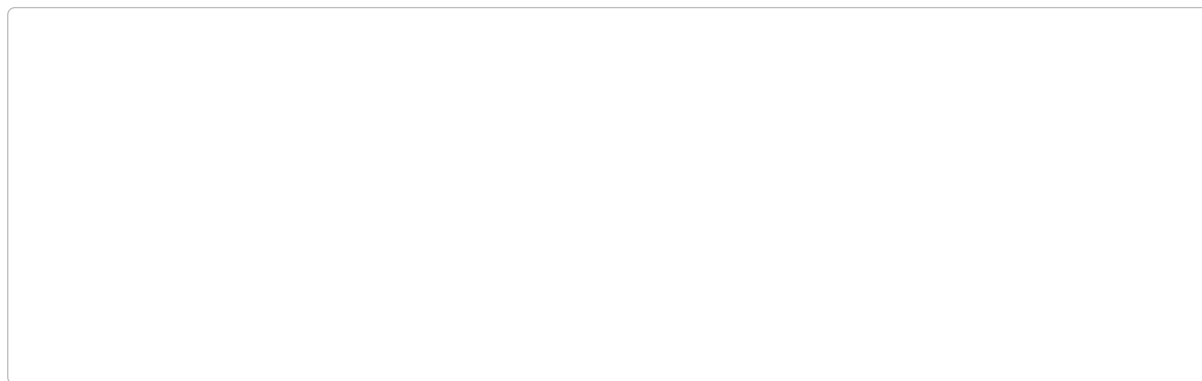
2.2 State two techniques for creating emphasis. [2]

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]

