

Emphasis and Focal Point

Name: _____ Date: _____

LEARNING OBJECTIVE

Student will be able to design a composition with a clear focal point using size, color, or placement.

MATERIALS NEEDED

- Paper
- pencil
- colored pencils or markers
- ruler
- scissors and extra paper (optional, for a cut-out focal object)

HANDS-ON ACTIVITY

1. Choose one small object to be your 'focal point' (a cut-out shape, a drawn object, or a sticker) and set it aside.
2. Draw or arrange at least 8 smaller, plain, similarly-colored/sized background shapes across your paper, filling most of the space.
3. Place your focal object somewhere on the page and make it stand out using at least 2 techniques: making it larger, giving it a bold contrasting color, or placing it off-center using the 'rule of thirds' (imagine the paper divided into a 3x3 grid and place it near an intersection point).
4. Add a few thin pencil lines or small arrow shapes among the background elements that subtly point toward your focal object, guiding the viewer's eye.
5. Test your design by asking a family member which part of the picture their eyes go to first, without telling them beforehand.

QUESTIONS

1. What techniques did you use to make your focal point stand out (list at least 2)?

2. Did your family member's eyes go to the focal point first, as you intended? What does this tell you?
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3. What is the 'rule of thirds,' and how did (or could) you use it in your design?

4. Why is emphasis an important design principle for things like advertisements or posters?
