

**EMPHASIS** – Principle of design that stresses one element or area in a work of art to make it attract the viewer's attention first.

(5) ways to create a focal point:

**Contrast** – to place an element that contrasts with the rest of the work in that area. For example, one large shape will stand out among small shapes.

**Isolation** – to place one object alone, apart from all of the other objects. Drawing the viewer's eye to the isolated object.

**Location** – using placement of elements to create a focal point. Items near the center of a work of art are usually noticed first.

**Convergence** – when many elements in a work point to one item. This can be created with obvious radial arrangement of lines, shapes or forms.

**The Unusual** – An object that is out of the ordinary. For example a row of soldiers standing at attention, the one standing on his head will be noticed first.