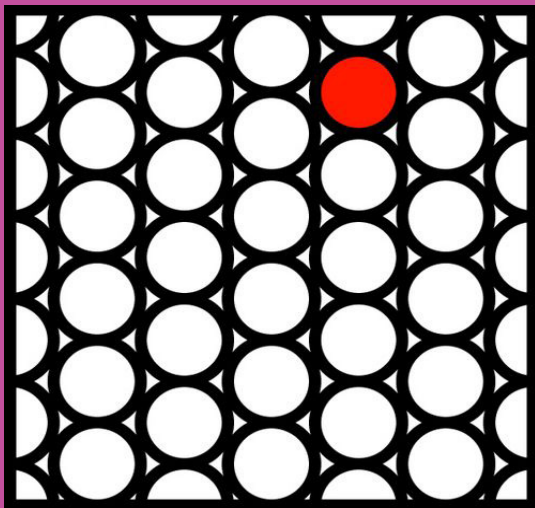


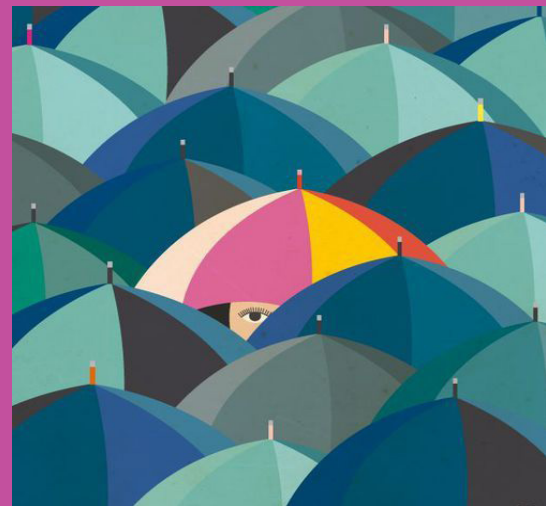
## EMPHASIS

*An area or object within an artwork that draws attention and becomes a focal point.*

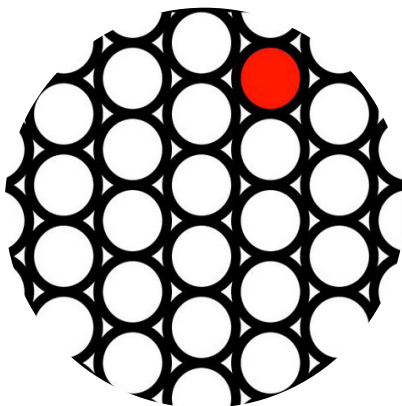
Emphasis can be achieved in graphic design by placing elements on the page in positions where the eye is naturally drawn, by using line, shape, texture, and space.



Pinterest



Guy Bourdin



Your eye naturally travels to the red dot first in this photo. This is an example of using color to create emphasis.



The placement and the color of the umbrella make it the focal point of this image. The colors pop and showing just a small sliver of the person's face make it interesting.

*Think about how you can use the most simple shapes, colors and objects to send your message.*