Emphasis/Contrast

The "focal point" is the part of the design that catches the audience's attention first. In order to achieve a focal point, the designer will make one area stand out above the rest.

The emphasis can be created with differences in size, colour, texture, shape, size, etc…

Emphasis can also be created by contrast. Two things that are very different have a lot of contrast. White and black have the greatest contrast. Complementary colors also have high contrast.

There are several ways to create emphasis:

- Use a contrasting color.
- Use a different or unusual line.
- Make a shape very large or very small.
- Use a different shape.
- Use plain background space.

Here is another example of contrast:

Why is Emphasis/Contrast important?

A designer has to do everything possible to make a design stand out and be noticed. Emphasis/Contrast creates a focal point that stands out.

Assignment:

1. Take a look at the photos on this [site](#). Give me two lesson that you learned about good and bad contrast.

2. Use Google to find designs that illustrate 3 of the 5 ways to create emphasis.