

The background is a gradient of light to dark blue. It features several overlapping curved shapes, a grid-like pattern in the top left, and a series of upward-pointing arrows of varying sizes and colors (light blue, dark blue, and white) at the bottom. The word "Emphasis..." is centered in the upper half of the image.

**Emphasis...**

# Objectives

- Appreciate the importance of the principle of emphasis.
- Consider the effect of emphasis in a design.
- Learn visual hierarchy and why using it improves designs.
- Comprehend key emphasis techniques.

# What is Emphasis?

The principle of emphasis states that the most important element on the page should be most prominent, the second most important element should be secondary in prominence and so on.

- Emphasis involves giving a single element within the page or layout visual significance.
- It is the focal point of the layout, intended to catch the audience's attention and hold it.



Little fingers are pulling triggers.

Support child access prevention laws. [www.kidsconceal.org](http://www.kidsconceal.org)

# Effective Use of Emphasis (1 of 2)

- Determine what copy is most important.
- Group related elements.
- Visually stress the important information through emphasis techniques.

## Effective Use of Emphasis (2 of 2)

Limit the use of emphasis—too much emphasis is as bad as no emphasis.



# Why Use Emphasis?

- Effective emphasis assists readers in identifying important information.
- Pages with good emphasis are more visually interesting.



# Visual Hierarchy

- Before applying emphasis establish a visual hierarchy.
- **Visual hierarchy** is the arrangement of visual elements on the page according to their order of importance.
- Designers use visual hierarchy to direct the reader's attention to key points, starting with the focal point.

# Focal Points and Accents

- The **focal point** is the visual element or part of a page that is most emphasized and catches the reader's eye first.
- Secondary or tertiary focal points are called **accents**.

# Visual Hierarchy Example (1 of 2)

→ This cookbook cover lacks visual hierarchy.

24th Annual  
Chili Cookoff

Winning Recipes Cookbook

“Better than the Best,  
Hottest of the Hot”

## Visual Hierarchy Example (2 of 2)

This cookbook cover uses visual hierarchy to highlight important points.

- The logo is the primary focal point.
- The “Winning Recipes Cookbook” is the secondary focal point—an *accent*.
- The slogan type at bottom is the final accent.



The background is a gradient of light blue to dark blue. It features several overlapping, semi-transparent white and light blue curved shapes. In the bottom left, there is a stylized dark blue house-like shape. At the bottom, there are several upward-pointing arrows in various shades of blue, some solid and some outlined. A white grid pattern is visible in the top left corner.

More examples . . .

# MOZART

MONDAY APRIL 26 AT 11:00AM - UNIVERSITY UNITED METHODIST CHURCH

# REQUIEM

UNIVERSITY UNITED METHODIST CHURCH - 1000 UNIVERSITY AVENUE, SEASIDE, CA 94132  
TEL: 415.441.1111 | WWW.UUMC.ORG

ENLARGE +



**W**hat's stopping you from staying safe? For gay and bi sexual men, an evening at a STOP AIDS group can help you get back in track. It's a chance to say what you've really been thinking about AIDS and sex. A chance to hear what others are doing. And a chance to find out you're not alone. Take the first step. Give us a call today.

**"I believe  
in safe sex  
until the  
third drink."**

**STOP  
AIDS  
PROJECT**  
CALL US TODAY  
**415-521-1177**

# Emphasis Techniques: **SIZE**

Designers employ visual techniques to emphasize key elements and establish a strong visual hierarchy.

This is the most common tactic.

Some techniques are:

- Make the element biggest
- Make the element boldest



# Emphasis Techniques: **SIZE**

make an element  
**BIGGEST**  
to emphasize it

# Ansett.

## Airlines of Australia.



Top connections down under.

Do you see clients  
you well connected in  
Australia.

Ansett connects with  
all international flights,  
and covers most of  
Australia (including other  
airports).


So the next time you're  
looking at a flight  
Ansett's remember the  
AN call sign and  
make sure your clients  
enjoy an international  
ambassador of service.

And if you need more  
information, please  
call our U.S. office at  
CDD-800-763-0111 or U.S.  
office at 312-627-3425.

# FREE BEER

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**DEER**

**ADVICE**

# Rabbit





**Ra**

The cheapest way to go from a to b

**bbit**



Every student does something different. We don't have job titles, and there's no CPE level. Classes change each year depending on what's going on. We encourage students to use the information we present in their own ways. All Created!

**What is your business plan?**  
The business plan is a document that outlines the goals and objectives of a business. It is a roadmap for the business owner, providing a clear vision of the future and a plan for how to achieve it. The plan typically includes information about the market, the competition, the business model, and the financial projections. It is a crucial tool for attracting investors and securing financing, as it demonstrates the viability and potential of the business.

**Why is it important?**  
The business plan is important because it provides a clear vision of the future and a plan for how to achieve it. It is a roadmap for the business owner, providing a clear vision of the future and a plan for how to achieve it. The plan typically includes information about the market, the competition, the business model, and the financial projections. It is a crucial tool for attracting investors and securing financing, as it demonstrates the viability and potential of the business.

# Emphasis Techniques: **COLOR**

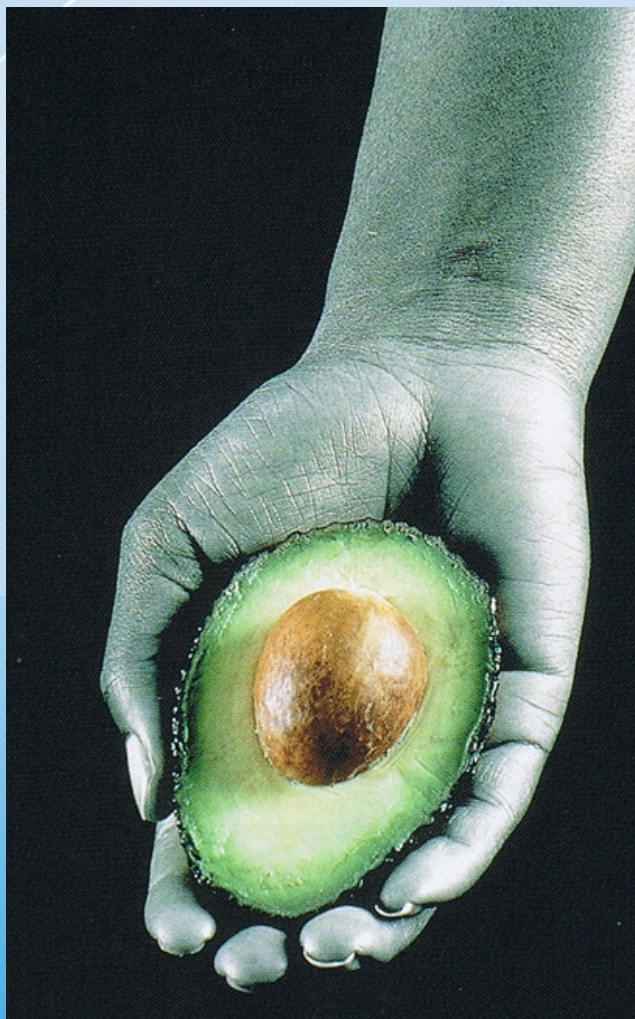
- Add a special visual effect to the element.
- Changing its color to make it different than other elements.
- Tilting it at an angle when other elements are horizontal.



# Emphasis Techniques (4 of 4)

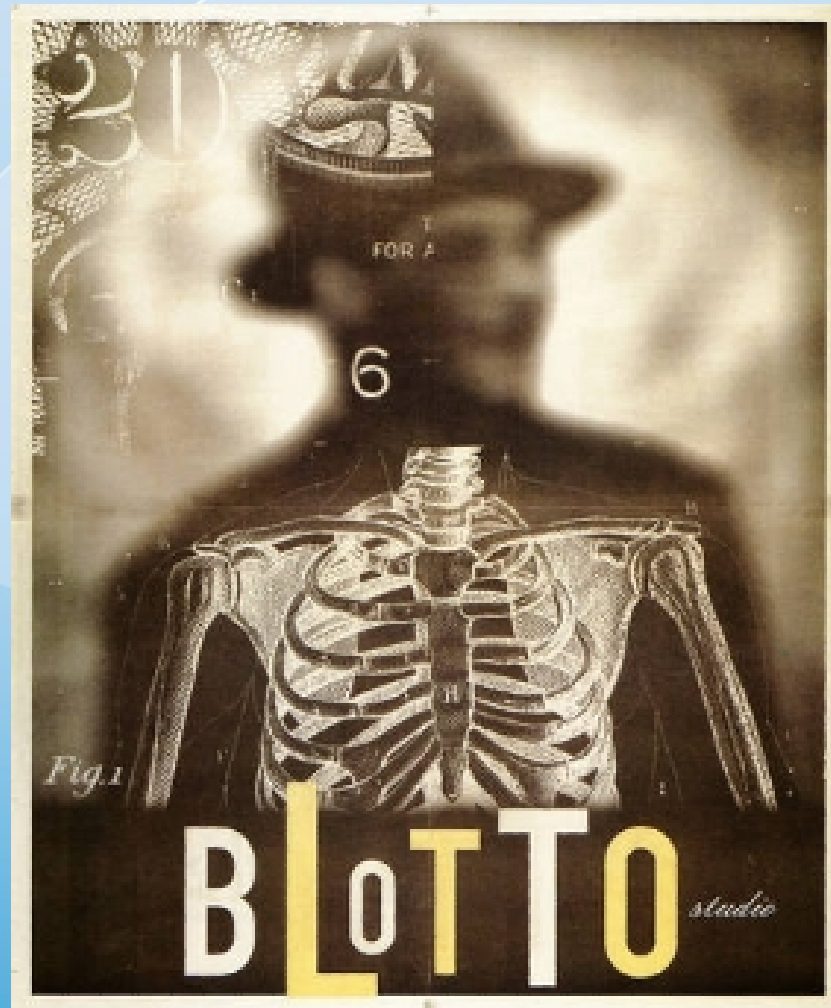
Adding color to one element emphasizes it and draws the reader's attention.





# Emphasis Techniques: Selective Focus

Focus on one object while everything else is out of focus.







#### NO STYLE

A major government contract chose only one person to represent a sense of style. To maintain, we conducted an extensive investigation of the Super Shook Lounge in County Park, Georgia.

#### BOOTS, TOES AND SAPPORIS

Inside night of the Super Shook were the biggest name in shoes. Our first night, shoes, Sophia Williams was doing exactly to show off a simple regimen for her pants on. To be honest, Sophia had both excellent toes. But the addition of a simple ring added a name which undoubtedly gave her the most respect being first in the room, and her pick of the most was Sophia Williams.

The next Saturday night, one two-thirds of the girls in the Super Shook had come on their own. Sophia, who, upon coming in to see, Alex Harris came in with an excellent one ring, only to be opposed by Lachlan Wheeler's demand.

But when Sophia walked in wearing a black leather ring by her and slightly longer boots. And despite all the two rings of the her shoe night, and before leaving left her own one ring in Sophia.

again had her pick of the most eligible bachelors including us.

#### ECCENTRICS AND BASTARDHOODS

Much of what passes for style, we found, usually falls into two categories: alienation and imitation.

The alienation philosophy is "wearing what is different from what everyone else is doing, for dramatic effect." These people, while usually well-behaved, and will have you to be noticed, and will go to the extreme ends of the spectrum. All the great things are in a little less and a little more, but finally, we don't have the time.

The imitation crowd seems to be copying or following the crowd. Obviously, anything that you be copied has already been done, but somehow they prefer to follow on the crowd's lead. These people, however, are usually nice, often show the crowd who's actually copying themselves, but they are still an acceptable form of.

These two groups seem to be quite opposite, but both have the same intention: to make sure they are not being followed. And the same goes for people who copy a style with style.

The style does not mean, it indicates, but not to be able. Sophia claimed, equally with Alex and me, that a simple look could be one and a million. Sophia's words are always true because a fashion is her friend with her own words.

#### OUR MAN WITH NO STYLE

It was her choice, Phil Vanderpoel has never visited the Super Shook on Saturday night, and wears a leather jacket, 90's, and under stands style, which is well, as Steve Williams.

Late Sophia notes, one of the things people look upon the same. Some are without any of the same - there is no "Vanderpoel Shook" for each has a different look all its own, related to an inner and outer world, not so gradually. And in each corner, a look, a world.

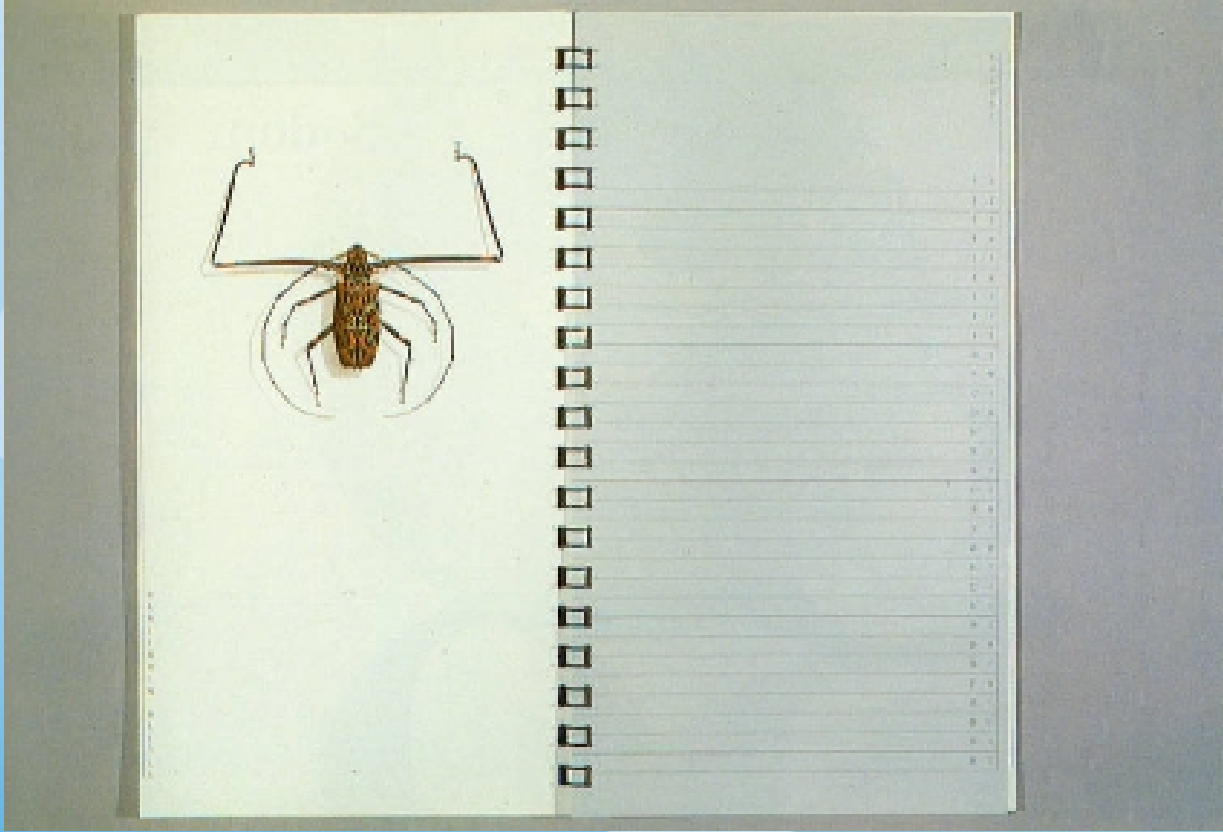
If you need the kind of precision for your production, you call (212) 695-3650 or (914) 621-4135 and ask for Phil's free printed portfolio. You'll see our work in real time - and it's like what you see.

Most of our work is not being done in person. You're not being copied by others.

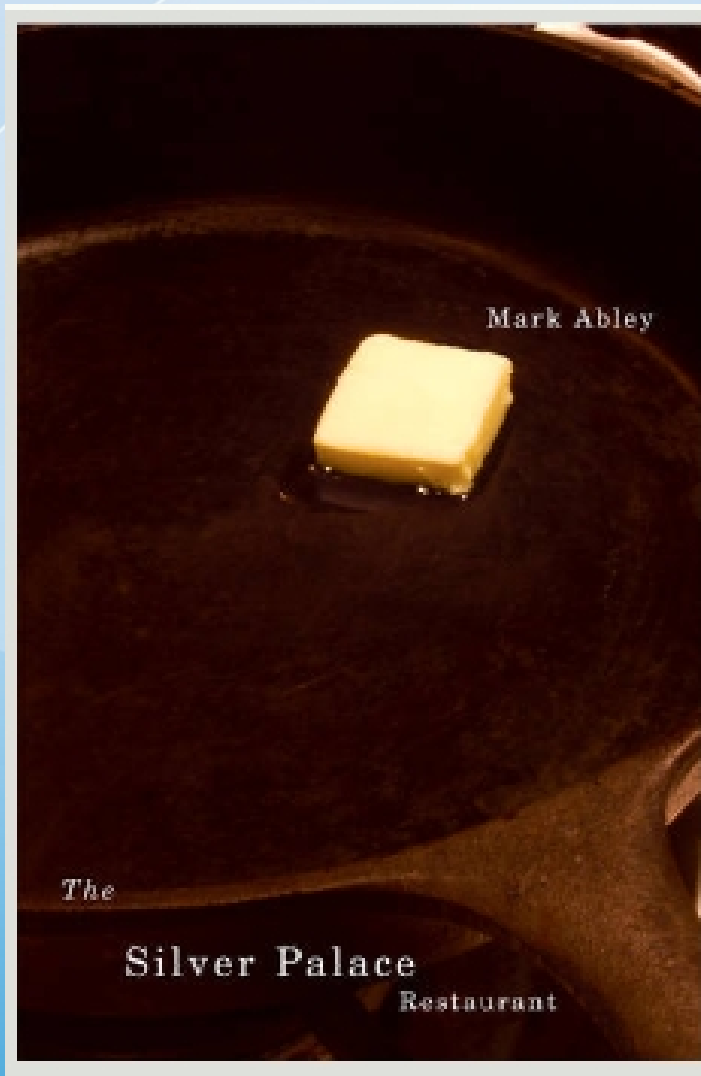
**Vanderpoel.**

# **Emphasis Techniques: Isolation**

One object singled out in space.







Mark Abley

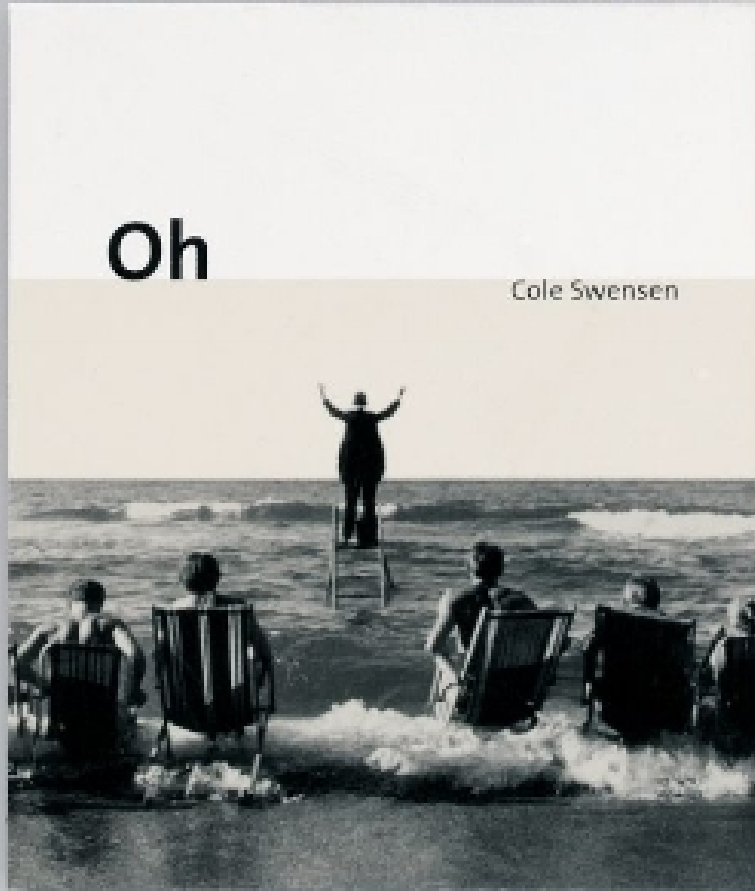
*The*

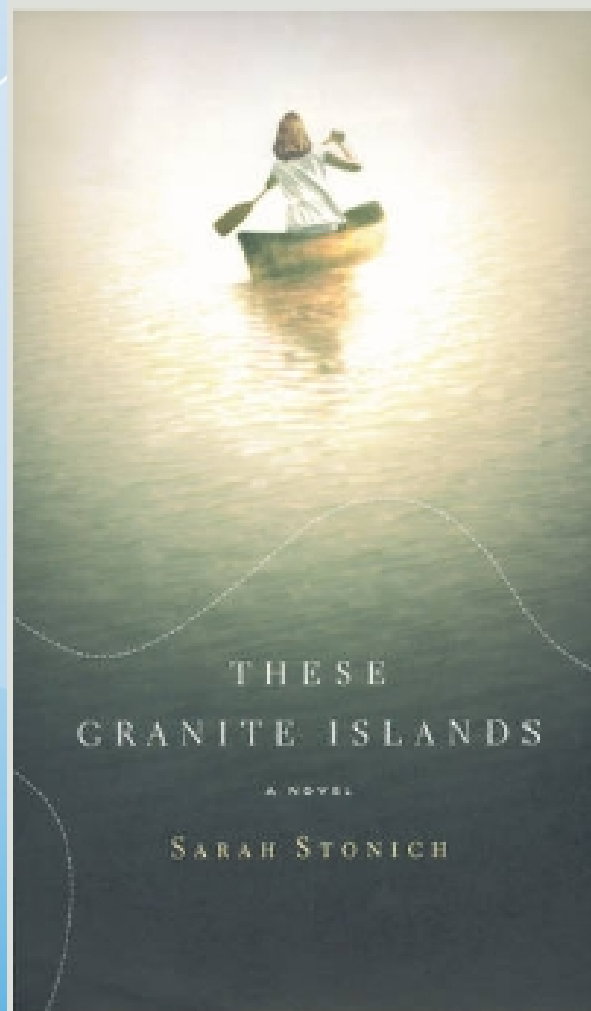
Silver Palace

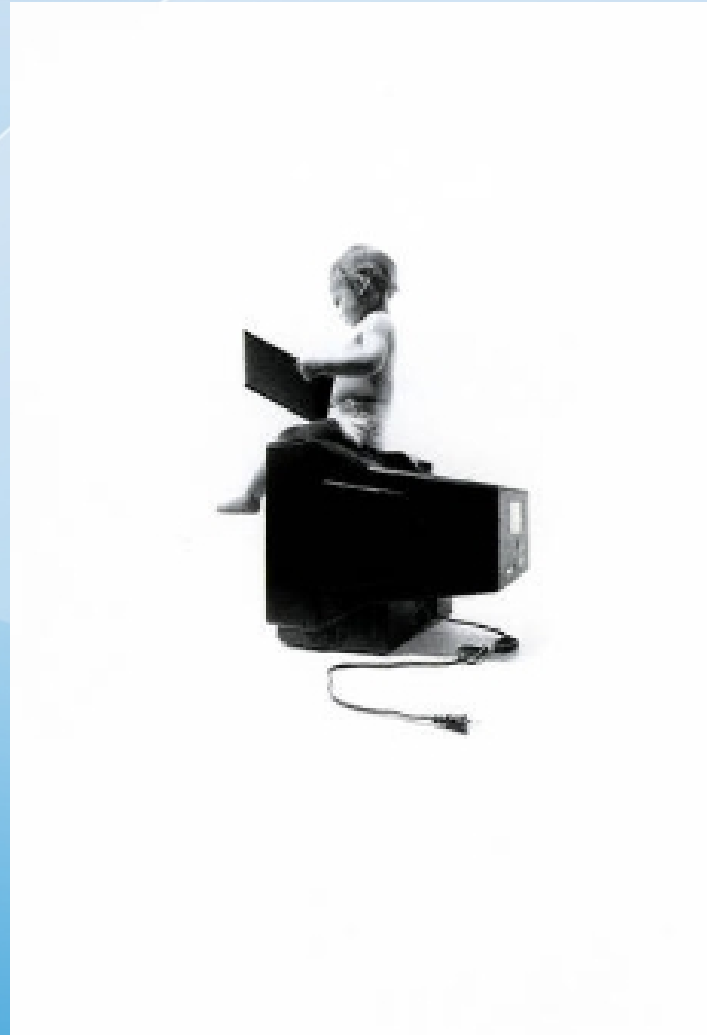
Restaurant

Oh

Cole Swensen

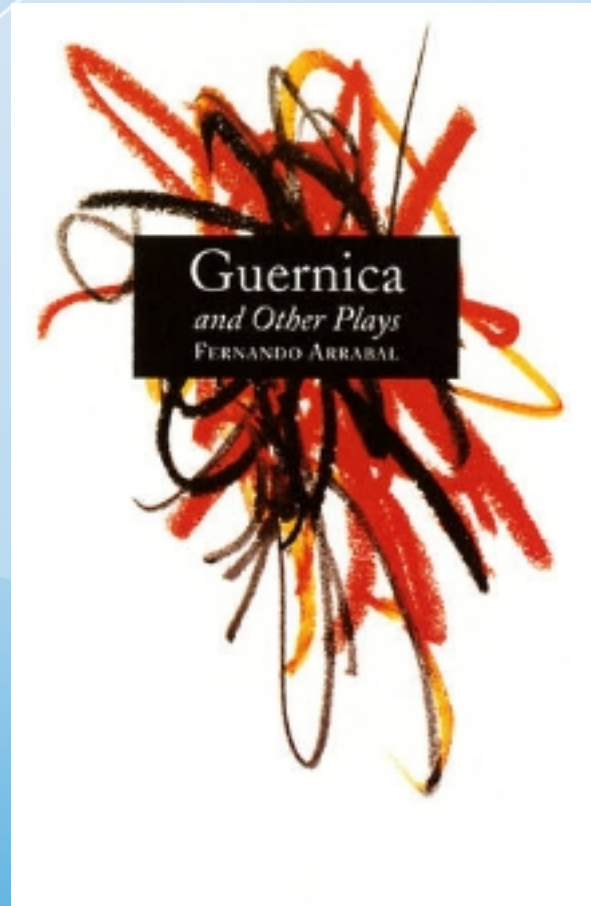






# **Emphasis Techniques: Odd Shapes**

Odd shapes, borders, and edges will attract the eye giving it emphasis.



Introducing a new quarterly lifestyle magazine for  
FORBES subscribers. The new magazine: **Forbes**  
full of the most important information before  
excellent demographic numbers  
and large readership guaranteed to be seen.  
We think of it as "The executive's guide to the good life."



FYI

# *Twelfth Night*

The Shakespeare Project presents *Twelfth Night*  
or *What You Will* by Wm. Shakespeare. Admission is Free  
Directed by Scott Cragg. On Wednesday and Friday, January 18 and 19, 2012, at 7:30 p.m.  
The Great Hall, University of Toronto, 270 Spadina Avenue, Toronto, Ontario M5S 2R5, and at The Royal Opera  
House, 255 Queen Street West, Toronto, Ontario M5H 2G4. Tickets are available at [www.shakespeareproject.org](http://www.shakespeareproject.org)

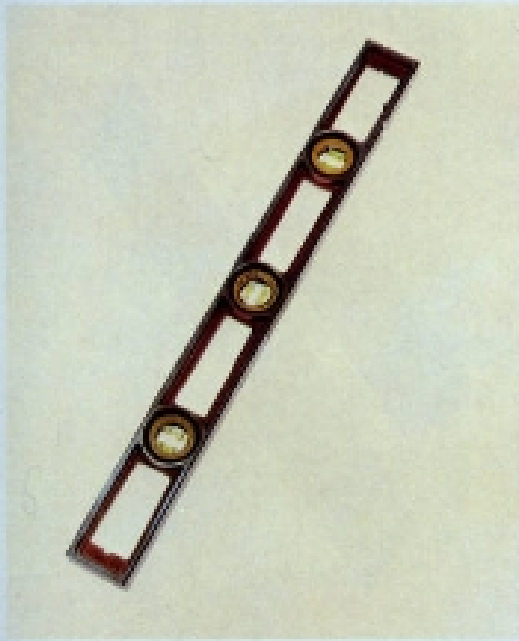


1/18/12

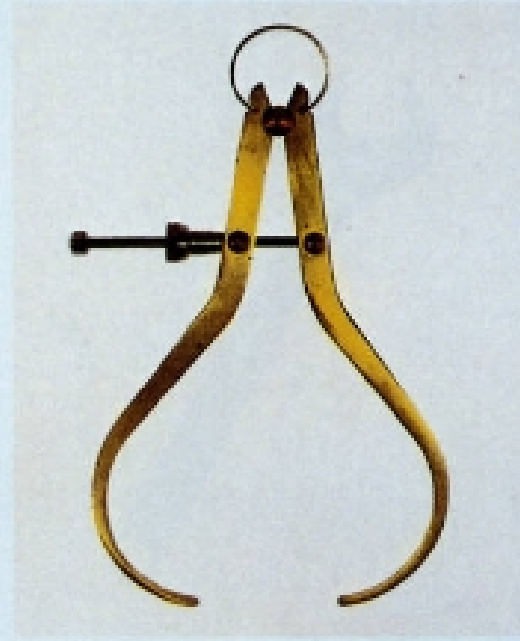


# **Emphasis Techniques: Juxtaposition**

Comparing objects side-by-side or close together, gives them both emphasis over other elements in your design.



Level



Calipers

PLAIN AND NORMAL | JAMES WILCOX



JAMES WILCOX | PLAIN AND NORMAL



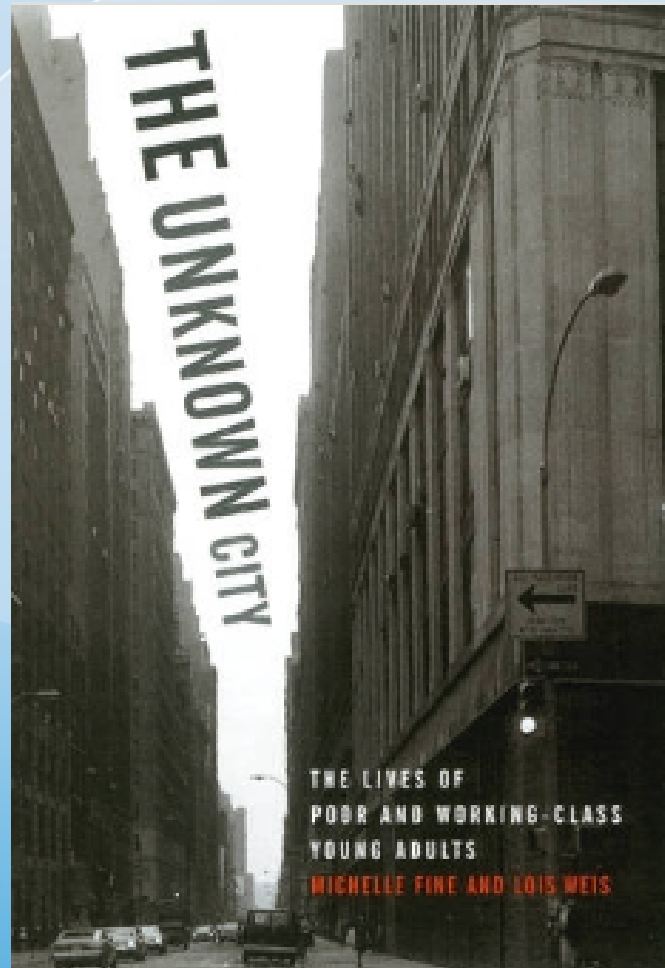
A NOVEL BY THE AUTHOR OF  
MODERN BAPTISTS AND SORT-OF-RICK

ISBN 978-1-55582-111-1

# **Emphasis Techniques: Contrast**

Dark against light, light against dark.









Dr. Muthu Kumar, Director, CCEET, Anna University, Chennai



2004 Annual Report

St. Francis Medical Center



# **Emphasis Techniques: Surprise**

The unexpected, something that gets attention by being different, unique or even down-right strange. The fish-out-of-water, will always attract attention, use this to your advantage. It is fun and unique emphasis technique.

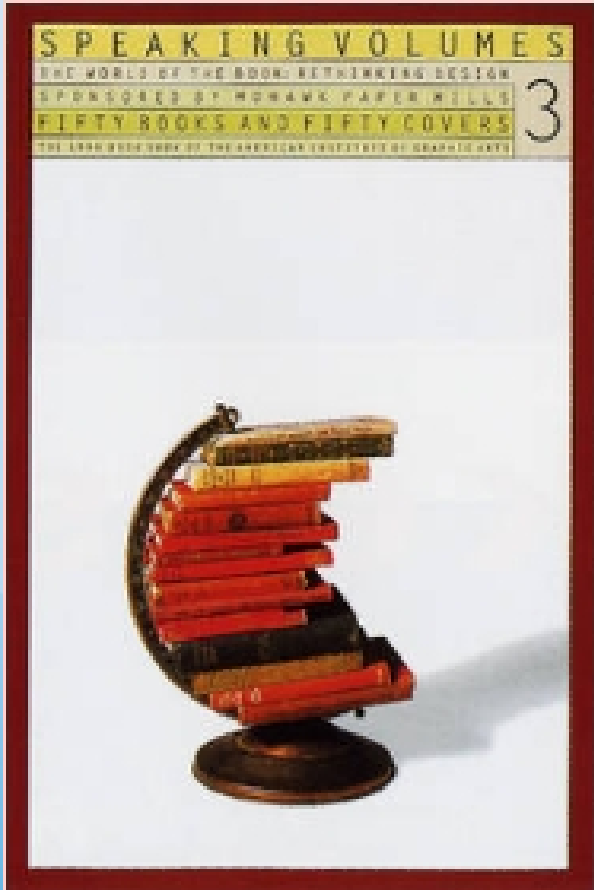


THE GOLDEN RULE

**T**HE GOLDEN RULE CIGARETTES are the most popular in the world. They are made in the finest tobacco fields in the world. The Golden Rule Cigarettes are the most popular in the world. They are made in the finest tobacco fields in the world. The Golden Rule Cigarettes are the most popular in the world. They are made in the finest tobacco fields in the world.

THE GOLDEN RULE CIGARETTES are the most popular in the world. They are made in the finest tobacco fields in the world. The Golden Rule Cigarettes are the most popular in the world. They are made in the finest tobacco fields in the world. The Golden Rule Cigarettes are the most popular in the world. They are made in the finest tobacco fields in the world.

MADE IN THE U.S.A. BY THE GOLDEN RULE TOBACCO CO., PHOENIX, ARIZONA





CA  
Magazine

VOLUME 8 NUMBER 1, 1998 - \$2.00





# Emphasis Example (1 of 3)

This page lacks emphasis, and consequently visual interest.

## Careers in Visual Communication

### The Visual Communication Profession

Visual communication is just one of many common terms referring to the graphic design community, such as graphic communication, commercial art, visual design, communication design, and communication arts. The profession is comprised of creative artists who plan, analyze, and style visual materials for communication purposes. These creative artists rely on personal expression as well as design, typography, and technical skills to create unique, communicative, and attractive communication materials for clients. Clients are motivated by a competitive marketplace to make their products and services stand apart from the competition; visual communicators provide the creative services to fulfill that goal. Projects designed by visual communicators may be brochures, books, magazines, packaging, exhibitions, web pages, motion design, signage, multimedia presentations, and so on.

### Visual Communication Specialties

There are many specialties within the visual communication discipline. More specialties evolve as technology provides us with more communication channels. At heart, however, all visual communication practitioners design projects that are intended to inform, influence, entertain, direct, educate, persuade, sell, provide an experience, or serve as a reference. Some specialties include, but are not limited to, the following:

Graphic design	Advertising
Packaging design	Promotion design
Web design	New Media
Information Design	Illustration
Publication Design	

### Places of Employment

Visual communicators work in all kinds and sizes of studios, organizations, firms, and corporations. Employment prospects range from one or two-person graphic design studios to large in-house design departments in multinational corporations. Freelancers (self-employed visual communicators) are represented in significant numbers in the profession. The following is only a partial list of possible employment prospects:

Graphic Design Firms	Web Design Firms
Advertising Agencies	Packaging Firms
Newspapers	Magazine Publishers
Book Publishers	Corporations
Organizations	

### Job Titles

The job titles held by individuals performing creative jobs vary according to their employer's established business model and levels of hierarchy. The specific tasks, for example, of an Art Director at one institution may be significantly different from another Art Director at another business. This list notes common titles.

Creative Director	Art Director
Assistant Art Director	Senior Designer
Graphic Designer	Publication Designer
Illustrator	Web Designer
Production Artist	Art Associate
Assistant Designer	Intern



# Emphasis Example (2 of 3)

- Applying the principle of emphasis to this flyer results in a more attractive design.
- Emphasizing the title makes it most important and adds visual interest.

**careers**  
in Visual Communication

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Illustrator	Web Designer	Production Artist
Art Associate	Assistant Designer	Intern

# Emphasis Example (3 of 3)

- Making the subheads bigger and a lighter color highlights important topics.
- Placing listed items into three columns tightens up the composition, groups related elements, and opens up space to emphasize titles and subheads.



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## Too Much of a Good Thing

Overuse of emphasis makes a page busy and visually confusing.



# Summary

- Analyze the page's message and establish a visual hierarchy.
- Stick to the visual hierarchy to emphasize critical information.
- Effective emphasis assists in communication.
- Too much emphasis detracts from communication.