EMPHASIS
FOCUS - MAIN IDEA - WHAT "GRABS" MY ATTENTION?

A beautiful flower growing in a grey, dismal setting.

It can be to make a point or for a message.

A non-objective design.

It can simply be used as a design element.

The light at the end of a tunnel.

A house that stands out from the rest.

A flower with more detail in the center draws our eyes to the center.

LOUD NOISE DRAWS OUR ATTENTION.

Shiny, bright things like jewelry attract our attention.

The ABCs of Art: The Elements & Principles of Design
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