PRINCIPLES OF DESIGN~EMPHASIS

EMPHASIS

- ¤ Most important element on the page should be the most prominent

- ¤ Which words and phrases are the most important

- ¤ Make these words or phrases bigger, bolder, or add color

- ¤ Consider what parts of your message might attract the largest amount of your audience

QUESTION TO ASK

- ¤ What is your primary message?
- ¤ Is there a secondary message?
- ¤ Which visual element is the most interesting?
- ¤ Which visual element is the most likely to attract the reader's attention?

EXAMPLE

Equity Income	2004	2005	2006
Income from Investment Operations			
Net Investment income	.51	.56	.61
Net gains	1.29	1.89	1.03
Total from investment income	1.80	2.45	1.64

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FOCAL POINTS AND ACCENTS

- ¤ Graphic designers use visual hierarchy in their pages to direct the reader's attention to key points, starting with the page's primary focal point.
- ¤ Focal point: visual element or part of a page that is the most emphasized and therefore where the reader's eye goes first.
- ¤ Accents: secondary and third focal points b/c they accent other important points in the page