

Creating Focal Points



Using Gestalt Theory and other concepts

Our brains like to look for similarities

We tend to group things together when they are similar in some way.

This is part of the Gestalt Theory of Perception



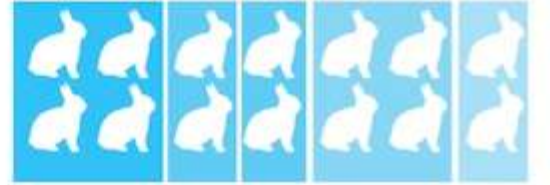
proximity



continuation



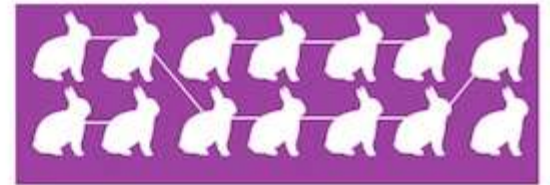
similarity



common region

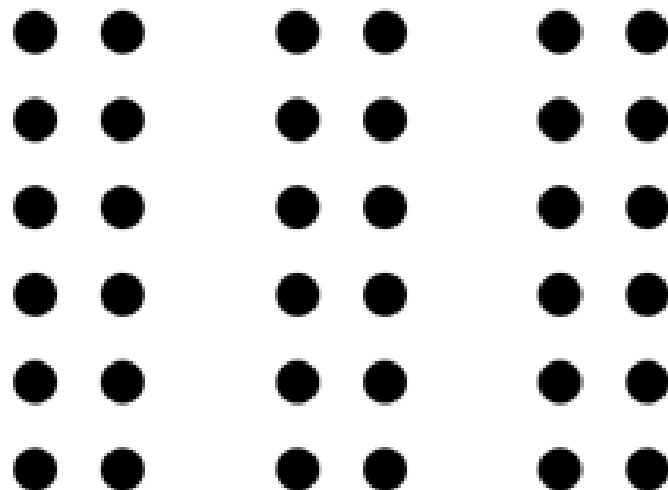
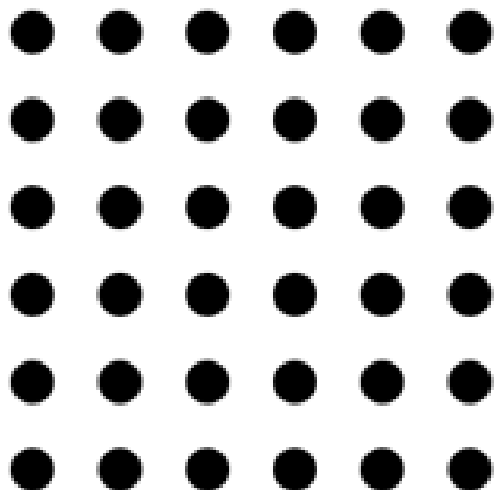


closure

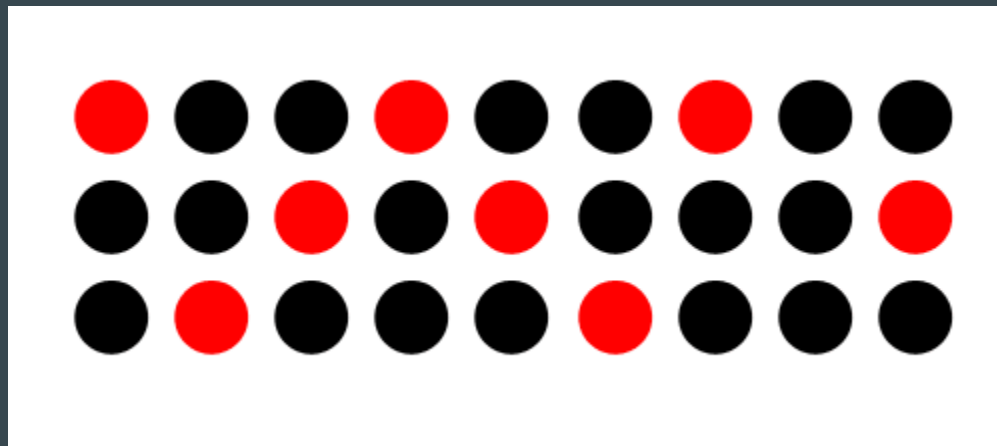
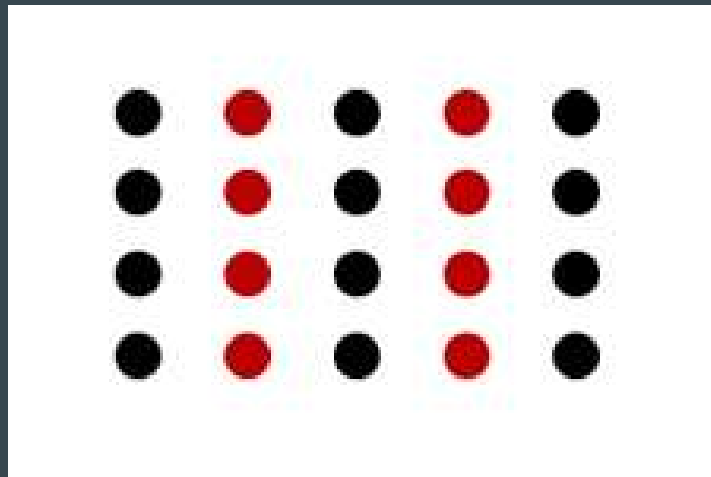


connectedness

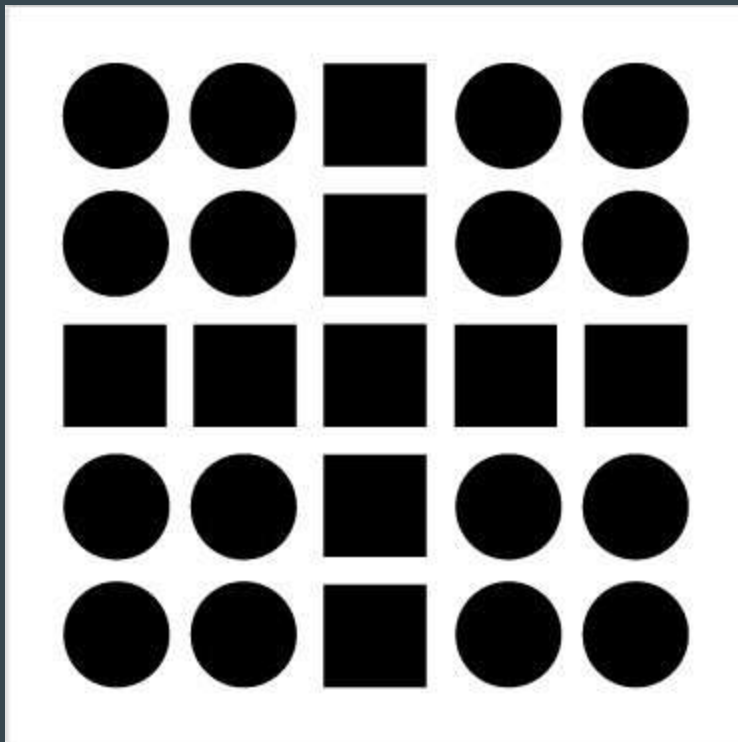
Proximity



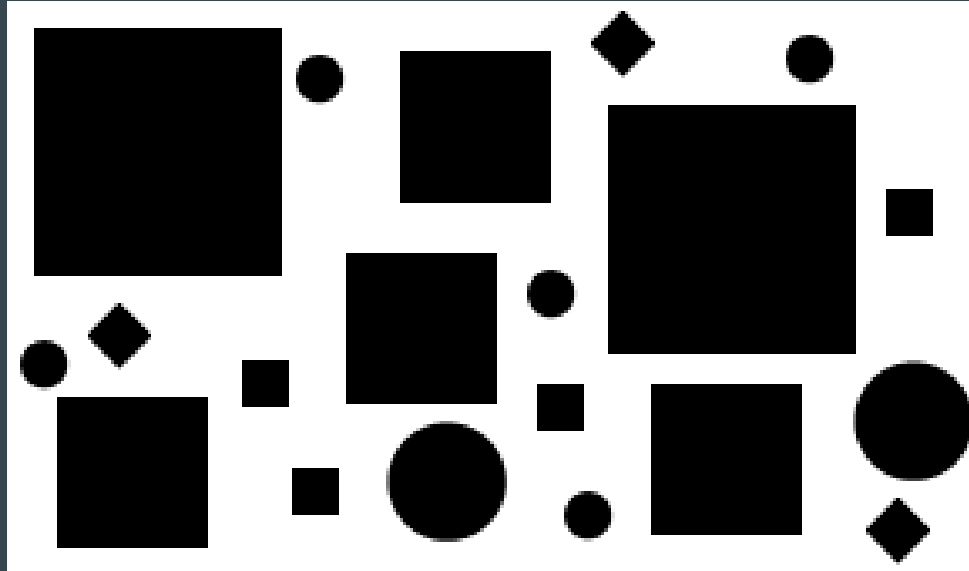
Color



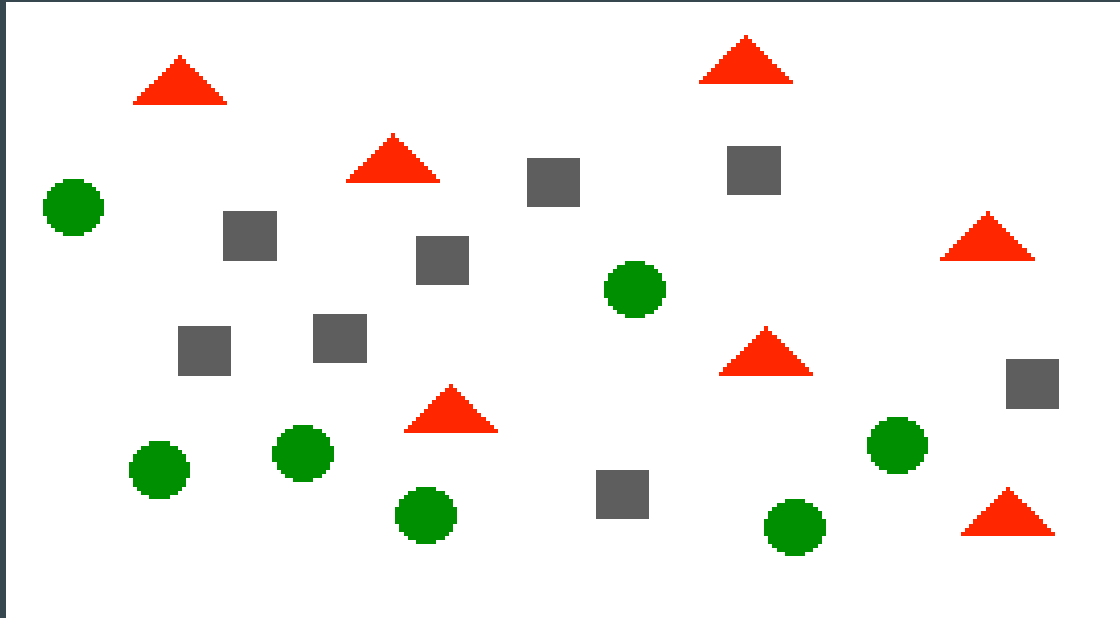
Shape



Size



Working Together



So if something is different, we notice it.

Color

And it becomes a focal point.

Value

Size

Shape

Direction

Proximity

Alignment

Color



Value



Value



Size



Shape



Direction



Direction



Proximity



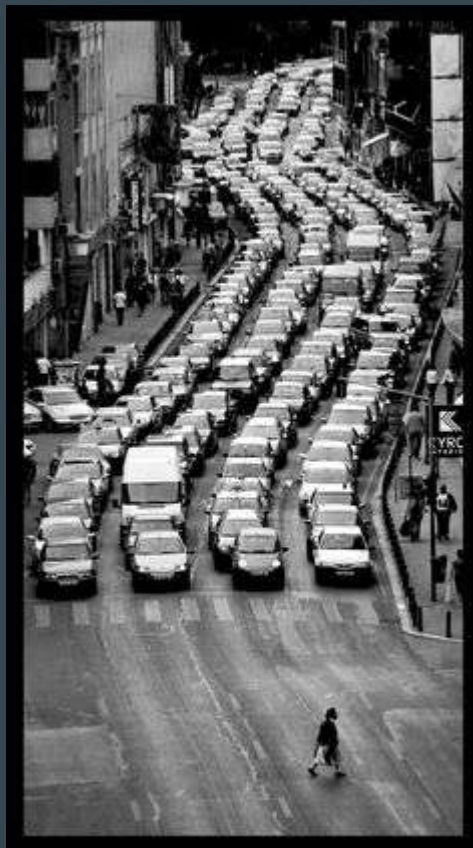
Alignment



Proximity and Alignment and Shape



There is also: Number



There is also: Focus



There is also: Framing



There is also: Leading Lines



There is also: Lighting

