

Art 143

Digital Design and Publishing

Dallal

Type Assignment #1
Focal Point

Name:

Focal Point:

A focal point is a point of emphasis in a design. It “will attract the viewer’s eye and give some contrast and visual emphasis.” *

As the designer, you can guide the viewer’s attention to the part of the composition you want them to see the most. Although you can have more than one focal point, it helps for one to be dominant and the others secondary. If you have too many points with equal emphasis the viewer doesn’t know what to look at first, and the composition becomes confusing.

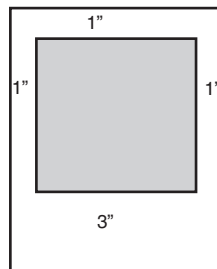
* David Lauer,
“Design Basics”

Materials:

- Cut-out type from printed sources such as magazines and newspapers. No photographs or illustrations. Solid colors OK.
- stick-flat glue
- cork-backed metal ruler
- exacto knife and #11 blade
- thicker paper or thin board for backing
- scrap board or borco board for cutting
- 8”x10” black matboard for mounting

Size:

6”x6” collage, mounted on 8”x10” matboard like so:



Objective:

Create a design with type that has a focal point. Choose one of following for your focal point:

1. one corner
2. the center
3. one edge
4. the horizontal axis
5. the vertical axis
6. one of the diagonal axes

Consider using one of the following 2D design principles to achieve the objective: scale, value, color, shape, texture, or spacial placement on the page to achieve the objective.

Due:

Grade:

Technical:

Aesthetic:

Conceptual:

Presentation: