

# 6 Techniques for a Stronger Focal Point

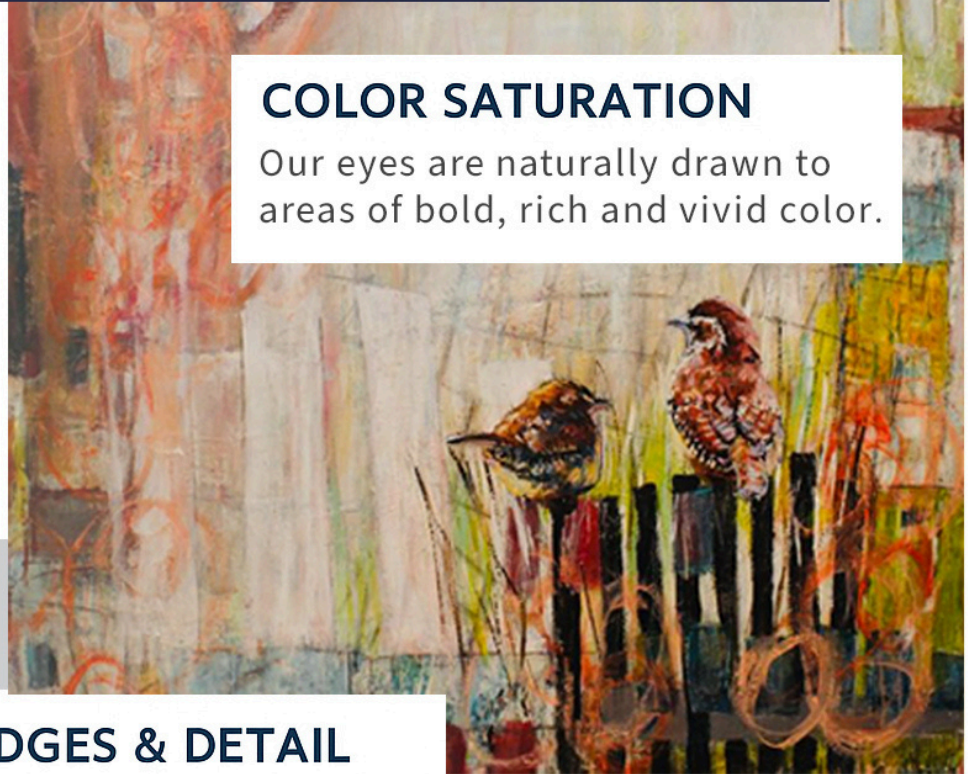
## CONTRAST

Strong value or color contrast naturally grabs the eye.



## COLOR SATURATION

Our eyes are naturally drawn to areas of bold, rich and vivid color.



## EDGES & DETAIL

Use sharper edges and more details in your focal area.



## ISOLATION

Emphasize elements in your focal area by isolating them, or by simplifying surrounding areas.



## PLACEMENT

Position your focal point for impact, e.g., near one of the thirds

## DIRECTIONAL MOVEMENT

Lead the eye to your focal point with implied or actual lines or curves.

