

focus



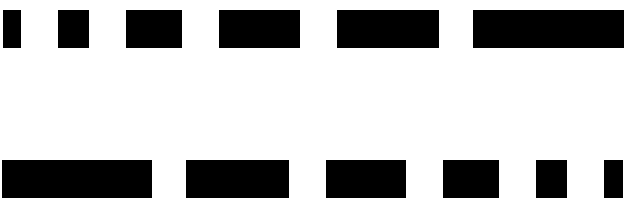
The white star is used as a focal point. The contrast between the white star and the darkness of the rest of the image immediately pulls the viewer's attention to that area. Focus can be achieved with color, size, placement and other treatments that create attention.

gravity

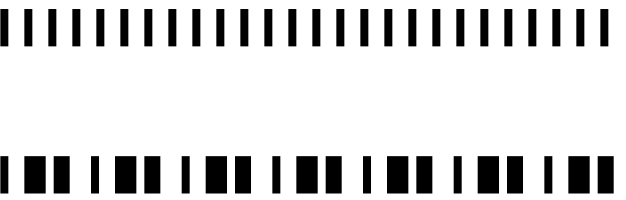


We expect heavy items to be on the bottom and lighter items to be above. If this is switched it causes a tension that pulls the viewer to that area.

movement & rhythm



Using image and space can give the feeling of moving forward slow or fast.



Using image and space in patterns will provide a rhythm that can show steady progress or skipping.