

Design Principles Exercise 1b

Visual Hierarchy/Emphasis

Your name here:

NOAH EVANS

Instructions: Using black and white **triangles** of any size and style, create a composition for each type of **emphasis**: *size, shape, placement, isolation, value, direction*.

The first sketch has been done for you. Make three more sketches for each type of emphasis in the boxes on this page.

It will often be difficult to isolate just one type of emphasis in each design. However, make a deliberate attempt to have a single type of emphasis be dominant.

Study the negative space created "behind" the arrows as well as the "foreground" shapes. Pay attention to the relationship of the triangles with the bounding box and the cropping.

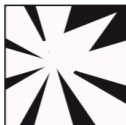
emphasis through size



emphasis through shape



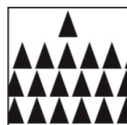
emphasis through direction



emphasis through isolation



emphasis through placement



emphasis through value

