Visual Concepts | Assignment 4 | Emphasis & Focal Point
Media Arts & Technology
Lauren Addario TB 135, 505-454-3239
Office Hours M 11:00-12:00 virtual; T 12:30-2:00 in TB135; Th
12:30 - 1:30 VIrtual, & by appointment
Mondays & Wednesdays 2:00-3:50

MART
1210

Emphasis, Focal Point and juxtaposition

"How does the designer catch a viewer's attention? How does the artist provide a pattern that attracts the eye? Nothing will guarantee success, but one device that can help is a point of emphasis or focal point. This emphasized element initially can attract attention and encourage the viewer to look closer."

Project: Create an image with a distinct message that juxtaposes two key elements. Within the image you need to create a point of interest in the composition by emphasizing contrast, isolation and/or placement. You can use more than one technique in this composition to establish primary and secondary focal points or accent points within each composition.

Juxtaposition: Juxtaposition means placing things side-by-side. In art this usually is done with the intention of bringing out a specific quality or creating an effect, particularly when two contrasting or opposing elements are used. The viewer's attention is drawn to the similarities or differences between the elements.

Goal: Create a concise message through the juxtaposition (or placement of) a digital photograph using two elements that are merged digitally and viewed as one complete message. As we discussed in the lecture, think about the power of what happens when you intentionally present two ideas that are disparate from one another. The key with this part of the assignment is to make the viewer aware of something new through the juxtaposition.

•	Your piece must have a title that conveys your intended message.

Submission requirements: Your project must be submitted in digital form. You will take your images with your phone.

•	You will need to be prepared to support the formal and conceptual choices within your image during critique.

•	**Guidelines for submission:** Create a folder and name it Assignment_4_your last name. In the folder you should have two files. One will be the .psd format of your file and the second file will be the .jpg you are going to present. You will need to have your folder with two files ready for presentation at the start of class on Wednesday, September 14th

Additional Guidelines:
•	Your image needs to be sized to 8 x 10 at 72 ppi.
•	The orientation of your image may be vertical or horizontal.

Evaluation:
Work will be graded on:
•	Having achieved an intended point of interest in your image by emphasizing contrast, isolation and/or placement. 40%
•	Creativity of juxtaposition and successful creation of a new message. 40%
•	Presentation of work 20%
	Proper filing of documents in folder/
	Correctly prepared imagery