

Emphasis and Focal Point





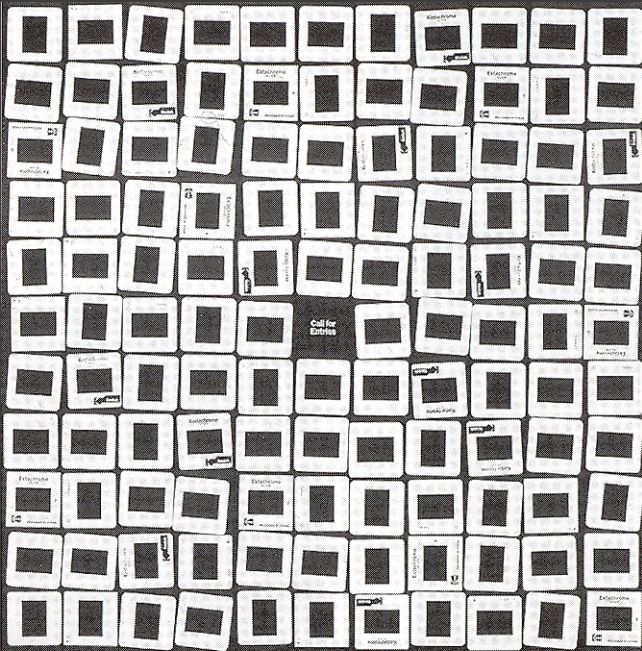


Emphasis by contrast





Emphasis by Isolation



The New York Chapter
of the American
Institute of Graphic Arts
invites all members
to submit one 35mm slide
to enter all contests
due in the next year
that represents



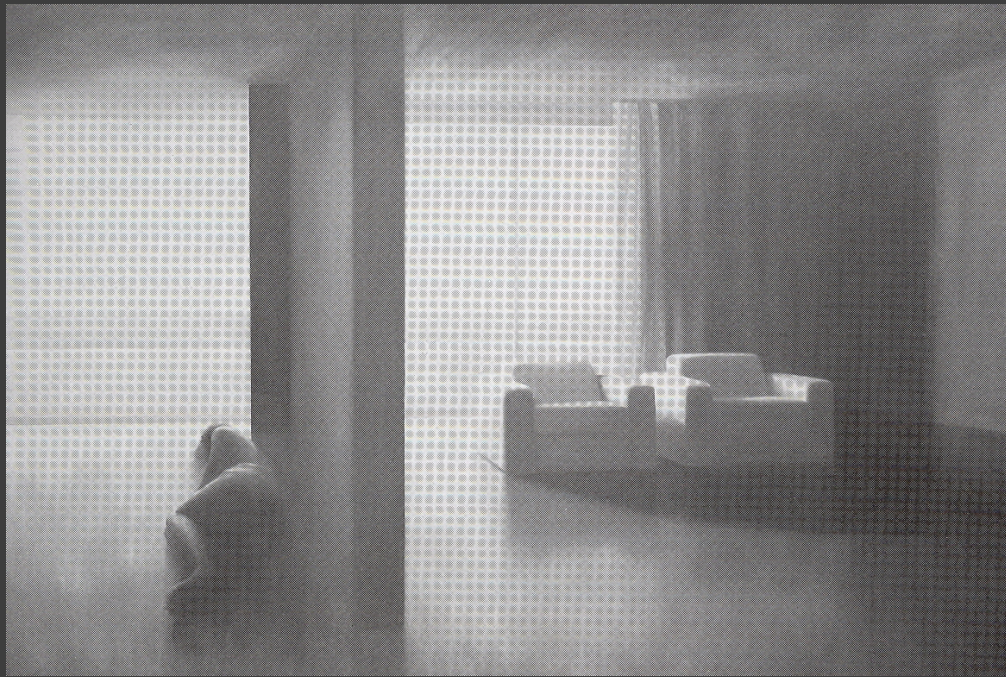
The slides will be shown
at the Society's 95th Annual
Exposition on October 11-12
at the Waldorf Astoria Hotel
200th Avenue at 110th Street
from 6:30 to 8:30 pm
with food, drink and music.
Entry Deadline August 31.
See you there!



Thomas Eakins. *The Agnew Clinic*.
1889. Oil on canvas

Call for Entries for AIGA/New York
Show . "Take your best shot".
Michael Beirut.

Using psychological isolation

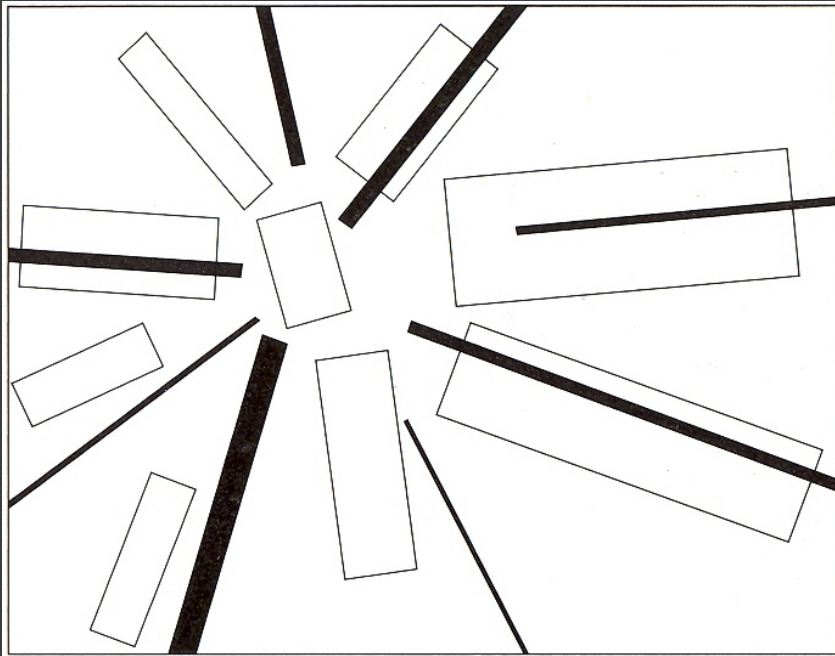


Scott Siedman. *Sanctuary*. 1985. Acrylic on canvas



Bartolome Esteban Murillo, *Little Boy Begging*. 1650. oil on canvas

Emphasis by Placement



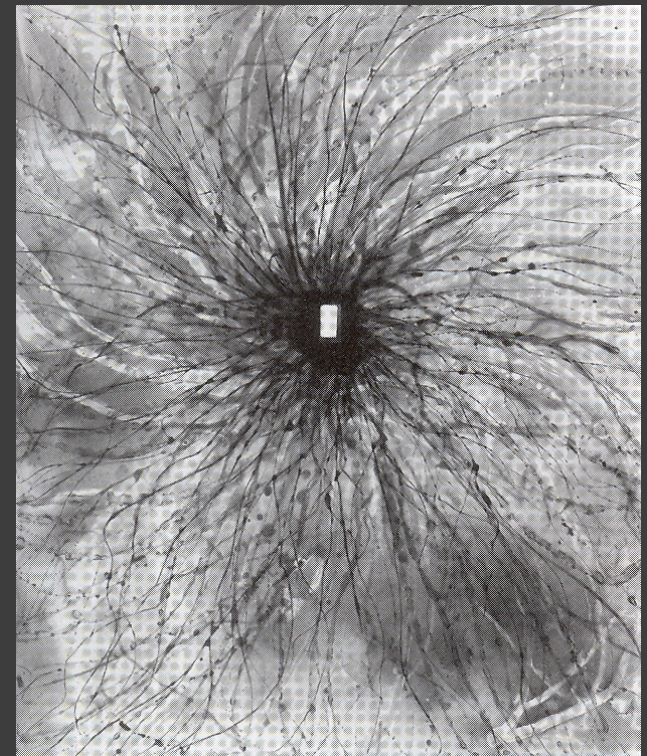
Johannes Vermeer, *The Music Lesson* . 1664

Degree of Emphasis, maintaining unity

The focal point should remain connected to the whole design.



Pierre Bonnard. *Coffee*. 1914



Anish Kapoor, *Door*, 1991. Spit bite aquatint



Maurice Vellekoop. *Christian Dior Boutique, Valentino*. Watercolor on paper. Wallpaper, November/December 1997.

Absence of a Focal Point



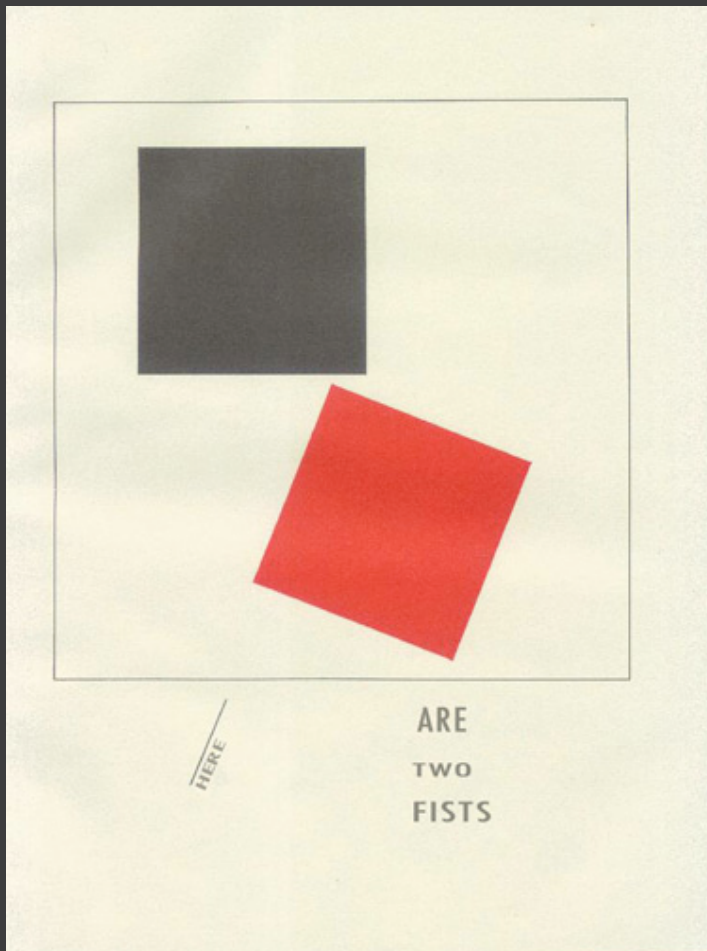
Lee Krasner, *Untitled*. 1949. Oil on Composition board.



Andy Warhol. *100 Cans*. 1962



Color and Perception



El Lissitzky. *Of Two Squares: A Suprematist Tale in Six Constructions*. 1922. Illustrated book with letterpress cover and six letterpress illustrations, $10\frac{15}{16}'' \times 8\frac{7}{8}''$ (27.8 × 22.5 cm). Publisher: Skify, Berlin. Gift of the Judith Rothschild Foundation (89.2001.5).

The Human Face



jux·ta·po·si·tion: an act or instance of placing close together or side by side, especially for comparison or contrast.



Tara E Trudell
juxtaposition project
Fall 2009

Diamonds are forever The Bushmen aren't forever

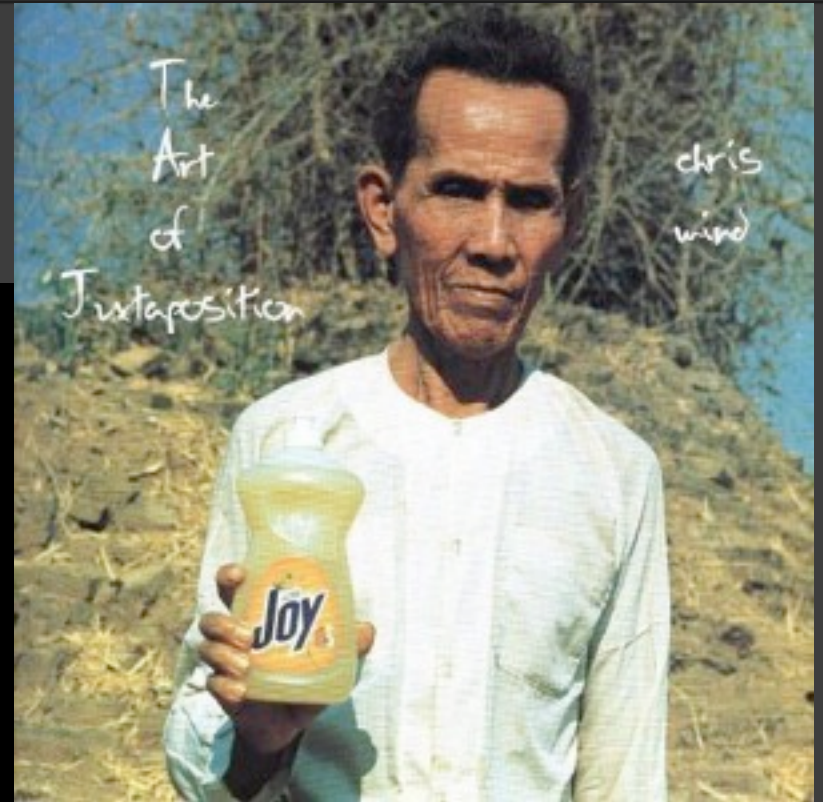




Using juxtaposition in a single image



JUXTAPOSITION







Giotto, 1304



Giotto - The Lamentation - c. 1304

Botticelli "La Primavera", 1482



PRIMAVERA, ALESSANDRO BOTTICELLI, 1485-1477

Botticelli, “Birth of Venus”, 1486



Raphael "School of Athens" c. 1510



In Istanbul...



in Istanbul...



Keslik Monastery, Cappadocia Turkey



Goreme, Cappadocia Turkey



Goreme, Cappadocia Turkey

