

brilliant color bootcamp

focal area

*composition
and design*

focal
area



One of the most important things to remember in composition, is to put your energy into your focal area.

Your focal area is the place where your greatest contrasts in value (light and dark) exist. The focal area is where your brightest colors (highlights) reside, and the focal area is where the strongest (hardest) edges exist. Hard edges draw the eye. Save most of your soft edges for outside the focal area.

IDEAL FOCAL AREA



Where should your focal area be?

In general, you can use the **rule of thirds**, or the golden mean, to determine where to place the most important, eye catching elements. Divide your canvas into quadrants, and place your focal zone near an intersecting point. Resist the urge to give flowers, leaves, and other elements away from the focal area attention and detail. Suggest, don't dictate, outside the focal area.