1. **Isolation**

Isolation is proximity in reverse. Something that is visually distanced from a group is emphasized.

2. **Placement**

If lines or edges of shapes lead or point to an object, it will be emphasized. Likewise, imagined lines leading to an object also add emphasis. For example, if people in an image look at an object or point to it, it will be emphasized.

3. **Contrast**

Contrast is similarity or repetition in reverse. If an object is different from the others in brightness, color, shape, direction, size, etc, it will be emphasized.

In the photo above, where do your eyes look first? Why? Below are some ways of creating emphasis, all of which are used in the photograph to create a focal point.

**Image:**