

Focal Hierarchy

Art & Design

The devices that decide what a viewer looks at first, second and last.

Rank the parts first, then use these to enforce the ranking.

Strongest pull

Highest value contrast

Sharpest edge

Greatest chroma

A face, or an eye

Lines converging on a point

Supporting

Isolation from everything else

The most detail and texture

An unexpected shape or direction

Warm against cool

Position on the reading path

Pushing back

Softer edges, lower contrast

Grey the colour down

Repeat it until it stops being novel

Crop it, or overlap it

Testing it

Squint until only masses remain

Look away, then look back

Ask a stranger where they looked first

First, second, third. A picture with two equal centres of interest leaves the eye shuttling between them.