

Name: _____

Per. _____

Emphasis - The special importance, or prominence given to something.
Emphasis can be created via size, color / value, or the position within a composition.



Example

Which element is emphasised ? Explain or describe why your example shows emphasis - *The 7 is emphasised because it is larger and in the center of the image.*

1. Use a magazine to find an example of **Emphasis**. Cut out your example and glue it into the box on the left.

Which element is emphasised ? Explain or describe why your example shows emphasis - _____

2. Use a magazine to find an example of **Emphasis**. Cut out your example and glue it into the box on the left.

Which element is emphasised ? Explain or describe why your example shows emphasis - _____

3. Use a magazine to find an example of **Emphasis**. Cut out your example and glue it into the box on the left.

Which element is emphasised ? Explain or describe why your example shows emphasis - _____

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Alignment -To position elements in a straight line.

Align Left, Align Center, Align Right.

Alignment can create a structural framework within the layout of a design.

Use a magazine to find an example of text that has been aligned. Cut out your example and glue it into the box on the left.

1

Align Center

2

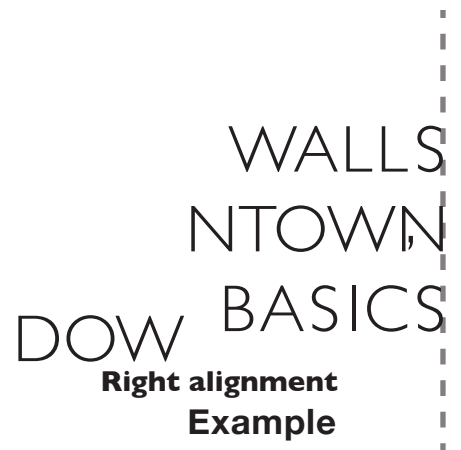
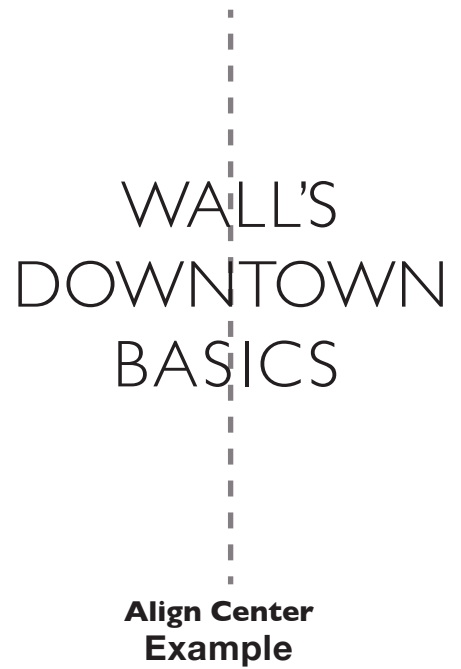
Align Center

3

Left alignment

4

Right alignment

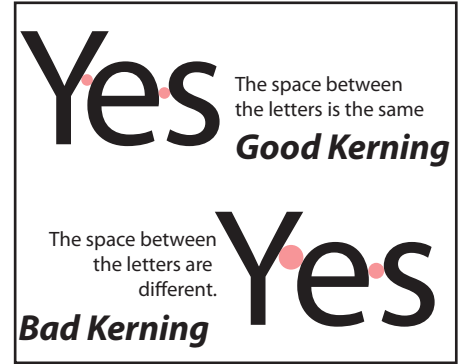


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Example



Kerning - The space between INDIVIDUAL letters in a piece of text.

Use a magazine to find an examples.

Tight kerning - the letters should be very close together.

1.

2.

3.

loose kerning - the letters should have a lot of space around each letter.

4.

5.

6.

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Tracking - The space between **ALL** the letters in a word or a line of text.

The quick brown fox jumped over the lazy dog. Loose Tracking

The quick brown fox jumped over the lazy dog. Tight Tracking

Identify and label the type of tracking in the magazine ad.

Glue your example of **tight** tracking.

Glue your example of **tight** tracking.

Glue your example of **loose** tracking.

Glue your example of **loose** tracking.