

# TRAVEL ➡ SNAP CARDS

## FOCAL POINTS



In order to work with focal points, you must understand what they are. Misuse of a focal point will actually hurt the effectiveness of your photograph. A focal point is defined as an area of interest, emphasis, or difference within a composition that attracts immediate viewer attention.

PRINT SIZE: A5  
14cm x 21cm /  
5.83" x 8.27"



### GETTING THE POINT

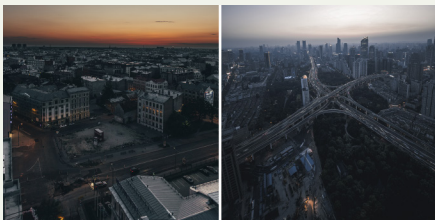
This travel photograph is an excellent example of a focal point in use. The two birds attract immediate visual attention.

**PRO TIP |** A focal point is often defined by:

- Position within the frame
- Focus placement
- A blur effect
- A point of strong contrast
- Contrasting color
- Strong shape.
- Relative size to surrounding objects

### PRO TIP #1: STRONG SHAPE

These are similar travel scenes. A clearly defined shape within the frame is one of the strongest focal points possible. Include a single focal point if possible.



### PRO TIP #2: VISUAL WEIGHT

A focal point can be the subject, or it can be the second most visually heavy object in the frame that pulls attention to the subject.



### PRO TIP #3: EYE SNAGS

Subject's eyes almost always create a focal point. But be careful, as focal point placement within the frame is critical. There are several major problems with this shot. The eyes have emphasis. Emphasis becomes a focal point. Poor placement attracts attention to the top of the frame, and then takes the eyes away from the subject through line of sight. Take note of all the eye snags surrounding the subject.

