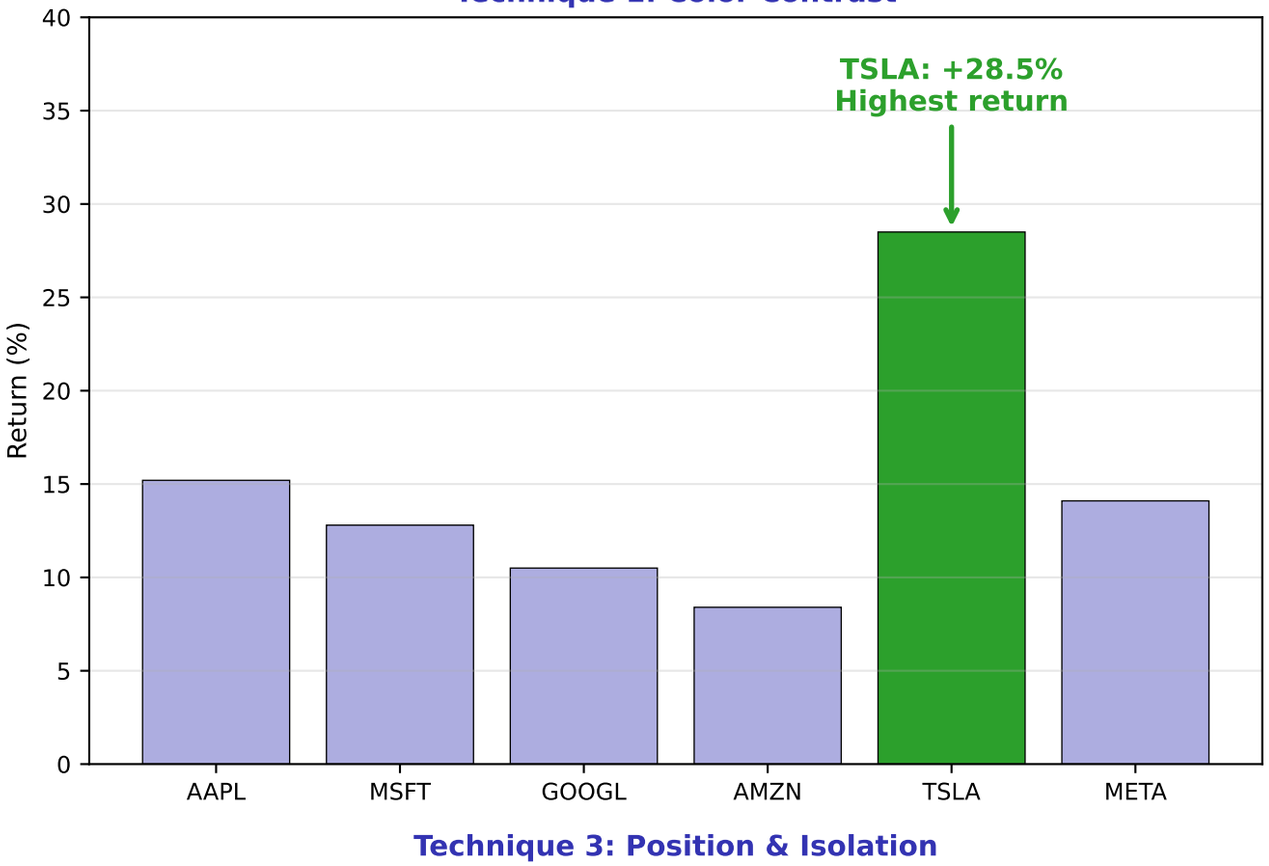
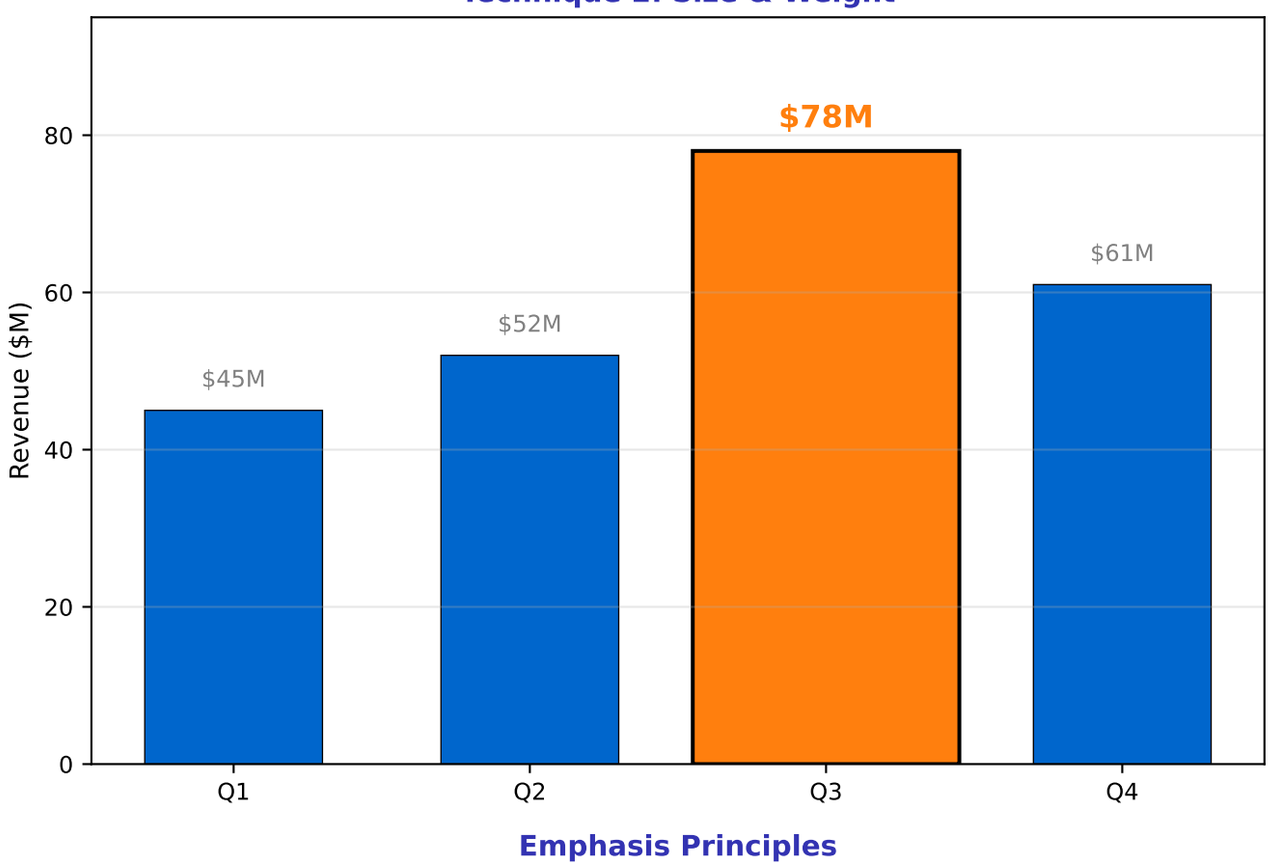
Emphasis Techniques: Direct Attention

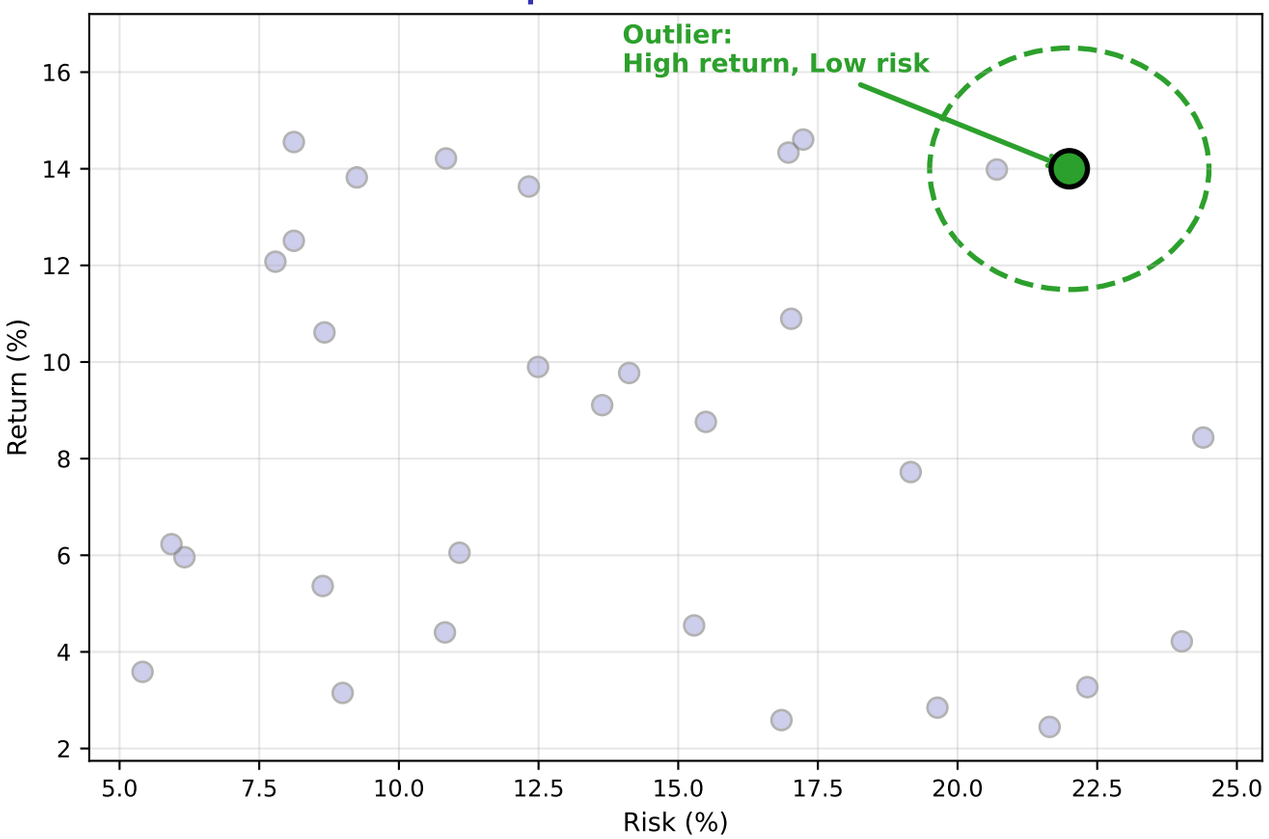
Technique 1: Color Contrast



Technique 2: Size & Weight



Technique 3: Position & Isolation



Emphasis Principles

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EMPHASIS HIERARCHY

1. COLOR CONTRAST
   - Use bright/saturated for emphasis
   - Gray out non-essential elements
   - Limit emphasis to 1-2 items

2. SIZE VARIATION
   - Larger = more important
   - Bold text for key numbers
   - Thicker lines for main series

3. POSITION
   - Top-left draws first attention
   - Isolate key points
   - Use whitespace strategically

4. ANNOTATION
   - Call out the insight
   - Use arrows to direct eyes
   - Keep it concise

RULE: If everything is emphasized,
      nothing is emphasized.
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