

## Lecture 3

# visual hierarchy

-the content is also important - besides the focal pts.

- bird & girl watching each other  
→ the color scheme in the bkg. is subdued to enable focus on the focal pts.  
→ a psychic line b/w the bird & girl

## DEGREE OF EMPHASIS

→ holistic approach is very important -

## ABSENCE OF FOCAL PT.

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↓  
the entire composition works  
as a focal pt. (rather than  
1 part of it)

- eg. with many small pics of  
Marilyn Monroe.
  - from the movement called  
pop art
  - by Andy Warhol - a pop  
artist
  - represents the taken for  
granted daily life (repetitive)
  - pop culture - a face  
becomes an icon (wherever  
& whenever it is printed)
  - 2nd row, 7th face,  
the saturation of the image  
makes it look more realistic.

makes it just ~~unrecognizable~~  
, even then we are  
able to recognize it as  
Marilyn Monroe.

- woven/printed fabric eg.

⇒ Centralised Placement -

⇒ the bkg. needs to be non-  
representational (passive) for  
us to not focus on it.

(eg of a news reader ABC news)  
↓  
Things have changed now  
(images of current news readers  
with visual bkg.)

RULE OF THIRDS (GOLDEN MEAN)

(do not confuse it with the golden ratio)

concept- of POWER PTS.



pts. of most focal attention (generally)

Why can't we place at the center instead of the power pt.?

↪ A central placement makes the background totally passive. Thus the content is not visible to the viewer.

Read corresponding chapters from the text.

USE OF LINES IN COMPOSITION

eg. + Life of a Socialist (1919)  
by George Grosz

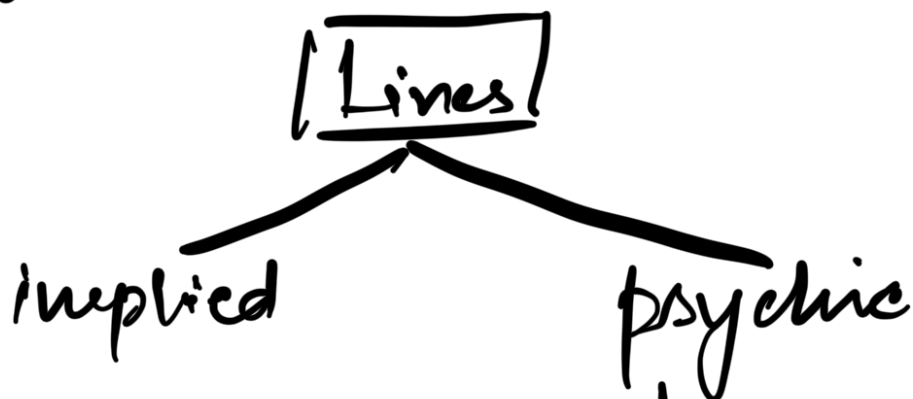
→ the artist didn't want  
the lines to be too

expressive

metaphor  
for life of  
socialists

the lines don't  
show any emotions  
or anything

↓  
sad  
connotation



↓  
eg. the pic of  
the girl and  
the bird looking  
at each other

eg.- The Consecration with  
the Virgin, Pietro Perugino  
↓  
architectonic paintings