

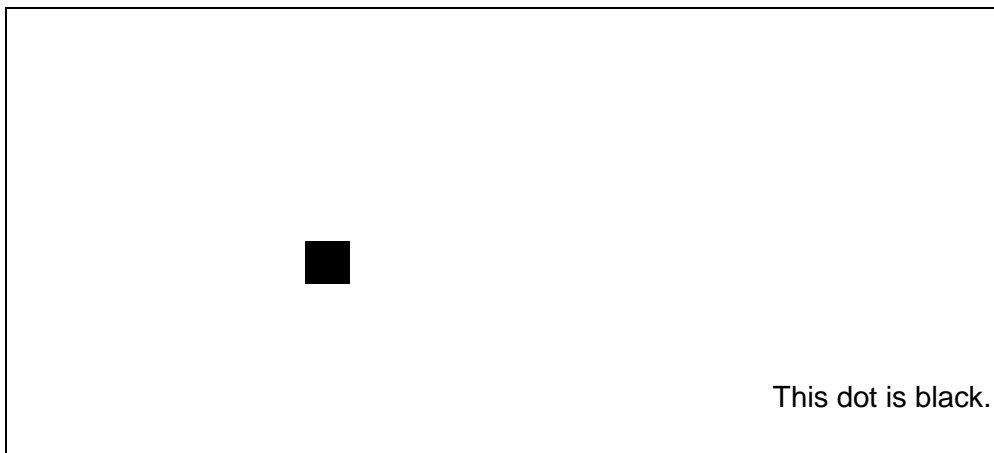
USING SHAPES, OBJECTS, AND GRAPHICS

Shapes, Objects, and Graphics are usually foreground objects which solicit some of the most notable attention from the reader.



Notice how the eye wants to move towards the most prominent objects (usually the larger, more noticeable objects). Sometimes, in moving towards the most prominent object, we ignore less noticeable objects (think of the fine print in advertising).

EX: (Using an object to direct the eye towards text in a less-than-obvious position)



Notice that your eyes tend to want to move towards the object first. Again, if the text is placed in a less than obvious position (placed in the lower-right hand corner), the eye will move much more slowly to read the text. The object is again more prominent. Our eyes are attracted to larger, darker objects initially.

For Your Information: Many advertisers, video game designers, and painters use such strategies to actually make the audience ignore particular subtleties.