

An easy one is to use all of the elements in your layout to help point to where you want the eye to go.



The eye will always be drawn to the area with the most detail. Put a lot of detail near the center of interest and minimize it everywhere else.



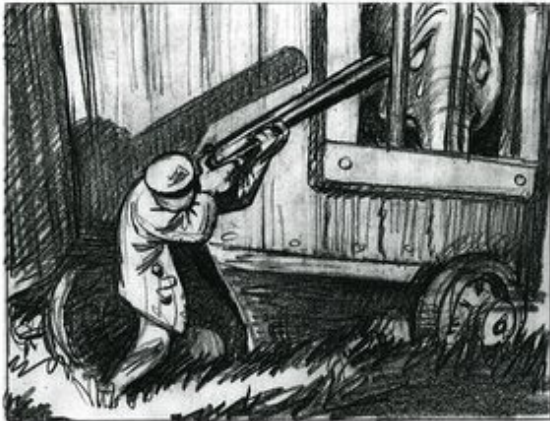
The eye will always go the area of greatest contrast first. Obviously black against white provides the greatest contrast. Save these values for the most important part of the frame.



If you don't want to make the center of interest black and white then use a little color. If only one spot in the frame is in color the eye will go there first. Or if you color the whole frame save the strongest value for where you want the eye to go.



frame within a frame to isolate the center of interest.



The eye will always be attracted to the irregular.

