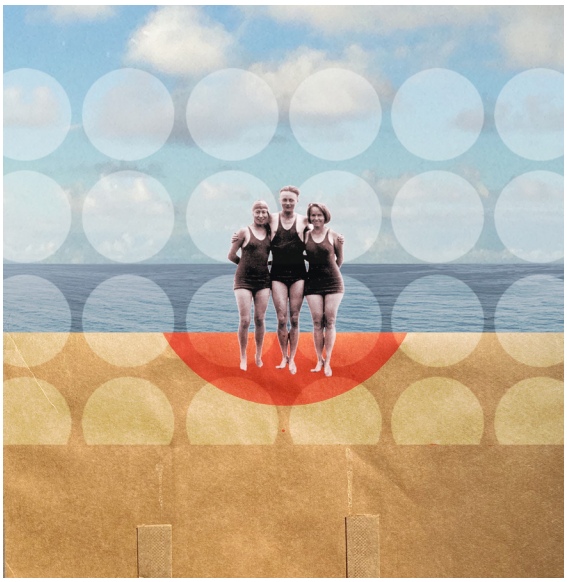
Exercise:
It's your turn!

Explore how changes in proportion can establish hierarchy and direct attention.

Choose several visual elements from your own photos, artwork, found imagery, typography, or shapes.

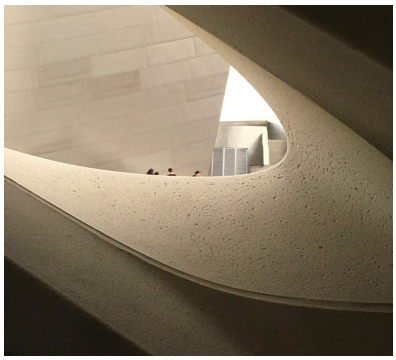
Create a composition with a clear hierarchy and focal point.



Then, using the same elements, create a second version in which something else becomes the focal point and the visual hierarchy changes.

You may change scale, position, color, value, contrast, cropping, transparency, or other visual qualities.

Goal: Control what is seen first, second, and third.



Copyright © 2026 Howard Schneider.