1.2.4 Dominance

Dominance is contrast taken to the extreme. By creating one element to dominate other elements on the page, you create an area of interest and a focal point to your design. Dominance gives viewers a way into your design. It lets them know right away where to look and from there you can [guide them through the rest of your design](#).

Without dominance your visitors have to think about where to look first. Don't make me think. Make it clear where I'm to look first. Give me an easy way to enter your design and begin to look about.

You can create dominance through manipulation of:

- size
- position
- color
- style
- shape

You can have more than one area of interest in your design, though one should be dominant. One should be the primary area of interest and be dominant over everything else.