

# Rule of Thirds

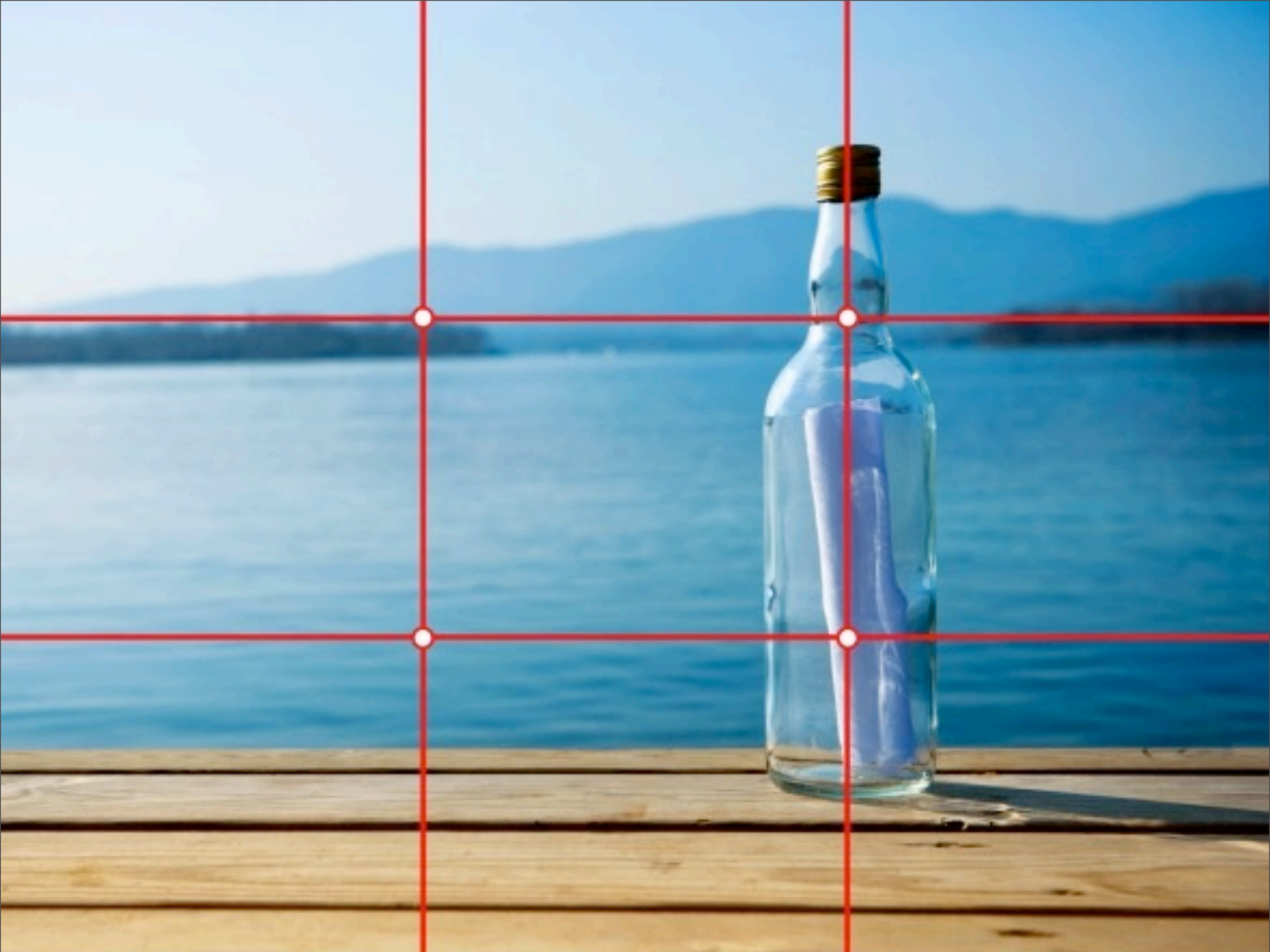
# Rule of Thirds

The **rule of thirds** is a "[rule of thumb](#)" or guideline which applies to the process of composing [visual images](#) such as [paintings](#), [photographs](#) and [designs](#).<sup>[1]</sup> The guideline proposes that an image should be imagined as divided into nine equal parts by two equally-spaced horizontal lines and two equally-spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections.<sup>[2]</sup> Proponents of the technique claim that aligning a subject with these points creates more tension, energy and interest in the composition than simply centering the subject would.

From Wikipedia, the free encyclopedia

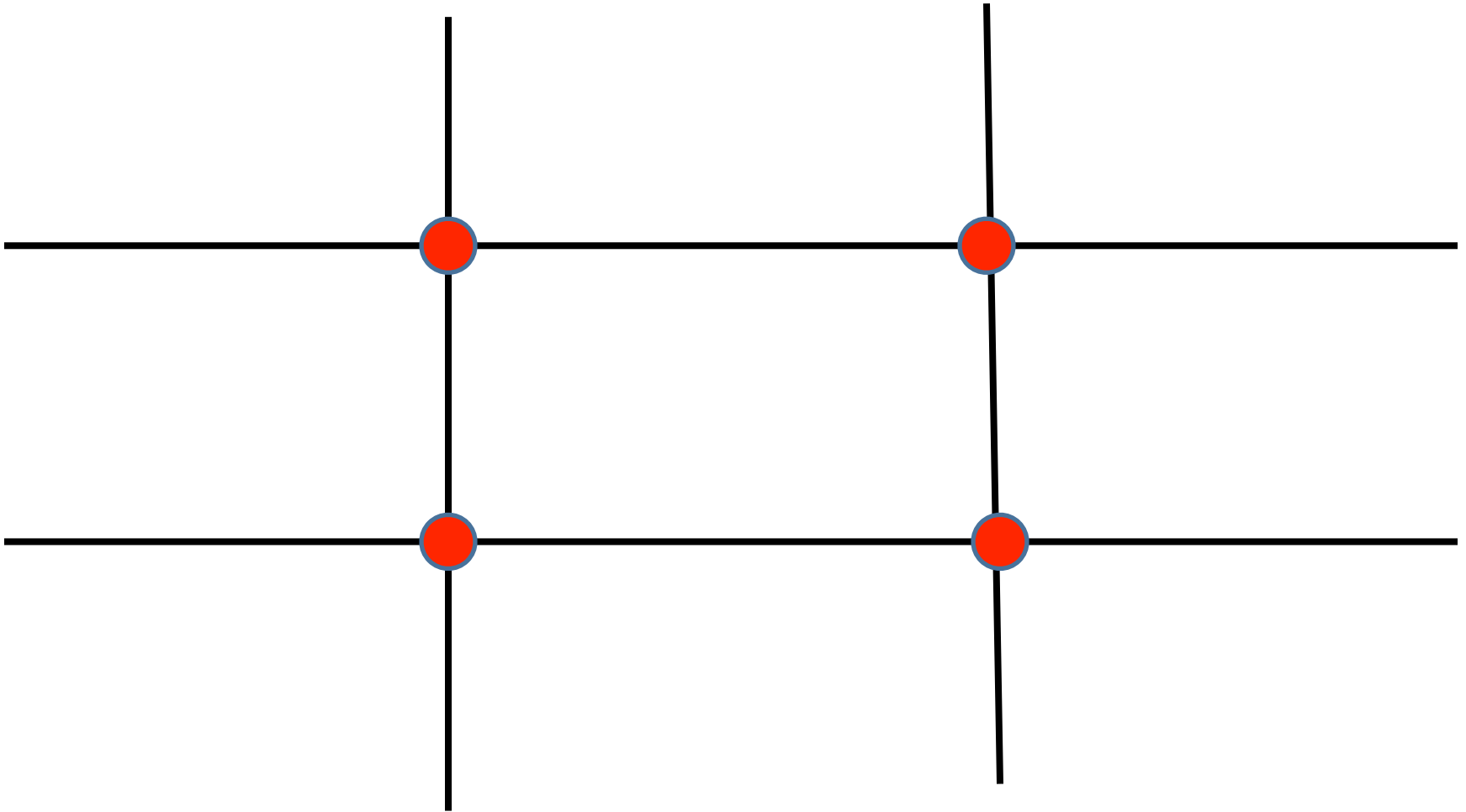
# The Rule of Thirds

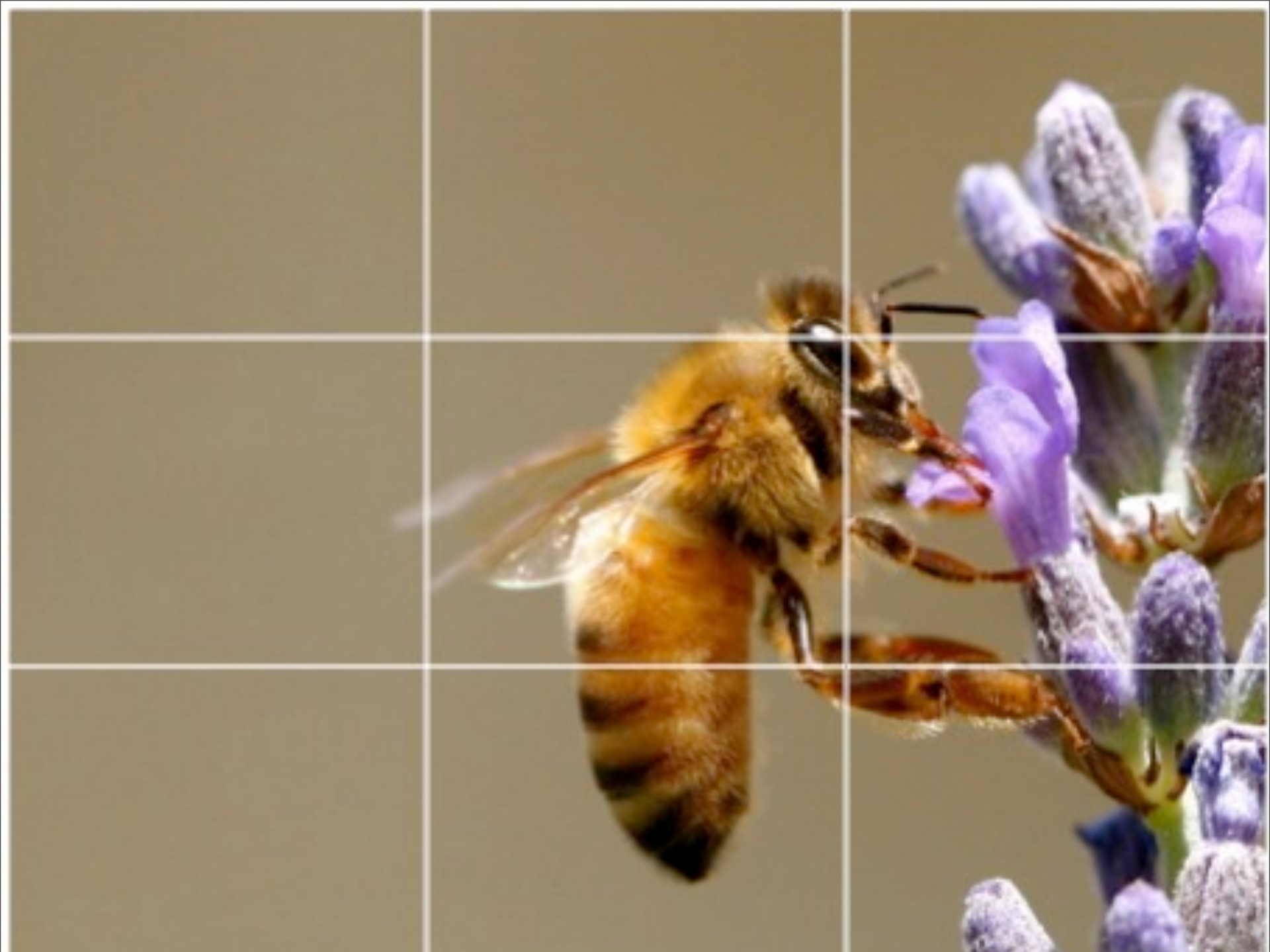
- The rule of thirds has been around for several hundred years, with the first written reference by John Thomas Smith in “Remarks on Rural Scenery” (1797). He wrote about the philosophy and how it pertained to painting and art, giving it the name “rule of thirds,” a phrase that is now used commonly among artists, photographers and designers.
- While the rule of thirds can be used intentionally in art, photography or design, it is also an ever-present concept. Even when you don’t plan or accommodate for it, the rule of thirds exists. Your job is to use it to your design advantage.

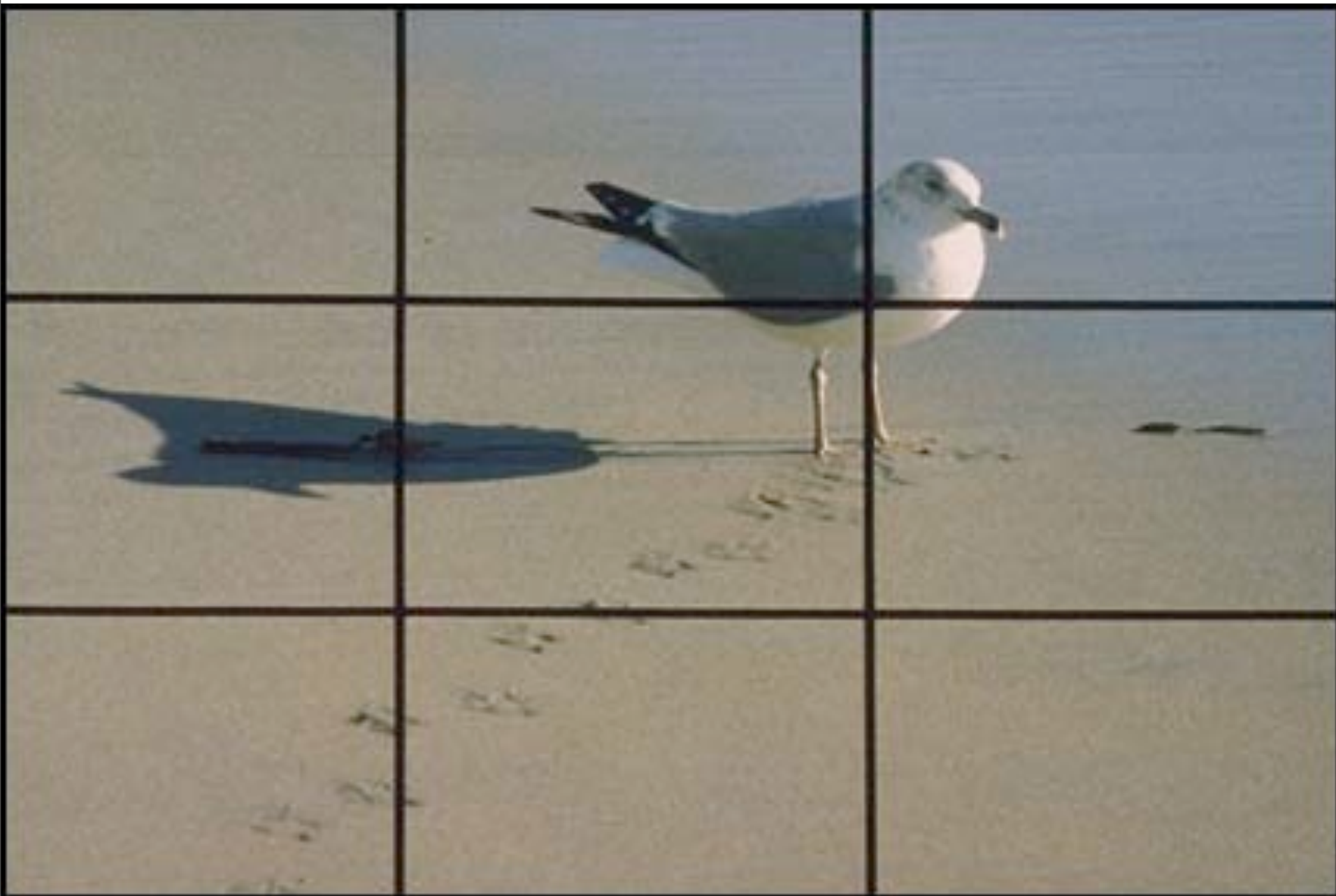




# Power points when using the Rule of Thirds







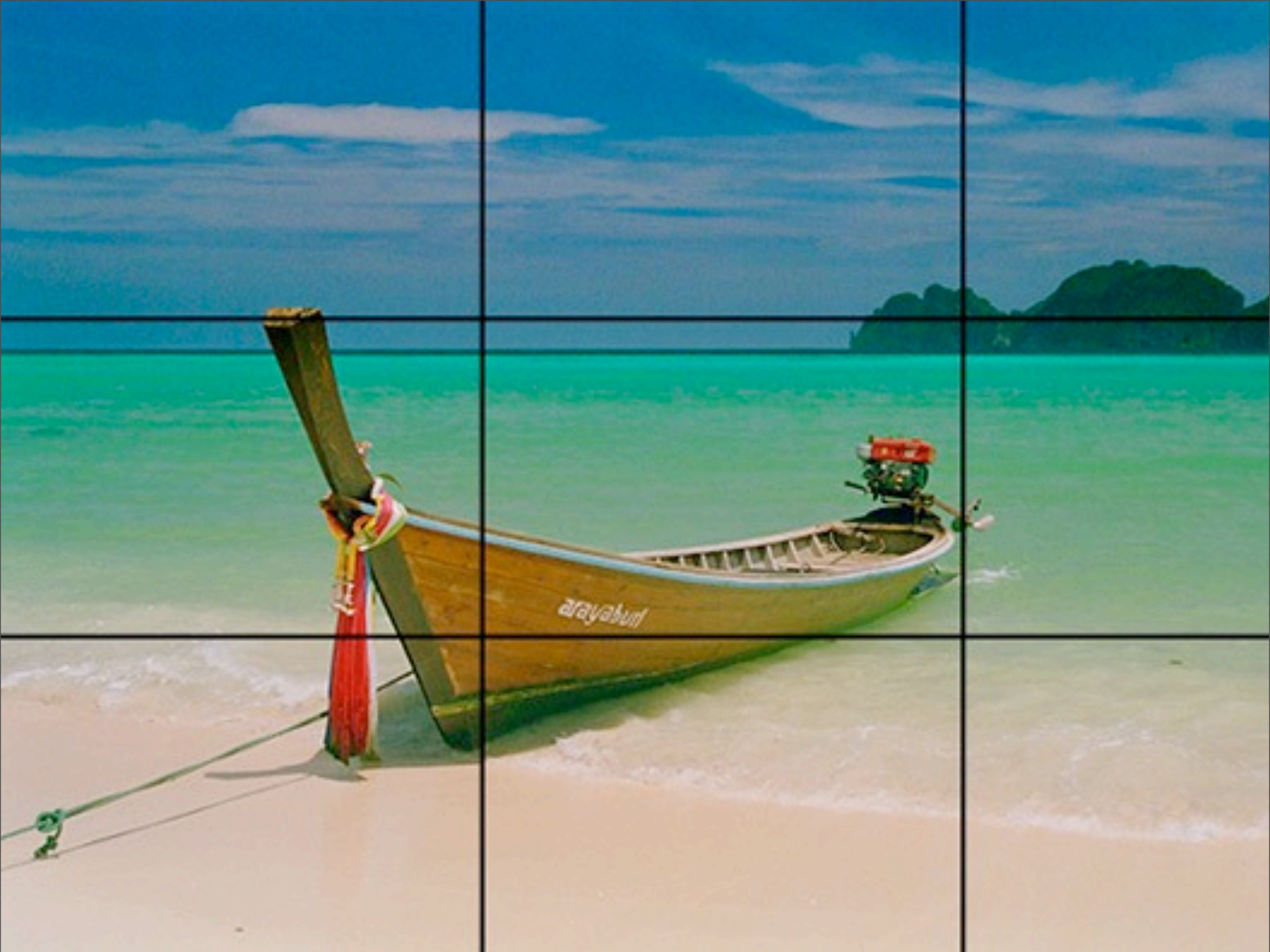
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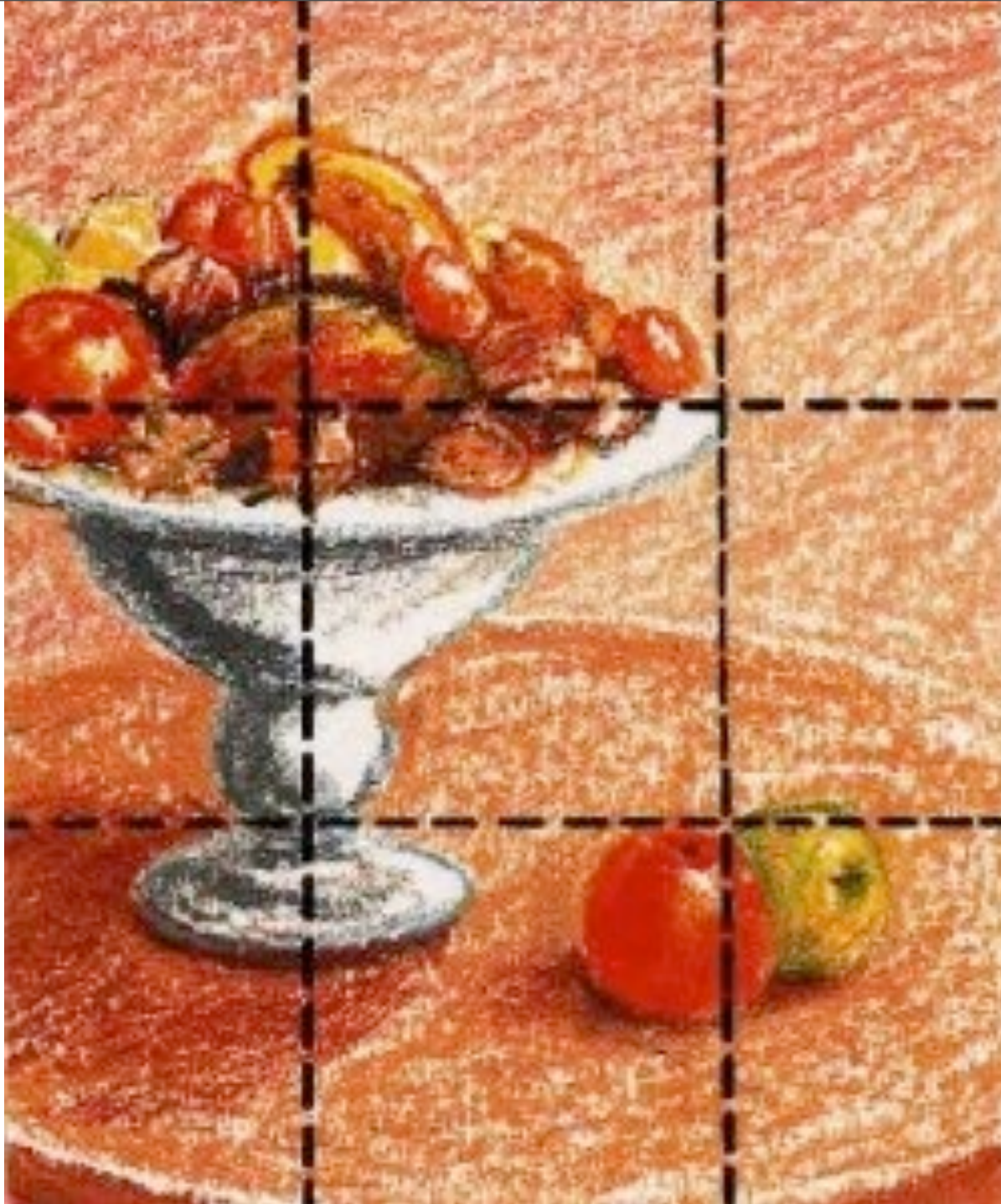


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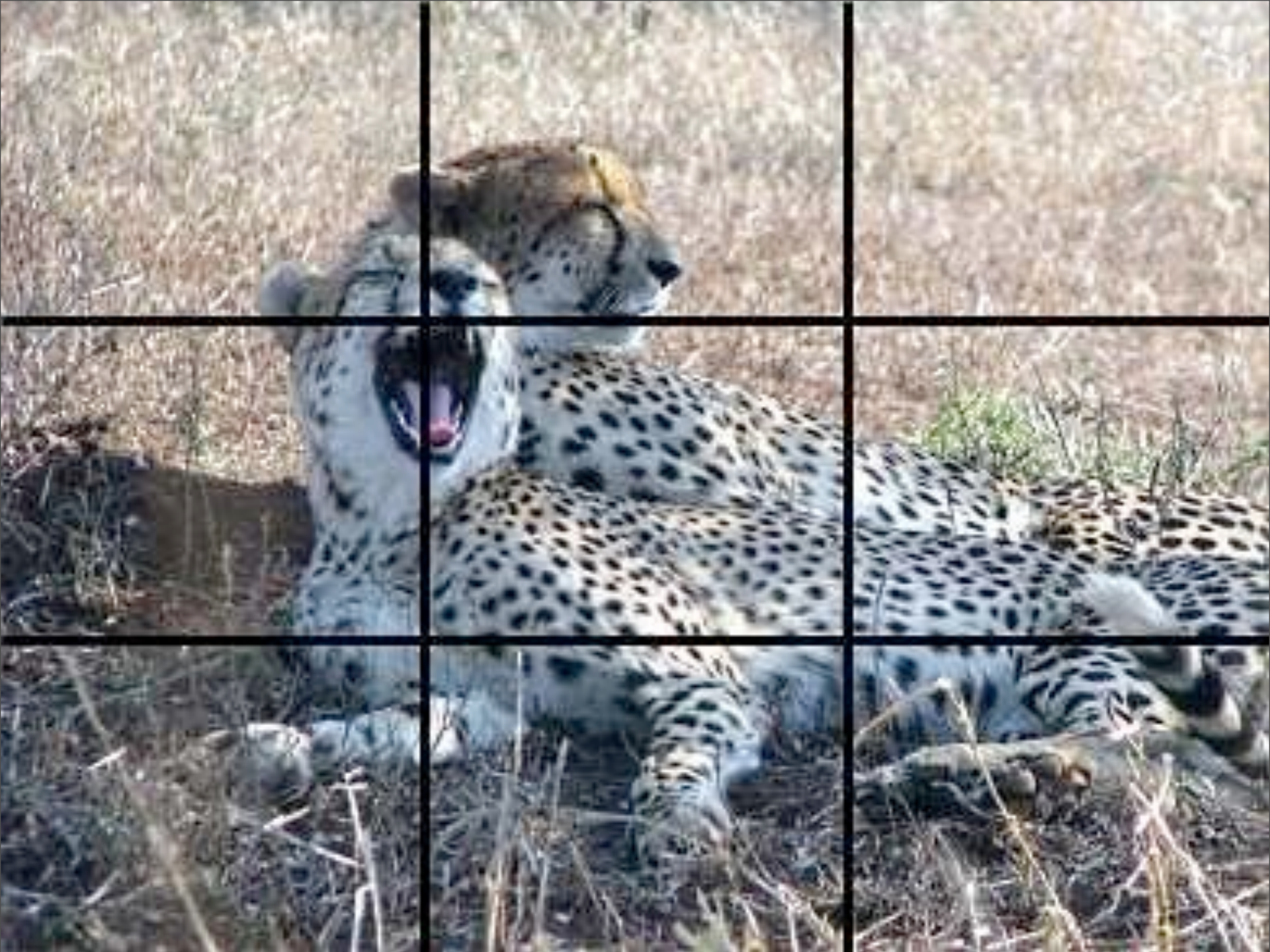






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# The Rule of Thirds is important in Graphic and Web Design

- The grid-shaped rule of thirds concept helps you understand the places on an image where a person is naturally drawn when viewing an image or even your webpage. In theory, the most eye-catching points are where the grid lines intersect.
- Understanding where these key points fall can help you better compose a piece of artwork or photo, determine a more appealing crop and even determine placement of elements on your website's landing page. Generally, the area that will first attract attention is the top left grid intersection, followed by the intersection below it and then the top right and bottom right cross-sections.
- The biggest lesson to come from the rule of thirds is that perfect 2-part symmetry may not be the most appealing configuration. You will get more impact with images and design without it. (And remember, even if your design is created with perfect symmetry from the center out, the rule of thirds will still apply.)
- You can work with or against the rule of thirds, but you can't eliminate it.



# Eye scanning and the rule of thirds

41%



20%



25%

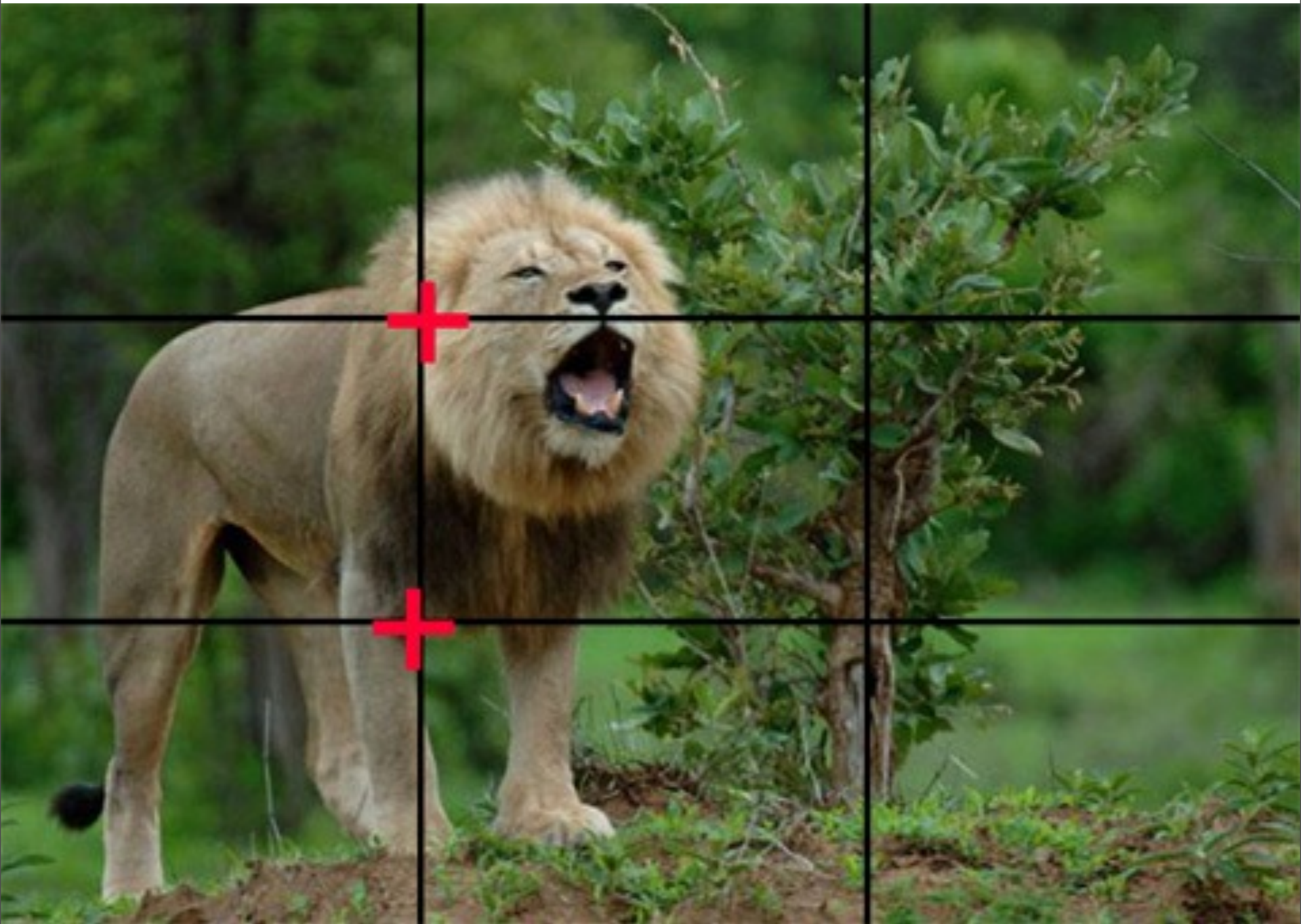


14%









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