Rule of Thirds

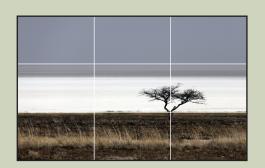**1** **T**he rule is simply to divide the frame into thirds vertically and horizontally, and to use the resulting grid to place elements within the frame. Important elements should be placed along the grid lines or at their points of intersection.

2

3 **A**ccording to eye tracking studies, viewers are most likely to look first and longest at the upper left intersection of the grid, followed by the lower left, upper right and lower right.

4 **A**lthough most often applied to photographic composition, the rule of thirds can be useful in page and website design. An off-center dominant element is often an effective way to lead viewers into the page.

Images: Wikimedia Commons

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