Too many Where elements grab attention, then lose it. Too many What elements may never have the chance to grab attention long enough to hold it. You need both!

In the third illustration (above), your eye can move easily between the artwork and text portions of the image. The artwork catches your attention with its Where features (high contrast, space, angular shape, line), and holds it with its What features (low contrast, curves, texture, detail, color). Because of the relatively equal balance between Where and What features, it doesn't fight with the text below it, which also contains both Where and What features (as all high-contrast text does). You'll find you can easily focus within either the artwork area or the text area.