

Value

Value is present in all design. It is the lightness or darkness of an object, regardless of color. Value is relative to the background color and other items on the page.

Use value to:

- **Increase/Decrease Contrast**

The greater the difference in value between an object and its background, the greater the contrast



Choose the value that creates the amount of contrast and effect that you want for your design. In the above examples, the lighter value recedes into the light background. The design with the greatest contrast makes the darker object more dominant.

- **Create Movement**

Objects of the same value create a static design with all objects equal in visual importance. Introducing varying values gives the page a more dynamic appearance and creates a 'pecking order' among the objects. Some stand out while others recede.



Mix elements of different values to add visual movement to your design or to create a hierarchy of importance.

- **Lead the Eye**

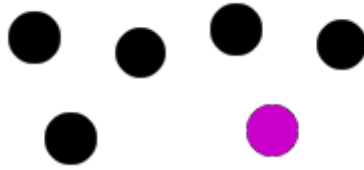
By creating a pattern of dark to light values, even when the objects are equal in shape and size, it leads the eye in the direction of dark to light.



In the above example, the first set of all dark lines are static. The middle example leads the eye in a downward direction (dark to light). Reversing the values of the lines leads the eye upward.

Use color to change the effect of value:

Color has the power to override the effects of value. In a high contrast black & white design, introducing a single, small bit of color will change the focus and balance of the design.



The eye is drawn to that spot of color even if other elements are designed to draw the eye in some other direction or the objects are otherwise equal. That's the power of color.